

CIC24

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 programing 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

PCMA Canada East Chapter Secretariat 2140A Queen Street East, #539 Toronto, ON M4E 3V7 Tel: 416-595-9615 | Email: canadaeast@pcma.org



Suzanne Burnie Event Logic Productions Inc.



Marvin A. Self Exhibition Place | Enercare Centre | Beanfield Centre



Amy O'Keefe Le Centre Sheraton Montreal



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	PLATINUM	GOLD	SILVER	BRONZE	PEWTER	NICKEL	COPPER
Dollar Value	\$20,000	\$15,000	\$10,000	\$7,500	\$5,000	\$3,500	\$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 <u>OR</u> 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.

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.



		Par	tnership Ber	nefits			
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 receiv	ve the following	benefits based	on their level o	f Partnership in ac	dition to the alloc	ated 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

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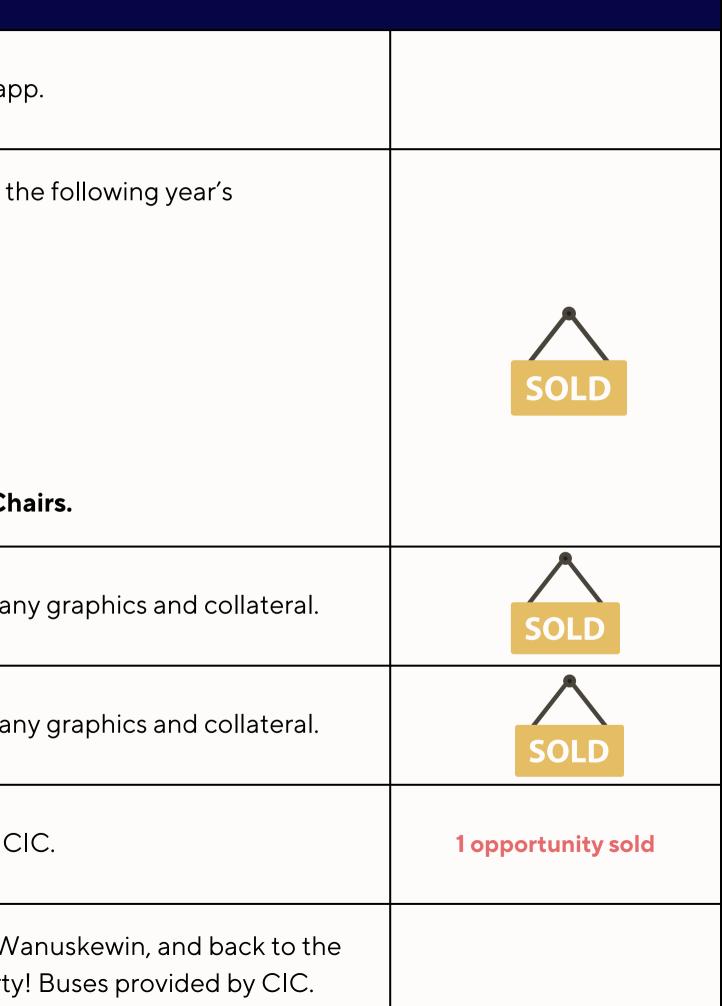
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# of points	10	8	6	5	4	3	2
Partners will recei	ve the following	J benefits based	on their level of	f Partnership in ad	dition to the alloca	ated points.	
Exclusive invitation to a virtual CIC Advisory & Feedback event with the PCMA Canada East Board members and CIC Co-Chairs (Date: TBD)	X	X	X	X	X	×	X
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

Monday AGM & Awards Luncheon (1 opportunity)	 Have your brand associated with the luncheon where we individuals who have given so much to PCMA and our incomposition of the solution 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 Composition of the CIC Composition of the stage of the composition of the compositio
Name Badges (1 opportunity)	Logo on the <u>front</u> of the badge. Badges to be provided by
Branded Photo Booth (1 opportunity)	Branded photo booth located in the Activation Area. Boc partner.

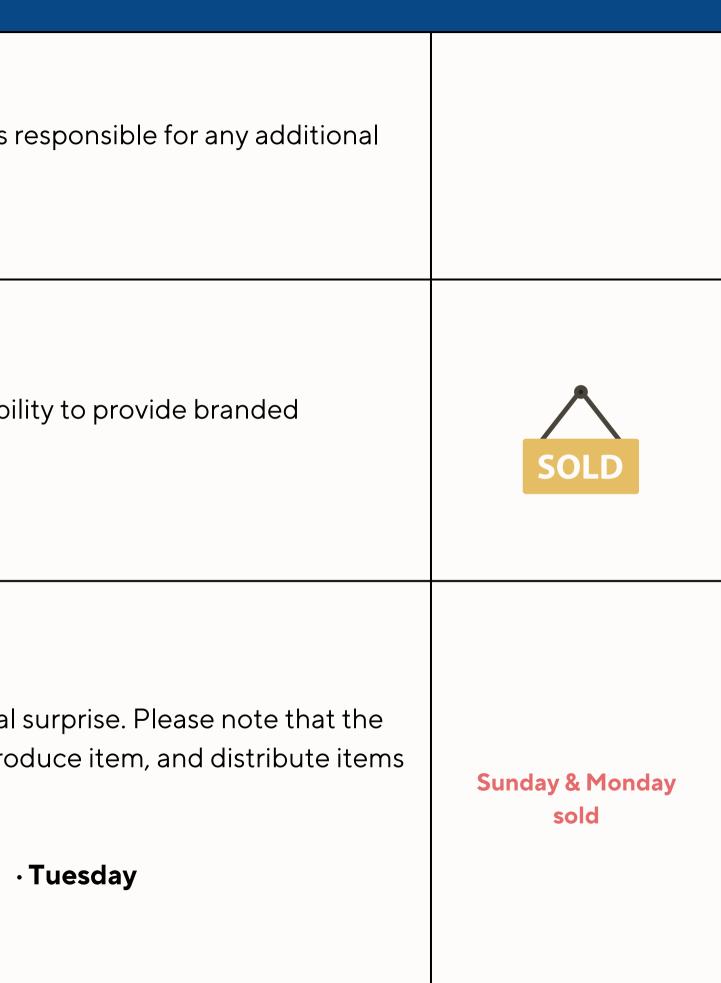
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ortunity by selecting	
Co-Chairs.	
by CIC.	
oy CIC.	

Mobile App Partner (1 opportunity)	Have your logo included on the homepage of the mobile ap
Tuesday Luncheon (1 opportunity)	 Have your brand associated with the luncheon promoting the conference. This event is open to all participants. Customize this opportunity using: a video, stage presence (2-minute stage-time limit), table centerpieces (at your own expense), OR unique activity. *Note: All the above must be approved by the CIC Co-Chemic stage of the content of the cont
Daily Host – Monday (1 opportunity)	Recognition during the plenary, video. Partner to provide ar
Daily Host – Tuesday (1 opportunity)	Recognition during the plenary, video. Partner to provide ar
Name Badges (2 opportunities)	Logo on the <u>back</u> of the badge. Badges to be provided by C
Transportation Partner (1 opportunity)	Brand shuttle buses transporting attendees from TCU to W hotels. Turn the drive into your personal (alcohol-free) party



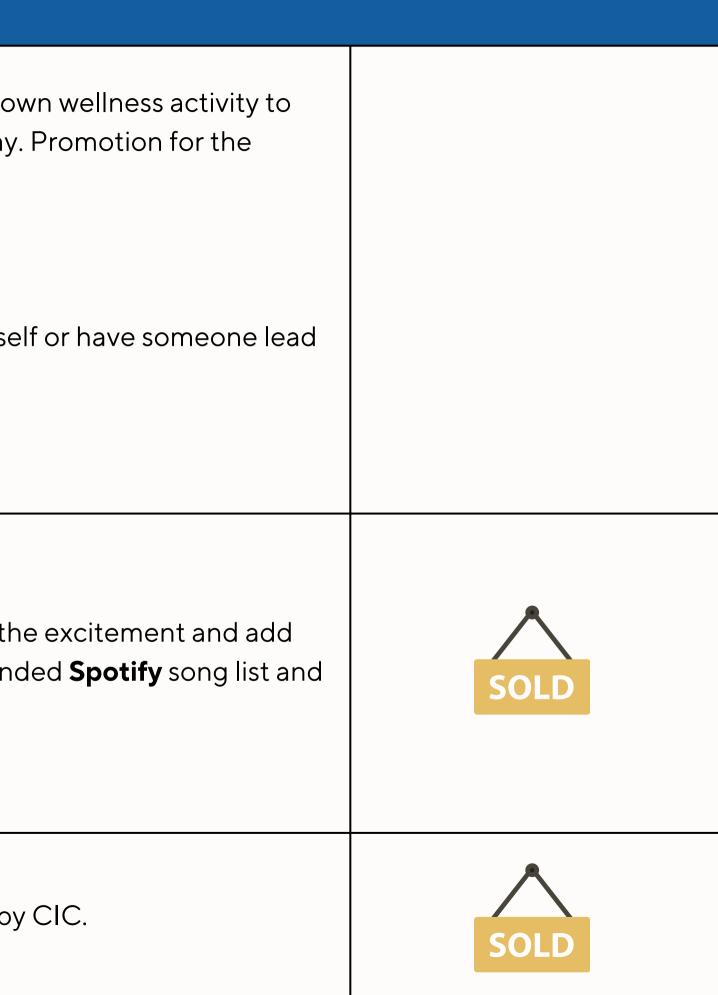
Monday Breakfast (1 opportunity)	Theme the breakfast area with your visual. Have your staff help serve food, increasing your face time with attendees! (Standard menu choice in consultation with Partners provided by CIC. Additional items at Partners cost.)	SOLD
Tuesday Breakfast (1 opportunity)	Theme 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.)	SOLD
Eblast Video produced by Partner (3 opportunities)	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	October eBlast sold
Promoting You in the Loo (1 opportunity)	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.	SOLD
Sunday Branded Activation (2 opportunities)	Host an activity of your choice for attendees as they arrive before the Opening Ceremonies. • Must be held Sunday, November 24 between 12 – 2pm. • Must be held offsite. • Must be at the partner's expense.	

Relaxation Lounge (1 opportunity)	Offer delegates a quiet area to relax and unwind. (Partner is a activation costs.)
Sustainability Sponsor (1 opportunity)	Have your logo on signage near the water stations areas. Abi 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 item provided must be pre-approved by CIC. (Partner to pro during plenary) Opportunities are available for: - Sunday - Monday -



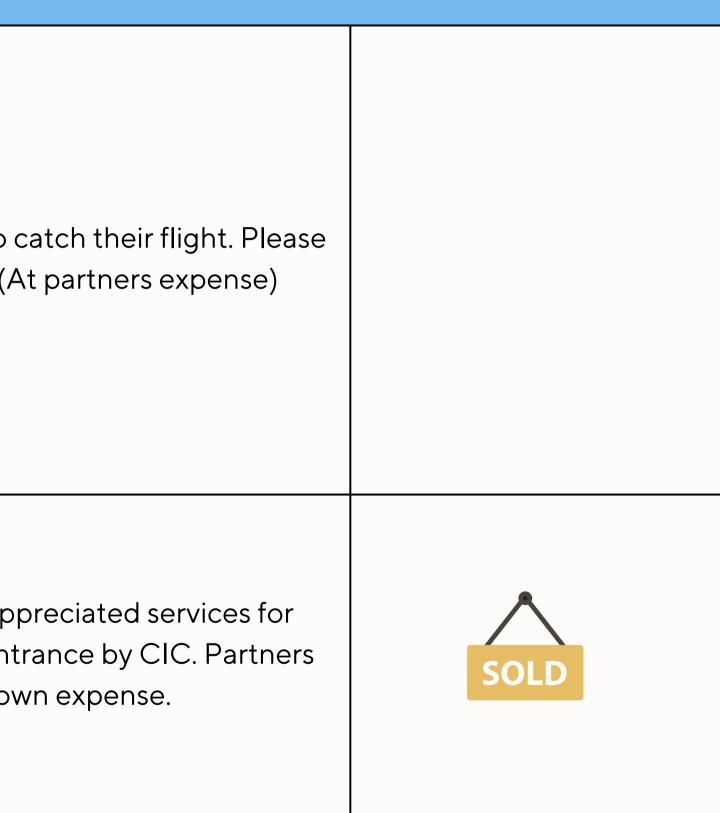
Sustainable Participant Bags (1 opportunity)	Be seen by conference participants both during and after the event. Partner to produce and provide reusable bags. CIC to approve the bag.	SOLD
Eblast produced by partner (2 opportunities)	Support one email blast with a video message that promotes the conference to all PCMA Canada East members as well as prospects. Opportunities are available for: •June •August	August eBlast Sold
Coffee Break (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: Monday AM Tuesday AM Tuesday PM	SOLD
Sustainable Coffee Cups (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.	SOLD
New Member and First Timers Meet & Greet (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.	SOLD
Branded Hotel Keycards (2 opportunities)	Customize the graphic for the hotel key cards at either host hotel (at partners expense). Your choices are: • Delta Saskatoon • Delta Bessborough	

Wellness Activity Partner (2 opportunities)	Become the official Wellness Partner for boost delegate energy at the beginning activity will be done by CIC. FUN RIVER WALK & TOUR Start the day early with a kick start fun w it. T-shirts may be provided at the partne	of each conference day. valk! Either lead it yourse
	Opportunities are: •Monday	y AM • Tuesday AM
Music Partner (2 opportunities)	Music is a universal language that brings the perfect mood and create a lively atm become the official soundtrack to CIC24	nosphere. Create a branc
WI-FI Partner (1 opportunity)	Branded Wi-Fi network splash page. Sig	nage will be provided by



Grab & Go Snack	Provide participants a snack as they leave the conference to
(1 opportunity)	note that the item provided must be pre-approved by CIC. (/
Coat Check Partner (1 opportunity)	Coat Check is one of the most visible and one of the most ap our attendees. Signage will be provided at Coat Check at En can pre-print and customize the coat check tickets at their o

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 for review.





CIC24 BUILDING BRIDGES OUR JOURNEY INTO INNOVATION

THANK YOU! CANADIAN INNOVATION CONFERENCE Saskatoon, SK

November 24-26, 2024





