

PARTNERSHIP 360°

Give yourself the time to
LEARN / ENGAGE / GROW

2018 SPONSORSHIP PROSPECTUS





With more than 7,000 members and an audience of more than 50,000 individuals, PCMA is the world’s largest network of Business Events Strategists.

Headquartered in Chicago, IL USA, PCMA has partners and collaborators around the globe and a footprint within North America, Europe, the Middle East and Asia, with activities across 37 countries.

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

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

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 300 members from Ontario, Quebec, Nova Scotia, New Brunswick, Prince Edward Island, and Newfoundland.**

PCMA’s Vision: Driving global **economic** and **social transformation** through business events.

PCMA’s Statement of Purpose: PCMA **educates, inspires** and **listens**, creating meaningful **experiences** where **passion, purpose** and **commerce** come together.

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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 personally market your products and services to an audience of over 375 Chapter members.
- Increase company visibility through print and digital promotional material and personal contact.

Why Sponsor the Canadian Innovation Conference?

- Support the advancement of knowledge in the meetings industry and support industry professionals acquiring valuable CEUs.
- Be a part of the new SYNERGY between our two Canadian PCMA chapters (Canada East & West). This new partnership in 2018 will help build membership and will create new partnership opportunities for both Chapters.
- Gain from partnering with PCMA in creating what we believe has become Canada's premier meetings industry conference.
- Recognized as an official sponsor of the conference.
- Network and personally market your products and services to an audience of 350 conference participants (40% professional: 60% supplier). The target audience for this conference includes: meeting professionals, association executives, sales and marketing professionals, professional speakers and tourism representatives.
- Increase company visibility through print and digital 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!

CONTACT INFORMATION

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Visit our chapter website at pcma.org/ce

PCMA CANADA EAST CHAPTER SPONSOR BENEFITS

Chapter Sponsorship Benefits	STRATEGIC PARTNER \$10,000 or HIGHER*	PREMIER PARTNER \$5,000 - \$9,999	PREFERRED PARTNER \$1,500 - \$4,999	PARTNER \$1,499 and below
Time at podium at each educational program to address audience (plus introduction)	5 minutes	2 minutes		
One sponsor recognized Chapter e-blast per quarter	⊗	⊗	⊗	
Table to display your company information, product or service(s) at each monthly educational program or chapter social.	⊗			
Opportunities to provide greeters at the door of meeting room of each monthly educational program or chapter social.		⊗	⊗	
Opportunity to schedule pre- or post-program site tours when hosting a PCMA Canada East Chapter monthly educational program or chapter social	⊗	⊗	⊗	
Complimentary registrations for each monthly educational program or chapter social (May be used to host a meeting professional)	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 monthly educational programs & social events	⊗	⊗	⊗	⊗
Verbal and printed recognition of all sponsors at the November AGM	⊗	⊗	⊗	⊗

PCMA CANADA EAST CHAPTER SPONSORSHIP OPPORTUNITIES

MONTHLY EDUCATIONAL PROGRAMS & SOCIAL EVENTS

Sponsorship of any aspect of the Chapter's Monthly Educational Programs & Social Events: i.e. Venue, Audio Visual, Speaker, F&B etc. Please reach out to the [Chapter Secretariat](#) to find out how you can be involved
SOLD for 2018

ANNUAL MEETING SCHOLARSHIP FUND \$3,000+

Sponsorship of a scholarship to the Annual Meeting (Convening Leaders) including meeting registration fee, travel expenses (airfare) and hotel accommodation.

Two Opportunities:

- Student Member Scholarship **SOLD**
- New Planner Member Scholarship **SOLD**

Benefits

- Option to personally address a letter of presentation to the recipient's school or organization
- Option to present recipient with scholarship
- One Sponsor recognized Chapter E-blast per quarter
- Logo in each chapter e-broadcast
- Logo on chapter website under the banner
- Verbal and printed recognition of all sponsors at all Chapter Programs & Events
- Verbal and printed recognition of all sponsors at November AGM

CONVENING LEADERS CANADIAN MEMBERS CHAPTER RECEPTION SPONSOR \$5,000

Sponsorship of the annual Canadian Members Reception held at the PCMA Convening Leaders 2019 Conference which attracts several hundred PCMA members from across Canada. One Opportunity Only.

- Ability to put promotional material throughout reception room
- Recognized as the reception sponsor on signage and related chapter emails
- 3 minutes mic time at the reception
- Social Media mention / promotion

NEW THIS YEAR FOR CIC!

Customize more of your sponsorship package to meet your organizational objectives at this year's CIC in 2 simple steps:

Step 1: Determine your sponsorship contribution based on the level and points

Level Dollar Value	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
# of Points	10	8	6	4	3	2	1

Step 2: Select parts of the conference from the chart below based on the number of points you have

- Choose one item with all of your points OR mix and match up to your point allotment (example: with 8 points you could select 4 breaks (2 points each) or hydration station & Tuesday breakfast (4 points each))
- Your selections will give you exclusivity on that conference activity

Additional Information

- Please note in-kind sponsorship is valued at 50% of the total actual cost retail value
- Social functions: 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 18th – 11:59pm Tuesday November 20, 2018). Sponsors are asked to advise the PCMA Canada East Chapter of any planned activity on Monday November 19 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



CANADIAN INNOVATION CONFERENCE SPONSORSHIP BENEFITS

Based on your sponsorship contribution, you will receive the following benefits:

CIC Sponsorship Benefits	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
# of Points	10	8	6	4	3	2	1
<p>All sponsors will receive the following benefits:</p> <ul style="list-style-type: none"> ⊗ Receipt of registered attendee list one month prior to conference and after the completion of the conference ⊗ Logo and picture on website ⊗ Logo on mobile app ⊗ Video in registration loop 							
Verbal Recognition: Stage time with video	⊗						
Verbal Recognition: Thank you in script with logo and picture on screen		⊗	⊗	⊗			
Participation in Gamification Activity (on stage presence)	⊗	⊗	⊗				
Verbal Recognition: Thank you in script					⊗	⊗	
Registrations for the conference (does not include PCMA membership for non-members)	5	4	3	2	1		
Social Media Mentions	⊗	⊗	⊗	⊗			
Exclusive invitation to the 360° Sponsor Brunch (Wednesday November 21 st , 2018)	⊗	⊗	⊗	⊗	⊗	⊗	
Introduce concurrent session speaker SOLD OUT	⊗	⊗	⊗				



CANADIAN INNOVATION CONFERENCE SPONSORSHIP OPPORTUNITIES

ITEMS AVAILABLE FOR SPONSORSHIP

10 Points		✓
Audio Visual	SOLD	
8 Points		✓
Monday AGM & Awards Luncheon	SOLD	
Tuesday Luncheon	SOLD to 2019 host of CIC	
6 Points		✓
Conference App	SOLD	
Schedule at a Glance (web & print)	SOLD	
4 Points		✓
Daily Host – Monday	SOLD	
Daily Host – Tuesday	Recognition during the plenary with a branding takeover of the plenary through including: plenary pole wraps, decals on some seating in main theatre & cat walk. Sponsor to provide graphics and collateral	
Participant Bags	Be seen by conference participants both during and after the event by placing your logo on one side of the participant bag along with the CIC logo	
Monday Breakfast	SOLD	
Tuesday Breakfast	SOLD	
Hydration Station	SOLD	
3 Points		✓
First Timer / New Member Reception	SOLD	
Name Badge Sponsor	SOLD	
Branded umbrella as a room drop	SOLD	



1 x Monthly eblast video produced by sponsor <i>3 opportunities</i>	Sponsor one email blast video that promotes the conference to all PCMA Canadian Members. Video will be sent to all PCMA Canada East and West Member as well as prospects. Opportunities are available for: <ul style="list-style-type: none"> October SOLD November SOLD 	
Tech minutes at our Plenaries <i>4 opportunities available</i>	SOLD	
Games Pavilion <i>4 opportunities available</i> 2 SOLD	Replacing the zones, the games pavilion will feature interactive games and activities for attendees to socialize and have fun. Have your logo included in the branding especially since breaks will be held in the pavilions for maximum visibility. Activities must be developed in conjunction with the CIC program committee and coordinated with the additional three sponsorship partners.	
Energy Pavilion <i>3 opportunities available</i> 1 SOLD	Replacing the zones, the energy pavilion will feature relaxing and rejuvenating activities for attendees to unwind. Have your logo included in the branding especially since breaks will be held in the pavilions for maximum visibility. Activities must be developed in conjunction with the CIC program committee and coordinated with the additional two sponsorship partners.	

2 Points		✓
Keynote Sunday	SOLD	
Keynote Monday	SOLD	
Keynote Tuesday	SOLD	
1 x Coffee break <i>4 opportunities</i>	Be seen as a supporter for attendees' nourishment. Logo on signage supplied by CIC. Coffee breaks are on: <ul style="list-style-type: none"> Monday AM SOLD Monday PM Tuesday AM SOLD Tuesday PM SOLD 	
Promoting You in the Loo	SOLD	
Charging Station	SOLD	
Morning Exercise Activity	SOLD	
Monday Evening Tweet up	SOLD	
Synergy Board	SOLD	
1 x Monthly eblast video produced by sponsor <i>3 opportunities</i>	Sponsor one email blast video that promotes the conference to all PCMA Canadian Members. Videos will be sent to all PCMA Canada East and West members as well as prospects. Opportunities are available for: <ul style="list-style-type: none"> June SOLD July SOLD 	
Name Badges and Lanyards <i>(in kind)</i>	SOLD	



1 Points		✓
Participant bag inserts	Place promotional product or company literature in the participant bag. Please note items will need to be approved by CIC	
Community Service event	Help give back to the local community hosting our event by partnering with the community service committee and conference participants as they donate time to a good cause. This event takes place on Sunday afternoon. Sponsorship will include verbal recognition during the event and recognition on the schedule.	
Grab & GO Snack	Provide participants a snack as they leave the conference to catch their flight. Please note that the item provided must be pre-approved by CIC.	
Room Drops	Have your item dropped off in everyone's room as a special surprise. Please note that the item provided must be pre-approved by CIC. Opportunities are available for: <ul style="list-style-type: none"> • Sunday • Monday SOLD • Tuesday SOLD 	
Introduce 2 concurrent sessions	SOLD	
Daily hotel TV channel opportunity <i>2 opportunities</i>	Have your company featured on the hotel TV channel <ul style="list-style-type: none"> • Monday SOLD • Tuesday SOLD 	

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"/> Annual Meeting Scholarship Fund Partner (\$3,000) <input type="checkbox"/> Advertising- ask us for details! <input type="checkbox"/> Other: _____		<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"/> In-Kind or Other: _____	
Sub-Total PCMA Canada East Chapter: \$_____		Sub-Total Canadian Innovation Conference : \$_____	
		Grand Total: : \$_____	

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

Important Information

Sponsorship benefits begin April 2, 2018 when payment is received and are valid until February 28th, 2019

Sponsors must gain approval of the PCMA Canada East and/or West Chapters prior to using the PCMA Canada East and/or West Chapter and/or Canadian Innovation Conference Logo's on any promotional material