



CANADIAN PENSION & BENEFITS INSTITUTE

CPBI 2016 Western Regional Conference

October 5-7, 2016 | The Westin Resort & Spa, Whistler, BC

PEAK PERFORMANCE



SPONSORSHIP PROGRAM



CPBI 2016 Western Regional Conference

October 5-7, 2016 | The Westin Resort & Spa, Whistler, BC

Sponsorship Opportunities

The Canadian Pension & Benefits Institute (CPBI) Pacific Region is excited to host the Western Regional Conference in one of our favourite locations – beautiful Whistler, BC. This world-class venue has something for everyone and we’re anticipating a fantastic turnout. The conference dates are October 5, 6 and 7, 2016.

Our conference has long been recognized as a significant opportunity for networking and sharing information on pensions, employee benefits and institutional investments, including the industry’s latest developments and trends.

Sponsorship Opportunities

A limited number of marquee sponsorship opportunities are available. Your organization’s position of leadership in the pension, benefits and investments industries is of great influence and we would welcome your participation in the conference as a sponsor.

Our sponsorship program allows us to present speakers and deliver educational workshops of very high quality. Sponsors are appropriately recognized and acknowledged for their contribution to the success of the conference and we strive to ensure that value is returned to our sponsors.

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SPONSORSHIP PROGRAM

The Whistler 2016 conference offers 4 levels of participation – Platinum, Gold, Silver and Bronze. Higher levels offer additional features include event and media advertising, complimentary registrations to the conference and the opportunity to introduce invited speakers. There are also two special sponsorship opportunities available – Opening Reception and Welcome Gift – which are sure to get our delegates talking about your organization’s generous contribution to the conference.

Sponsorship opportunities are limited – act today to reserve your spot!

All sponsors will be recognized and have their logos published in all registration material. Early-bird sponsors (those whose applications are received prior to July 1, 2016) will be recognized in the registration package and all media advertising. We very much value our sponsors and look for every opportunity to thank them throughout the conference.

We are thrilled with how our conference is coming together and look forward to your support.

To arrange for your organization’s sponsorship placement or discuss the sponsorships available, please contact:

Lena A. Jaoude, CPBI National Office | Lena@cpbi-icra.ca | 514-288-1222 x24

Level	Number available	Fee	Featured at...	Complimentary Registrations
Opening Reception	One	\$10,000	Wednesday evening reception	Two
Welcome Gift	One	\$10,000	Gift in every delegate’s room on check in	Two
Platinum	Two	\$9,000	Keynote address, registration desk	Three
Gold	Four	\$7,500	Thursday gala & Apple Watch prize draws	Two
Silver	Six	\$5,000	Social Media Centre & Thursday Forums	One
Bronze	Unlimited	\$2,500	Health Breaks	N/A



OPENING RECEPTION

One available – \$10,000
Featured at: Opening Reception

The Opening Reception is held on Wednesday evening from 5 PM to 7 PM at the Westin Resort & Spa to kick off the conference. This event was a huge success at our last Whistler conference, and it's a party we'd like to repeat! All delegates, sponsors and speakers are welcomed to this reception – a great opportunity for everyone to network, enjoy some live music and refreshment, and meet up with friends old and new. Note that there is no conference dinner on Wednesday night – delegates are encouraged to explore Whistler Village at night and take advantage of the great restaurants this vibrant location has to offer.

In addition to recognition in conference materials and from the podium, this sponsorship includes:

- **Recognition as exclusive sponsor of Opening Reception**
- **Logo on signage at event**
- **Logo on cocktail napkins and name used in signature cocktail**
- **Two complimentary conference registrations, which may be used by representatives of your organization or gifted to clients. Includes sessions, meals, and entertainment. Note that hotel accommodation and travel expenses are not included.**



WELCOME GIFT

One available – \$10,000

Featured at: Delegate rooms at the Westin



Everyone enjoys finding a welcoming card and a sweet treat upon checking in to their hotel rooms! The Welcome Gift sponsorship will get your name, logo and message in front of every delegate.

In addition to recognition in conference materials and from the podium, this sponsorship includes:

- **Exclusive name, logo and welcome message on cards in delegate rooms at the Westin Resort & Spa, accompanying a sweet treat provided by the resort's chef**
- **Two complimentary conference registrations, which may be used by representatives of your organization or gifted to clients. Includes sessions, meals and entertainment. Note that hotel accommodation and travel expenses are not included.**

PLATINUM LEVEL SPONSORSHIP

Two available – \$9,000

Featured at: Keynote Address, Conference Registration Desk



The Platinum sponsorship level holds our traditional marquee position at the conference. Your organization has the opportunity to address all delegates at the keynote address (either Thursday or Friday) and Platinum sponsors share the spotlight at the Conference Registration Desk – the conference hub.

In addition to recognition in conference materials and from the podium, this sponsorship includes:

- **Opportunity to introduce the keynote speaker at the Thursday or Friday conference opening**
- **Name and logo featured in registration desk signage**
- **Opportunity to provide pens and notepads with your logo for distribution at the registration desk***
- **Opportunity to display promotional material at the registration desk and at group session tables.**
- **Three complimentary conference registrations, which may be used by representatives of your organization or gifted to clients. Includes sessions, meals, and entertainment. Note that hotel accommodation and travel expenses are not included.**

** In the spirit of sustainability, we are not distributing delegate bags. Pens and notepads provided by Platinum sponsors will be available at the desk and on conference tables for any delegates who wish to take one. Any remaining items after the conference will be returned to the sponsor.*



GOLD LEVEL SPONSORSHIP

Four available – \$7,500

Featured at: Thursday Gala Dinner & Entertainment; Apple Watch Prize Draw

Our Gold sponsors benefit from the buzz of the Thursday gala, as delegates catch up with each other and relax over great food, wine and entertainment. The buzz will continue as we draw for delegate prizes – each Gold sponsor will support the purchase of Apple Watches to be given away in the prize draws (one for each Gold sponsor). CPBI will provide the Apple Watches.

In addition to recognition in conference materials and from the podium, this sponsorship includes:

- o **Acknowledgement at the gala**
- o **Name and logo featured on dinner wine bottles and menus on tables**
- o **Sponsor of the Apple Watch prize draws**
- o **Two complimentary conference registrations, which may be used by representatives of your organization or gifted to clients. Includes sessions, meals, and entertainment. Note that hotel accommodation and travel expenses are not included.**





SILVER LEVEL SPONSORSHIP

Six available – \$5,000

Featured at: Social Media Centre & Thursday Forums

Our Silver sponsors will be promoted on social media through the Social Media Centre. Live posts to Twitter, LinkedIn and Instagram will continuously feed through our Social Media Centre prior, during and after the conference. We'll also be encouraging all speakers and delegates to participate and follow along. In addition to being viewed by conference attendees, posts will be viewed by followers across the country.

Immediately following the Thursday keynote, the Forums are the first sessions where our delegates split into their areas of interest. These sponsorships are a great opportunity to get in front of delegates in your industry.

In addition to recognition in conference materials and from the podium, this sponsorship includes:

- **Promotion of social media presence and sponsorship of the conference's Social Media Centre**
- **Acknowledgement at the two Thursday Forums**
- **One complimentary conference registration, which may be used by a representative of your organization or gifted to a client. Includes sessions, meals, and entertainment. Note that hotel accommodation and travel expenses are not included.**

BRONZE LEVEL SPONSORSHIP

Unlimited – \$2,500

Featured at: Health breaks

Our health break stations are the hub between sessions and where all delegates converge to refresh and recharge.

In addition to recognition in conference materials and from the podium, this sponsorship includes:

- **Name and logo featured in all conference advertising and in the delegate registration package.**
- **Name and logo on all conference signage.**

SPONSORSHIP RESERVATION FORM

Choose your Level

- Opening Reception
- Welcome Gift
- Platinum Level
- Gold Level
- Silver Level
- Bronze Level

Complete and return this form to:

Lena A. Jaoude | Lena@cpbi-icra.ca | Fax: 514-288-1225

Early-bird sponsors (those whose applications are received prior to July 1, 2016) will be recognized in the registration package and also in media advertising.

COMPANY / ORGANIZATION INFORMATION

Approved by, Name:		
TITLE:		
E-MAIL:		
COMPANY:		
ADDRESS:		
CITY:	PROVINCE:	POSTAL CODE:
TEL:	FAX:	
WEBSITE:		

PAYMENT INFORMATION

<input type="checkbox"/> CREDIT CARD				
PLEASE CHARGE \$	TO MY:	<input type="checkbox"/> VISA	<input type="checkbox"/> MASTERCARD	<input type="checkbox"/> AMEX
CARD HOLDER NAME:				
CREDIT CARD NUMBER:			EXP DATE :	
SIGNATURE:				

INVOICE ME

<input type="checkbox"/> INVOICE ME
Send a cheque made out to the order of: CPBI Pacific 595 Burrard St. PO Box 48542 Bentall Vancouver, BC V7X 1A3



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