



Canada East Chapter

2022

PARTNERSHIP OPPORTUNITIES

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Canada East Chapter

WHO WE ARE

PCMA is one of the world's largest, most respected and most recognized network of business events strategists. Our members are industry leaders.

Our chapter brings PCMA's high-caliber education and networking opportunities to the local and regional level.

Vision: Driving global economic and social transformation through business events.

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

We give back to our industry and community through scholarships and Corporate Social Responsibility initiatives that benefit local charities.



Canada East Chapter

AUDIENCE PROFILE

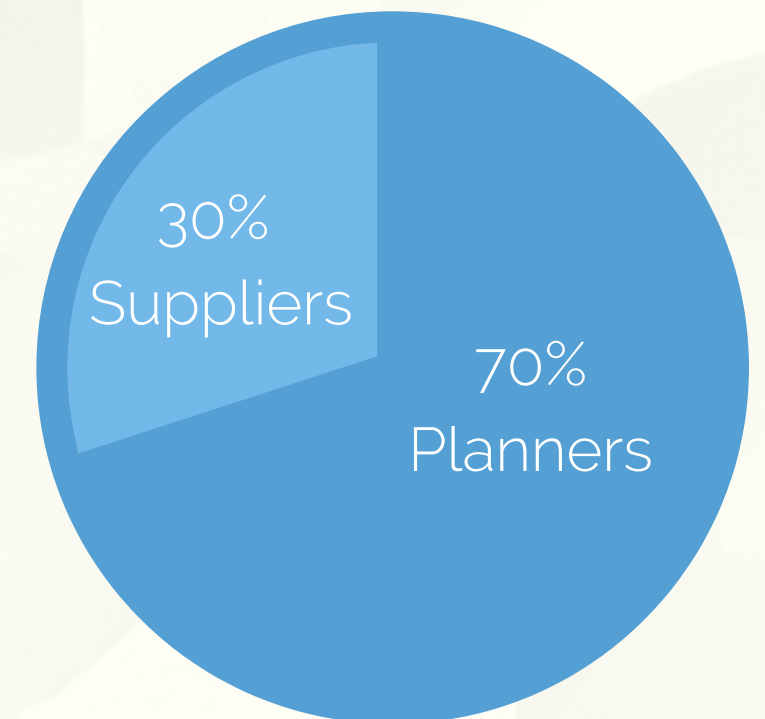
PCMA's Canada East Chapter serves OVER 379

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

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.

379
MEMBERS





Canada East Chapter

WHY

WHY PARTNER WITH 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, and other tasks as assigned.
- Support advancement of knowledge in the meetings industry and support industry professionals acquiring valuable clock hours.
- Gain from partnering with PCMA in building what we believe has become Canada's premier meetings industry association.
- Be recognized as an official partner of the Chapter.
- Network and personally market your products and services to an audience of over 379 Chapter members.



Canada East Chapter

DISTINGUISHED PARTNER

DISTINGUISHED PARTNER: \$5,000

BENEFITS

- Includes an audience address, for up to two (2) minutes, at the beginning of three (3) Educational Programs (1 virtual, 2 in-person), and logo placement on all event collateral to be published on all social channels (LinkedIn, Instagram, Facebook, Twitter, Newsletter). Please note, assigned Education Programs are on a first-come, first-serve basis. There are ten (10) program opportunities available (a mixture of virtual & in-person).
- When meetings are virtual, each partner will be able to host one (1) topic-related discussion room, as a facilitator, for a max time of 10 minutes to connect with the attendees. Timing to be discussed pending the program agenda.
- For the Collective Connection sessions, you will have the opportunity to host a discussion room (3 sessions of 15 min) once during the year.
- Recognition in Educational Program reminder message from the registration system.
- Three (3) Designated Monday e-blast to PCMA Canada East Members via our newsletter. This is an opportunity to highlight any news or products you want to share with our membership.
- Verbal recognition at the November AGM and logo placement on all event collateral to be published on all social channels (LinkedIn, Instagram, Facebook, Twitter, Newsletter).
- Designated Partner Appreciation Campaign: Partner Logo placement in Wednesday e-blast to PCMA Canada East Members via our weekly e-newsletter.
- Recognition (logo) on opening slide of Educational Programming.
- Five (5) Complimentary registrations for each Virtual Educational Program and One (1) complimentary registration for each in-person Education Program (May be used to host a Non-Member Meeting Professional).
- X-Large size logo placement on tiered banner on PCMA CE Website.
- Three (3) Content reposting: PCMA Canada East will repost Partner's content to increase social media impressions. Great opportunity to re-share news, highlights, promotions and other points of interest.
- Access to social media impressions through quarterly internal analytics.
- Access to registration list from Education Sessions (only attendees who have opted in to share their contact information).



Canada East Chapter

STRATEGIC PARTNER

STRATEGIC PARTNER: \$2,500

BENEFITS

- Includes an audience address, for up to two (2) minutes, at the beginning of two (2) Educational Programs (1 virtual, 1 in-person), and logo placement on all event collateral to be published on all social channels (LinkedIn, Instagram, Facebook, Twitter, Newsletter). Please note, assigned Education Programs are on a first-come, first-serve basis. There are ten (10) program opportunities available (a mixture of virtual & in-person).
- When meetings are virtual, each partner will be able to host one (1) topic-related discussion room, as a facilitator, for a max time of 10 minutes to connect with the attendees. Timing to be discussed pending the program agenda.
- Recognition in Educational Program reminder message from the registration system.
- One (1) Designated Monday e-blast to PCMA Canada East Members via our newsletter. This is an opportunity to highlight any news or products you want to share with our membership.
- Verbal recognition at the November AGM and logo placement on all event collateral to be published on all social channels (LinkedIn, Instagram, Facebook, Twitter, Newsletter).
- Designated Partner Appreciation Campaign: Partner Logo placement in Wednesday e-blast to PCMA Canada East Members via our weekly e-newsletter.
- Recognition (logo) on opening slide of Educational Programming.
- Three (3) Complimentary registration for each Virtual Educational Program or Chapter Social Event (May be used to host a Non-Member Meeting Professional).
- Large size logo placement on tiered banner on PCMA CE Website.
- Two (2) Content reposting: PCMA Canada East will repost Partner's content to increase social media impressions. Great opportunity to re-share news, highlights, promotions and other points of interest.
- Access to social media impressions through quarterly internal analytics.



Canada East Chapter

INSPIRATIONAL PARTNER

INSPIRATIONAL PARTNER: \$1,000

BENEFITS

- Verbal recognition at the November AGM and logo placement on all event collateral to be published on all social channels (LinkedIn, Instagram, Facebook, Twitter, Newsletter).
- Designated Partner Appreciation Campaign: Partner Logo placement in Wednesday e-blast to PCMA Canada East Members via our weekly e-newsletter.
- Recognition (logo) on opening slide of Educational Programming.
- Two (2) Complimentary registrations for each Virtual Educational Program or Chapter Social Event (May be used to host a Non-Member Meeting Professional).
- Medium size logo placement on tiered banner on PCMA CE Website.
- One (1) Content reposting: PCMA Canada East will repost Partner's content to increase social media impressions. Great opportunity to re-share news, highlights, promotions, and other points of interest.
- Access to social media impressions through quarterly internal analytics.



Canada East Chapter

CONTRIBUTOR PARTNER

CONTRIBUTOR PARTNER: \$500

BENEFITS

- Verbal recognition at the November AGM and logo placement on all event collateral to be published on all social channels (LinkedIn, Instagram, Facebook, Twitter, Newsletter).
- Designated Partner Appreciation Campaign: Partner Logo placement in Wednesday e-blast to PCMA Canada East Members via our weekly e-newsletter
- Company name recognition on the opening slide of the Educational Programming.
- Small size logo placement on tiered banner on PCMA CE Website



Canada East
Chapter

SNAPSHOT

PARTNERSHIP BENEFITS	Distinguished Partner \$5,000	Strategic Partner \$2,500	Inspirational Partner \$1,000	Contributor Partner \$500
Includes an audience address at the beginning of an Educational Program for up to two (2) minutes, and logo placement on all event collateral to be published on all social channels (LinkedIn, Instagram, Facebook, Twitter, Newsletter). Note: assigned Education Programs are on a first-come, first-serve basis. Ten (10) program opportunities are available, mix of virtual and in-person.	3 Educational Programs (1 virtual, 2 in-person)	2 Educational Programs (1 virtual, 1 in-person)		
When meetings are virtual, each partner will be able to host one (1) topic-related discussion room, as a facilitator, for a max time of 10 minutes to connect with the attendees. Timing to be discussed pending the program agenda.	x	x		
For the Collective Connection sessions, you will have the opportunity to host a discussion room (3 sessions of 15 min) once during the year.	x			
Recognition in Educational Program reminder message from the registration system.	x	x		
Designated Monday e-blast to PCMA Canada East Members via our newsletter. This is an opportunity to highlight any news or products you want to share with our membership.	3 Video inserts available	1 Only photo and verbiage		
Verbal recognition at the November AGM and logo placement on all event collateral to be published on all social channels (LinkedIn, Instagram, Facebook, Twitter, Newsletter).	x	x	x	x
Designated Partner Appreciation Campaign: Partner Logo placement in Wednesday e-blast to PCMA Canada East Members via our weekly e-newsletter.	x	x	x	x
Recognition (logo) on opening slide of Educational Programming.	x	x	x	Company name only
Complimentary registration for each Educational Program or Chapter Social Event. (May be used to host a Non-Member Meeting Professional).	Five (5) - Virtual One (1) - In person	Three (3) Virtual	Two (2) Virtual	
Logo placement on tiered banner on PCMA CE Website.	X-large	Large	Medium	Small
Content reposting: PCMA Canada East will repost Partner's content to increase social media impressions. Great opportunity to re-share news, highlights, promotions, and other areas of interest.	3	2	1	
Access to social media impressions through quarterly internal analytics.	x	x	x	
Access to registration list from Education Sessions (only attendees who have opted in to share their contact information).	x			

***The Canadian Innovation Conference is not included as part of any of the Chapter Partnership Benefits.**



Canada East Chapter

SUPPLIER CHALLENGE

SUPPLIER CHALLENGE:

As part of our Chapter's membership engagement, we are launching a Chapter Supplier Challenge. Supplier partners can support the chapter by sponsoring an event professional's membership(s) (cost \$360. USD approx \$450. CAD). In doing so, you will be providing some valuable education and networking opportunities throughout the year for your client(s) while supporting your Chapter.

For participating, the Supplier partner will receive the following benefits. These benefits will increase based on the number of memberships sponsored.

BENEFITS

- Feature in our weekly e-newsletter.
- Promotions through social channels as part of the campaign.
- Logo on our Chapter website through the year in the Supplier Challenge category.
- A campaign will be built around the Supplier Challenge.
- Access to the Meet and Greet Reception during CIC.



Canada East Chapter

CANADIAN INNOVATION CONFERENCE

CIC 2022

Due to the COVID situation, the Planning Committee for CIC22 had to delay their site inspection in Niagara Falls. It is now scheduled for the end of February. Once completed, the Strategic Partnership Committee will send the CIC22 Prospectus out in March. We want to inform you of the sponsorship levels and the amounts so you can earmark the funding accordingly.

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



Once again, we will be having a silent auction during the CIC2022 in Niagara Falls. We are actively looking for donations. As a silent auction donor, you will be featured in our publicity and prominently displayed at the auction for everyone to see. We will be reaching out to you later in the year to ask for your support in donating items to the silent auction. We hope you will consider supporting.

Let's make it one of the best auctions ever.



Canada East Chapter

APPLY

Ready to support PCMA's Canada East Chapter?

APPLY TODAY



CONTACT US

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VISIT OUR WEBSITE

<https://canadaeast.pcma.org/>



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