

CANADIAN PENSION & BENEFITS INSTITUTE

FORUM 2020

A NEW VISION

LE CENTRE SHERATON MONTREAL HOTEL
MONTREAL, QC - JUNE 15 -17, 2020



WWW.CPBI-ICRA.CA



**SPONSORSHIP
OPPORTUNITIES
& SHOWCASE**



CPBI FORUM 2020

Under the theme *a New Vision*, the CPBI FORUM 2020 will take place from June 15th to the 17th at the Centre Sheraton Montreal in Montreal, QC. The conference agenda is available on the CPBI website.

Every year 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 2020 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 as well as generate new business.

SUPPORT THE ADVANCEMENT OF KNOWLEDGE IN THE INDUSTRY

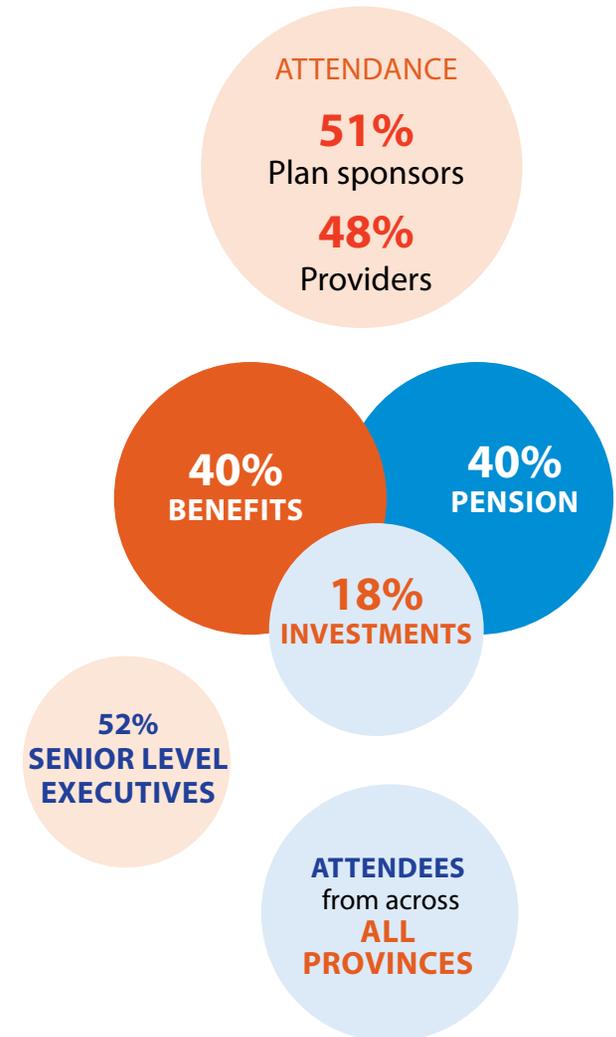
By associating your brand with the CPBI FORUM, you achieve maximum visibility and position your brand as a leader in promoting professional education and learning within the industry.

TAKE PART IN THE DIAMOND JUBILEE CELEBRATION

2020 marks an important milestone for the Canadian Pension & Benefits Institute. In June 2020, the CPBI will be celebrating 60 years of serving the pension and benefits industry. Take part in the celebration and support the CPBI mission and role in the industry.

DID YOU KNOW?

FORUM attendees average



CPBI offers a variety of sponsorship opportunities to align with your objectives.

Have an idea of your own that your company would like to implement? No problem. We can work with you to put together a customized sponsorship package that will work best for your company.

FORUM 2020 Sponsorship Packages Overview

	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	Ad in FORUM e-book	Show case	Booth	Free Pass	Guest Pass	Client Pass
Diamond Star \$25,000														
Gala Dinner & Entertainment	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	3	2	1
Platinum Star \$20,000														
Welcome Reception	✓		✓	✓		✓	✓	✓	✓	✓	✓	2	1	1
Tuesday Lunch & Speaker		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	2	1	1
Water Stations			✓	✓		✓	✓	✓	✓	✓	✓	2	1	1
Gold Star \$15,000														
Elevator wraps				✓		✓	✓	✓	✓	20%	✓	1	-	1
Tuesday Breakfast & session		✓	✓	✓	✓		✓	✓	✓	20%	50%	1	-	1
Wednesday Breakfast & session		✓	✓	✓	✓		✓	✓	✓	20%	50%	1	-	1
After Hours Reception	✓		✓	✓			✓	✓	✓	20%	50%	1	-	1
Silver Star \$10,000														
Sessions' intro Duo		✓	✓		✓		✓	✓		20%	35%	50%	-	50%
Social Wall			✓		✓		✓	✓		20%	35%	50%	-	50%
Hotel Keys				✓		✓	✓	✓	✓	20%	35%	50%	-	50%
Closing Lunch			✓	✓	✓		✓	✓		20%	35%	50%	-	50%
Bronze Star \$5,000														
Health Break (3)			✓				✓	✓		10%	25%	25%	-	30%
Pens or pads (2)				✓			✓	✓		10%	25%	25%	-	30%
Charging stations (2)			✓				✓	✓		10%	25%	25%	-	30%
Supporter \$2,500														
							✓	✓						30%
Showcase \$5,000														
							✓	✓	✓	✓	✓	50%	1	30%
Booth \$2,500														
							✓	✓			✓	50%	1	30%

Diamond Star

\$25,000

The CPBI FORUM Diamond Star sponsor will receive a wide range of visibility prior, during and post event.

GALA EVENING & CELEBRATION

The FORUM 2020 Gala evening will be center stage for the 60th jubilee celebration as well as the Hall of Fame ceremony. Choose to be the diamond star of the Gala evening and receive epic recognition prior, during and post conference. To start, you will connect with attendees over a drink during the cocktail hour after which you will introduce the evening entertainment and welcome to the celebration.

As the diamond sponsor you will benefit from:

- Logo on the evening's drink tickets
- Signature drink branded with your logo
- Logo on the dinner menu
- Welcome attendees and introduce the evening entertainment
- 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
- Premium booth placement in the exhibition area



EVENING PROGRAM WILL BE ANNOUNCED SOON



- 3** regular passes
- 2** Guest passes
- 1** Plan Sponsor pass



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



30 min to showcase your innovation in a dedicated area during the conference

1 CPBI webinar sponsorship opportunity with a speaker and topic of your choice to be delivered in 2020.



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 2020!



Platinum Star

\$20,000

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
- Branded hors d'oeuvre with your logo
- Logo on the email announcing the Monday evening reception
- Logo and listing in the conference program

WIFI

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

- Logo on the WIFI landing page
- Opportunity to personalize the login info with your company name
- Logo on email sent 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



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

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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 on the screens during lunch
- Logo on the emails announcing the Lunch session
- Logo and listing in the conference program

WATER STATIONS

Keep participants hydrated during the conference by sponsoring the reusable water bottles and the water stations.

- Logo on reusable water bottles distributed to all attendees
- Logo displayed on the water stations located in strategic areas on the conference floor
- Logo on the special email announcing the water stations sponsor
- Logo and listing in the conference program



- 2** regular passes
- 1** Guest pass
- 1** Plan Sponsor pass



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



30 min showcase in dedicated area during the conference

1 booth space in the Exhibition area

Package 1 - BREAKFAST & SESSIONS

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

Tuesday June 16th, 2020 from 7:15 AM to 9 AM
or
Wednesday June 17th, 2020 from 7:15 AM to 9:30 AM

- 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

Package 2 - ELEVATOR WRAPS

Put your brand on the conference level elevators and open the doors for all FORUM delegates

- Your visual on the conference level elevator doors
- One reserved table during the Gala evening
- Logo and listing in the conference program
- One exhibition space

Package 3 - AFTER HOURS RECEPTION

Help the FORUM attendees relax and connect with each other 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



- 1 regular pass
- 1 Plan Sponsor pass



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 2019!



Silver Star

\$10,000

Package 1 - BREAKOUT SESSIONS

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 choose
- Recognition on the signage of the confirmed sessions
- Logo and listing in the conference program

**For more information on your choice of workshops, please refer to the FORUM 2020 agenda available on the CPBI website*

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 - 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 logo will appear on the menus
- Your company message on the screens
- Your company 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 4 - SOCIAL WALL

The FORUM Social Wall will be live before, during and after the conference. Large screens will be placed strategically throughout the conference site. Be at the heart of all #CPBIFORUM conversations by having your logo on the FORUM 2020 Social Wall:

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



50% on 1 regular pass

50% on 1 Plan Sponsor pass



Silver Star recognition with your logo on:

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



A special mention and a Shout Out via the CPBI Twitter and LinkedIn channels to thank you for your contribution in the success of the CPBI FORUM 2020!



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
- Logo on napkins or coffee sleeves

Package 2 - **CHARGING STATIONS**

This year FORUM delegates will be able to charge their mobile devices 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 on the conference floor.

Package 3 - **NOTE PADS**

Make an impression with FORUM delegates by putting your logo on the note pads, available to attendees for the duration of the conference.

Package 4 - **PENS**

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



25% on 1 regular passes

25% on 1 Plan Sponsor pass



Bronze Star recognition with you logo on:

- website
- emails
- onsite
- online Ads
- Printed Ads
- Conference program



A special mention and a Shout Out via the CPBI Twitter and LinkedIn channels to thank you for your contribution in the success of the CPBI FORUM 2020!



As a Support Sponsor:

- Your company logo will be featured on all FORUM advertising, including on-site banners and media announcements.
- Your company logo will be displayed on the CPBI website in the FORUM section.
- Your company logo featured in the FORUM 2020 program.



About Conference Passes

- A Delegates Pass gives access to the entire conference including the evening program
- A Guest Pass gives access to 2 breakfasts and evening program on Monday and Tuesday nights
- A Plan Sponsor or Client pass can be used by a client who has a plan sponsor position. It gives access to the entire conference including the evening program

Showcase *

\$5,000

Showcase your company's latest innovation by holding a 30 minutes presentation and demo to FORUM attendees. Your presentation Talks will take place in a dedicated room as part of the Monday afternoon program. Continue the conversation and answer questions at your own booth in the exhibition area.

Showcase package will include

- ▶ Your experts will be identified as a speaker and promoted in the conference agenda and emails
- ▶ Your presentation and demo will be included in the conference program
- ▶ Recorded and promoted along with the conference sessions recordings sent to all attendees
- ▶ 10 x 10 booth area
- ▶ We'll share the news about your presentation via the CPBI social media channels
- ▶ 50% off one registration + 1 guest pass



Exhibition *

\$2,500

Reserve your booth in the FORUM 2020 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
- ▶ 25% off one registration + 1 guest pass



* IMPORTANT:

Please note that you must be a sponsor in order to participate in the Showcase and /or the Exhibition

CPBI FORUM 2020 Sponsorship Reservation Form

Diamond Star at \$25,000		
FORUM Gala Evening		
Platinum Star at \$20,000		
FORUM Monday Welcome Reception		
FORUM WiFi		
FORUM Lunch Speaker and Session		
Water Stations		
Gold Star at \$15,000		
Breakfast & Sessions		
Tuesday	Wednesday	
Elevator Wraps		
After Hours Welcome Reception		
Silver Star at \$10,000		
Tuesday Breakout		
Closing lunch		
Hotel Keys		
Social Wall		
Bronze Star at \$5,000		
Health Break		
Charging Stations		
Pens		
Notepads		
Support level at \$2,500		
Showcase \$5,000		
Booth \$2,500		

COMPANY / ORGANIZATION INFORMATION		
Approved by, Name:		
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 505 René-Lévesque Ouest, Suite 1210 Montréal, QC H2Z 1Y7

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