

CIC TECH ZONE 360°



**2017 Tech Zone
Prospectus**



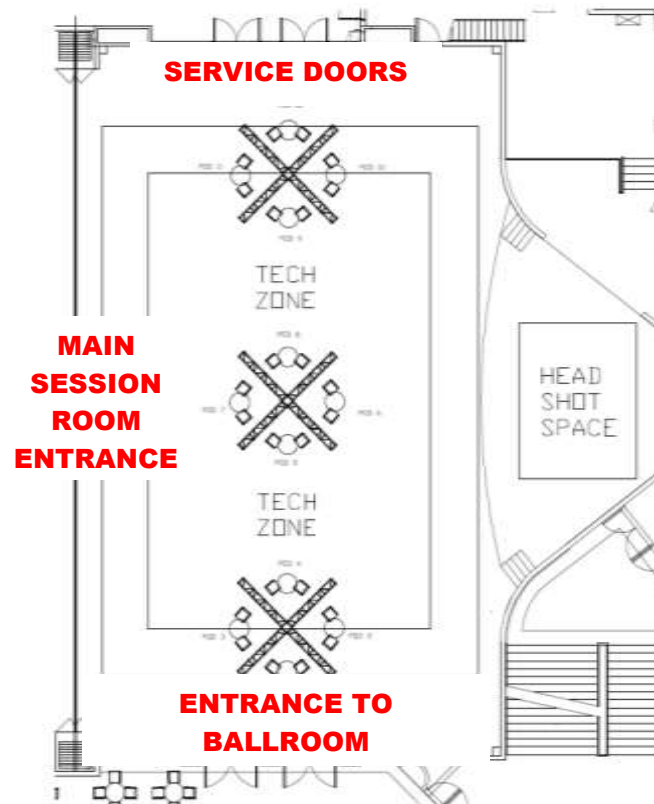
Headquartered in Chicago, PCMA represents more than **6,100 meeting industry leaders from 17 chapters in the United States, Canada and Mexico**. Our members include planner professionals, suppliers, faculty and students. Aside from students and faculty, members are categorized as either a professional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



Canadian Innovation Conference Tech Zone 2017

We are calling on technology suppliers to seize the opportunity to connect with event planners who are looking for new and innovative technology to make their events shine! As suppliers, face to face encounters always lead to meaningful conversations that can turn into leads, opportunities and then converted sales! On top of that, you'll have the opportunity to meet newbies, junior and senior planners. CIC brings together suppliers and planners to learn about innovative trends and educational content regarding the events industry. 2017 marks the 5th anniversary of this conference that brings planners from all over Canada.

There are so many shows out there, why join us in Niagara Falls in 2017?

Because! We are not offering a trade show made up of rows and rows of trade booths. We are offering up to 12 spaces for technology experts to meet with our delegates and educate them on the technology that you can bring to their organization as their supplier of choice; for a \$2000 registration fee (plus applicable taxes), you will have access to future clients.

What are the benefits?

Meeting decision makers and high level influencers that you want to meet with during the 2 day CIC conference.
Seizing the opportunity to have meaningful conversations with your target demographic; who are subject matter experts in the field of project management and event production.

Limited to only 12 technology kiosks, you will have the opportunity to engage in one on one meaningful conversation with your future clients.



CANADIAN INNOVATION CONFERENCE

TECHNOLOGY DEMONSTRATION KIOSKS \$2,000 + HST

A maximum of twelve (12) 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 – CANADIAN INNOVATION CONFERENCE (CIC)			
<input type="checkbox"/> Technology Kiosks QTY_____x \$2,000 +HST		<input type="checkbox"/> Commercial Sessions QTY_____x \$5,000 +HST	
Grand Total: :			\$_____

ADDITIONAL INFORMATION

- For additional information visit our chapter website at: pcma.org/CE
- Recognition benefits begin January 1, 2017 when payment is received and are valid until December 31, 2017
- All participants 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 19th – 11:59pm Tuesday November 21, 2017). Participants are asked to advise the PCMA Canada East Chapter of any planned activity on Monday November 20th during the open evening.
- Participants 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 participants 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 participant 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 their participation or release it to the interested party.

PLEASE COMPLETE AND RETURN TO:

PCMA Canada East Chapter, 6 Lansing Square, Suite 214, Toronto, ON M2J 1T5
 Email: canadaeast@pcma.org ● Phone: 416-595-9615 ● Fax: 416-979-1819