



The Power of CONNECTION

November 20-22, 2022
Niagara Falls, ON



2022 CIC PARTNERSHIP PROSPECTUS



Why Partner with the Canadian Innovation Conference?

- Support the advancement of knowledge in the meetings industry and support industry professionals acquiring valuable Clock hours.
- Gain from partnering with PCMA in creating what we believe has become Canada's premier meetings industry conference.
- Recognized as an official partner 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.

CONTACT INFORMATION

Filomena Picciano

Director - Strategic Partnership, PCMA Canada East Chapter

Tel: 1-514-643-4985 | Email: admin@csnscn.ca

PCMA Canada East Chapter Secretariat

2140A Queen Street East, #539

Toronto, ON M4E 3V7

Tel: 416-595-9615 | Email: canadaeast@pcma.org

Visit out chapter website at pcma.org/ce



CANADIAN INNOVATION CONFERENCE

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

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

Level Dollar Value	PLATINUM \$20,000	GOLD \$15,000	SILVER \$10,000	BRONZE \$7,500	PEWTER \$5,000	NICKEL \$2,500
# of Points	10	8	6	5	4	2

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 partnership is valued at 50% of the total actual cost retail value
- **Social functions:** Partners 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: (Sunday November 20th, 10:00 am to Tuesday November 22, 2022, 11:59 PM). Partners are asked to advise the PCMA Canada East Chapter of any planned activity on Sunday November 20th during the open evening.
- Partners 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 PARTNERSHIP BENEFITS

CIC Partnership Benefits	PLATINUM \$20,000	GOLD \$15,000	SILVER \$10,000	BRONZE \$7,500	PEWTER \$5,000	NICKEL \$2,500
# of Points	10	8	6	5	4	2
Partners will receive the following benefits based on their level of Partnership in addition to the allocated points.						
Verbal Recognition: Stage time with video	X 5 minutes	X 3 minutes				
Verbal Recognition: Thank you in script with logo with representative's headshot on screen	X	X	X			
Verbal Recognition: Thank you in script with logo on screen				X	X	X
Participation in Gamification Theme	X	X	X			
Registrations for the conference (does not include PCMA membership for non-members)	5	4	3	2	1	
Social Media Mentions as it relates to the CIC conference	X	X	X	X	X	X
Logo placement in weekly e-newsletter, website (June - November, 2022)	X	X	X	X	X	
Logo placement in Mobile App	X	X	X	X	X	X
Exclusive invitation to the Partners & Volunteer Breakfast (Wednesday November 23, 2022)	X	X	X	X	X	X
Introduce concurrent session speaker	X	X	X	X		
Registered attendee list one month prior to conference and after the completion of the conference. <i>(Only attendees who have opted in to share their contact information.)</i>	X	X	X	X		

Please note in-kind partnership is valued at 50% of the total actual cost retail value. Reach out to the Chapter Secretariat (canadaeast@pcma.org) for any in-kind partnership.



CANADIAN INNOVATION CONFERENCE PARTNERSHIP OPPORTUNITIES

ITEMS AVAILABLE FOR PARTNERSHIP

8 Points		
Monday AGM & Awards Luncheon <i>1 opportunity</i>	Great opportunity to have your brand associated with the luncheon where we recognize those individuals who have given so much to PCMA and our industry. This event is open to all participants. Customize this opportunity using a video, stage presence, table centerpieces, or unique activity.	SOLD
Tuesday Luncheon	Great opportunity to have your brand associated with the luncheon promoting the following year's conference. This event is open to all participants. Customize this opportunity using a video, stage presence, table centerpieces, or unique activity.	SOLD
Name Badges <i>1 opportunity</i>	Logo on the front of the badge	

6 Points		
Schedule at a Glance (web & print)	Have your logo on the schedule at a glance which will be posted on the website and printed for participants on site.	
Daily Host – Monday	Recognition during the plenary, video. Partner to provide any graphics and collateral	SOLD
Daily Host – Tuesday	Recognition during the plenary, video. Partner to provide any graphics and collateral	SOLD
Name Badges <i>2-opportunities - first-come first-served</i>	Logo on the back of the badge	

5 Points		
Monday Breakfast <i>1-opportunity - first-come first-served</i>	The breakfast room will be themed with partner's visual. Have your staff help serve food, increasing your face time with attendees! <i>(Standard menu choice in consultation with Partners provided by CIC. Additional items at Partners cost.)</i>	SOLD
Tuesday Breakfast <i>1-opportunity - first-come first-served</i>	The breakfast room will be themed with partner's visual. Have your staff help serve food, increasing your face time with attendees! <i>(Standard menu choice in consultation with Partners provided by CIC. Additional items at Partners cost.)</i>	SOLD
Eblast video produced by partner <i>3 opportunities</i>	Partner one email blast video that promotes the conference to all PCMA Canada East members as well as prospects. Opportunities are available for: · September · October · November	

4 Points		
Relaxation Lounge	Offer delegates a quiet area to relax and unwind. <i>(Partner is responsible for the activation cost)</i>	SOLD
Hydration Station <i>1-opportunity - first-come first-served</i>	Have your logo on signage near the water stations areas. Ability to provide branded reusable water bottles at the expense of the partner.	SOLD
New Member and First Time Participant Meet & Greet	Speaking opportunity at the Meet & Greet on Sunday for new PCMA members, <u>first-time</u> CIC and Chapter's Supplier Challenge participants.	
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. (Partner to produce item, CIC will assume the cost of the room drop) Opportunities are available for: · Sunday · Monday · Tuesday	PENDING (1) SOLD-MONDAY

3 Points		
Participant Bags	Be seen by conference participants both during and after the event. Partner to produce and provide reusable bags.	
Eblast video produced by partner <i>3 opportunities</i>	Support one email blast video that promotes the conference to all PCMA Canada East members as well as prospects. Opportunities are available for: · June · July · August	SOLD-August
1 x Coffee break <i>3 opportunities</i>	Be seen as a supporter for attendees' nourishment. Logo on signage supplied by CIC. <i>(Standard menu choice in consultation with Partners provided by CIC. Additional items at Partners cost.)</i> Coffee breaks are on: · Monday AM · Tuesday AM · Tuesday PM	SOLD-Monday AM SOLD-Tuesday am/pm
Coffee Mugs	Provide reusable coffee mugs for participants. CIC will cover the cost of the coffee and Partner will provide the coffee mug that can be reusable.	

2 Points		
Activation Station Food Bank CSR opportunity*	Engage Partners and conference participants to build a food tower/structure that will be judged by conference delegates. This will happen in the main foyer outside the plenary rooms. This activation will start Sunday and go until noon on Tuesday. Great opportunity for Partners to network with attendees during all breaks. *Partners are responsible for procuring the food and bringing it to the convention centre. (Non perishable food items only) All food will then be donated to the local Niagara Falls Food Bank. There will be a prize for the most innovative and creative structure and a donation of \$500 will be made in the name of the winner and PCMA Canada East to their local food bank.	
Promoting You in the Loo <i>1 opportunity</i>	Present your brand in the washrooms (<i>only by the Plenary Room</i>) where you know everyone goes! (in-kind for mirror stickers & washroom amenities)	SOLD
Host a Morning Yoga Session <i>2 opportunities available</i>	CIC will provide the meeting room and Partner to provide Yoga instructor at their cost. This would happen at the early start of the day – same time as the Fun Run.	
Host a Fun Run/Walk <i>2 opportunities available</i>	Start the day early with a kick start fun run – partner to either lead the run or get someone to lead it. Partner could provide t-shirts at their expense or hire someone to lead the run.	
Hand sanitizer Partner <i>1 opportunity</i>	Pocket size hand sanitizer for all delegates to be provided by the Partner.	
Coat Check Partner	Coat Check is one of the most visible and one of the most appreciated services for our attendees. Signage will be provided at Coat Check at Entrance. Partners can pre-print and customize the coat check tickets (at their expense).	SOLD
Hand Sanitizer Station Partner <i>1 opportunity</i>	Signage will be provided by CIC at each sanitizing station by the entrance, plenary room, meal room and breakout rooms	SOLD
1 Point		
Grab & GO Snack <i>2 opportunities</i>	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. (<i>At partners cost</i>)	
Bus Address for Monday afternoon breakouts <i>5 opportunities</i>	Provide snacks for workshop participants (Food choice must be approved by CIC; partners pay for snacks)	