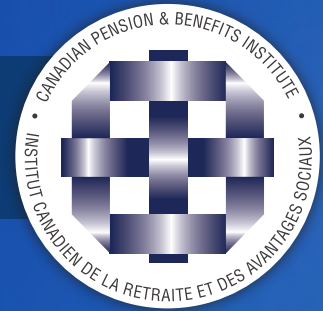


SPONSORSHIP BOOKLET



Bursting the Bubble

CPBI 2022 Atlantic Regional Conference

OCTOBER 5-7, 2022 DIGBY PINES, NS

Bursting the Bubble

2022 CPBI ATLANTIC CONFERENCE SPONSORSHIP BOOKLET

We're back! With the return of our CPBI Atlantic Regional Conference to an in-person celebration at the beautiful Digby Pines Resort & Spa. There is no question that our bubbles, whether household or regional, have served us well over the past couple of very challenging years. However, we think that the time is right to burst that bubble! We have very much appreciated the support of our valued sponsors in enabling us to appropriately continue our event virtually with tremendous success in 2020 and 2021. Please join us face to face on the picturesque shore of Nova Scotia's Bay of Fundy, October 5-7, 2022 to reconnect, reengage, and renew in an environment of calm and camaraderie. We are excited to welcome you among event sponsors, old and new, with opportunities to expand the profile of your organization to an engaged audience of industry professionals. Our in-person conference delegates draw from plan sponsors, provincial government representatives, union leaders, employee benefit plan trustees and service providers from Atlantic Canada, Quebec, Ontario and beyond.

We know there will be valuable insights to be gained from our distinguished speakers, as well as from networking with peers and clients with a variety of enticing social activities. But don't take my word for it! Attendees had this to say about the value of our event:

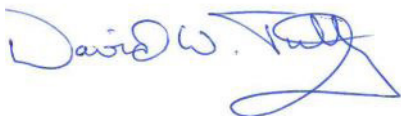
The CPBI conferences I have attended have always provided insight into the most relevant issues surrounding the future of health and pension benefits. But the most important aspect of the conferences for me has been the many interesting people I have met and the great after-hours discussions and debates I have had about the many perspectives of health and pension benefits. Thank you to the organizers of this great event!
- **Barry Connell, Chair, University of Prince Edward Island Supplementary Health Trust**

The CPBI Atlantic Conference continues to provide me with a source of information on emerging trends, new ideas and a network of peers who are working through similar issues. I have had the opportunity to participate in this conference virtually and in person and every experience has been inviting, engaging, timely and relevant to my role in the pension and benefit field. I look forward to attending this conference!
- **Carolyn Roberts, Government of New Brunswick**

Inside this document you will find a comprehensive list of sponsorship choices for 2022. Returning sponsors of our event will recognize that our previously established packages have, largely out of necessity, been modified from prior years, and some brand-new options are available to better enable you to maximize your profile and commitment to the Pension, Investment and Benefits industry in Atlantic Canada.

CPBI Atlantic looks forward to a mutually beneficial and satisfying sponsorship partnership with you and your organization. We certainly hope to see you in person at Digby Pines in October!

Sincerely,



David W. Tutty
Sponsorship Coordinator, 2022 CPBI Atlantic Regional Conference Committee

CPBI Atlantic offers sponsorship confirmation on a first come, first served basis. Confirmations will be accepted in writing by email to david_tutty@manulife.ca. An acknowledgement will be sent by return email.

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2022 CPBI ATLANTIC CONFERENCE SPONSORSHIP BOOKLET

Sponsorship Levels

DIAMOND	\$20,000	Conference Apparel with company logo
EMERALD	\$15,000 \$15,000	Forum A: The Honourable Stephen McNeil Lobster Dinner
RUBY	\$10,000 \$10,000	Forum B: Pierre Battah Conference Dinner
OPAL	\$7,500 \$7,500 \$7,500 \$7,500	Entertainment - October 5 Signal Hill Entertainment - October 6 Comedian James Mullinger Forum C: Buhle Dlamini Forum D: Employer Panel: War for Talent meets "Great Resignation"
PEARL	\$6,500	Alt Activity - NS Sparkling "Bubbly" Wine Tasting on the Terrace
TOPAZ	\$5,000 \$5,000 \$5,000 \$5,000	Breakfast October 6 Lunch October 6 Breakfast October 7 Lunch October 7
CORAL	\$4,500 \$4,500 \$4,500	Wednesday Reception- Oct.5 Campfire Social- Oct.5 Thursday Reception - Oct. 6
SAPPHIRE	\$3,500 \$3,500 \$3,500 \$3,500 \$3,500	Wine Sponsor - Oct 5 Lobster Dinner Wine Sponsor - Oct. 6 Conference Dinner Late Night Social - Oct.6 Nova Scotia Tasting Bar - Oct.6 Conference Bubby Water Sponsor
AMETHYST	\$3,000 \$3,000 \$3,000	Thursday Morning Break (2 available) Thursday Afternoon Break (2 available) Friday Morning Break (1 available)
TURQUOISE	\$2,500 \$2,500	Wellness Walk (1 available) Environmental Stewardship (4 available)
JADE	\$1,500	Supporters (unlimited)
GOLF	\$6,500 \$3,000	Golf Tournament Golf Lunch
MEDIA SPONSORSHIP		

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2022 CPBI ATLANTIC CONFERENCE SPONSORSHIP BOOKLET

Conference Schedule

Wednesday, October 5th, 2022

9:00am	Registration Opens
10:00am	Shuttle to Golf Course
11:00am	Conference Golf Tournament
1:00pm	Alternate Activity - NS Sparkling "Bubbly" Wine Tasting
6:00pm - 7:00pm	Opening Reception
7:00pm - 9:00pm	Lobster Dinner
9:00pm - 10:30pm	Entertainment - Signal Hill
10:30pm	Campfire Social

Bursting the Bubble

2022 CPBI ATLANTIC CONFERENCE SPONSORSHIP BOOKLET

Conference Schedule

Thursday Morning, October 6th, 2022

6:45am - 7:15am	Wellness Walk
7:00am - 8:15am	Breakfast
7:30am - 5:00pm	Registration Desk
8:15am - 8:30am	Opening Remarks
8:30am - 9:30am	Forum A Keynote - The Hon. Stephen McNeil
9:30am - 9:45am	Break #1
9:45am - 10:45am	Session 1 (Benefits Session)
	Session 2 (Pension/Investment Session)
10:45am - 11:00am	Break #2
11:00am - 12:15pm	Session 3 (Benefits Session)
	Session 4 (Pension/Investment Session)
12:15pm - 1:30pm	Lunch

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2022 CPBI ATLANTIC CONFERENCE SPONSORSHIP BOOKLET

Conference Schedule

Thursday Afternoon & Evening, October 6th, 2022

1:30pm - 3:00pm	Session 5 (Benefits Session)
	Session 6 (Pension/Investment Session)
3:00pm - 3:15pm	Break #3
3:15pm - 4:15pm	Forum B Keynote - Pierre Battah
4:15pm - 4:30pm	Break #4
6:00pm - 7:00pm	Open Reception
7:00pm - 9:00pm	Plated Dinner & Year in Review
9:00pm - 10:00pm	Entertainment - Comedian James Mullinger
10:15pm	Late Night Social & Nova Scotia Tasting Bar

Bursting the Bubble

2022 CPBI ATLANTIC CONFERENCE SPONSORSHIP BOOKLET

Conference Schedule

Friday, October 7th, 2022

7:00am - 7:30am	Wellness Walk
7:15am - 8:45pm	Breakfast
7:30am - 12:00pm	Registration Desk
8:45am - 10:00am	Forum C Keynote - Buhle Dlamini
10:00am - 10:15am	Break #5
10:15am - 11:45am	Forum D Employer Panel - War for Talent meets "Great Resignation"
11:45am - 12:00pm	Conference Closing
12:00pm - 1:15pm	Lunch - (To-Go-Boxes available)

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2022 CPBI ATLANTIC CONFERENCE SPONSORSHIP BOOKLET



FORUM SPEAKERS

Forum A: The Hon. Stephen McNeil

Strategic Business Advisor, Cox & Palmer, Former Premier of Nova Scotia

“Stay the Blazesin Atlantic Canada”



Atlantic Canada has been recognized globally in its management of the pandemic and is now being rewarded with unprecedented population growth. With the bubble finally bursting and lives adjusting to the new “normal”, we face new challenges and opportunities. In this fireside moderated chat, Nova Scotia’s former premier, the Honorable Stephen McNeil, will share his candid views on the emerging social, political and economic landscape and what this may mean for Canada and the Atlantic region into the future. This session is intended to be interactive and audience members will be invited to ask questions to make for an engaging session to kick off our conference.

Forum B: Pierre Battah

Workplace Leadership and HR Specialist

Leading with Humanity to Attract, Engage and Retain Talent in our New World of Work



Leaders and managers are facing enormous pressure to lead change and organizational transformation while creating workplaces that attract, engage and retain talent. Employees are increasingly seeking workplaces that value their well-being, whether 100% working from home or a hybrid working arrangement. Employees are seeking these work arrangements all while striving for career advancements with highly competitive pay and benefits. Leading can be a balancing act, it is about building supportive relationships to enable cultures to be defined with excellence, inclusion, and learning. The conventional working space has changed, this keynote speaker assists leaders to clarify their role, identify key personal leadership habits, practices, and recognition techniques. Pierre Battah provides a detailed framework on all of these, as well as, how to build trust, safety, create effective communication practices for our changing conventional working arrangements and to gain talent.

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Forum C: Buhle Dlamini

Organizational Culture and Diversity Expert



Interactive Workshop: Navigating the Multigenerational Workforce and Creating Inclusion – Unlocking Cultural Intelligence to Unleash Your Greatness

In today's increasingly diverse and multigenerational workplace, leveraging diversity and creating inclusion is a huge competitive advantage. Modern professionals need to navigate managing different Generations, Cultural Values, Gender and Abilities in a way that leverages these differences to unleash greatness. This interactive workshop provides a framework that cuts through the difficulties of multigenerational workforces and creating inclusion, by using cultural intelligence to combat the effects of Unconscious Bias. For organizations and teams to thrive they need everyone to allow everyone around them to: Be Who They Are, Live Team Values and Unleash a Winning Attitude. These lessons are delivered in an interactive workshop style that combines stunning visuals, humour, inspirational story telling and deep insights to ensure real learning and practical application. Buhle Dlamini brings his expertise as a certified CQ Associate Facilitator with the Cultural Intelligence Center.

Forum D: Friday Morning Panel

When the War for Talent meets the 'Great Resignation': An Employer Panel

Speakers: Beth Simkins-Burrows Medavie Health Services (EHS)
 Cyndy Allen Emera
 Kerry Deveau Acadia University
Moderator: Pierre Battah Workplace Leadership Expert

In a relatively short period of time, the pandemic has transformed how we think, work and access services, with material implications for workforce health, productivity, and engagement. For employers, the impacts of the pandemic have been particularly hard felt. Skills shortages and increased labour market mobility, fueled by remote work opportunities, challenge employers to consider new strategies to attract and retain talent in an increasingly competitive marketplace. In this session, hear from our panelists their perspectives on strategies to overcome the 'great resignation' including total rewards, workplace culture and flexibility.



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2022 CPBI ATLANTIC CONFERENCE SPONSORSHIP BOOKLET



CPBI ATLANTIC DELEGATE BOX

A new tradition originating from our 2020 and 2021 virtual conferences, this curated gift box of Nova Scotia products will be given to each conference delegate upon arrival at Digby Pines. The 2022 CPBI Atlantic Delegate Box will feature a NS sparkling wine, Digby Pines souvenir, chocolate, and other incredible Nova Scotian products. Our top sponsorship levels (Diamond, Emerald, Ruby and Opal) will have their corporate logos displayed on inside cover of the 2022 CPBI Atlantic Delegate Box.

ENTERTAINMENT

Signal Hill - Wednesday Night



Signal Hill is a four-piece acoustic guitar based band with strong emphasis on four part vocal harmony. Hailing from Newfoundland, this band is revered throughout the country as the quintessential East Coast group. This has been achieved by expanding their repertoire beyond that of standard traditional songs to celebrating music across the decades and genres. Their arrangements are now woven into the fabric of East Canadian culture. They play 4 to 7 nights per week, year round, from St. John's NL to Toronto, ON. In addition to many other notable venues, Signal Hill have played at the Hard Rock Cafe and the Boarhouse Night Club in Moscow.



Campfire Social - Wednesday Late Night

Delegates and guests will gather around the campfire for a Maritime tradition of camaraderie and music. S'mores, hot chocolate, hot apple cider, NS Craft Beer, ciders, and other campfire favorites will be enjoyed by all. Play an instrument? Delegates are invited to bring their instrument and join fellow CPBI members in a casual campfire singalong

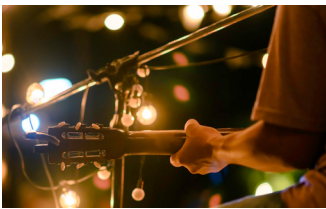
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James Mullinger - Thursday Night

James Mullinger was one of the UK's top comedians and the Comedy Editor for GQ magazine when he moved his family to Saint John, New Brunswick in 2014. Since his arrival, he has taken the country by storm. He has sold out shows across the country, made appearances on CBC's The Debaters, movies, Television shows, festivals, award shows and stand up specials...he's done it all. In March 2020, James was in the middle of a global tour when the pandemic forced him off the road. He has since become one of the most in-demand virtual comedians on the circuit, performing virtually for companies around the world. And that's not all. James is an entrepreneur, magazine publisher & art director, and podcaster. Launched in June 2017, The Maritime [EDIT] was the first quarterly print magazine dedicated to proving what Atlantic Canada has to offer.



Kitchen Party - Thursday Late Night Social

Join fellow delegates in the Digby Pines Grande Lounge for drinks and a fun kitchen party that will have you kicking up your heels and connecting with friends old and new. Kitchen Party entertainment will be provided by local musicians.



Nova Scotia Tasting Bar - Thursday Late Night Social

Chef Dale will be creating delectable culinary treats for delegates and their guests to sample. Specially prepared local foods will be highlighted at this Nova Scotia themed tasting bar.

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2022 CPBI ATLANTIC CONFERENCE SPONSORSHIP BOOKLET



ACTIVITIES

Golf Tournament at Digby Pines Golf Course

11:00am Shot Gun Start Wednesday, October 5, 2022

Digby Pines luxury Nova Scotia golf resort is blessed with one of Canada's finest golf courses designed by Stanley Thompson, the famous Canadian architect responsible for such world-class courses as Banff Springs, Jasper Park and the Highlands Links in Cape Breton. With ingenious routing, the course winds through picturesque pine trees and over a meandering brook which widens into ponds on holes two and sixteen. The true beauty of Nova Scotia has been captured and preserved for your golfing pleasure.



Nova Scotia Sparkling "Bubbly" Wine on the Terrace

1:00pm Wednesday, October 5, 2022

A celebration of Nova Scotia wine and harvest. Join us on the breathtaking Digby Pines terrace as we showcase and sample sparkling wines from wineries across the Nova Scotia paired with locally inspired food stations. Save your appetite for delicious food and wine!



Wellness Walks

6:45am Thursday and 7:00am Friday Morning

Start your day with a wellness walk through the beautiful grounds of Digby Pines. Delegates will take a 30-minute guided onsite trail that will take in breathtaking views of the Digby basin. This is a great way to explore your natural surroundings while stimulating your mind and muscles before the start of each conference day. Delegates will meet in the hotel lobby at 6:45am on Thursday and 7:00am on Friday morning.

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2022 CPBI ATLANTIC CONFERENCE SPONSORSHIP BOOKLET

Diamond Level - \$20,000

Apparel with Corporate Logo

- Three complimentary delegate conference registrations
- Each registrant will receive apparel with your corporate logo embroidered on the back
- Corporate logo displayed on the inside cover of the 2022 CPBI Atlantic Delegate Box featuring NS products.
- Acknowledgement and identification as the DIAMOND level sponsor in various locations, including:
 - CPBI Atlantic Conference website
 - CPBI Atlantic e-blast announcements and newsletters
 - CPBI Linked In Posts
 - Sponsor Banners in strategic locations throughout conference
 - Appreciation advertisement in industry publication

Emerald Level - \$15,000

Emerald Package 1: Forum A Keynote Speaker (The Hon. Stephen McNeil)

- Two complimentary delegate conference registrations
- Opportunity to introduce keynote speaker the Honourable Stephen McNeil
- Corporate logo will be displayed on signage at the session
- Corporate logo displayed on the inside cover of the 2022 CPBI Atlantic Delegate Box featuring NS products.
- Acknowledgement and identification as the EMERALD level sponsor in various locations, including:
 - CPBI Atlantic Conference website
 - CPBI Atlantic e-blast announcements and newsletters
 - CPBI Linked In Posts
 - Sponsor Banners in strategic locations throughout conference
 - Appreciation advertisement in industry publication

Emerald Package 2: Lobster Dinner - Wednesday, October 5, 2022

- Two complimentary delegate conference registrations
- Opportunity to welcome delegates to Lobster Dinner
- Corporate logo will be displayed on signage at the dinner
- Corporate logo displayed on the inside cover of the 2022 CPBI Atlantic Delegate Box featuring NS products.
- Acknowledgement and identification as an EMERALD level sponsor in various locations, including:
 - CPBI Atlantic Conference website
 - CPBI Atlantic e-blast announcements and newsletters
 - CPBI Linked In Posts
 - Sponsor Banners in strategic locations throughout conference
 - Appreciation advertisement in industry publication

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2022 CPBI ATLANTIC CONFERENCE SPONSORSHIP BOOKLET

Ruby Level - \$10,000

Ruby Package 1: Forum B Keynote Speaker (Pierre Battah - Workplace Leadership Expert)

- Opportunity to introduce keynote speaker Pierre Battah
- Corporate logo will be displayed on signage at the session
- All delegates will receive a copy of Pierre Battah's book "Humanity at Work"
- Corporate logo displayed on the inside cover of the 2022 CPBI Atlantic Delegate Box featuring NS products.
- Acknowledgement and identification as a RUBY level sponsor in various locations, including:
 - CPBI Atlantic Conference website
 - CPBI Atlantic e-blast announcements and newsletters
 - CPBI Linked In Posts
 - Sponsor Banners in strategic locations throughout conference
 - Appreciation advertisement in industry publication

Ruby Package 2: Conference Dinner - Thursday, October 6, 2022

- Opportunity to welcome delegates to the Conference Dinner
- Corporate logo will be displayed on signage at the dinner
- Corporate logo displayed on the inside cover of the 2022 CPBI Atlantic Delegate Box featuring NS products.
- Acknowledgement and identification as a RUBY level sponsor in various locations, including:
 - CPBI Atlantic Conference website
 - CPBI Atlantic e-blast announcements and newsletters
 - CPBI Linked In Posts
 - Sponsor Banners in strategic locations throughout conference
 - Appreciation advertisement in industry publication

Opal Level - \$7,500

Opal Package 1: Entertainment (Signal Hill) - Wednesday, October 5, 2022

- Opportunity to introduce Signal Hill
- Corporate logo will be displayed on signage at the event
- Corporate logo displayed on the inside cover of the 2022 CPBI Atlantic Delegate Box featuring NS products.
- Acknowledgement and identification as an OPAL level sponsor in various locations, including:
 - CPBI Atlantic Conference website
 - CPBI Atlantic e-blast announcements and newsletters
 - CPBI Linked In Posts
 - Sponsor Banners in strategic locations throughout conference
 - Appreciation advertisement in industry publication

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2022 CPBI ATLANTIC CONFERENCE SPONSORSHIP BOOKLET

Opal Package 2: Entertainment (James Mullinger) - Thursday, October 7, 2022

- Opportunity to introduce comedian James Mullinger
- Corporate logo will be displayed on signage at the event
- Corporate logo displayed on the inside cover of the 2022 CPBI Atlantic Delegate Box featuring NS products.
- Acknowledgement and identification as an OPAL level sponsor in various locations, including:
 - CPBI Atlantic Conference website
 - CPBI Atlantic e-blast announcements and newsletters
 - CPBI Linked In Posts
 - Sponsor Banners in strategic locations throughout conference
 - Appreciation advertisement in industry publication

Opal Package 3: Forum C - Buhle Dlamini (Organizational Culture and Diversity Expert)

- Opportunity to introduce Buhle Dlamini
- Corporate logo will be displayed on signage at the event
- Corporate logo displayed on the inside cover of the 2022 CPBI Atlantic Delegate Box featuring NS products.
- Acknowledgement and identification as an OPAL level sponsor in various locations, including:
 - CPBI Atlantic Conference website
 - CPBI Atlantic e-blast announcements and newsletters
 - CPBI Linked In Posts
 - Sponsor Banners in strategic locations throughout conference
 - Appreciation advertisement in industry publication

Opal Package 4: Forum D - Employer Panel: War for Talent meets 'Great Resignation'

- Opportunity to introduce Panel
- Corporate logo will be displayed on signage at the event
- Corporate logo displayed on the inside cover of the 2022 CPBI Atlantic Delegate Box featuring NS products.
- Acknowledgement and identification as an OPAL level sponsor in various locations, including:
 - CPBI Atlantic Conference website
 - CPBI Atlantic e-blast announcements and newsletters
 - CPBI Linked In Posts
 - Sponsor Banners in strategic locations throughout conference
 - Appreciation advertisement in industry publication

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2022 CPBI ATLANTIC CONFERENCE SPONSORSHIP BOOKLET

Pearl Level - \$6,500

Alternate Activity - NS Sparkling “Bubbly” Wine Tasting on the Terrace Event Wednesday October 5, 2022

- Opportunity to welcome delegates to alternate activity
- Corporate logo will be displayed on signage at the event
- Opportunity to provide corkscrew or wine stopper with corporate logo.
- Acknowledgement and identification as a PEARL level sponsor in various locations, including:
 - CPBI Atlantic Conference website
 - CPBI Atlantic e-blast announcements and newsletters
 - CPBI Linked In Posts
 - Sponsor Banners in strategic locations throughout conference
 - Appreciation advertisement in industry publication

Topaz Level - \$5,000

Topaz Package 1: Conference Breakfast - Thursday, October 6, 2022

- Corporate logo will be displayed on signage at the event
- Acknowledgement and identification as a TOPAZ level sponsor in various locations, including:
 - CPBI Atlantic Conference website
 - CPBI Atlantic e-blast announcements and newsletters
 - CPBI Linked In Posts
 - Sponsor Banners in strategic locations throughout conference
 - Appreciation advertisement in industry publication

Topaz Package 2: Conference Lunch - Thursday, October 6, 2022

- Corporate logo will be displayed on signage at the event
- Acknowledgement and identification as a TOPAZ level sponsor in various locations, including:
 - CPBI Atlantic Conference website
 - CPBI Atlantic e-blast announcements and newsletters
 - CPBI Linked In Posts
 - Sponsor Banners in strategic locations throughout conference
 - Appreciation advertisement in industry publication

Topaz Package 3: Conference Breakfast - Friday, October 7, 2022

- Corporate logo will be displayed on signage at the event
- Acknowledgement and identification as a TOPAZ level sponsor in various locations, including:
 - CPBI Atlantic Conference website
 - CPBI Atlantic e-blast announcements and newsletters
 - CPBI Linked In Posts
 - Sponsor Banners in strategic locations throughout conference
 - Appreciation advertisement in industry publication

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2022 CPBI ATLANTIC CONFERENCE SPONSORSHIP BOOKLET

Topaz Package 4: Conference Lunch - Friday, October 7, 2022

- Corporate logo will be displayed on signage at the event
- Acknowledgement and identification as a TOPAZ level sponsor in various locations, including:
 - CPBI Atlantic Conference website
 - CPBI Atlantic e-blast announcements and newsletters
 - CPBI Linked In Post
 - Sponsor Banners in strategic locations throughout conference
 - Appreciation advertisement in industry publication

Coral Level - \$4,500

Coral Package 1: One Hour Open Bar Reception - Wednesday, October 5, 2022

- Corporate logo will be displayed on signage at the event
- Acknowledgement and identification as a CORAL level sponsor in various locations, including:
 - CPBI Atlantic Conference website
 - CPBI Atlantic e-blast announcements and newsletters
 - CPBI Linked In Post
 - Sponsor Banners in strategic locations throughout conference
 - Appreciation advertisement in industry publication

Coral Package 2: Campfire Social - Wednesday, October 5, 2022

- Corporate logo will be displayed on signage at the campfire venue. Delegates will have opportunity to network around the campfire while enjoying s'mores, hot chocolate, apple cider, NS crafts beer and other campfire treats.
- Acknowledgement and identification as a CORAL level sponsor in various locations, including:
 - CPBI Atlantic Conference website
 - CPBI Atlantic e-blast announcements and newsletters
 - CPBI Linked In Posts
 - Sponsor Banners in strategic locations throughout conference
 - Appreciation advertisement in industry publication

Coral Package 3: One Hour Open Bar Reception - Thursday, October 6, 2022

- Corporate logo will be displayed on signage at the event
- Acknowledgement and identification as a CORAL level sponsor in various locations, including:
 - CPBI Atlantic Conference website
 - CPBI Atlantic e-blast announcements and newsletters
 - CPBI Linked In Posts
 - Sponsor Banners in strategic locations throughout conference
 - Appreciation advertisement in industry publication

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2022 CPBI ATLANTIC CONFERENCE SPONSORSHIP BOOKLET

Sapphire Level - \$3,500

Sapphire Package 1: Wine Sponsorship at Lobster Dinner - Wednesday, October 5, 2022

- Corporate logo will be displayed on signage at the dinner venue
- Acknowledgement and identification as a SAPPHIRE level sponsor in various locations, including:
 - CPBI Atlantic Conference website
 - CPBI Atlantic e-blast announcements and newsletters
 - CPBI Linked In Posts
 - Sponsor Banners in strategic locations throughout conference
 - Appreciation advertisement in industry publication

Sapphire Package 2: Wine Sponsorship at Conference Dinner - Thursday, October 6, 2022

- Corporate logo will be displayed on signage at the dinner venue
- Acknowledgement and identification as a SAPPHIRE level sponsor in various locations, including:
 - CPBI Atlantic Conference website
 - CPBI Atlantic e-blast announcements and newsletters
 - CPBI Linked In Posts
 - Sponsor Banners in strategic locations throughout conference
 - Appreciation advertisement in industry publication

Sapphire Package 3: Late Night Social - Thursday, October 6, 2022

- Corporate logo will be displayed on signage at the Late Night Social.
- Acknowledgement and identification as a SAPPHIRE level sponsor in various locations, including:
 - CPBI Atlantic Conference website
 - CPBI Atlantic e-blast announcements and newsletters
 - CPBI Linked In Posts
 - Sponsor Banners in strategic locations throughout conference
 - Appreciation advertisement in industry publication

Sapphire Package 4: Nova Scotia Tasting Bar - Thursday, October 6, 2022

- Corporate logo will be displayed on signage at the Tasting Bar. Delegates will have the opportunity to savour local foods from Nova Scotia.
- Acknowledgement and identification as a SAPPHIRE level sponsor in various locations, including:
 - CPBI Atlantic Conference website
 - CPBI Atlantic e-blast announcements and newsletters
 - CPBI Linked In Posts
 - Sponsor Banners in strategic locations throughout conference
 - Appreciation advertisement in industry publication

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2022 CPBI ATLANTIC CONFERENCE SPONSORSHIP BOOKLET

Sapphire Package 6: Conference Bubly Water Sponsor - Thursday, October 6, 2022

- Corporate logo will be displayed on signage at water stations throughout the conference. Water stations will contain a selection of “Bubly” branded sparkling water.
- Acknowledgement and identification as a SAPPHIRE level sponsor in various locations, including:
 - CPBI Atlantic Conference website
 - CPBI Atlantic e-blast announcements and newsletters
 - CPBI Linked In Post
 - Sponsor Banners in strategic locations throughout conference
 - Appreciation advertisement in industry publication

Amethyst Level - \$3,000

Amethyst Package 1: Morning Break #1 - Thursday, October 6, 2022

- Corporate logo will be displayed on signage at the break.
- Acknowledgement and identification as an AMETHYST level sponsor in various locations, including:
 - CPBI Atlantic Conference website
 - CPBI Atlantic e-blast announcements and newsletters
 - CPBI Linked In Posts
 - Sponsor Banners in strategic locations throughout conference
 - Appreciation advertisement in industry publication

Amethyst Package 2: Morning Break #2 - Thursday, October 6, 2022

- Corporate logo will be displayed on signage at the break.
- Acknowledgement and identification as an AMETHYST level sponsor in various locations, including:
 - CPBI Atlantic Conference website
 - CPBI Atlantic e-blast announcements and newsletters
 - CPBI Linked In Posts
 - Sponsor Banners in strategic locations throughout conference
 - Appreciation advertisement in industry publication

Amethyst Package 3: Afternoon Break #1 - Thursday, October 6, 2022

- Corporate logo will be displayed on signage at the break.
- Acknowledgement and identification as an AMETHYST level sponsor in various locations, including:
 - CPBI Atlantic Conference website
 - CPBI Atlantic e-blast announcements and newsletters
 - CPBI Linked In Posts
 - Sponsor Banners in strategic locations throughout conference
 - Appreciation advertisement in industry publication

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Amethyst Package 3: Afternoon Break #1 - Thursday, October 6, 2022

- Corporate logo will be displayed on signage at the break.
- Acknowledgement and identification as an AMETHYST level sponsor in various locations, including:
 - CPBI Atlantic Conference website
 - CPBI Atlantic e-blast announcements and newsletters
 - CPBI Linked In Posts
 - Sponsor Banners in strategic locations throughout conference
 - Appreciation advertisement in industry publication

Amethyst Package 4: Afternoon Break #2 - Thursday, October 6, 2022

- Corporate logo will be displayed on signage at the break.
- Acknowledgement and identification as an AMETHYST level sponsor in various locations, including:
 - CPBI Atlantic Conference website
 - CPBI Atlantic e-blast announcements and newsletters
 - CPBI Linked In Posts
 - Sponsor Banners in strategic locations throughout conference
 - Appreciation advertisement in industry publication

Amethyst Package 5: Friday Morning Break - Friday, October 7, 2022

- Corporate logo will be displayed on signage at the break.
- Acknowledgement and identification as an AMETHYST level sponsor in various locations, including:
 - CPBI Atlantic Conference website
 - CPBI Atlantic e-blast announcements and newsletters
 - CPBI Linked In Posts
 - Sponsor Banners in strategic locations throughout conference
 - Appreciation advertisement in industry publication

Bursting the Bubble

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Turquoise Level - \$2,500

Turquoise Package 1: Wellness Walk - 6:45am Thursday, Oct 6th and 7:00am Friday, Oct 7, 2022

- Corporate logo will be displayed on signage at the meeting location of the Walk.
- Acknowledgement and identification as a TURQUOISE level sponsor in various locations, including:
 - CPBI Atlantic Conference website
 - CPBI Atlantic e-blast announcements and newsletters
 - CPBI Linked In Page
 - Sponsor Banners in strategic locations throughout conference
 - Appreciation advertisement in industry publication

Turquoise package 2: Environmental Stewardship (4 available)

- CPBI Atlantic will make a generous donation to Nova Scotia Nature Trust's 'Twice the Wild' campaign for Nature conservation.

In these challenging times, people across the world are rediscovering the joy of spending time in nature. That being outdoors makes our kids happy and brings families together. That nature can keep us healthy—mentally and physically. And that it heals and restores us. But our wild spaces and treasured species are threatened. Here in Nova Scotia, many of our most important and treasured natural areas, including critical habitat for endangered species, are privately owned and at risk. Nature Trust is stepping up to meet this challenge, to double the protected space for nature by 2023.

- Your logo will appear on our Environmental Stewardship Card embedded with wildflower seeds.
- Acknowledgement and identification as a TURQUOISE level sponsor in various locations, including:
 - CPBI Atlantic Conference website
 - CPBI Atlantic e-blast announcements and newsletters
 - CPBI Linked In Page
 - Sponsor Banners in strategic locations throughout conference
 - Appreciation advertisement in industry publication

Jade Level - \$1,500

CPBI Atlantic Supporter

There will be an unlimited number of these CPBI Atlantic Supporter sponsorships available

- Acknowledgement and identification as a JADE level sponsor in various locations, including:
 - CPBI Atlantic Conference website
 - CPBI Atlantic e-blast announcements and newsletters
 - CPBI Linked In Posts
 - Sponsor Banners in strategic locations throughout conference
 - Appreciation advertisement in industry publication

Bursting the Bubble

2022 CPBI ATLANTIC CONFERENCE SPONSORSHIP BOOKLET

Golf

Golf Package 1: Primary Golf Sponsorship (\$6,500)

- Opportunity to welcome golfers to event.
- Corporate logo will be displayed on signage at the golf course.
- Corporate logo will be displayed on drink ticket each golfer will receive at 19th Hole.
- Opportunity to provide sleeves of golf balls and tees with corporate logo.
- Acknowledgement and identification as a GOLF level sponsor in various locations, including:
 - CPBI Atlantic Conference website
 - CPBI Atlantic e-blast announcements and newsletters
 - CPBI Linked In Posts
 - Sponsor Banners in strategic locations throughout conference
 - Appreciation advertisement in industry publication

Golf Package 2: Golf Lunch (\$3,000)

- Corporate logo will be displayed on signage at the golf course.
- Acknowledgement and identification as a GOLF level sponsor in various locations, including:
 - CPBI Atlantic Conference website
 - CPBI Atlantic e-blast announcements and newsletters
 - CPBI Linked In Posts
 - Sponsor Banners in strategic locations throughout conference
 - Appreciation advertisement in industry publication

Media

- One complimentary delegate conference registration
- We will make your publications available to each participant at the conference.
- Acknowledgement and identification as the MEDIA level sponsor in various locations, including:
 - CPBI Atlantic Conference website
 - CPBI Atlantic e-blast announcements and newsletters
 - CPBI Linked In Posts
 - Sponsor Banners in strategic locations throughout conference
 - Appreciation advertisement in industry publication
- You will provide us two ads: one half-page before and one full-page after the conference