

CANADIAN PENSION & BENEFITS INSTITUTE

FORUM 2022

EMBRACING THE NEW NORMAL

LE CENTRE SHERATON HOTEL
MONTREAL, QC - JUNE 13 - 15, 2022

WWW.CPBI-ICRA.CA



2022 NATIONAL PARTNERSHIP HYBRID FORUM & ANNUAL PROGRAM

CPBI FORUM 2022

Under the theme *Embracing the new normal*, the CPBI FORUM 2022 is planned to take place, June 13th to the 15th at Le Centre Sheraton Hotel in Montreal, QC. The FORUM agenda will be available on the CPBI website.

Whether in person or online the CPBI national conference, 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 FORUM to hear Canadian and international experts discuss current issues of the industry, to meet peers and to exchange best practices.

WHY SPONSOR THE CPBI FORUM

INFLUENTIAL TARGET AUDIENCE

The CPBI FORUM 2022 sponsorship program is tailored to allow you to engage with a large and influential target audience from the pension, benefits and investment industry.

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 ADVANCEMENT OF KNOWLEDGE IN THE INDUSTRY

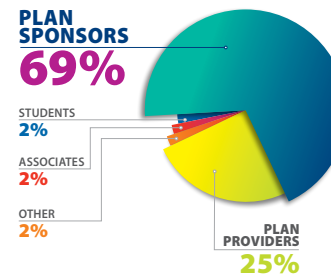
By associating your brand with the CPBI FORUM, you achieve maximum visibility and position your brand as a leader in promoting professional education and learning within the industry.

FORUM 2022 sponsorship packages come bundled with an additional annual partnership visibility, see table on the next page for a full overview.

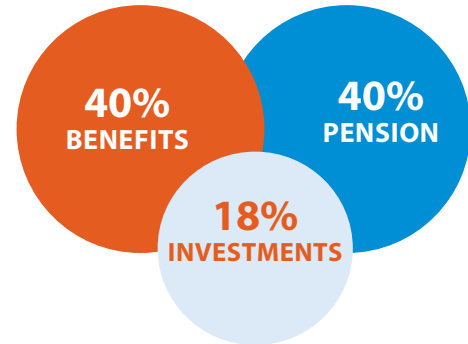
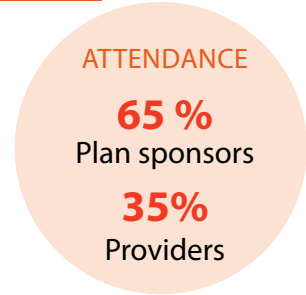
CPBI FAST FACTS

LABOUR UNIONS PHARMACEUTICAL COMPANIES
PRIVATE & PUBLIC CORPORATIONS PROFESSIONAL GROUPS
HUMAN RESOURCE CONSULTANTS **800** EMPLOYERS ACTIVE WITH CPBI
MUNICIPALITIES INSURANCE TRUST COMPANIES
FINANCE & INVESTMENT FIRMS FINANCIAL INSTITUTIONS
GOVERNMENTS & PUBLIC INSTITUTIONS LAW FIRMS

MEMBERSHIP



FORUM IS



FORUM 2022 Patnership Packages Overview

FORUM 2022 VISIBILITY												ANNUAL PARTNERSHIP									
	Welcome attendees	Introduce function or session	Logo on function signage	Logo on items	Logo or PPT Ad on screens	Reserved table during Gala	Logo on emails, Ads program, signage	listing in the program	Booth	in person Pass	Online Pass	Webinar opportunity	Logo on the website	30 minutes Showcase	Ad on website	Banner in newsletter	Dedicated email blast	Free webinar passes			
Diamond Star \$30,000 - Exclusive																					
Gala Dinner & Entertainment	✓	✓	✓	✓	✓	✓	✓	✓	✓	3	8	1	✓	✓	✓	2	2	10			
Platinum Star \$25,000 - Max 10 spots																					
Welcome Reception - 1 spot	✓	✓	✓	✓	✓	✓	✓	✓	✓	3	7	1	✓	✓	✓	2	2	10			
Tues Lunch & Speaker - 1 spot	✓	✓	✓	✓	✓	✓	✓	✓	✓	3	7	1	✓	✓	✓	2	2	10			
Tues Breakfast & session - 1 spot	✓	✓	✓	✓	✓	✓	✓	✓	✓	3	7	1	✓	✓	✓	2	2	10			
Wed Breakfast & session - 1 spot	✓	✓	✓	✓	✓	✓	✓	✓	✓	3	7	1	✓	✓	✓	2	2	10			
Intro (2) Sessions - 6 spots	✓	✓	✓	✓	✓	✓	✓	✓	✓	3	7	1	✓	✓	✓	2	2	10			
Gold Star \$17,500 - Max 5 spots																					
Intro (1) Session - 1 spot	✓	✓	✓	✓	✓	✓	✓	✓		2	5	-	✓	-	✓	1	1	8			
Hotel Keys - 1 spot				✓		✓	✓	✓		2	5	-	✓	-	✓	1	1	8			
WIFI sponsor - 1 spot				✓	✓	✓	✓	✓		2	5	-	✓	-	✓	1	1	8			
Cocktail suite - 2 spots	✓	✓	✓	✓		✓	✓	✓		2	5	-	✓	-	✓	1	1	8			
Silver Star \$12,500 - Max 7 spots																					
Closing Lunch - 1 spot		✓	✓	✓	✓		✓	✓	-	1	3	-	✓	-	1	1	-	6			
Health breaks - 4 spots			✓	✓	✓		✓	✓	-	1	3	-	✓	-	1	1	-	6			
Social Wall - 3 spots			✓	✓	✓		✓	✓	-	1	3	-	✓	-	1	1	-	6			
Bronze Star \$7,500																					
Meet-Safe kit -1 spot				✓		-	✓	✓	-	1 member pass	2	-	✓	-	-	-	-	4			
Pens or pads - 2 spots				✓			✓	✓	-	1 member pass	2	-	✓	-	-	-	-	4			
Prizes - 2 spots				✓			✓	✓		1 member pass	2	-	✓	-	-	-	-	4			
Booth \$2,500 (for sponsors only)																					
							✓	✓			2										

Diamond Star Partner- Exclusive

\$30,000

ADDITIONAL ANNUAL VISIBILITY DIAMOND PARTNERSHIP

The CPBI FORUM Diamond Star sponsor will benefit from a wide range visibility during the FORUM Tuesday Gala evening.

GALA EVENING & ENTERTAINMENT

Choose to sponsor the Gala evening. Connect with fellow delegates over a drink during the cocktail hour then welcome them and introduce the evening entertainment.

As the diamond sponsor you will benefit from:

- Logo on the evening's drink tickets
- Logo on the dinner menu
- Welcome attendees and introduce the evening performance
- Company's Ad / message to play on the screens for the duration of the evening
- Recognition on signage for the duration of the evening
- Logo on the gala evening web page
- Logo on all emails sent to promote the evening.
- Logo and full listing in the conference program

EVENTING PROGRAM TO BE ANNOUNCED SOON



3 in-person passes
8 online passes



Diamond Star recognition on
- website
- emails
- onsite
- online Ads
- printed Ads



1 booth space in the Exhibition area

Included with your Diamond sponsorship:

Propose educational content for CPBI monthly National Webinar Series

Your company's logo featured during the national webinar series

Deliver a Sponsored 30 minutes Showcase** in English and French

Your company's logo in the National Partners section of CPBI website

Banner in monthly newsletter (e-bulletin); twice a year

Ad box placement on CPBI website; ; twice a year

Inclusion of your resource materials (white papers or other) in CPBI online library, twice a year

Dedicated email sent to users about resource material, twice a year.

10 complimentary webinar passes



At the CPBI we value your partnership and we will be sharing the news on our social media channels

A special mention and shout Out via the CPBI Twitter and LinkedIn channels to thank you

for your contribution in the success of the CPBI FORUM 2022



Platinum Partner - max 10

\$25,000

ANNUAL VISIBILITY PLATINUM PARTNERSHIP

Package 1 - MONDAY WELCOME RECEPTION

Welcome FORUM delegates and engage with them during the Monday welcome reception.

- Prominent signage leading attendees to the reception area.
- Logo on table cards on each table.
- Logo on the evening's drink ticket.
- Logo on the email announcing the Monday evening reception.
- Logo and listing in the conference program

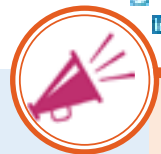
Package 2 - BREAKFAST & SESSIONS

Choose to sponsor one (1) of the breakfast and keynote sessions on:

Tuesday June 14th, 2022

Wednesday June 15th, 2022 from

- Address the FORUM delegates and introduce the session
- Your company's Ad will play on the screens during the breakfast
- Logo featured on all emails sent to promote the morning session.
- Logo on the web page to promote the session
- Logo on the session's signage
- Logo and listing in the conference program



At the CPBI we value your partnership and we will be sharing the news on our social media channels

A special mention and shout Out via the CPBI Twitter and LinkedIn channels to thank you

for your contribution in the success of the CPBI FORUM 2022



Package 3 - TUESDAY LUNCH & SPEAKER

After a morning of sessions, welcome delegates to lunch and introduce the lunch speaker.

- Address the FORUM delegates and introduce the speaker
- Logo on the menus
- Logo on the function's signage.
- Your company's Ad to play on the screens during lunch.
- Logo on the emails announcing the Lunch session.
- Logo and listing in the conference program

PACKAGE 4 - BREAKOUT SESSIONS DUO

6 opportunities available, with your choice of (2) breakout sessions.

- Your company's representative will address the FORUM delegates and introduce the sessions and speakers
- Your company's advertisement will appear on-screen during the opening and closing of your selected sessions you chose
- Logo on the web page to promote the session
- Recognition on the signage of the confirmed sessions
- Logo and listing in the conference program



3 in-person passes
7 online passes



Platinum Star recognition on
- website
- emails
- onsite
- online Ads
- printed Ads



1 booth space in the Exhibition area

Included with your Platinum sponsorship:

Propose educational content for CPBI monthly National Webinar Series*

Your company's logo is featured during the national webinar series

Deliver a Sponsored Showcase** in English and French

Logo in the National Partners section of CPBI website

Banner in monthly newsletter (e-bulletin); twice a year

Ad box placement on CPBI website; twice a year

Inclusion of your resource materials (white papers or other) in CPBI online library, twice a year

Dedicated email sent to users about resource material, twice a year.

10 complimentary national webinar passes

Gold Partner

\$ 17,500

Package 1 - WIFI SPONSOR

Put your brand at the finger tip of each FORUM delegate when you become the WIFI SPONSOR

- Logo on the WIFI landing page
- Logo on email send to all FORUM delegates to provide them with the link the WIFI.
- Logo on the signage announcing the WIFI code.
- Logo and listing in the conference program

Package 2 - HOTEL KEYS

Put your brand on the hotel keys and unlock the doors for all delegates

- Logo on the hotel keys distributed to all delegates who are staying at the conference hotel.
- One reserved table during the Gala evening
- Logo and listing in the conference program



PACKAGE 3 - BREAKOUT SESSION

Your choice of one (1) breakout session

- Your company's representative will address the FORUM delegates and introduce the session and speaker
- Your company's advertisement will appear on-screen during the opening and closing of your selected sessions you chose
- Logo on the web page to promote the session
- Recognition on the signage of session

PACKAGE 4 - AFTER HOURS RECEPTION

Help the FORUM attendees relax and connect with each others after a long day of sessions. Host an after hours reception following the Monday Reception or Tuesday Dinner.

- Welcome the attendees to your reception area
- Your company branded signature drink
- Logo on drink ticket
- Recognition on signage leading to your reception
- Logo on the email invitation sent to all attendees - option for sponsor to provide their own invitation to be sent by the CPBI.
- Logo and listing in the conference program



2 in-person passes
5 online passes



Gold Star recognition on
- website
- emails
- onsite
- online Ads
- printed Ads



A special mention and shout Out via the CPBI Twitter and LinkedIn channels to thank you for your contribution in the success of the CPBI FORUM 2022!



ADDITIONAL ANNUAL

VISIBILITY GOLD PARTNERSHIP

Included with your Gold sponsorship:

Logo in the National Partners section of CPBI website

Banner in monthly newsletter (e-bulletin); twice a year

Ad box placement on CPBI website; ; twice a year

Inclusion of your resource materials (white papers or other) in CPBI online library, once a year

Dedicated email sent to users about resource material, once a year.

8 complimentary national webinar passes

Silver Partner

\$12,500

ADDITIONAL ANNUAL VISIBILITY SILVER PARTNERSHIP

Included with your Silver sponsorship:

Logo in the National Partners section of CPBI website

Banner in monthly newsletter; once a year

Ad box placement on CPBI website; ; once a year

6 complimentary national webinar passes

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
- Logo prominently displayed in the health break area
- Logo on the buffet tables in the health break area

Package 2 - CLOSING LUNCH

Grab this opportunity to thank the delegates for attending the conference during the FORUM closing lunch. Don't forget to remind them to save the date for the next year's FORUM.

- Your company's logo will appear on the menus
- Your company's message on the screens
- Your company's name and logo will be displayed on signage
- Present the winner of the attendance draw (value \$500)
- Logo and listing in the conference program

Package 3 - SOCIAL WALL

4 opportunities

The FORUM Social Wall will be live before, during and after the conference. Large screens will be placed strategically on the conference site. Be at the heart of all #CPBIFORUM conversations by having your logo on the FORUM 2019 Social Wall:

- Your company's banner on the social Wall, available on the CPBI website before and after the conference.
- Your company's banner on the Social Wall, projected on-site during the conference
- Recognition of your sponsorship in social media
- Logo on the email sent to all delegate announcing the social wall.
- Logo and listing in the conference program



- 1** in-person passes
- 3** online passes



Silver Star recognition with you logo on:

- website
- emails
- onsite
- online Ads
- Printed Ads



A special mention and shout Out via the CPBI Twitter and LinkedIn channels to thank you for your contribution in the success of the CPBI FORUM 2019!



Bronze Star

\$7,500

ADDITIONAL ANNUAL VISIBILITY BRONZE PARTNERSHIP

Package 1 - MEET SAFE KIT

This year FORUM delegates will be able to meet in person, safe kits will be distributed to all participants onsite. Place your logo on the kit and help keep participants safe.

Package 2 - PRIZE SPONSOR 2 spots available

We are planning several draws to take place during FORUM, we invite you to sponsor one of them

Package 3 - PENS AND PADS 2 spots available

Make an impression with the FORUM delegate by adding your logo on the pens presented to attendees and made available for the duration of the conference.



- 1 member pass
- 2 online passes



- Bronze Star recognition with your logo on:
- website
 - emails
 - onsite
 - online Ads
 - Printed Ads
 - Conference program

Included with your Bronze sponsorship:

Logo in the National Partners section of CPBI website

4 complimentary national webinar passes



At the CPBI we value your partnership and we will be sharing the news on our social media channels

A special mention and shout out via the CPBI Twitter and LinkedIn channels to thank you

for your contribution in the success of the CPBI FORUM 2019!



Exhibition

\$2,500

Reserve your booth in the FORUM 2021 Exhibition area. Display your brand and connect with FORUM delegates during the 3 days of the conference.

- ▶ 10 x 10 booth in the Exhibition area
- ▶ Table and chairs provided.
- ▶ Listing on the FORUM website and printed program
- ▶ Listing in the itinerary and thank you emails sent before and after the conference.
- ▶ 2 online passes

IMPORTANT:

You must be a sponsor to purchase a kiosk in the Exhibition



CPBI FORUM 2022 & Annual Partnership Program Reservation Form

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.

Diamond Star at \$30,000	
FORUM Gala Evening	
Platinum at \$25,000	
FORUM Monday Welcome Reception	
Breakfast & Sessions Tuesday Wednesday	
FORUM Lunch Speaker and Session	
Breakout Session Duo	
Gold Star at \$17,500	
FORUM WiFi	
Hotel Keys	
Breakout	
After hours reception	
Hotel Keys	
After Hours Welcome Reception	
Silver Star at \$12,500	
Health Break	
Closing lunch	
Social Wall	
Bronze Star at \$7,500	
Safe Kits	
Pens or note pads	
Prizes	
Booth \$2,500	

COMPANY / ORGANIZATION INFORMATION

TITLE:

E-MAIL:

COMPANY:

ADDRESS:

CITY:

PROVINCE:

POSTAL CODE:

TEL:

FAX:

WEBSITE:

PAYMENT INFORMATION

INVOICE ME

Send a cheque made out to the order of: CPBI
410-4060 Rue Sainte-Catherine Ouest,
Westmount (Québec) H3Z 2Z3

Credit Card and EFT are also accepted

Please complete this form & return it to:

CPBI National Office
c/o Lena A. Jaoude
Tel: 514-288 1222 ext 224
Cell.: 514-971 0019
Fax: 514-288 1225
E-mail: Lena@cpbi-icra.ca