



NAVIGATING THE TIDES OF CHANGE

2016 CPBI Atlantic Regional Conference

September 14 - 16, 2016 • The Algonquin Resort • Saint Andrews, NB



SPONSORSHIP OPPORTUNITIES

Navigating the Tides of Change

The always popular CPBI Atlantic Regional Conference returns to New Brunswick this year and we are excited to offer you the opportunity to showcase your organization's profile!

The 2016 CPBI Atlantic Regional Conference, taking place September 14 - 16, will welcome delegates at the iconic Algonquin Resort in St. Andrews by-the-Sea. The beloved landmark resort celebrated its 125th anniversary just two years ago with a "rafters to registration" refurbishment and became the nation's first Autograph Collection hotel in Marriott International's exclusive portfolio of independent hotels.

The expansive renovation of the historic venue, including its completely reimagined guest rooms and public spaces overlooking the Passamaquoddy Bay, is very much in keeping with this year's theme: "Navigating the Tides of Change". But as you plot your business course for the coming year, one constant you can count on is that our conference has a track record of being a 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's what one previous attendee has to say about the value of our event:

"In the constantly-evolving fields of pensions and employee benefits, it is more important than ever to keep informed and updated on the latest developments and best practices. Attending the CPBI Atlantic Regional Conference is a great way to do this, with the added bonus of being able to connect with industry leaders in a relaxed atmosphere. Participating at these conferences provides immediate educational results along with a great opportunity to renew existing relationships and develop new ones."

Troy Mann, Assistant Deputy Minister
Pensions and Employee Benefits Division
New Brunswick Department of Human Resources

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
2016 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	Apparel with corporate logo SOLD
EMERALD	\$10,000	Opening keynote speaker - Margaret Trudeau
EMERALD	\$10,000	Entertainment - September 14th - David Myles
IVORY	\$8,000	Sponsor's choice of keynote speaker (based on availability) Dr. Linda Duxbury, Dr. Joe Schwarcz, Keith Ambachtsheer
RUBY	\$7,500	Lobster dinner - September 14th SOLD
RUBY	\$7,500	Conference dinner - September 15th SOLD
PEARL	\$5,000	Delegate transportation - September 14th
PEARL	\$5,000	Entertainment - September 15th - Patrick Ledwell
SAPPHIRE	\$3,500	Kingsbrae Garden tour SOLD
SAPPHIRE	\$3,500	Ministers Island tour SOLD
SAPPHIRE	\$3,500	Reception - September 14th
SAPPHIRE	\$3,500	Wine sponsor - Dinner on September 14th SOLD
SAPPHIRE	\$3,500	Reception - September 15th
SAPPHIRE	\$3,500	Wine sponsor - Dinner on September 15th SOLD
SAPPHIRE	\$3,500	Luggage tags
AMETHYST	\$2,500	Reception & dinner music - September 14th&15th - Steve Dooks
AMETHYST	\$2,500	Breakfast - September 15th
AMETHYST	\$2,500	Lunch - September 15th SOLD
AMETHYST	\$2,500	New Brunswick Tasting Bar - September 15th SOLD
AMETHYST	\$2,500	Breakfast - September 16th
AMETHYST	\$2,500	Lunch - September 16th
TURQUOISE	\$2,000	Morning break #1 - September 15th SOLD
TURQUOISE	\$2,000	Morning break #2 - September 15th
TURQUOISE	\$2,000	Afternoon break #1 - September 15th
TURQUOISE	\$2,000	Afternoon break #2 - September 15th
TURQUOISE	\$2,000	Morning break - September 16th
JADE	\$1,500	Non-event specific
GOLF	\$5,000	Primary sponsor SOLD
GOLF	\$2,500	Lunch sponsor
MEDIA		Media sponsor

FORUM SPEAKERS

Margaret Trudeau

Margaret Trudeau is a Canadian icon, celebrated both for her role in the public eye and as a respected mental-health issues advocate. From becoming a prime minister's wife at a young age, to the loss of both her son and her former husband, to living with bi-polar disorder, Margaret tirelessly shares her personal stories to remind others of the importance of nurturing the body, mind, and spirit.

Dr. Linda Duxbury

The Globe & Mail reports that "a fifth of professionals in the country are working and taking care of both their kids as well as an older family member," a generation that Dr. Linda Duxbury refers to as the "sandwich generation." Juggling personal obligations with workplace responsibilities can take a toll on the mental and emotional state of workers. Dr. Duxbury documents the way the workplace is changing and offers practical solutions to ensure both employee and employer make the most of their time at work.

Dr. Joe Schwarcz

No, there really are no cockroaches in chocolate ice cream. But one of Dr. Schwarcz's radio listeners did jump to this conclusion after misinterpreting what had been said about a certain food colorant. This highly visual and entertaining presentation examines some serious as well as some frivolous experiences in dealing with the public and emphasizes the importance of fostering critical thinking.

Keith Ambachtsheer

Keith Ambachtsheer provides a fresh look at challenges facing the global pension, governance, and investing sectors in his new book titled "The Future of Pension Management." In his session, Keith will prompt thought on three fronts, including pension design - bringing us a look at the best models from around the world; pension governance - reconciling the opposable need for trustees to be both representative and strategic; and pension investing - changing investment beliefs and the value in active asset management. A copy of Keith's book will be provided to each delegate.

ENTERTAINMENT

David Myles

David Myles has made a living traversing musical time periods and genres, crisscrossing from folk, roots, pop, jazz, and country, and swinging between the forties, fifties and sixties to today, with the flick of a wrist and the strum of a guitar. His smooth timbre anchors each hook-filled ditty, taking the listener from plaintive and introspective songs, to upbeat and urgent tunes, and soulful and lovelorn tales wrapped inside three minutes.

Patrick Ledwell

Patrick's quick-witted comedy has brought him national recognition with regular appearances on CBC's "The Debaters." His signature East Coast style, accompanied with hilarious visuals, has made him a popular host for regional and national organizations. Raised on PEI, and then returned to it, Patrick Ledwell draws on his experiences growing up in an Island family and the funny trials of staying true to his roots.

Steve Dooks

Steve Dooks never took formal piano lessons; in fact, he only sat down seriously at the piano at age 18. His education came from listening to the "old songs" his father, a semi pro musician, played and sang around the house. While working in summer stock theatre as an actor, Steve landed a role as a pianist and spent six intense months at the keyboard. He never looked back and has spent the last 20 years bringing the unique sound of the Maritimes to the world.

ACTIVITIES

Golf Tournament

Breathtaking views. Ocean breezes. A challenging game. For over a century, golfers have traveled to The Algonquin to test their skills and take in the views. Today, the 7,000-yard, par 72 course will delight and challenge golfers of every level.

Kingsbrae Garden Tour

Kingsbrae Garden is a magnificent 27-acre oasis for flower, plant and art lovers. Within the beauty of the garden, participants will get to enjoy the 'Flower in an Hour' session, which includes step by step instructions on how to paint their own acrylic with Artist Geoff Slater, which they will then get to bring home.

Ministers Island Tour

To get to Ministers Island, the waters literally have to part, as you can only visit when the tide is low and cars and buses can make their way over land that is otherwise covered by water. Guests will get to tour the Van Horn Estate and take photos of the amazing water views surrounding this remarkable location.

New Brunswick Tasting Bar

Delegates and their guests will get to sample some of the finest foods the province has to offer at this New Brunswick themed tasting bar. They'll enjoy tasting portions of oysters, craft beers, local seafood delicacies and so much more!

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 \$10,000

Package 1 - Opening keynote speaker - Margaret Trudeau

- One complimentary delegate conference registration
- Introduction of speaker
- Your company's name and logo will be displayed on signage at the session
- 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

Package 2 - Entertainment - David Myles - Wednesday, September 14th

- One complimentary delegate conference registration
- Introduction of entertainment
- 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

IVORY LEVEL \$8,000

Sponsor's choice of keynote speaker (based on availability)

Dr. Linda Duxbury, Dr. Joe Schwarcz, Keith Ambachtsheer

- One complimentary delegate conference registration
- Introduction of speaker
- Your company's name and logo will be displayed on signage at the session
- Identification as Ivory 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
- Sponsorship of Keith Ambachtsheer includes a copy for each delegate of his most recent book

RUBY LEVEL \$7,500

Package 1 - Dinner - Wednesday, September 14th

- 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, September 15th

- 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

PEARL LEVEL \$5,000

Package 1 - Delegate Transportation - Wednesday, September 14th

- Be the official transportation sponsor for delegates as we move them around Saint Andrews. Transportation will be provided for golfers to the Algonquin Golf Course and delegates who choose to attend the tours of Kingsbrae Garden and Ministers Island
- Your company's name and logo will be displayed on signage at the bus pick-up location
- 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 - Entertainment - Patrick Ledwell - Thursday, September 15th

- Introduction of entertainer
- 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

SAPPHIRE LEVEL \$3,500

Package 1 - Kingsbrae Garden tour - Wednesday, September 14th

- Your company's name and logo will be displayed on signage during the tour
- 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 - Ministers Island tour - Wednesday, September 14th

- Your company's name and logo will be displayed on signage during the tour
- 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 - Wednesday, September 14th

- 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 - Wednesday, September 14th

- 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 - One hour open bar reception - Thursday, September 15th

- 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 6 - Wine sponsorship at dinner - Thursday, September 15th

- 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 7 - Luggage tags

- Your company's name and logo will be displayed on tags given to each participant
- 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 - Reception & Dinner Music - Steve Dooks - Wednesday, September 14th & Thursday, September 15th

- Your company's name and logo will be displayed on signage at the reception and dinner
- 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, September 15th

- 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, September 15th

- 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 - New Brunswick Tasting Bar - Thursday, September 15th

- Your company's name and logo will be displayed on signage at the New Brunswick Tasting Bar during 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 - Breakfast - Friday, September 16th

- 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 6 - Lunch - Friday, September 16th

- 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, September 15th

- 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, September 15th

- 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, September 15th

- 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, September 15th

- 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, September 16

- 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 lunch - \$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:

- 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
- if provided, make your publications available to conference delegates