

CPBI WESTERN
REGIONAL
CONFERENCE
APRIL 11-13, 2018



POWER OF
THE **PAST**

FORCE OF
THE **FUTURE**

2018 SPONSORSHIP OPPORTUNITIES

The Canadian Pension and Benefits Institute (CPBI) is a national organization of over 2,800 industry leaders and professionals, representing all sectors of our economy.



ABOUT CPBI

With over 1,000 CPBI members in Western Canada, we anticipate over 150 delegates will attend our conference in April. Sponsors are invited to take advantage of the wide array of opportunities to share new technology and promote best practice solutions by participating in our Innovative Solutions showcase and fair.

We invite you to partner with CPBI and become involved in this exciting event that brings together professionals and industry leaders from public and private sector organizations.

In appreciation of our plan sponsors, we are offering a cost-effective registration package: Early bird registration will include complimentary hotel accommodations, for two nights, on a limited, first come, first served basis.

The Western Regional Conference is a collaboration between the Northern Alberta, Southern Alberta and Pacific CPBI regions.

Thank you for considering our sponsorship opportunities. It is your generous and continued support that makes this conference possible.

To commit to a sponsorship level, contact: CPBI Southern Alberta Regional Administrator

Krista Frayn
albertasouth@cpbi-icra.ca

For information on any other sponsorship details, contact: Co-Chairs

Karen Hall
khall@tewealth.com

Don Forbes
dforbes@ab.bluecross.ca

ALL SPONSORSHIP LEVELS WILL RECEIVE

- » Special thank you at opening and closing ceremonies and throughout conference.
- » Logo on CPBI website prior to and following conference with link to sponsor's website.
- » Company name and logo in conference advertising, emails, attendee brochures and conference signage.
- » Sponsor name, logo and profile in conference sponsor directory.*

**Note: In-kind partners receive name and logo only.*

SPONSORSHIP PROGRAM DETAILS	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE	PARTNER
Number of sponsorships available	2	3	6	12	unlimited	unlimited
Complimentary conference registrations	4	3	2	1	1 @ 50% off	0
Innovative Solutions fair (trade show)	•	•	•	\$500 surcharge	\$500 surcharge	\$500 surcharge
Choice of Thursday gala or Wednesday reception	•					
Keynotes and luncheons		•				
Sessions and health breaks			•			
Breakfasts				•		
Personally welcome delegates at entrance to sponsored event: reception or gala	•					
Welcome message to delegates at sponsored event: reception or gala	•					
Convention pocket guide		•				
Giveaway item in delegate bag	•	•	•			
Promotional materials on display table	•	•	•	•	•	
Additional Value						
Networking: granted advance copy of attendee list on March 21st	•	•				
Private meet and greet with celebrity keynote speaker	•	•	•	•		
Recognition at Conference						
Special acknowledgment during your sponsored event(s)	•	•	•	•		
Reserved table(s) with preferred placement (at your sponsored event)	•	•				
Special signage at sponsored event: reception or gala	•					
Pre-conference Advertising						
Recognition and logo on conference brochure cover page	•					
Recognition in press releases and public relations initiatives	•					
Recognition in pre-conference social media	•	•				
Link to sponsor's website	•	•	•	•	•	
Price	Diamond	Platinum	Gold	Silver	Bronze	Partner
Price to sponsorship level	\$16,000	\$12,000	\$8,500	\$5,000	\$2,500	in-kind