



Canada East Chapter

# 2024

# PARTNERSHIP OPPORTUNITIES

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[canadaeast@pcma.org](mailto:canadaeast@pcma.org) | 416-595-1414 ex. 227



# Canada East Chapter

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## 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.



# Canada East Chapter

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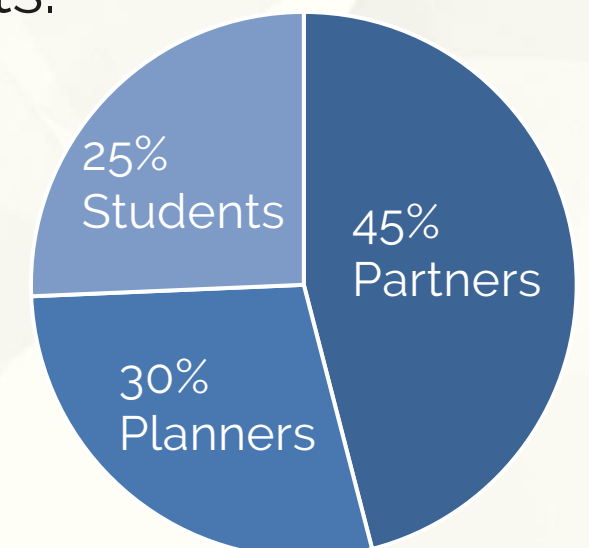
## AUDIENCE PROFILE

**PCMA's Canada East Chapter serves over 300 members** from across the country. Members are primarily located in Ontario, Quebec, Nova Scotia, New Brunswick, Prince Edward Island, and Newfoundland and Labrador.

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

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

**300+**  
**MEMBERS**





# Canada East Chapter

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## WHY

### WHY PARTNER WITH THE CANADA EAST CHAPTER

**Grow your Brand's Awareness** amongst our Membership.

**Connect** with and contribute towards your Community.

**Attend** Events and be recognized as an official Chapter Partner.

**Learn** from peers, professional speakers and the PCMA Network.

**Network** with event decision makers across the community.

**Showcase** your organization's new products or services.



# Canada East Chapter

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## YOUR TEAM

### MEET YOUR 2024 PARTNERSHIPS COMMITTEE



**Filomena Picciano**  
*Director*  
Canadian Society of  
Nephrology



**Sarah Barthel**  
Fairmont Palliser



**Suzanne Burnie**  
Event Logic  
Productions Inc.



**Marvin A. Self**  
Exhibition Place – Enercare  
Centre – Beanfield Centre



**Amy O'Keefe**  
Le Centre Sheraton  
Montreal

PARTNERSHIP BENEFITS	Distinguished Partner \$5,000*	Strategic Partner \$3,500	Inspirational Partner \$1,250	Contributor Partner \$750
Provide 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). <i>Note: assigned Education Programs are on a first-come, first-serve basis.</i>	2 Educational Programs	1 Educational Programs		
Complimentary registration for Educational Program or Chapter Social Event of your choice. (Partners may use their pass to host a Non-Member Meeting Professional instead). <i>Note: Partners may use a maximum of two (2) comps per event.</i>	Two (2) – In Person One (1) – Virtual	One (1) - In Person One (1) - Virtual	One (1) - Virtual	
Access to registration list from Education Sessions attended by partners (only attendees who have opted in to share their contact information).	X	X	X	X
Recognition in Educational Program reminder message from the registration system.	X	X		
Dedicated 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.	2 Dedicated eBlasts available	2 Dedicated eBlasts available		
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
Dedicated 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-large	Large	Medium	Small
Logo placement on tiered banner on PCMA CE Website.	X-large	Large	Medium	Small

**\*Price changes to \$5,500 if purchased after February 23, 2024**

**Note: If a specified benefit runs out, a replacement offer will be specified.**

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



# Canada East Chapter

## DISTINGUISHED PARTNER

### THANK YOU TO OUR 2023 PARTNERS



**DISTINGUISHED PARTNER: \$5,000\***

**\*\$5,500 if purchased after February 23, 2024**

### BENEFITS

- Provide 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) Dedicated 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).
- Dedicated Partner Appreciation Campaign: Partner Logo placement in Wednesday e-blast to PCMA Canada East Members via our bi-weekly e-newsletter.
- Recognition (logo) on opening slide of all Educational Programming.
- Two (2) in person and one (1) virtual complimentary registrations for Educational programming or Chapter social event of your choice (Partners may use their pass to host a Non-Member Meeting Professional instead, 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).



# Canada East Chapter

## STRATEGIC PARTNER

### THANK YOU TO OUR 2023 PARTNERS



**EXPLORE  
EDMONTON**



**NIAGARA  
PARKS**

**TORONTO**

**VANCOUVER**

**STRATEGIC PARTNER: \$3,500**

### BENEFITS

- Provide 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) dedicated 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).
- Dedicated Partner Appreciation Campaign: Partner Logo placement in Wednesday e-blast to PCMA Canada East Members via our bi-weekly e-newsletter.
- Recognition (logo) on opening slide of all 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).





# Canada East Chapter

## INSPIRATIONAL PARTNER

### THANK YOU TO OUR 2023 PARTNERS



## INSPIRATIONAL PARTNER: \$1,250

### 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 bi-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 (Partner may use to host a Non-Member Meeting Professional instead).
- 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).



# Canada East Chapter

# CONTRIBUTOR PARTNER

## THANK YOU TO OUR 2023 PARTNERS

BUSINESS EVENTS  
VICTORIA



ENVISION  
Saint John  
THE REGIONAL GROWTH AGENCY



RICHMONDBC  
BUSINESS EVENTS

TOURISM  
KELOWNA



WINNIPEG  
MADE FROM WHAT'S REAL

**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).
- Dedicated Partner Appreciation Campaign: Partner Logo placement in Wednesday e-blast to PCMA Canada East Members via our bi-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).



# Canada East Chapter

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## CANADIAN INNOVATION CONFERENCE

### CIC 2024: PROPOSED

The prospectus for CIC 2024 will become available after our site visit, taking place at the end of January 2024. Please note the partnership categories below from 2023 for budgeting purposes ONLY, subject to change.

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
# of Points	10	8	6	4	3	2



# Canada East Chapter

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**APPLY**

**Ready to support PCMA's  
Canada East Chapter?**

**APPLY TODAY**



**CONTACT US**

Erica Orecchio  
Secretariat  
PCMA Canada East Chapter  
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**VISIT OUR WEBSITE**

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



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