

CANADIAN PENSION & BENEFITS INSTITUTE

FORUM 2016

The New Deal

THE WESTIN OTTAWA HOTEL
OTTAWA, ON - MAY 16, 17 & 18 2016

SPONSORSHIP OPPORTUNITIES & SHOWCASE

WWW.CPBI-ICRA.CA



Aim for visibility at the CPBI FORUM 2016

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 «*The New Deal*», the CPBI FORUM 2016 will take place from May 16th to the 18th at the Westin hotel in Ottawa. The FORUM agenda is available on the CPBI website; it features 22 sessions delivered by renowned experts in their field, who will share with the attendees their insight on current industry challenges and trends.

WHY SPONSOR THE CPBI FORUM

INFLUENTIAL TARGET AUDIENCE

The CPBI FORUM 2016 sponsorship program is tailored to provide you with maximum visibility with a large and influential target audience from across Canada and the United States.

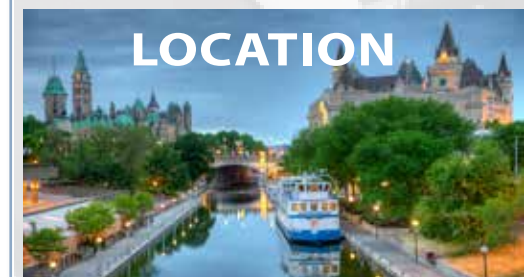
DYNAMIC SETUP

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 or by fax to 514-288-1225 . The CPBI will confirm receipt of all requests by return email.



FORUM 2016 Sponsorship Packages & Showcase

	BONUS	Free Delegate Pass	Free Guest Pass	Plan Sponsor Pass
Diamond Star \$25,000				
	A Night at the Museum	Kiosk	3	1
Platinum Star \$20,000				
	Opening Keynote & Dinner	Kiosk	2	1
	After Hours Welcome Reception	Kiosk	2	1
	Tuesday Lunch & Speaker	Kiosk	2	1
	Water Bottles	Kiosk	2	1
Gold Star \$15,000				
	Elevators Wrap	Kiosk	1	-
	Hotel Keys	Kiosk	1	-
	Mobile App	20% off Kiosk	1	-
	Tuesday Breakfast & Keynote	20% off Kiosk	1	-
	Wednesday Breakfast & Keynote	20% off Kiosk	1	-
Silver Star \$10,000				
	Tuesday Breakout Sessions (4)	10% off Kiosk	30%	-
	Wednesday Sessions (2)	10% off Kiosk	30%	-
	Closing Lunch	10% off Kiosk	30%	-
	Social Wall	10% off Kiosk	30%	-
Bronze Star \$5,000				
	Health Break (4)	5% off Kiosk	20%	-
	Charging stations (2)	5% off Kiosk	20%	-
Support level \$2,000				
	(Unlimited)			
Expo \$1,500				
	Kiosk		1	
Demo Sessions \$TBC				
	20 - 40 minutes sessions			

Your Package

Need a customized sponsorship package? Let us know and we can work with you to provide **a package that best suits your marketing goals.** Please address all questions to Lena Jaoude; Lena@cpbi-icra.ca - T: 514-288-1222 ext: 24



NIGHT AT THE MUSEUM

On Tuesday evening, take the FORUM attendees on a night out at the Museum.

Welcome the FORUM attendees at the Canadian History Museum Grand Hall, a spectacular space, housing the world's largest indoor collection of totem poles.

The unique atmosphere of this internationally renowned hall will provide conference attendees with lasting memories of the evening at the museum; make sure your brand is one of them.

As the sponsor of the evening you benefit from:

- Your company's representative to address the attendees and welcome them to the museum
- Your company logo on the evening drink tickets
- Your company logo on the dinner menu
- Your company logo projected on the walls
- Your Ads on the screen for the duration of the evening
- Your company's name and logo on signage for the duration of the evening - the option for sponsor to provide own signage.
- Your company colors used part of the lighting theme
- Your company's name and logo on the evening activity web page
- Your company's name and logo will appear on all emails sent to promote the evening
- A 10x10 exhibition space in the FORUM Expo



As a Diamond Star, you will also benefit from:

- » Two (3) complimentary Delegate Registrations for FORUM 2016
- » One (1) complimentary Guest Registrations for FORUM 2016
- » One (1) complimentary Plan Sponsor Delegate Registration for FORUM 2016
- » 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 - OPENING KEYNOTE & DINNER

Welcome the attendees to Ottawa and introduce the conference opening keynote speaker : Darrell Bricker

- 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 dinner
- Your company's name and logo will be featured on the Keynote page

Package 2 - WELCOME RECEPTION

Host an after hour reception to welcome attendees to the FORUM. It is great opportunity to offer attendees the chance to connect in a relaxed setup signed by your brand.

- Your company's representative will welcome attendees to the reception area
- Your company's brand signature drink will surely capture the attendees' attention
- Your company's logo on the drink tickets
- Your company's name and logo will be displayed on signage for the event
- Your company's name and logo on the email invitation sent to all attendees - option for sponsor to provide their own invite to be sent by the CPBI

Package 3 - TUESDAY LUNCH & SPEAKER

After a morning of session, welcome attendees to lunch and introduce the lunch speaker (refer to program on website)

- 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 lunch
- Your company's name and logo will be featured on the session web page

Package 4 - CONFERENCE WATER BOTTLES

- Your company's name and logo will be featured on the water bottles distributed to all attendees
- Your company name and logo will be on signage next to the distribution point.
- Your wellness tip distributed to attendees and on signage

As a Platinum Star, you will also benefit from:

- » One (2) complimentary Registration for FORUM 2016
- » One (1) complimentary Guest Registration for FORUM 2016
- » One (1) complimentary Plan Sponsor Delegate Registration for FORUM 2016
- » 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 10x8 exhibition space in the FORUM Expo

Gold Star

\$ 15,000

Package - **BREAKFAST & KEYNOTE**

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

Tuesday May 17, 2016 : Ron Friedman,
Wednesday May 18, 2016 : Don Coxe

- Your company representative will address the FORUM delegates and introduce the speaker
- Your company's advertisement will appear on-screen during the breakfast
- Your company's name and logo will be featured on all emails sent to promote the Keynote session
- Your company's name and logo will be featured on the web page to promote the session
- Your company's name and logo will be displayed on signage for the session

Package - **FORUM MOBILE APP**

Put your brand at the finger tip of each 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
- Your company's name and logo on email send to all FORUM delegates to invite them to download and start using the Mobile APP
- Your company's name and logo on the FORUM Mobile App landing page visited by all attendees to download the mobile APP.

ELEVATOR WRAPS

Take the attendees to their destination as they travel to and from the conference floor.

- Your company name and logo on the elevators doors
- A 10x10 exhibition space in the FORUM Expo

HOTEL KEYS

Put your brand on the hotel keys and unlock the doors for the attendees

- Your company name and logo on the hotel keys
- A 10x8 exhibition space in the FORUM Expo

As a Gold Star, you will also benefit from:

- » One (1) complimentary Delegate Registration for FORUM 2016
- » 50% discount on a Plan Sponsor Delegate Registration for FORUM 2016
- » 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 20% discount on your exhibition space at FORUM 2016

Silver Star

\$10,000

Package 1 - TUESDAY SESSIONS

4 opportunities available, with your choice of 2 breakout 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

**For more information on your choice of workshops, please refer to the FORUM 2016 agenda available on the CPBI website*

Package 1 - WEDNESDAY SESSIONS

4 opportunities available, with your choice of 1 session on Wednesday

- 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

**For more information on your choice of a session, please refer to the FORUM 2016 agenda available on the CPBI website*

CLOSING LUNCH

Thank the attendees for attending the conference at the FORUM closing lunch. Don't forget to save the date for the next meeting.

- 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 name and logo on the take along package

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 2016 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:

- » 30% discount on a Delegate Registration for FORUM 2016
- » 40% discount on a Plan Sponsor Delegate Registration for FORUM 2016
- » 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 2016

Bronze Star

\$5000

Package 1 - **FORUM HEALTH BREAKS**

Choose to sponsor one (1) of the FORUM health breaks. (4) 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 STATIONS**

This year FORUM delegates will be able to charge their mobile (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 stations and their locations



As a Bronze Star, you will also benefit from:

- » 20% discount on a Delegate Registration for FORUM 2015
- » 30% discount on a Plan Sponsor Delegate Registration 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
- » A 5% discount on your exhibition space at FORUM 2016

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 2016 program

The Expo

\$1,500

IMPORTANT YOU NEED TO BE A SPONSOR IN ORDER TO PARTICIPATE IN THE EXHIBITION

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

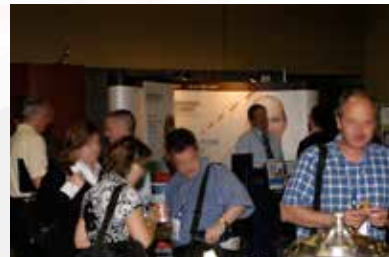
Don't delay! A limited number of exhibition spaces are available and will be assigned on a first-come, first-served basis.

Exhibit Specifications:

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

As an exhibitor, you will also benefit from:

- » One (1) complimentary Guest Registration for FORUM 2015
- » Two (2) exhibitor-only personnel



CPBI FORUM 2016 Sponsorship Registration

Diamond Star at \$25,000		
FORUM Night at the Museum		
Platinum Star at \$20,000		
Opening Keynote & dinner		
After Hours Welcome Reception		
Lunch and Speaker		
Water bottles		
Gold Star at \$15,000		
Breakfast & Keynote		
Tuesday		Wednesday
Hotel Keys		
Elevator Wraps		
Silver Star at \$10,000		
Tuesday sessions		
Wednesday general sessions		
Closing lunch		
Social Wall		
Bronze Star at \$5,000		
Health Break		
Charging Stations		
Support level at \$2,000		
Exhibition space at \$1,500		
Tech Sessions at TBC		

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