



[WWW.CPBI-ICRA.CA](http://www.cpbi-icra.ca)

CANADIAN PENSION & BENEFITS INSTITUTE

FORUM 2024

JUNE 10-12, 2024 | FAIRMONT CHATEAU LAURIER HOTEL, OTTAWA, ON

2024 ANNUAL PARTNERSHIP PROGRAM



CPBI FORUM 2024

The CPBI FORUM 2024 is planned to take place, June 10-12 at the Fairmont Chateau Laurier Hotel in Ottawa, ON. On the program over 30 sessions in English and French and exciting networking activities to connect and share best practices.

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, and pension plan trustees from Canada and the United States. They attend FORUM to hear Canadian and international experts discuss the industry's current issues, meet peers, and exchange best practices.

WHY PARTNER WITH CPBI?

INFLUENTIAL TARGET AUDIENCE

The 2024 CPBI & FORUM 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

FORUM program includes the right blend of learning and networking opportunities; delivered in person, as well as, online. Announcing your brand in the FORUM hybrid 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 ATTENDANCE

ATTENDANCE

60 %
Plan sponsors
40 %
Providers

40%
BENEFITS

40%
PENSION

18%
INVESTMENT

500+
PARTICIPANTS

250
COMPANIES

ATTENDEES
from across
ALL PROVINCES

55%
SENIOR LEVEL
EXECUTIVES
AND DECISION
MAKERS

CPBI REACH



14,000
subscribers
to CPBI emails in
English and French



5,019
followers
on LinkedIn



CPBI 2024 National Partnership Packages: FORUM & Annual Program Included

FORUM 2024 Benefits

FORUM SPONSORSHIP BENEFITS	DIAMOND \$35,000 Exclusive	PLATINUM \$30,000 1 spot	PLATINUM \$27,500 5 spots	GOLD \$20,000 max 6 spots	SILVER \$12,500 max 6 spots	BRONZE \$7,500 max 4 spots
Choice of packages (first-come first served)	Gala Evening	Welcome Embassy Party	Keynote, Plenary, Session intro	After hours, Closing lunch. Breakout session	Health Break. Wi-Fi	Promo items. Golf
Complimentary in person pass - value \$1999/pass	4	3	3	2	1	1 member pass
Complimentary online pass - value \$575/pass	10	8	8	6	4	2
30 minutes in person showcase session included in the conference agenda	✓					
Booth in the Exhibition - \$5000 value	✓	✓	✓	✓		
Introduce function or session and speaker(s)	✓	✓	✓	✓		
Company Logo on the tent cards placed on the tables	✓	✓	✓	✓	✓	
Company Logo on the Gala evening program	✓					
Company Logo on drink tickets	✓	✓	✓	✓		
Company Logo on function signage	✓	✓	✓	✓	✓	
Company Logo on sponsored item in the delegate kit	✓	✓	✓			✓
Company Ad/message to play on the screens (PPT Loop)	✓	✓	✓	✓	✓	
Reserved table during Gala Dinner (invite other attendees to join your team)	✓		✓			
Company logo and description in the program	✓	✓	✓	✓	✓	✓
Company Logo on all emails sent to promote the function and session as well as as the entire conference	✓	✓	✓	✓	✓	✓
Company Logo on the conference webpage	✓	✓	✓	✓	✓	✓
Company Logo on printed Ads and onsite banners	✓	✓	✓	✓	✓	✓
Recognition during the welcome and closing remarks	✓	✓	✓	✓	✓	✓



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CPBI 2024 National Partnership Packages Overview

Annual Program Benefits

ANNUAL PARTNERSHIP BENEFITS	DIAMOND \$35,000 Exclusive	PLATINUM \$27,500 - \$30,000 max 6 spots	GOLD \$20,000 max 6 spots	SILVER \$12,500 max 6 spots	BRONZE \$7,500 max 4 spots
Opportunity to propose a topic for the CPBI National Webinar series	✓	✓			
Logo on the emails promoting CPBI National Webinars	✓	✓			
30 minutes sponsored online showcase - anytime in 2024	✓	✓			
Logo on the CPBI website	✓	✓	✓	✓	✓
Your banner in the CPBI Newsletter	2/year	2/year	1/year	1/year	
Your Ad box on the CPBI website	2/year	2/year	1/year	1/year	1
Dedicated sponsored email blast	2/year	2/year	1/year		
Complimentary National Webinar series pass	10	8	6	4	2

THE CPBI MEMBERSHIP ADVANTAGE

Individual CPBI Membership can be purchased at \$325/year. CPBI Members receive multiple perks including exclusive access to the CPBI Membership Directory filtered by role, specialty, province, etc.

For more details, please contact

Caroline Tison
Chief Executive Officer, CPBI
Caroline@cpbi-icra.ca (514) 592-1165
or

Lena A. Jaoude
Director, programs and partnerships, CPBI
Lena@cpbi-icra.ca (514) 971-0019



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Diamond Partner - Exclusive

\$35,000

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
- Opportunity to insert a promotional item in the delegate kit

EVENTING
PROGRAM
TO BE
ANNOUNCED
SOON



4 in-person passes
10 online passes

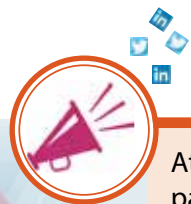


Diamond Star recognition on
- website
- emails
- onsite
- online Ads
- printed Ads



30 minutes sponsored in person showcase included on the program

(1) booth space in the Exhibition area



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 2023



ADDITIONAL ANNUAL VISIBILITY DIAMOND PARTNERSHIP

Included with your Diamond sponsorship:

Propose educational content for CPBI monthly National Webinar Series

Logo featured during the National Webinar series

Your online sponsored 30 min 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 the CPBI online library, twice a year

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

10 complimentary Webinar passes

Platinum Partner

\$27,500 - \$30,000

ANNUAL VISIBILITY PLATINUM PARTNERSHIP

Platinum Plus @ \$30,000 EMBASSY EVENING & ENTERTAINMENT

Choose to sponsor the Embassy evening. Connect with fellow delegates during fun and engaging activities organized during the evening.

- Welcome attendees and introduce the evening entertainment
- Logo on the evening's drink tickets
- Logo on the tent card menu
- 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 all emails sent to promote the evening.
- Logo and full listing in the conference program
- Booth space included

Platinum @ \$27,500 PACKAGE 4 - BREAKOUT SESSIONS DUO

2 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
- Booth space included

Platinum @ \$27,500 Package 3 - KEYNOTES & PLENARY

Choose one option:
Option 1: Monday Keynote & Lunch
Option 2: Tuesday Keynote & Breakfast
Option 3: Wednesday Plenary & Breakfast

Address the FORUM delegates and introduce the the speaker(s)

- Your company's Ad/message will play on the screens during the breakfast or lunch
- Logo featured on all emails sent to promote the session.
- Logo on the web page to promote the session
- Logo on the session's signage
- Logo and listing in the conference program
- Booth space included



3 in-person passes
8 online passes



Platinum Star recognition on
- website
- emails
- onsite
- online Ads
- printed Ads
- promotional item in the delegate bag



1 booth space in the Exhibition area



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Included with your Platinum sponsorship:

Propose educational content for CPBI monthly National Webinar Series

Logo featured during the National Webinar series

Online sponsored Showcase in English an 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 the CPBI online library, twice a year

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

8 complimentary National Webinar passes

Gold Partner - max 6

\$20,000

PACKAGE 1 - AFTER HOURS RECEPTION

Help the FORUM attendees relax and connect with each others after a long day of sessions. Choose to host an After Hours Reception following

1. Monday Reception, June 10, 2023
 2. Tuesday Dinner, June 11, 2023
- 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

PACKAGE 2 - 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 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'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



2 in-person passes
6 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 2023!



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 the CPBI online library; once a year

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

6 complimentary National Webinar passes

Silver Partner - max 6

\$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

4 complimentary National Webinar passes

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



- 1** in-person pass
- 4** online passes

Package 1 - FORUM HEALTH BREAKS

Choose to sponsor one (1) of the FORUM health breaks. (5) 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 all health break signage



- Silver Star recognition with you logo on:
- website
 - emails
 - onsite
 - online Ads
 - Printed Ads

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.



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Bronze Star - max 6 \$7,500

Package 1 - PRIZE SPONSOR

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

Package 2 - PENS AND PADS

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

Package 3 - GOLF TOURNAMENT

Sponsor the friendly golf tournament on Sunday. Achieve visibility and connect with delegates in a casual and fun environment.



- 1 member pass
- 2 online passes



Bronze Star recognition with you logo on:

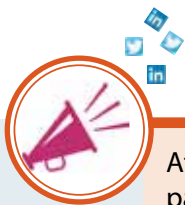
- website
- emails
- onsite
- online Ads
- Printed Ads
- Conference program

ADDITIONAL ANNUAL VISIBILITY BRONZE PARTNERSHIP

Included with your Bronze sponsorship:

Logo in the National Partners section of CPBI website

2 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 2023!



Exhibition

\$5,000

Reserve your booth in the FORUM 2024 Exhibition area. Display your brand and connect with FORUM delegates during the 3 days of the conference.

- 8 x 8 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.
- 1 exhibition pass (valid for the exhibition only)
- 2 online conference passes

IMPORTANT:

Given the limited number of booths available, right of first refusal is offered to Diamond Platinum and Gold partners first, then to other levels' partners



CPBI FORUM 2024 & 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.

COMPANY / ORGANIZATION INFORMATION		
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 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
E-mail: Lena@cpbi-icra.ca

PACKAGE SELECTION

Diamond at \$35,000	
FORUM Gala Evening	
Platinum at \$30,000	
Monday Embassy Evening	
Platinum at \$27,500	
Keynote	
Monday	Tuesday
Wednesday Plenary	
Breakout Session Duo	
Gold at \$20,000	
Closing lunch	
Monday After hours	Tuesday After hours
Breakout Session	
Silver at \$12,500	
Health Break	
Hotel Keys	
FORUM WiFi	
Bronze at \$7,500	
Note pads	
Pens	
Prize	
Golf	
Booth \$5,000	

