



CIC24

# BUILDING BRIDGES

OUR JOURNEY INTO INNOVATION



## 2024 CANADIAN INNOVATION CONFERENCE PROSPECTUS

PCMA Canada East Chapter

2140A Queen Street East, #539 Toronto, ON M4E 3V7



# WHY PARTNER WITH THE CANADIAN INNOVATION CONFERENCE?

- **Align** with PCMA Canada East Chapter to advance thought leadership in the meetings industry. This ensures business event strategists earn valuable programming toward CEU credits.
- **Gain** acknowledgement from partnering with PCMA Canada East Chapter in creating what we believe has become Canada's premier meetings industry conference and be recognized as an official partner.
- **Network** and personally market your services and products to an audience of 250+ delegates comprising of 40% professional members and 60% suppliers. Target audience includes meeting professionals, association executives, sales and marketing professionals, speakers, and tourism bureau representatives.
- **Increase** company visibility through print and digital promotional material, and personal contact.





# CONTACT INFORMATION



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



**Sarah Bartel**  
Fairmont Palliser



**Suzanne Burnie**  
Event Logic  
Productions Inc.



**Martin A. Self**  
Exhibition Place | Enercare  
Centre | Beanfield Centre



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

## PCMA Canada East Chapter Secretariat

2140A Queen Street East, #539 Toronto, ON M4E 3V7

Tel: 416-595-9615 | Email: [canadaeast@pcma.org](mailto:canadaeast@pcma.org)





## Customize your partnership package to meet your organizational objectives at this year's CIC in two 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 \$3,500	COPPER \$2,500
# of Points	10	8	6	5	4	3	2

**STEP 2:** Select parts of the conference from the subsequent chart based on the number of points you have.

- Choose one item with all your points OR mix and match up to your point allotment.
  - Ex. with 8 points you could select Wifi-Partner (2 points) with Name Badges (6 points) or one Plenary Surprise & Relaxation Lounge (4 points each).
- Your selections may give you exclusivity on that conference activity, depending on how many opportunities are available.





## Additional Information

### Social functions:

- Partners **MUST** gain approval of the PCMA Canada East Chapter in advance of scheduling a social function taking place during and/or prior to the Canadian Innovation Conference.
- Social functions may not occur during CIC days/hours: Sunday, November 24th, 2:00 pm to Tuesday, November 26, 2024, 11:59 PM.
- The open night will take place on Monday, November 25, 2024.
- Partners are asked to advise the PCMA Canada East Chapter of any planned activity on Monday, November 25 during the open evening.

**Logos:** Partners **MUST** gain approval of the PCMA Canada East Chapter prior to using the PCMA Canada East Chapter and/or Canadian Innovation Conference Logos on any promotional materials.

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## In-Kind Partners

- In-kind partners are defined as those who provide a good or service in exchange for valuable recognition at the CIC Conference.
- Deliverables will be evaluated on a case-by-case basis.





## Partnership Benefits

Partnership Benefits	PLATINUM \$20,000	GOLD \$15,000	SILVER \$10,000	BRONZE \$7,500	PEWTER \$5,000	NICKEL \$3,500	COPPER \$2,500
# of points	10	8	6	5	4	3	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 and representative's headshot on screen	X	X	X				
Recognition: Verbal thank you in script with logo on screen				X	X	X	Logo on screen only
Participation in Gamification Theme	X	X	X				
Registrations for the conference (does not include PCMA membership for non-members)	3	2	1	1 at 75% discount	1 at 50% discount	1 at 25% discount	1 at 15% discount
Social Media Mentions as it relates to the CIC conference	X	X	X	X	X	X	
Logo placement in biweekly e-newsletter, website (June - November 2024)	XX-Large	X-Large	Large	Medium	Small	X-Small	XX-Small



## Partnership Benefits

Partnership Benefits	PLATINUM \$20,000	GOLD \$15,000	SILVER \$10,000	BRONZE \$7,500	PEWTER \$5,000	NICKEL \$3,500	COPPER \$2,500
# of points	10	8	6	5	4	3	2
Partners will receive the following benefits based on their level of Partnership in addition to the allocated points.							
Exclusive invitation to a virtual CIC Advisory & Feedback event with the PCMA Canada East Board members and CIC Co-Chairs (Date: TBD)	X	X	X	X	X	X	X
Introduce one concurrent session speaker	X	X	X	X			
Registered attendee list one month prior to conference and two weeks after the completion of the conference. (Only attendees who have opted in to share their contact information.)	X	X	X	X			
Sustainable Delegate bag insert if bag opportunity is secured (ex. Water bottle, pen, branded post-it notes, etc.)	X	X	X				
CIC In the News: CIC Partner promotion in newsletter (partner would provide a quote [with logo and/or headshot] as to why they support CIC)	X	X					



# Items Available for Partnership

## 8 Points

**Monday AGM & Awards Luncheon**  
(1 opportunity)

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 by selecting one of the following:

- a video,
- stage presence (2-minute stage-time limit),
- table centerpieces (at your own expense),
- OR unique activity.

***\*Note: All items above must be approved by the CIC Co-Chairs.***

**Name Badges**  
(1 opportunity)



Logo on the front of the badge. Badges to be provided by CIC.

**Branded Photo Booth**  
(1 opportunity)

Branded photo booth located in the Activation Area. Booth to be provided by partner.




## 6 Points

<b>Mobile App Partner</b> (1 opportunity)	Have your logo included on the homepage of the mobile app.	
<b>Tuesday Luncheon</b> (1 opportunity)	<p>Have your brand associated with the luncheon promoting the following year's conference. This event is open to all participants.</p> <p>Customize this opportunity using:</p> <ul style="list-style-type: none"><li>• a video,</li><li>• stage presence (2-minute stage-time limit),</li><li>• table centerpieces (at your own expense),</li><li>• OR unique activity.</li></ul> <p><b>*Note: All the above must be approved by the CIC Co-Chairs.</b></p>	
<b>Daily Host – Monday</b> (1 opportunity)	Recognition during the plenary, video. Partner to provide any graphics and collateral.	
<b>Daily Host – Tuesday</b> (1 opportunity)	Recognition during the plenary, video. Partner to provide any graphics and collateral.	
<b>Name Badges</b> (2 opportunities)	Logo on the <u>back</u> of the badge. Badges to be provided by CIC.	
<b>Transportation Partner</b> (1 opportunity)	Brand shuttle buses transporting attendees from TCU to Wanuskewin, and back to the hotels. Turn the drive into your personal (alcohol-free) party! Buses provided by CIC.	



## 5 Points

<p><b>Monday Breakfast</b> (1 opportunity)</p>	<p>Theme the breakfast area with your visual. Have your staff help serve food, increasing your face time with attendees! (Standard menu choice in consultation with Partners provided by CIC. Additional items at Partners cost.)</p>	
<p><b>Tuesday Breakfast</b> (1 opportunity)</p>	<p>Theme the breakfast area with your visual. Have your staff help serve food, increasing your face time with attendees! (Standard menu choice in consultation with Partners provided by CIC. Additional items at Partners cost.)</p>	
<p><b>Eblast Video produced by Partner</b> (3 opportunities)</p>	<p>One email blast video that promotes the conference to all PCMA Canada East members as well as prospects.</p> <p>Opportunities are available for:   <b>· September</b>   <b>· October</b>   <b>· November</b></p>	
<p><b>Promoting You in the Loo</b> (1 opportunity)</p>	<p>Present your brand in the washrooms on both floors where you know everyone goes, i.e., women, men, and gender-neutral washrooms. Mirror stickers and washroom amenities provided by the partner.</p>	
<p><b>Sunday Branded Activation</b> (2 opportunities)</p>	<p>Host an activity of your choice for attendees as they arrive before the Opening Ceremonies.</p> <ul style="list-style-type: none"><li>• Must be held Sunday, November 24 between 12 – 2pm.</li><li>• Must be held offsite.</li><li>• Must be at the partner’s expense.</li></ul>	



## 4 Points

### Relaxation Lounge (1 opportunity)

Offer delegates a quiet area to relax and unwind. (Partner is responsible for any additional activation costs.)

### Sustainability Sponsor (1 opportunity)

Have your logo on signage near the water stations areas. Ability to provide branded reusable water bottles at the expense of the partner.



### Plenary Surprises (3 opportunities)

Have your item dropped off in the keynote room as a special surprise. Please note that the item provided must be pre-approved by CIC. (Partner to produce item, and distribute items during plenary)

Opportunities are available for: ~~Sunday~~ · Monday · Tuesday

Sunday sold



## 3 Points

<b>Sustainable Participant Bags</b> (1 opportunity)	Be seen by conference participants both during and after the event. Partner to produce and provide reusable bags. CIC to approve the bag.	
<b>Eblast produced by partner</b> (2 opportunities)	Support one email blast with a video message that promotes the conference to all PCMA Canada East members as well as prospects.  Opportunities are available for: <b>• June   • August</b>	
<b>Coffee Break</b> (3 opportunities)	Be seen as a supporter for attendees' nourishment. Logo on signage supplied by CIC. (Standard menu choice in consultation with Partners provided by CIC. Additional items at Partners cost.)  Coffee breaks are on: <del>• Monday AM</del> <del>• Tuesday AM</del> <b>• Tuesday PM</b>	<b>Monday and Tuesday AM Sold</b>
<b>Sustainable Coffee Cups</b> (1 opportunity)	Provide reusable coffee cups for participants. CIC will cover the cost of the coffee and Partner will provide the coffee cups that are reusable.	
<b>New Member and First Timers Meet &amp; Greet</b> (1 opportunity)	Speaking opportunity at the Meet & Greet on Sunday for new PCMA members, first-time CIC, and Chapter's Host a Planner Challenge participants.	
<b>Branded Hotel Keycards</b> (2 opportunities)	Customize the graphic for the hotel key cards at either host hotel (at partners expense).  Your choices are: <b>• Delta Saskatoon • Delta Bessborough</b>	



## 2 Points

### Wellness Activity Partner (2 opportunities)

Become the official Wellness Partner for CIC 2024! Host your own wellness activity to boost delegate energy at the beginning of each conference day. Promotion for the activity will be done by CIC.

#### **FUN RIVER WALK & TOUR**

Start the day early with a kick start fun walk! Either lead it yourself or have someone lead it. T-shirts may be provided at the partner's expense.

Opportunities are:                      • **Monday AM**     • **Tuesday AM**

### Music Partner (2 opportunities)

Music is a universal language that brings people together. Set the excitement and add the perfect mood and create a lively atmosphere. Create a branded **Spotify** song list and become the official soundtrack to CIC24!

Opportunities are:                      • **Monday Playlist**     • **Tuesday Playlist**

### WI-FI Partner (1 opportunity)

Branded Wi-Fi network splash page. Signage will be provided by CIC.



## 1 Point

### **Grab & Go Snack (1 opportunity)**

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. (At partners expense)

### **Coat Check Partner (1 opportunity)**

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 by CIC. Partners can pre-print and customize the coat check tickets at their own expense.

**\*\*\*Any opportunity not listed in this prospectus can be evaluated on a case-by-case basis. Please reach out to Filomena Picciano, Director of the Strategic Partnership Committee at [admin@csnscn.ca](mailto:admin@csnscn.ca) for review.\*\*\***



pcma  
Canada East  
Chapter



**CIC24**  
**BUILDING  
BRIDGES**  
OUR JOURNEY INTO INNOVATION

The logo is centered in a white circle with a pink border. It features a colorful, multi-pointed starburst icon above the text. Below the text is a stylized bridge graphic with a white arch and orange and red supports.

**THANK YOU!**

**CANADIAN INNOVATION CONFERENCE**

**Saskatoon, SK**

**November 24-26, 2024**

