

# PARTNERSHIP 360°





Headquartered in Chicago, PCMA represents more than **6,100 meeting industry leaders from 17 chapters in the United States, Canada and Mexico.** Our members include planner professionals, suppliers, faculty and students. Aside from students and faculty, members are categorized as either a professional or supplier based on their position.

**Professionals:** Individuals who are responsible for the development, organization, site selection and management of meetings, conventions, exhibits, and seminars.

**Suppliers:** Individuals whose organization is engaged in providing products and services related to the conduct and operation of meetings, conventions, exhibits, and seminars.

The Canada East Chapter of PCMA offers **cutting-edge programs, community service projects, professional recognition,** and many other opportunities for members. We are **committed to supporting future industry leaders** through our scholarship program with area community colleges & universities by providing endowments to students pursuing careers in the meetings industry. PCMA's Canada East Chapter serves **OVER 375 members from Ontario, Quebec, Nova Scotia, New Brunswick, Prince Edward Island, and Newfoundland.**

The mission of the Professional Convention Management Association and the Canada East Chapter is to be the leading organization for meeting and event professionals by delivering **superior and innovative education** and to **promote the value of professional convention management.**

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**“THINK OUTSIDE  
THE BOX”  
SPONSORSHIP OPPORTUNITIES!**

Have a budget but do not see anything available on the list that appeals to you?

Have an awesome idea of something you could bring to the conference to enhance the delegates' experience?

TALK TO US!!!

We are more than open to creating unique sponsorship items to suit both your goals and your budget!



### Why Sponsor the Canada East Chapter?

- Support the infrastructure and day-to-day operations of the Chapter, including administrative and financial management, event registration, Board of Directors support, etc.
- Support advancement of knowledge in the meetings industry.
- Gain from partnering with PCMA in building what we believe will become Canada's premier meetings industry association.
- Be recognized as an official sponsor of the Chapter.
- Network and to personally market your products and services to an audience of over 375 Chapter members.
- Increase company visibility through printed promotional material and personal contact.

### Why Sponsor the Canadian Innovation Conference, Powered by PCMA?

- Support the advancement of knowledge in the meetings industry and support industry professionals acquiring valuable CEUs.
- Gain from partnering with PCMA in creating what we believe is becoming Canada's premier meetings industry conference.
- Recognized as an official sponsor of the conference.
- Network and to personally market your products and services to an audience of 350 conference participants (40% planner: 60% supplier) The target audience for this conference includes: meeting planners, association executives, sales and marketing representatives, professional speakers and tourism representatives.
- Increase company visibility through printed promotional material and personal contact.

### Why Sponsor BOTH?

- Increase your overall sponsorship recognition and value for money
- We will add the two values together to determine your sponsorship level and recognition at the CIC
- You will receive ongoing recognition throughout the calendar year through recognition on our chapter website and at monthly meetings
- Increased recognition at the CIC at a higher level of sponsorship based on the combined value of the two sponsorships
- You will receive all the additional concessions offered at that higher level of sponsorship - this equals greater recognition and value for your company.
- It just makes financial sense!

## PCMA CANADA EAST CHAPTER SPONSOR BENEFITS AT A GLANCE

Chapter Sponsorship Benefits	STRATEGIC PARTNER \$10,000 or HIGHER*	PROGRAM & EDUCATION PARTNER \$15,000*	PREMIER PARTNER \$5,000 - \$9,999	PREFERRED PARTNER \$1,500 - \$4,999	PARTNER \$1,500 and below
Time at podium at each educational program to address audience (plus introduction)	5 minutes	5 minutes	2 minutes		
One sponsor recognized Chapter e-blast per quarter	⊗ Dedicated	⊗ Dedicated	⊗	⊗	
Table to display your company information, product or service(s) at each educational program	⊗	⊗			
Opportunities to provide greeters at the door of meeting room of each program			⊗	⊗	
Opportunity to schedule pre- or post-program site tours when hosting a PCMA Canada East Chapter event	⊗		⊗	⊗	
Complimentary registrations for each educational program (May be used to host a planner)	5	5	3	2	
Logo in each chapter e-broadcast and on website	⊗	⊗	⊗	⊗	⊗
Featured article that can be included in our e-broadcast	⊗	⊗			
Banner Logo on website	⊗	⊗			
Social Media mention/promotion	⊗	⊗	⊗		
Support noted on all pre-event promotional materials	⊗	⊗	⊗	⊗	
Verbal and printed recognition of all sponsors at all Chapter Programs & Events	⊗	⊗	⊗	⊗	⊗
Verbal and printed recognition of all sponsors at the November AGM	⊗	⊗	⊗	⊗	⊗



# CANADIAN INNOVATION CONFERENCE SPONSOR BENEFITS AT A GLANCE

CIC Sponsorship Benefits	CONFERENCE CO-HOST \$100,000 or HIGHER*	CONFERENCE PARTNER \$20,000 or HIGHER*	PLATINUM \$20,000	GOLD \$15,000 - \$19,999	SILVER \$10,000 - \$14,999	BRONZE \$7,500 - \$9,999	PEWTER \$5,000 - \$7,499	NICKEL \$2,500 - \$4,999	COPPER \$1,500 - \$2,499	SUPPORTER \$1,499 OR LOWER
All sponsors will be recognized on all printed and on-line media, including the conference website, program and/or schedule-at-a-glance, and all recognition signage.										
Logo included in conference banner posted on all on-line media, including the conference website and registration	⊗	⊗								
3 minutes mic time during one of the plenary sessions, with ability to show a new video as part of the three minutes ( <i>with the exception of luncheon sponsors</i> )	⊗	⊗	⊗	⊗						
1 minute video and a representative welcomed on stage during one of the plenary sessions					⊗					
Logo on screen and a representative welcomed on stage during one of the plenary sessions						⊗				
Logo displayed on walls of plenary room or learning lounge or on LED panels	⊗	⊗	⊗	⊗	⊗					
Registrations for the conference (does not include PCMA membership for non-members)	7	5	5	4	3	2	1			
Update on Registration Stats ( <i>Bimonthly Reports + Final Report</i> ) Starting at the End of September	⊗	⊗	⊗	⊗						
Receipt of registered attendee list one month prior to the conference and after the completion of the conference	⊗	⊗	⊗	⊗	⊗	⊗	⊗	⊗	⊗	⊗
Listing/logo on conference website	⊗	⊗	⊗	⊗	⊗	⊗	⊗	⊗	⊗	⊗
Listing on conference mobile app	⊗	⊗	⊗	⊗	⊗	⊗	⊗	⊗	⊗	⊗
Logo/listing on applicable signage and sponsors slide shows produced	⊗	⊗	⊗	⊗	⊗	⊗	⊗	⊗	⊗	⊗
Ability to display pop up banners or table cards at sponsored event (at own cost)	⊗	⊗	⊗	⊗	⊗	⊗	⊗	⊗	⊗	
Exclusive invitation to the 360 <sup>o</sup> Sponsor Brunch	⊗	⊗	⊗	⊗	⊗					
Exclusive invitation to the CIC President's reception (invitations per company)	4	3	3	2	1	1	1	1		

## PCMA CANADA EAST CHAPTER SPONSORSHIP OPPORTUNITIES

<p><b>STRATEGIC PARTNER</b> \$10,000 or HIGHER</p>	<ul style="list-style-type: none"> <li>• Headlined as a Chapter Strategic Partner on the website</li> </ul>
<p><b>PROGRAM &amp; EDUCATION PARTNER</b> \$15,000*</p>	<ul style="list-style-type: none"> <li>• Identified as the Principal Partner and Sponsor of all education and social events taking place in Toronto or Ottawa. Limited to one opportunity only</li> <li>• Excludes two workshops that are historically reserved by two Tourism Bureaus. Should they decline the sponsorship in the current year, they would revert to being part of the Program &amp; Education Partner sponsorship</li> </ul>
<p><b>PREMIER PARTNER</b> \$5,000 - \$9,999</p>	<ul style="list-style-type: none"> <li>• Chapter Communications</li> </ul>
<p><b>PREFERRED PARTNER</b> \$1,500 - \$4,999</p>	<ul style="list-style-type: none"> <li>• Matching Foundation 50/50 draw Chapter Portion Education &amp; Events</li> </ul>
<p><b>PARTNER</b> \$1,499 or lower</p>	<ul style="list-style-type: none"> <li>• Sponsorship at the level can be directed to general chapter operations</li> </ul>

## PCMA CANADA EAST CHAPTER SPONSORSHIP OPPORTUNITIES CONTINUED

<p><b>PROGRAM SPONSOR</b> <b>\$1,500 PER CITY OR</b> <b>\$3,000 FOR ALL</b> <b>CITIES</b></p>	<ul style="list-style-type: none"> <li>• Only valid if above Program &amp; Education partner opportunity remains unselected by December 31 of the previous program year</li> <li>• Excludes two workshops that are historically reserved by two Tourism Bureaus. Should they decline the sponsorship in the current year, they would revert to being part of the Program &amp; Education Partner sponsorship</li> </ul> <p>Maximum 10 individual or 5 all cities opportunities</p> <ul style="list-style-type: none"> <li>• Sponsorship of a Chapter specific workshop or social event</li> <li>• 2 complimentary registrations for the program sponsored</li> <li>• 3 minutes time at the podium</li> <li>• Logo in chapter e-broadcast &amp; on website</li> <li>• Support noted on all pre-event promotional materials</li> <li>• Verbal and printed recognition during the workshop/social event</li> <li>• In-Room on screen logo when available</li> <li>• Mention on Chapter Social Media</li> <li>• Reference in the e-broadcast article, post event</li> </ul>
<p><b>WEBCASTING SPONSOR</b> <b>\$3,000 PER WORKSHOP OR</b> <b>\$12,000 FOR ALL FIVE WORKSHOPS</b></p>	<ul style="list-style-type: none"> <li>• Identified as the Webcasting Partner for workshops taking place in Toronto and Ottawa and promoted to all PCMA Canada East chapter members.</li> </ul> <p>Maximum 5 individual opportunities</p> <ul style="list-style-type: none"> <li>• Sponsorship of the webcasting platform used for chapter workshops</li> <li>• 2 complimentary registrations for the program sponsored</li> <li>• 3 minutes time at the podium</li> <li>• Logo in chapter e-broadcast &amp; on website</li> <li>• Support noted on all pre-event promotional materials</li> <li>• Verbal recognition during the workshop</li> <li>• Logo displayed on webcasting platform during the workshop</li> <li>• Mention on Chapter Social Media</li> <li>• Reference in the e-broadcast article, post event</li> </ul>



VENUE SPONSOR  
IN-KIND MINIMUM  
VALUE OF \$1500

Workshop or social sponsor in Toronto or Ottawa. In the minimum complimentary meetings space. Preference given to venues including complimentary Food & Beverage and AV

Maximum 10 Opportunities

- Sponsorship of a Chapter specific Workshop or Social Event
- 2 complimentary registrations for the program sponsored
- 3 minutes time at podium
- Hosting venue can invite multiple guests who will receive complimentary registration IF hosting venue provides sponsored / complimentary F&B
- Logo in chapter e-broadcast & on website event listing
- Support noted on all pre-event promotional materials
- Verbal and printed recognition during the workshop / social event
- Mention on Chapter Social Media

**Sponsor BOTH the  
PCMA Canada East Chapter  
and the Canadian Innovation  
Conference and increase your  
recognition throughout the  
calendar year!**

## PCMA CANADA EAST CHAPTER SPONSORSHIP OPPORTUNITIES CONTINUED

<p><b>ANNUAL MEETING SCHOLARSHIP FUND \$3,000+</b></p>	<p>Sponsorship of a scholarship to the Annual Meeting (Convening Leaders) including meeting registration fee, travel expenses (airfare) and hotel accommodation.</p> <p>Two Opportunities:</p> <ul style="list-style-type: none"> <li>• <del>Student Member Scholarship</del></li> <li>• <del>New Planner Member Scholarship</del></li> </ul> <p>Benefits</p> <ul style="list-style-type: none"> <li>• Option to personally address a letter of presentation to the recipient's school or organization</li> <li>• Option to present recipient with scholarship</li> <li>• One Sponsor recognized Chapter E-blast per quarter</li> <li>• Logo in each chapter e-broadcast</li> <li>• Logo on chapter website under the banner</li> <li>• Verbal and printed recognition of all sponsors at all Chapter Programs &amp; Events</li> <li>• Verbal and printed recognition of all sponsors at November AGM</li> </ul>
<p><b>CONVENING LEADERS CANADIAN MEMBERS CHAPTER RECEPTION SPONSOR \$5,000</b></p>	<p>Sponsorship of the annual Canadian Members Reception held at the PCMA Convening Leaders Conference which attracts several hundred PCMA members from across Canada. One Opportunity Only.</p> <ul style="list-style-type: none"> <li>• Ability to put promotional material throughout reception room</li> <li>• Recognized as the reception sponsor on signage and related chapter emails</li> <li>• 3 minutes mic time at the reception</li> <li>• Social Media mention / promotion</li> </ul>
<p><b>BOARD OF DIRECTORS HOST SPONSOR (IN-KIND)</b></p>	<ul style="list-style-type: none"> <li>• Host in-person Board of Director meetings by providing limited accommodation, meeting space and/or F&amp;B.</li> <li>• <del>Three Opportunities (Ottawa, Toronto &amp; Montreal)</del></li> <li>• Value and recognition of sponsorship to be determined upon finalization of details what hosting venue will offer</li> </ul>



# CANADIAN INNOVATION CONFERENCE SPONSORSHIP OPPORTUNITIES

<b>CONFERENCE CO-HOST</b> <b>\$100,000 or HIGHER</b>	<ul style="list-style-type: none"> <li>• Reserved for hosting Tourism Bureau and/or venue</li> </ul>
<b>OFFICIAL CONFERENCE PARTNER</b> <b>\$20,000 or HIGHER*</b> <i>Maximum of 3</i>	<ul style="list-style-type: none"> <li>• Headlined as Official Partner with PCMA Canada East Chapter</li> <li>• Must be an existing Strategic Partner at the Chapter level (\$10,000) with a minimum commitment of Silver Level Sponsorship (\$10,000) of the CIC in order to qualify</li> </ul>
<b>PLATINUM</b> <b>\$20,000 or HIGHER</b>	<ul style="list-style-type: none"> <li>• <del>Host Hotel (if hosting the opening reception)</del></li> <li>• <del>Audiovisual Partner</del></li> </ul>
<b>GOLD</b> <b>\$15,000 - \$19,999</b>	<ul style="list-style-type: none"> <li>• <del>Host Venue</del></li> <li>• <del>Conference Opening Reception (if not sponsored by Host Hotel)</del></li> <li>• <del>Tech Central Host (1 available), Wellness Central Host (1 available) and Play Central Host (1 available)</del></li> <li>• <del>Monday AGM and Awards Luncheon (\$15,000 cash + in-kind for augmentation of food &amp; beverage, to include creative input into program, award statues, logo on all awards and right to present the award to winner)</del></li> <li>• <del>Tuesday Lunch (Reserved for 2018 Host City, \$10,000 cash + in-kind for augmentation of food &amp; beverage and creative control of program)</del></li> </ul>
<b>SILVER</b> <b>\$10,000 - \$14,999</b>	<ul style="list-style-type: none"> <li>• <del>Conference Mobile App (includes banner ads on mobile app)</del></li> <li>• <del>Headshot Lounge (\$10,000 cash sponsorship + in-kind for equipment/photographer)</del></li> <li>• <del>Plenary Session Giveaway (Sunday PM, Monday AM, Tuesday AM, Tuesday PM)</del></li> <li>• <del>Hydration Station</del></li> <li>• <del>Promoting YOU in the Loo (\$10,000 cash sponsorship + in-kind for materials)</del></li> </ul>
<b>BRONZE</b> <b>\$7,500 - \$9,999</b>	<ul style="list-style-type: none"> <li>• <del>Name Badge Sponsor (includes logo imprint on badge holders)</del></li> <li>• <del>Daily Conference Host (2 opportunities - Monday and Tuesday)</del></li> <li>• <del>Breakfasts (2 opportunities - Monday and Tuesday, committee's choice of food and beverage - supplier may augment at own cost)</del></li> <li>• <del>Hotel Key Card Sponsor (logo on hotel keys along with conference logo)</del></li> </ul>



## CANADIAN INNOVATION CONFERENCE SPONSORSHIP OPPORTUNITIES CONTINUED

<p><b>PEWTER</b> \$5,000 - \$7,499</p>	<ul style="list-style-type: none"><li>• <del>President's Reception (includes podium time at reception)</del></li><li>• <del>Schedule at a glance</del></li><li>• <del>On-Line registration (logo on registration page)</del></li><li>• <del>First Time and New Member Reception</del></li></ul>
<p><b>NICKEL</b> \$2,500 - \$4,999</p>	<ul style="list-style-type: none"><li>• Five Coffee Breaks (Sunday: 1, Monday: 2, Tuesday: 2)</li><li>• <del>Award Presentations (6 opportunities — only if all opportunities are not taken by Monday Luncheon sponsor or Silver level sponsor)</del></li></ul>
<p><b>COPPER</b> \$1,500 - \$2,499</p>	<ul style="list-style-type: none"><li>• Community Service Event</li><li>• Approximately Thirty Workshops (Sponsor will have the ability to introduce the workshop)</li></ul>
<p><b>SUPPORTER</b> \$1,499 OR LOWER</p>	<ul style="list-style-type: none"><li>• All contributions \$1,499 or lower will be recognized at the Supporter Level</li></ul>
<p><b>IN-KIND SPONSORSHIP OPPORTUNITIES</b></p>	<ul style="list-style-type: none"><li>• In-kind sponsorship will be recognized at the appropriate sponsorship level at 50% of retail value of the goods or services provided</li><li>• Call us to discuss opportunities</li></ul>



## CANADIAN INNOVATION CONFERENCE OTHER SPONSORSHIP OPPORTUNITIES

### TECHNOLOGY DEMONSTRATION KIOSKS \$2,000 + HST

A maximum of fifteen (15) kiosks will be made available to technology based companies to do demonstrations of their products to conference delegates. These demonstration times will be a scheduled part of the conference program and will include basic booth furniture (electricity and internet may be an additional cost based on destination).

Includes:

- Basic kiosk furniture (electricity and internet may be an additional cost based on destination)
- 5 minute presentation in at least one scheduled conference workshop
- 1 conference registration (does not include PCMA membership for non-members)
- Receipt of registered attendee list one month prior to conference
- Listing/Logo on conference website
- Listing on conference mobile app
- Logo/listing on schedule-at-a-glance

### COMMERCIAL SESSIONS \$5,000 + HST *Maximum of 2*

This will include meeting space and any furnishings normally provided at no charge by the facility. All other costs (Audiovisual, sound, electrical, internet, etc.) will be the responsibility of the company booking the sessions. Sessions will be listed in the conference program, schedule-at-a-glance, website and mobile app. Outside clients not registered for the conference will not be permitted. *Upon approval of the PCMA Canada East Chapter Executive*

CONTACT INFORMATION			
Contact Name:		Title:	
Organization:			
Mailing Address:			
Telephone:		Email:	
Signature:			
SPONSORSHIP SELECTION – PCMA CANADA EAST CHAPTER		SPONSORSHIP SELECTION – CANADIAN INNOVATION CONFERENCE (CIC)	
<input type="checkbox"/> Strategic Partner (\$10,000 or higher) <input type="checkbox"/> Premier Partner (\$5,000 to \$9,999) <input type="checkbox"/> Preferred Partner (\$1,500 to \$4,999) <input type="checkbox"/> Partner (\$500 to \$1,499) <input type="checkbox"/> Program & Education Partner (\$15,000) <input type="checkbox"/> Individual Program Sponsor (\$1,500 to \$3,000) <input type="checkbox"/> Venue Sponsor (\$1,500 or higher) <input type="checkbox"/> Annual Meeting Scholarship Fund Partner (\$3,000) <input type="checkbox"/> Current Newsletter Advertising Member: QTY_____x \$280 +HST Non-Member: QTY_____x \$400 +HST <input type="checkbox"/> On-line Directory (\$100 + HST) <input type="checkbox"/> Other: _____		<input type="checkbox"/> Official Co-Host (\$100,000 or higher*) <i>*Reserved for hosting Tourism Bureau and/or venue</i> <input type="checkbox"/> Official Conference Partner (\$20,000 or higher*) <i>*Must be an existing Strategic Partner at the Chapter level (\$10,000) with a minimum commitment of Silver Level Sponsorship (\$10,000) of the CIC in order to qualify</i> <input type="checkbox"/> Platinum Sponsor (\$20,000 or higher) <input type="checkbox"/> Gold Sponsor (\$15,000 to \$19,999) <input type="checkbox"/> Silver Sponsor (\$10,000 to \$14,999) <input type="checkbox"/> Bronze Sponsor (\$7,500 to \$9,999) <input type="checkbox"/> Pewter Sponsor (\$5,000 to \$7,499) <input type="checkbox"/> Nickel Sponsor (\$2,500 to \$4,999) <input type="checkbox"/> Copper Sponsor (\$1,500 to \$2,499) <input type="checkbox"/> Conference Supporter (\$1,499 or lower) Item: _____ <input type="checkbox"/> In-Kind or Other: _____ <input type="checkbox"/> Technology Kiosks QTY_____x \$2,000 +HST <input type="checkbox"/> Commercial Sessions QTY_____x \$5,000 +HST	
<b>Sub-Total PCMA Canada East Chapter: \$_____</b>		<b>Sub-Total Canadian Innovation Conference : \$_____</b>	
<input type="checkbox"/> I wish to make a two year commitment <i>(after two years, all opportunities go to RFP)</i>		<b>Grand Total: : \$_____</b>	

## ADDITIONAL INFORMATION

- For additional information visit our chapter website at: [pcma.org/CE](http://pcma.org/CE)
- Please note in-kind sponsorship is valued at 50% of the total actual cost retail value
- Sponsorship benefits begin January 1, 2017 when payment is received and are valid until December 31, 2017
- Sponsors must gain approval of the PCMA Canada East Chapter in advance of scheduling a social function in conjunction with the Canadian Innovation Conference. The social function may NOT conflict with the times and/or venues used for any CIC official event (10am Sunday November 19<sup>th</sup> – 11:59pm Tuesday November 21, 2017). Sponsors are asked to advise the PCMA Canada East Chapter of any planned activity on Monday November 20<sup>th</sup> during the open evening.
- Sponsors must gain approval of the PCMA Canada East Chapter prior to using the PCMA Canada East Chapter and/or Canadian Innovation Conference Logo's on any promotional material
- We are happy to offer all sponsors first right of refusal for at least two years providing that agreements are signed before March 1st in the year of the conference, with invoicing and/or payment received within 30 days of signing the agreement or March 31st, whichever is later. Please note that on a case-by-case basis special permission may be given to split payments, allowing for a deposit to be made within the 30 days and the balance paid by a pre-agreed upon date. After March 1st, should a potential sponsor be interested in an unsigned opportunity we will notify the party who holds first right of refusal for the item, who will then have five (5) business days to contract the sponsorship or release it to the interested party.

## CONTACT INFORMATION

### **Andrea Wagner, CMP**

Chapter Sponsorship Director

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### **Marie-Louise Doyle**

Sponsorship Co-Chair

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### **Lynn Chiasson**

Sponsorship Co-Chair

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### **Marie Lou Coupal, CMP**

Treasurer, PCMA Canada East Chapter

Tel: 514-287-9898 x 225 | Email: [mlcoupal@jpd.com](mailto:mlcoupal@jpd.com)

### **Chuck E. Schouwerwou, CMP, CMM**

Past President, PCMA Canada East Chapter and Sponsorship Committee Member

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### **PCMA Canada East Chapter Secretariat**

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