

2017 ATLANTIC REGIONAL CONFERENCE

OCTOBER 4-6, 2017

ST. JOHN'S CONVENTION CENTRE

ST. JOHN'S, NL

SPONSORSHIP OPPORTUNITIES



BETWEEN A ROCK AND A HARD PLACE:

LEARNING TO EMBRACE DISRUPTION



Between a rock and a hard place! Let’s be honest...don’t we all feel that way once in a while? Or several times daily? Where better than St. John’s, a city that has weathered its share of turbulence and yet remains vibrant, to get together to share our problems, to share our solutions, and to share in some very good times in the process!

The 2017 CPBI Atlantic Regional Conference, taking place October 4-6, will welcome delegates at the Delta St. John’s Hotel and Convention Centre. Far from being a hard choice, our conference has a track record of being a rock solid value for event sponsors. Our delegates regularly number over 200 and draw from plan sponsors, service providers, provincial government representatives, union leaders and employee benefit plan trustees from Atlantic Canada, Quebec and Ontario. Over the course of three days, CPBI Atlantic delegates will discuss regional and global issues that affect your business, while gaining valuable insights from distinguished speakers and networking with your peers and clients. Here is what one previous attendee has to say about the value of our event:

“With the volatility that we are experiencing in today’s stock markets, the trends that are occurring in the cost of health care and the development of new pharmaceuticals, and the political discussions and trade decisions that are happening within our provinces, our nation and around the world, it is essential for those responsible for pension plans and group benefits programs to remain proactive and up-to-date. As a participant at the 2017 CPBI Atlantic Regional Conference, you will have many opportunities to review the current trends that are happening in the industry, to share insights and expectations that are relevant to your particular plan, and to pose questions and engage in discussion with industry experts on the many issues that will influence your current decisions and shape your future directions. In addition, you will have many opportunities to network with colleagues facing similar challenges and to share ideas and possible solutions. Today is definitely not the time for us to become complacent if we hope to continue to improve on our past and to strive forward in building a stronger foundation for our future.”

Perry Downey
Member Services, Provident¹⁰

Inside this document you will find a comprehensive list of sponsorship choices which has been modified from previous years for you to maximize your profile and commitment to the Pension, Investment and Benefits industry in Atlantic Canada.

CPBI Atlantic looks forward to an exciting sponsorship partnership with you and your organization.

Sincerely,
David Tutty
Sponsorship Coordinator
2017 CPBI Atlantic Regional Conference

CPBI Atlantic offers sponsorship confirmation on a first come, first served basis. Confirmations will be accepted in writing by email to david.tutty@sobeys.com. An acknowledgement will be sent by return email.

SPONSORSHIP CATEGORIES

DIAMOND	\$12,000	Conference Apparel with Corporate Logo	SOLD
EMERALD	\$8,000	Entertainment – October 4 – The Newfoundland and Labrador Showcase – Presented by the Spirit of Newfoundland	
RUBY	\$7,500	Lobster Dinner	SOLD
RUBY	\$7,500	Conference Dinner	SOLD
OPAL	\$6,000	Forum Speakers – based on availability (refer to descriptions on page 4)	
PEARL	\$5,000	Entertainment – October 5 – John Sheehan	
PEARL	\$5,000	Newfoundland Style Discovery Hunt – October 4	
SAPPHIRE	\$3,500	Reception - October 4	SOLD
SAPPHIRE	\$3,500	Wine Sponsor - Dinner on October 4	SOLD
SAPPHIRE	\$3,500	Reception – October 5	SOLD
SAPPHIRE	\$3,500	Wine Sponsor - Dinner on October 5	
SAPPHIRE	\$3,500	Hotel Key Cards	SOLD
SAPPHIRE	\$3,500	Advertising on Exhibit Door Advertising (3 spots available)	
SAPPHIRE	\$3,500	Luggage Tags	SOLD
AMETHYST	\$2,500	Delegate Transportation on October 4	SOLD
AMETHYST	\$2,500	Breakfast – October 4	SOLD
AMETHYST	\$2,500	Lunch - October 4	SOLD
AMETHYST	\$2,500	Entertainment at Late Night Reception – October 5 – “The Newfoundland Duo”	
AMETHYST	\$2,500	Newfoundland Tasting Bar at Late Night Reception - October 5	SOLD
AMETHYST	\$2,500	Breakfast – October 5	SOLD
AMETHYST	\$2,500	Lunch – October 5	SOLD
TURQUOISE	\$2,000	Break - October 5 Morning Break #1	SOLD
TURQUOISE	\$2,000	Break – October 5 Morning Break #2	SOLD
TURQUOISE	\$2,000	Break – October 5 Afternoon Break #1	SOLD
TURQUOISE	\$2,000	Break – October 5 Afternoon Break #2	SOLD
TURQUOISE	\$2,000	Break – October 5 Morning Break	SOLD
JADE	\$1,500	Non Specific	
GOLF	\$5,000	Golf - Primary Sponsor	SOLD
GOLF	\$2,500	Golf - Lunch Sponsor	SOLD
MEDIA SPONSOR			

FORUM SPEAKERS

JESSE HIRSH

FUTURIST & DIGITAL STRATEGIST

Because of the impact technology has on our relationship with the world, Jesse believes that it should be used in responsible and creative ways. He encourages audiences to use technology as the catalyst for collaboration, education, and growing thriving organizations. A speaker who brings excitement and curiosity to technical topics, Jesse is able to synthesize abstract concepts into digestible and actionable pieces of information. His insightful presentations feature valuable unique strategic insights relative for the audience members.

DR. JANICE STEIN

UNIVERSITY OF TORONTO, FOUNDING DIRECTOR OF THE MUNK SCHOOL OF GLOBAL AFFAIRS

Whether it's economics, geopolitics, or international security and terrorism, few people have a better understanding of global issues than Professor Janice Gross Stein. Her dynamic presentations provide a unique perspective into what's really happening around the world—from China to Russia to the Middle East and Europe—and what it means to her audiences. Professor Stein's presentations not only connect the dots regarding key events, but provide a look at where things are headed, and where the potential dangers and opportunities may lie. Both realistic and hopeful, she leaves her audiences with a better understanding of current global issues, and a clear, compelling vision of the future.

DR. WADE LOCKE

MEMORIAL UNIVERSITY OF NEWFOUNDLAND

Dr. Locke is a Full Professor of Economics and Academic Head for the Department of Economics at Memorial University of Newfoundland. He specializes in the Newfoundland and Labrador economy, resource economics, public finance, public policy, innovation indicators, productivity, economic impact assessment and cost-benefit analysis. He has provided his professional services to all three levels of government, to foreign governments and to national, local, regional and international businesses. He has served as an expert commentator and analyst to the local, national and international media. His research has had a major impact on public policy, particularly on the public finance of the Province of Newfoundland and Labrador and the development of its oil and gas resources. He will focus on these key topic areas which relate specifically to Newfoundland economy, as well as the Atlantic economy in general.

DR. BRIAN GOLDMAN

EMERGENCY ROOM PHYSICIAN, BESTSELLING AUTHOR & MEDICAL WATCHDOG

Dr. Goldman's style is earnest, heartfelt and sincere. He has a passion for compassion and he makes complex medical issues digestible for audiences by personalizing medicine and the human frailties of his profession. He is unafraid to address tough or controversial issues head on in a comprehensive way.

ENTERTAINMENT

THE NEWFOUNDLAND AND LABRADOR SHOWCASE

Presented by the Spirit of Newfoundland

This “time” is essentially a Kitchen Party that is enhanced by spirited staff, singers providing medleys of Newfoundland & Labrador music, humorous dialogue and stories, a fiddler, accordionist, dancers, full stage band and audience participation.

JOHN SHEEHAN

Everyone relates to John’s comedy, because you’ve actually had that friend, aunt, brother, or other whacked out relationship. Couple that with legendary Newfoundland timing and it’s bust-a-gut funny. He has appeared at The Halifax Comedy Festival, The St. John’s Comedy Festival, CBC Radio’s The Debators, and in several television commercials.

“THE NEWFOUNDLAND DUO”

Entertainment at Late Night Reception

Featuring the vocal talents of two of Newfoundland’s most celebrated, awarded and acclaimed vocalists: Peter Halley and Shelley Neville. Newfoundland, Irish and Contemporary song selections intermixed with Newfoundland humor and dialogue.

ACTIVITIES

GOLF TOURNAMENT AT CLOVELLY GOLF COURSE

The Osprey course is routed through the traditional landscape of the Avalon Peninsula, natural wetlands, small scenic ponds and surrounding forest dominated by Black Spruce and Balsam Fir. An excellent mix of holes is showcased by demanding, yet playable Par 5’s, short and medium-length Par 3’s, and a perfect mix of Par 4’s. The course can play differently every day due to the varying winds off the Atlantic which will provide a challenge to every golfer.

NEWFOUNDLAND STYLE DISCOVERY HUNT

Working in teams, participants will be on the hunt with a list of items written in Newfoundland English to locate in the local community and photograph. They will have several riddles to solve that will lead them to interesting locations for photo opportunities. Instructions will lead to a stop at the Newmans Wine Vaults for a port and a Newfoundland Chocolate tasting. They will then continue on to a stop at a pub on George Street for a Pub Olympics competition. Teams are transported around the town by a local taxi company.

NEWFOUNDLAND TASTING BAR AT LATE NIGHT RECEPTION

Scrunchions and toutons and more! Delegates and their guests will get to sample local foods at this Newfoundland themed tasting bar. Delicious!

SPONSORSHIP CATEGORIES

DIAMOND LEVEL \$12,000

CONFERENCE APPAREL WITH CORPORATE LOGO

- Two complimentary delegate conference registrations
- Each registrant will receive apparel with your corporate logo embroidered on the back
- Identification as Diamond level sponsor on banners and signage at strategic site locations, as well as in the Delegate Booklet
- Acknowledgement on the CPBI website
- The opportunity to provide one promotional item for the Delegate's Welcome Kit
- Appreciation advertisement in industry publications

EMERALD LEVEL \$8,000

ENTERTAINMENT – WEDNESDAY, OCTOBER 4TH

- One complimentary delegate conference registration
- Introduction of entertainment – The Newfoundland and Labrador Showcase
- Your company's name and logo will be displayed on signage at the entertainment event
- Identification as Emerald level sponsor on banners and signage at strategic site locations, as well as in the Delegate Booklet
- Acknowledgement on the CPBI website
- The opportunity to provide one promotional item for the Delegate's Welcome Kit
- Appreciation advertisement in industry publications

RUBY LEVEL \$7,500

PACKAGE 1 – DINNER – WEDNESDAY, OCTOBER 4TH

- Your company's name and logo will be displayed on signage at the lobster dinner
- Identification as Ruby level sponsor on banners and signage at strategic site locations, as well as in the Delegate Booklet
- Acknowledgement on the CPBI website
- The opportunity to provide one promotional item for the Delegate's Welcome Kit
- Appreciation advertisement in industry publications

PACKAGE 2 – DINNER – THURSDAY, OCTOBER 5TH

- Your company's name and logo will be displayed on signage at the conference dinner
- Identification as Ruby level sponsor on banners and signage at strategic site locations, as well as in the Delegate Booklet
- Acknowledgement on the CPBI website
- The opportunity to provide one promotional item for the Delegate's Welcome Kit
- Appreciation advertisement in industry publications

OPAL LEVEL \$6,000 (FOUR AVAILABLE)

KEYNOTE SPEAKER – SPONSOR'S CHOICE OF FOUR SPEAKERS (BASED ON AVAILABILITY)

- Introduction of speaker – Sponsor to choose which Forum speaker they wish to sponsor
- Your company's name and logo will be displayed on signage at the session
- Identification as Opal level sponsor on banners and signage at strategic site locations, as well as in the Delegate Booklet
- Acknowledgement on the CPBI website
- The opportunity to provide one promotional item for the Delegate's Welcome Kit
- Appreciation advertisement in industry publications

PEARL LEVEL \$5,000

PACKAGE 1 - ENTERTAINMENT – THURSDAY, OCTOBER 5TH

- Introduction of entertainer – Comedian, John Sheehan
- Your company's name and logo will be displayed on signage at the entertainment event
- Identification as Pearl level sponsor on banners and signage at strategic site locations, as well as in the Delegate Booklet
- Acknowledgement on the CPBI website
- The opportunity to provide one promotional item for the Delegate's Welcome Kit
- Appreciation advertisement in industry publications

PACKAGE 2 – NEWFOUNDLAND DISCOVERY HUNT - WEDNESDAY, OCTOBER 4TH

- Your company's name and logo will be displayed on signage during the tour
- Identification as Pearl level sponsor on banners and signage at strategic site locations, as well as in the Delegate Booklet
- Acknowledgement on the CPBI website
- The opportunity to provide one promotional item for the Delegate's Welcome Kit
- Appreciation advertisement in industry publications

SAPPHIRE LEVEL \$3,500

PACKAGE 1 – ONE HOUR OPEN BAR RECEPTION – WEDNESDAY, OCTOBER 4TH

- Your company's name and logo will be displayed on signage at the reception
- Identification as Sapphire level sponsor on banners and signage at strategic site locations, as well as in the Delegate Booklet
- Acknowledgement on the CPBI website
- The opportunity to provide one promotional item for the Delegate's Welcome Kit
- Appreciation advertisement in industry publications

PACKAGE 2 – WINE SPONSORSHIP AT DINNER – WEDNESDAY, OCTOBER 4TH

- Your company's name and logo will be displayed on signage at the dinner venue
- Identification as Sapphire level sponsor on banners and signage at strategic site locations, as well as in the Delegate Booklet
- Acknowledgement on the CPBI website
- The opportunity to provide one promotional item for the Delegate's Welcome Kit
- Appreciation advertisement in industry publications

PACKAGE 3 – ONE HOUR OPEN BAR RECEPTION – THURSDAY, OCTOBER 5TH

- Your company's name and logo will be displayed on signage at the reception
- Identification as Sapphire level sponsor on banners and signage at strategic site locations, as well as in the Delegate Booklet
- Acknowledgement on the CPBI website
- The opportunity to provide one promotional item for the Delegate's Welcome Kit
- Appreciation advertisement in industry publications

PACKAGE 4 – WINE SPONSORSHIP AT DINNER – THURSDAY, OCTOBER 5TH

- Your company's name and logo will be displayed on signage at the dinner venue
- Identification as Sapphire level sponsor on banners and signage at strategic site locations, as well as in the Delegate Booklet
- Acknowledgement on the CPBI website
- The opportunity to provide one promotional item for the Delegate's Welcome Kit
- Appreciation advertisement in industry publications

PACKAGE 5 – HOTEL KEY CARDS

- Your company's name and logo will be displayed on hotel key cards given to each registrant
- Identification as Sapphire level sponsor on banners and signage at strategic site locations, as well as in the Delegate Booklet
- Acknowledgement on the CPBI website
- The opportunity to provide one promotional item for the Delegate's Welcome Kit
- Appreciation advertisement in industry publications

PACKAGE 6 – ELEVATOR DOOR ADVERTISING (3 AVAILABLE)

- Your company’s name and logo will be displayed on the elevator door located in the Delta St. John’s Hotel lobby
- Identification as Sapphire level sponsor on banners and signage at strategic site locations, as well as in the Delegate Booklet
- Acknowledgement on the CPBI website
- The opportunity to provide one promotional item for the Delegate’s Welcome Kit
- Appreciation advertisement in industry publications

PACKAGE 7 – LUGGAGE TAGS

- Your company’s name and logo will be displayed on luggage tags given to each registrant
- Identification as Sapphire level sponsor on banners and signage at strategic site locations, as well as in the Delegate Booklet
- Acknowledgement on the CPBI website
- The opportunity to provide one promotional item for the Delegate’s Welcome Kit
- Appreciation advertisement in industry publications

AMETHYST LEVEL \$2,500

PACKAGE 1 - DELEGATE TRANSPORTATION – WEDNESDAY, OCTOBER 4TH

- Be the official transportation sponsor for delegates as we move them to Clovelly Golf Course.
- Your company’s name and logo will be displayed on signage at the bus pick-up location
- Identification as Amethyst level sponsor on banners and signage at strategic site locations, as well as in the Delegate Booklet
- Acknowledgement on the CPBI website
- The opportunity to provide one promotional item for the Delegate’s Welcome Kit
- Appreciation advertisement in industry publications

PACKAGE 2 – BREAKFAST – THURSDAY, OCTOBER 5TH

- Your company’s name and logo will be displayed on signage at the breakfast
- Identification as Amethyst level sponsor on banners and signage at strategic site locations, as well as in the Delegate Booklet
- Acknowledgement on the CPBI website
- The opportunity to provide one promotional item for the Delegate’s Welcome Kit
- Appreciation advertisement in industry publications

PACKAGE 3 – LUNCH – THURSDAY, OCTOBER 5TH

- Your company’s name and logo will be displayed on signage at the lunch
- Identification as Amethyst level sponsor on banners and signage at strategic site locations, as well as in the Delegate Booklet
- Acknowledgement on the CPBI website
- The opportunity to provide one promotional item for the Delegate’s Welcome Kit
- Appreciation advertisement in industry publications

PACKAGE 4 – ENTERTAINMENT AT LATE NIGHT RECEPTION – THURSDAY, OCTOBER 5TH

- Your company’s name and logo will be displayed on signage at the reception.
- Identification as Amethyst level sponsor on banners and signage at strategic site locations, as well as in the Delegate Booklet
- Acknowledgement on the CPBI website
- The opportunity to provide one promotional item for the Delegate’s Welcome Kit
- Appreciation advertisement in industry publications

PACKAGE 5 – NEWFOUNDLAND TASTING BAR AT LATE NIGHT RECEPTION – THURSDAY, OCTOBER 5TH

- Your company’s name and logo will be displayed on signage at the Tasting Bar. Delegates will have a chance to savour local Newfoundland foods.
- Identification as Amethyst level sponsor on banners and signage at strategic site locations, as well as in the Delegate Booklet
- Acknowledgement on the CPBI website
- The opportunity to provide one promotional item for the Delegate’s Welcome Kit
- Appreciation advertisement in industry publications

PACKAGE 6 – BREAKFAST – FRIDAY, OCTOBER 6TH

- Your company's name and logo will be displayed on signage at the breakfast
- Identification as Amethyst level sponsor on banners and signage at strategic site locations, as well as in the Delegate Booklet
- Acknowledgement on the CPBI website
- The opportunity to provide one promotional item for the Delegate's Welcome Kit
- Appreciation advertisement in industry publications

PACKAGE 7 – LUNCH – FRIDAY, OCTOBER 6TH

- Your company's name and logo will be displayed on signage at the lunch
- Identification as Amethyst level sponsor on banners and signage at strategic site locations, as well as in the Delegate Booklet
- Acknowledgement on the CPBI website
- The opportunity to provide one promotional item for the Delegate's Welcome Kit
- Appreciation advertisement in industry publications

TURQUOISE LEVEL \$2,000

PACKAGE 1 – MORNING BREAK #1 – THURSDAY, OCTOBER 5TH

- Your company's name and logo will be displayed on signage at the break
- Identification as Turquoise level sponsor on banners and signage at strategic site locations, as well as in the Delegate Booklet
- Acknowledgement on the CPBI website
- The opportunity to provide one promotional item for the Delegate's Welcome Kit
- Appreciation advertisement in industry publications

PACKAGE 2 – MORNING BREAK #2 – THURSDAY, OCTOBER 5TH

- Your company's name and logo will be displayed on signage at the break
- Identification as Turquoise level sponsor on banners and signage at strategic site locations, as well as in the Delegate Booklet
- Acknowledgement on the CPBI website
- The opportunity to provide one promotional item for the Delegate's Welcome Kit
- Appreciation advertisement in industry publications

PACKAGE 3 – AFTERNOON BREAK #1 – THURSDAY, OCTOBER 5TH

- Your company's name and logo will be displayed on signage at the break
- Identification as Turquoise level sponsor on banners and signage at strategic site locations, as well as in the Delegate Booklet
- Acknowledgement on the CPBI website
- The opportunity to provide one promotional item for the Delegate's Welcome Kit
- Appreciation advertisement in industry publications

PACKAGE 4 – AFTERNOON BREAK #2 – THURSDAY, OCTOBER 5TH

- Your company's name and logo will be displayed on signage at the break
- Identification as Turquoise level sponsor on banners and signage at strategic site locations, as well as in the Delegate Booklet
- Acknowledgement on the CPBI website
- The opportunity to provide one promotional item for the Delegate's Welcome Kit
- Appreciation advertisement in industry publications

PACKAGE 5 – MORNING BREAK – FRIDAY, OCTOBER 6TH

- Your company's name and logo will be displayed on signage at the break
- Identification as Turquoise level sponsor on banners and signage at strategic site locations, as well as in the Delegate Booklet
- Acknowledgement on the CPBI website
- The opportunity to provide one promotional item for the Delegate's Welcome Kit
- Appreciation advertisement in industry publications

JADE LEVEL \$1,500

There will be an unlimited number of these non-event specific sponsorships available.

- Identification as Jade level sponsor on banners and signage at strategic site locations, as well as in the Delegate Booklet
- Acknowledgement on the CPBI website
- The opportunity to provide one promotional item for the Delegate's Welcome Kit
- Appreciation advertisement in industry publications

GOLF

PACKAGE 1 – PRIMARY EVENT SPONSORSHIP \$5,000

- Your company's name and logo featured on the signage at the golf course
- Identification as major golf sponsor on banners and signage at strategic site locations, as well as in the Delegate Booklet
- Acknowledgement on the CPBI website
- The opportunity to provide one promotional item for the Delegate's Welcome Kit
- Appreciation advertisement in industry publications

PACKAGE 2 – GOLF LUNCHES \$2,500

- Your company's name and logo featured on the signage at the golf course
- Identification as the golf lunch sponsor on banners and signage at strategic site locations, as well as in the Delegate Booklet
- Acknowledgement on the CPBI website
- The opportunity to provide one promotional item for the Delegate's Welcome Kit
- Appreciation advertisement in industry publications

MEDIA SPONSORSHIP Advertisement

You will:

- provide us two, half-page ads, one before and one after the conference

We will provide:

- make your publications available to each participant
- identification as Media sponsor on banners and signage at strategic site locations, as well as in the Delegate Booklet
- acknowledgement on the CPBI website
- the opportunity to provide one promotional item for the Delegate's Welcome Kit
- appreciation advertisement in industry publications
- one complimentary delegate conference registration