

CANADIAN PENSION & BENEFITS INSTITUTE

# FORUM 2015

HILTON MIDTOWN HOTEL  
NEW YORK, MAY, 25, 26 & 27 2015

## DEFINING OUR FUTURE



## SPONSORSHIP OPPORTUNITIES & SHOWCASE



[WWW.CPBI-ICRA.CA](http://WWW.CPBI-ICRA.CA)



## ● Aim for visibility at the CPBI FORUM 2015

*CPBI FORUM brings together senior-level representatives - plan sponsors, plan providers, federal and provincial government representatives, union leaders as well as pension plan trustees from both Canada and the United States. They attend the CPBI annual conference, FORUM to hear from Canadian and international experts discuss current issues of the industry meet peers and exchange best practices.*

Under the theme «*Defining our future*», the CPBI FORUM 2015 will take place from May 25<sup>th</sup> to the 27<sup>th</sup> at the Hilton Hotel in New York. The FORUM agenda is available on the CPBI website; it features 24 sessions delivered by Canadian and international speakers, experts in their field, who will share with the attendees their insight on current industry challenges and trends. This year The FORUM networking program is set to the Broadway way.

### WHY SPONSOR THE CPBI FORUM

#### INFLUENTIAL TARGET AUDIENCE

The CPBI FORUM 2015 sponsorship program is tailored to provide you with maximum visibility with a large and influential target audience from across Canada and the United States.

#### DYNAMIC SETUP

The FORUM program includes the right blend of learning and networking opportunities. Announcing your brand in the FORUM dynamic environment will strengthen your brand relationship with existing clients and generate new business.

#### SUPPORT THE ADVANCE OF KNOWLEDGE IN THE INDUSTRY

By associating your brand with the CPBI FORUM, you achieve maximum visibility and position your brand as a leader in promoting professional education and learning within the industry.

The CPBI offers sponsorship packages on a first-come, first-served basis. Offers will be accepted by email to [Lena@cpbi-icra.ca](mailto:Lena@cpbi-icra.ca) or by fax to 514-288-1225 . The CPBI will confirm receipt of all requests by return email.



# FORUM 2015 Sponsorship Packages & Showcase

		BONUS	Free Delegate Pass	Additional Passes
Diamond Star   \$??,???	<i>RESERVED</i>			
	FORUM Broadway Night	kiosk	2	25%
Platinum Star   \$20,000				
	Breakfast & Keynote Opening Speaker	Webcast	1	25%
	Wednesday Breakfast & Keynote	Webcast	1	25%
	Conference Internet	Kiosk	1	25%
	Delegate gift	Kiosk	1	25%
Gold Star   \$15,000				
	Targeted Plenary Sessions (4 available)	kiosk	1	20%
	Tuesday Evening Cocktail		1	20%
	Networking Lunch (2 available)		1	20%
	Conference Mobile APP	Kiosk	1	20%
Silver Star   \$10,000				-
	Breakout Sessions trio (5 available)	10% off Kiosk	25%	15%
	Welcome Evening Cocktail	Kiosk	25%	15%
	Social Wall	Kiosk	25%	15%
Bronze Star \$5,000				-
	Health Break (3)	5% off Kiosk	15%	10%
	Charging stations (2 available)	5% off Kiosk	15%	10%
Support level   \$2,000	(Unlimited)			
Expo   \$3,500	kiosk			
Tech Sessions   \$7,500	20 minutes sessions		10%	

**The TECH SESSIONS are back! Limited spots are available, contact us today to reserve yours.**

# Diamond Star

\$??,???

## FORUM BROADWAY NIGHT

Give the FORUM delegate a night on Broadway

- Your company's representative to address the attendees and welcome them to the FORUM Broadway night
- Your company's logo on the evening booklet
- Your Ad on the large screens
- Best seats of the house
- Your company's name and logo will be displayed on signage for the duration of the conference as sponsor of the evening
- Your company's name and logo will appear on all emails sent to promote the FORUM Broadway night
- A 10x10 exhibition space in the FORUM Expo

As a Diamond Star, you will also benefit from:

- » Two (2) complimentary Delegate Registrations for FORUM 2015
- » 25% percent discount applied on all additional delegate registrations for FORUM 2015
- » Identification as a Diamond Star sponsor on banners and signage at strategic FORUM site locations as well as on all FORUM advertising and media announcements
- » Your company's logo will be displayed on the CPBI website in the FORUM section

# Platinum Star

# \$20,000

## Package 1 - **BREAKFAST & KEYNOTE**

Choose to sponsor one (1) of the following

Tuesday May 26, 2015:

Wednesday May 27, 2015:

### **Sponsor of Breakfast and Keynote will benefit from:**

- Your company's representative will address the FORUM delegates and introduce the speaker
- Your company's logo will appear on the menus
- Your company's name and logo will be displayed on signage for the event
- Your company's advertisement will appear on-screen during breakfast
- Your company's advertisement will appear on-screen and during the session introduction
- Your company's name and logo will be featured on the session web page

## Package 2 - **CONFERENCE INTERNET**

Allow the FORUM attendees to stay connected by offering them free WI-FI in the meeting space.

- Your company's name and logo will be featured on the INTERNET connection card distributed to all attendees at registration
- Your company's web banner will be visible to attendees every time they connect to the INTERNET connect
- Your company's name and logo will be featured on the FORUM web page as the WI-FI sponsor
- Special acknowledgment as the WI-FI sponsor by the conference Emcee.
- Free exhibition space at FORUM Exhibition Hall

## Package 3 - **DELEGATE GIFTS - ROOM DROPS**

Have your message attached on the gift delivered to each attendees room.

- Your company's message attached to the wrapped gift delivered to each attendee room
- Acknowledgment in the FORUM program as the room drops sponsor
- Special acknowledgment and on stage thank you by the conference Emcee.

As a Platinum Star, you will also benefit from:

- » One (1) complimentary Registration for FORUM 2015
- » 25% percent discount applied on all additional delegate registrations for FORUM 2015
- » Identification as a Platinum Star sponsor on banners and signage at strategic FORUM site locations as well as on all FORUM advertising and media announcements
- » Your company's logo will be displayed on the CPBI website in the FORUM section
- » A 15% discount on your exhibition space at FORUM 2015



# Gold Star

# \$ 15,000

## PLENARY SESSIONS

Choose to sponsor one (1) of the plenary sessions on Wednesday May 27, 2015. Please refer to the FORUM 2015 program for most updated sessions information .

- Your company representative will address the FORUM delegates and introduce the speaker
- Your company's advertisement will appear on-screen during the opening and closing of the plenary
- Your company's name and logo will be featured on all emails sent to promote the plenary
- Your company's name and logo will be featured on the web page to promote the plenary
- Your company's name and logo will be displayed on signage for the plenary
- Free exhibition space at FORUM Exhibition Hall

## Package 5 - FORUM MOBILE APP

Put your brand at the finger tip of FORUM delegate when you become the FORUM Mobile APP sponsor:

- Your company's name and logo on the mobile APP with a link to your website
- You company's name and logo on email send to all FORUM delegates to invite them to download and start using the Mobile APP
- You company's name and logo on the FORUM Mobile App landing page visited by all attendees to download the mobile APP.

## TUESDAY NIGHT COCKTAIL

Join FORUM delegates for this Cocktail hour after a full day of sessions. As you network and share ideas over a drink, attendees will be impressed by your company special signature cocktail drink served to them. That is not all! As the sponsor of the Cocktail hour:

- Your company's name and logo will be prominently displayed in the reception area
- Your company's name and logo will be displayed on drink coupons distributed to all delegates
- Your company's name and logo will be featured on the web page to promote the reception

## NETWORKING LUNCH

Choose to sponsor the Tuesday or Wednesday networking lunch:

- Your company's logo will appear on the menus
- Your company's name and logo will be displayed on signage for the event
- Your company's advertisement will appear on-screen during the lunch

As a Gold Star, you will also benefit from:

- » One (1) complimentary Delegate Registration for FORUM 2015
- » 20% percent discount applied on all additional delegate registrations for FORUM 2015
- » Identification as a Gold Star sponsor on banners and signage at strategic FORUM site locations
- » Your company's logo will be displayed on the CPBI website in the FORUM section
- » Identification as a Gold Star sponsor on all FORUM advertising and media announcements
- » A 15% discount on your exhibition space at FORUM 2015

# Silver Star

# \$10,000

## Package 1 - **BREAKOUT SESSION TRIO**

5 opportunities available, with your choice of 3 simultaneous sessions. Please refer to the FORUM 2015 program for more details on the sessions.

- Your company's representative will address the FORUM delegates and introduce the speakers
- Your company's advertisement will appear on-screen during the opening and closing of the sessions confirmed in your package
- Your company's logo will appear on the signage of the confirmed sessions

## Package 2 - **WELCOME EVENING COCKTAIL**

Be the first sponsor to welcome the attendees to the FORUM and set the tone for two days of learning and networking.

- Your company's name and logo will be prominently displayed in the reception area
- Your company's name and logo will be displayed on drink coupons distributed to all delegates
- Your company's name and logo will be featured on all emails sent to promote the welcome cocktail
- Your company's name and logo will be featured on the web page to promote the cocktail
- Free exhibition space at FORUM Exhibition Hall

## Package 3 - **SOCIAL WALL**

The FORUM Social Wall will be on line pre and post conference and will be projected live on the Exhibition area for the duration of the conference. Be at the heart of all #CPBIFORUM conversations by having your logo on the FORUM 2015 Twitter Wall:

- Your company's banner on the Twitter Wall, available on the CPBI website before and after the conference.
- Your company's banner on the Twitter Wall, projected live on the exhibition wall during the conference
- Your company's name and logo on the email sent to the entire CPBI database to promoting the twitter wall and inviting users to join the conversation

As a Silver Star, you will also benefit from:

- » 25% discount on a Delegate Registration for FORUM 2015
- » 15% percent discount applied on all additional delegate registrations for FORUM 2015
- » Identification as a Silver Star sponsor on banners and signage at strategic FORUM site locations
- » Your company's logo will be displayed on the CPBI website in the FORUM section
- » Identification as a Silver Star on all FORUM advertising and media announcements
- » A 10% discount on your exhibition space at FORUM 2015

## Bronze Star

**\$5000**

### Package 1 - **FORUM HEALTH BREAKS**

Choose to sponsor one (1) of the FORUM health breaks. (3) opportunities are available

- A special mention of your company as delegates are invited to attend the health break
- Your company's name and logo prominently displayed in the health break area
- Your company's name and logo in the buffet tables in the health break area

### Package 2 - **CHARGING STATION**

This year FORUM delegates will be able to charge their mobile handhelds (phones, tablets) directly on the conference floor, using the charging stations available in the exhibition area

- Your company's name and logo on the charging station stationed in the exhibition area
- Your company's name and logo on the email sent to all delegates promoting the charging station and its location



As a Bronze Star, you will also benefit from:

- » 15% discount on a Delegate Registration for FORUM 2015
- » 10% percent discount applied on all additional delegate registrations for FORUM 2015
- » Identification as a Bronze Star sponsor on banners and signage at strategic FORUM site locations
- » Your company's logo will be displayed on the CPBI website in the FORUM section
- » Identification as a Bronze Star on all FORUM advertising and media announcements

## Support Sponsor

**\$2,000**

### As a Support Sponsor:

- Your company's logo will be featured on all FORUM advertising, including on-site banners and media announcements
- Your company's logo will be displayed on the CPBI website in the FORUM section
- Your company's logo featured in the FORUM 2015 program



# FORUM 2015 SHOWCASE

## Tech Showcase

**\$7,500**

### The Tech Showcase is back!

Tech demo sessions are available throughout the conference program. Sessions are 20 minutes demonstrations taking place in a designated areas on the conference floor. Presenters are provided with AV and Wi-Fi allowing them to present a live demo of their web platform or mobile APP.

All demo sessions will be promoted in the conference program and emails. Spots are limited! Contact us early to reserve your spot.

As an exhibitor, you will also benefit from:

- » Two (2) exhibitor-only personnel passes

## Exhibition

**\$3,500**

Book your exhibition space and establish your presence at the heart of delegate activity. A space at the exhibition will provide direct exposure to your products and services and unparalleled promotional opportunities. Such accessibility is a great way to forge new business partnerships.

### REGULAR BOOTH SPACE

Don't delay! A limited number of exhibition spaces are available and will be assigned on a first-come, first-served basis.

Exhibit Specifications:

- 10' X 8' exhibition space, equipped with an 6-foot table and skirt, and 2 chairs

### IMPORTANT

**YOU NEED TO BE A SPONSOR IN ORDER TO PARTICIPATE IN THE TECH SHOWCASE AND OR EXHIBITION**

# CPBI FORUM 2015 Sponsorship Registration

<b>Diamond Star at \$25,000</b>	
FORUM Broadway Night	
<b>Platinum Star at \$20,000</b>	
Breakfast & Keynote Sessions	
Tuesday	Wednesday
Conference Internet	
Delegate gift	
<b>Gold Star at \$15,000</b>	
Plenary session (4 available)	
Tuesday Cocktail	
Package 2 – Networking Lunch	
Tuesday	Wednesday
Tuesday Cocktail	
FORUM Mobile APP	
<b>Silver Star at \$10,000</b>	
Session Trio	
Welcome Cocktail	
Social Wall	
<b>Bronze Star at \$5,000</b>	
Health Break	
Charging Stations	
<b>Support level at \$2,000</b>	
<b>Exhibition space at \$3,500</b>	
<b>Tech Sessions at \$7,500</b>	

## COMPANY / ORGANIZATION INFORMATION

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

## PAYMENT INFORMATION

CREDIT CARD				
PLEASE CHARGE \$	TO MY:	VISA	MASTER CARD	AMEX
CARD HOLDER NAME:				
CREDIT CARD NUMBER:			EXP DATE :	
SIGNATURE:				
<input type="checkbox"/> INVOICE ME				
Send a cheque made out to the order of: CPBI				
1175 Union				
Montreal (QC) H3B 3C3				

### Sponsorship selection

Indicate your order of preference within your selected package:  
 1 - (first choice), 2 - (second choice),  
 3 - (third choice)  
 Priority will be given on a first-come, first-served basis. We strongly suggest that you give us a second and third choice to maximize your choice selection if first choice is not available.

Please complete this form & return it to:

CPBI National Office  
 c/o Lena A. Jaoude  
 Tel: 514-288 1222 ext 24  
 Cell.: 514-971 0019  
 Fax: 514-288 1225  
 E-mail: [Lena@cpbi-icra.ca](mailto:Lena@cpbi-icra.ca)