WHO & WHAT

Who We Are & What We Do

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

The Canada East Chapter brings PCMA’s high-caliber education and networking opportunities to the local and regional levels.

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

Mission: To educate, inspire and listen to one another, and create meaningful experiences where passion, purpose and commerce come together.

Give back to our industry and community through Scholarships and Corporate Social Responsibility initiatives that benefit local charities.
PCMA’s Canada East Chapter serves 300 members from Ontario, Quebec, Nova Scotia, New Brunswick, Prince Edward Island, and Newfoundland and Labrador.

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

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

- **30%** Partners
- **70%** Planners
WHY PARTNER WITH THE CANADA EAST CHAPTER

- Network and personally market your brand, products and services to our Chapter Membership.
- Promote knowledge transfer in the meetings industry.
- Validate valuable clock hours to industry professionals.
- 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.
- Support the infrastructure and day-to-day operations of the Chapter.
MEET YOUR 2023 PARTNERSHIPS COMMITTEE

Filomena Picciano
Canadian Society of Nephrology

Mary Hooey, CMP, DES
Princess Margaret Cancer Centre

Suzanne Burnie, CEM, CMM, DES
Event Logic Productions Inc.

Amanda Zappia
Canadian Niagara Hotels

Amy O'Keefe
Le Centre Sheraton Montreal
### Partnership Benefits

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Distinguished Partner $5,000*</th>
<th>Strategic Partner $3,500</th>
<th>Inspirational Partner $1,250</th>
<th>Contributor Partner $750</th>
</tr>
</thead>
<tbody>
<tr>
<td>Includes an audience address at the beginning of an Educational Program of your choice 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.</td>
<td>2 Educational Programs</td>
<td>1 Educational Programs</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Complimentary registration for Educational Program or Chapter Social Event of your choice. (May be used to host a Non-Member Meeting Professional). Note: Partners may use a maximum of two (2) comps per event.</td>
<td>Two (2) - In Person Two (2) - Virtual</td>
<td>One (1) - In Person One (1) - Virtual</td>
<td>One (1) - Virtual</td>
<td></td>
</tr>
<tr>
<td>Access to registration list from Education Sessions attended by partners (only attendees who have opted in to share their contact information).</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Recognition in Educational Program reminder message from the registration system.</td>
<td>x</td>
<td>x</td>
<td></td>
<td></td>
</tr>
<tr>
<td>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.</td>
<td>2 Dedicated eBlasts available</td>
<td>2 Dedicated eBlasts available</td>
<td></td>
<td></td>
</tr>
<tr>
<td>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).</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Designated Partner Appreciation Campaign: Partner Logo placement in Wednesday e-blast to PCMA Canada East Members via our weekly e-newsletter.</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Recognition (logo) on opening slide of Educational Programming.</td>
<td>X-large</td>
<td>Large</td>
<td>Medium</td>
<td>Small</td>
</tr>
<tr>
<td>Logo placement on banner on PCMA CE Website.</td>
<td>X-large</td>
<td>Large</td>
<td>Medium</td>
<td>Small</td>
</tr>
</tbody>
</table>

*Price changes to $5,500 if purchased after February 10, 2023

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

Note: If a specified benefit runs out, a replacement offer will be specified.
DISTINGUISHED PARTNER: $5,000*

Includes an audience address, for up to two (2) minutes, at the beginning of two (2) Educational Programs of your choice, 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.

Recognition in Educational Program reminder message from the registration system.

Two (2) 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.

Two (2) in person and two (2) virtual complimentary registrations for Educational programming or Chapter social event of your choice (May be used to host a Non-Member Meeting Professional, max two (2) per event).

X-Large size logo placement on tiered banner on PCMA CE Website.

Access to registration list from Education Sessions attended by the partner (only attendees who have opted in to share their contact information).

*$5,500 if purchased after February 10, 2023
STRATEGIC PARTNER: $3,500

BENEFITS

- Includes an audience address, for up to two (2) minutes, at the beginning of one (1) Educational Program of your choice, 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.
- Recognition in Educational Program reminder message from the registration system.
- Two (2) designated Monday e-blasts 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.
- One (1) in person and one (1) virtual complimentary registration for Educational Program or Chapter Social Event of your choice (May be used to host a Non-Member Meeting Professional, max two (2) per event).
- Large size logo placement on tiered banner on PCMA CE Website.
- Access to registration list from Education Sessions attended by the partner (only attendees who have opted in to share their contact information).
INSPIRATIONAL PARTNER

INSPRATIONAL PARTNER: $1,250

- 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.
- One (1) virtual complimentary registration for Educational Program or Chapter Social Event of your choice (May be used to host a Non-Member Meeting Professional).
- Medium size logo placement on tiered banner on PCMA CE Website.
- Access to registration list from Education Sessions attended by the partner (only attendees who have opted in to share their contact information).

BENEFITS

THANK YOU TO OUR 2022 PARTNERS
CONTRIBUTOR PARTNER: $750

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
- Access to registration list from Education Sessions attended by the partner (only attendees who have opted in to share their contact information).
CIC 2023: PROPOSED

The prospectus for CIC 2023 will become available after our site visit, taking place early in the new year. Please note the partnership categories below from 2022 for budgeting purposes ONLY, subject to change.

<table>
<thead>
<tr>
<th>Level</th>
<th>PLATINUM</th>
<th>GOLD</th>
<th>SILVER</th>
<th>BRONZE</th>
<th>PEWTER</th>
<th>NICKEL</th>
<th>COPPER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dollar Value</td>
<td>$20,000</td>
<td>$15,000 - $19,999</td>
<td>$10,000 - $14,999</td>
<td>$7,500 - $9,999</td>
<td>$5,000 - $7,499</td>
<td>$2,500 - $4,999</td>
<td>$1,500 - $2,499</td>
</tr>
<tr>
<td># of Points</td>
<td>10</td>
<td>8</td>
<td>6</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
</tbody>
</table>
Ready to support PCMA's Canada East Chapter?

APPLY TODAY

CONTACT US

Erica Orecchio
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PCMA Canada East Chapter
canadaeast@pcma.org
canadaeast@pcma.org
(416) 595-1414 ex. 227

VISIT OUR WEBSITE

https://canadaeast.pcma.org/