



2025

PARTNERSHIP OPPORTUNITIES

canadaeast@pcma.org | 416-595-9615



Canada East Chapter

WHO WE ARE

Who We Are & What We Do

PCMA is one of the world's largest, most respected and recognized networks of business events strategists. We connect, educate, & inspire business event professionals.

PCMA Canada East Chapter delivers high-caliber education and networking opportunities to local and regional areas.

Our Purpose is to: educate, inspire and listen, so that we can create meaningful experiences where passion, purse and commerce come together.

Our Vision: is to drive global economic and social transformation through business events. Driving global economic and social transformation through business events.

Won't you join us?



Canada East Chapter

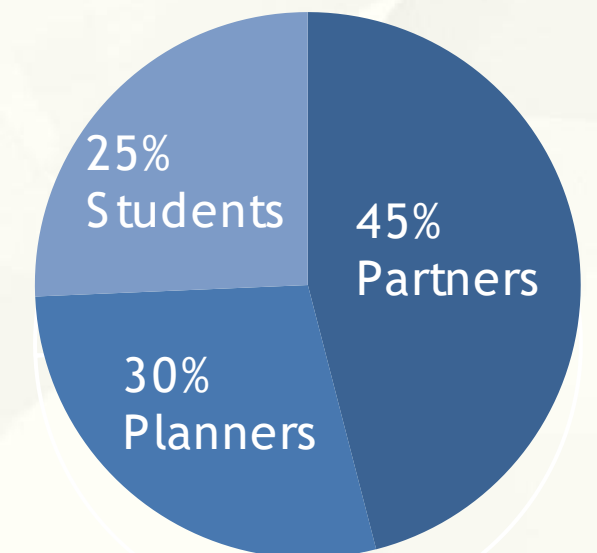
WHO OUR MEMBERS ARE

PCMA's Canada East Chapter serves over 300 members from across the country, primarily located in Ontario, Quebec, Nova Scotia, New Brunswick, Prince Edward Island, Newfoundland and Labrador. The Chapter education, networking opportunities, and resources to empower professionals in the business events industry.

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

Business Event Supplier: Individuals whose organization provides products and services essential to the conduct and operation of meetings, conventions, exhibits, seminars, and business events.

300+
MEMBERS





Canada East Chapter

WHY

WHY PARTNER WITH THE CANADA EAST CHAPTER?

Grow Your Brand's Awareness: Increase visibility and recognition among our engaged and dynamic membership.

Connect with and Contribute to the Community: Foster meaningful relationships and make a positive impact within the PCMA network.

Be Recognized as an Official Chapter Partner: Gain visibility at events and be celebrated as a valued contributor to the Chapter's success.

Learn and Grow: Access insights from industry-leading peers, professional speakers, and the global PCMA network.

Network with Decision Makers: Build connections with key influencers and decision-makers across the business events community.

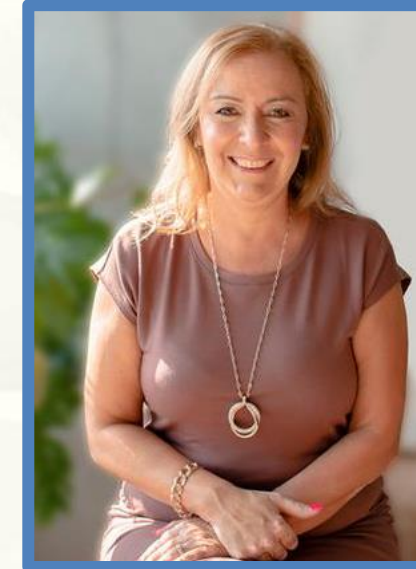
Showcase Your Products and Services: Highlight your organization's latest offerings to a highly targeted and influential audience.



Canada East Chapter

YOUR TEAM

YOUR 2025 PARTNERSHIPS COMMITTEE



Filomena Picciano
Director
Canadian Society of
Nephrology



Sarah Barthel
Co-Chair
Fairmont Palliser



Susan Saganski
Committee Member
Marriott International



Elizabeth Raout
Committee Member
Meeting Encore

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 across social channels. <i>Note: assigned Education Programs are on a first-come, first-serve basis.</i>	2 Educational Programs	1 Educational Program		
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) - In Person		
Access to registration list from Education Sessions attended by partners (only attendees who have opted in to share their contact information).	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	1	1	
Verbal recognition at the November AGM and logo placement on all event collateral to be published across social channels	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

Note 1: Invoices MUST be paid within 60 days from date of invoice. Any invoices that are outstanding after the 60-day deadline will be subject to an increase of \$500 on partnership price before tax.

Note 2: Categories subject to availability.

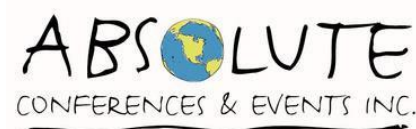
Note 3: The Canadian Innovation Conference is not included in any Chapter Partnership Benefits but instead available as a separate offer/price.



Canada East Chapter

DISTINGUISHED PARTNER

THANK YOU TO OUR 2024 PARTNERS



DISTINGUISHED PARTNER: \$5,000*

**\$5,500 if purchased after February 23, 2025*

BENEFITS

AUDIENCE ADDRESS OPPORTUNITY:

- Deliver a 2-minute address at the start of two (2) Educational Programs of your choice, with logo placement on all event collateral published across our social channels.

Note: Educational Programs are assigned on a first-come, first-serve basis.

RECOGNITION IN COMMUNICATIONS:

- Mention in Educational Program reminder messages sent via the registration system.
- Two (2) dedicated e-blasts to PCMA Canada East members via our newsletter, providing an opportunity to showcase your news or products.
- Verbal recognition at the November AGM and logo placement on all event collateral published across social channels.
- Partner logo featured in a **Dedicated Partner Appreciation Campaign** through a Wednesday e-blast to members via our bi-weekly newsletter.

EVENT BRANDING:

- Logo featured on the opening slide of all Educational Programming.
- X-Large-size logo placement on the tiered banner displayed on the PCMA Canada East website.

EVENT PARTICIPATION:

- Two (2) complimentary in-person registrations for an Educational Program or Chapter Social Events of your choice. Passes may be used to host a Non-Member Meeting Professional (*maximum of 2 passes per event*).

EXCLUSIVE ACCESS:

- Access to the registration list from Education Sessions (*who have opted in to share their contact information*).

Partner with us as a Distinguished Partner to gain premier visibility, exclusive access, and meaningful engagement opportunities within the PCMA Canada East community.



Canada East Chapter

STRATEGIC PARTNER

THANK YOU TO OUR 2024 PARTNERS



STRATEGIC PARTNER: \$3,500

BENEFITS

AUDIENCE ADDRESS OPPORTUNITY:

- Deliver a 2-minute address at the start of one (1) Educational Program of your choice, with logo placement on all event collateral published across our social channels.

Note: Educational Programs are assigned on a first-come, first-serve basis.

RECOGNITION IN COMMUNICATIONS:

- Mention in Educational Program reminder messages sent via the registration system.
- Two (2) dedicated e-blasts to PCMA Canada East members via our newsletter, providing an opportunity to showcase your news or products.
- Verbal recognition at the November AGM and logo placement on all event collateral published across social channels.
- Partner logo featured in a **Dedicated Partner Appreciation Campaign** through a Wednesday e-blast to members via our bi-weekly newsletter.

EVENT BRANDING:

- Logo featured on the opening slide of all Educational Programming.
- Large-size logo placement on the tiered banner displayed on the PCMA Canada East website.

EVENT PARTICIPATION:

- One (1) complimentary in-person registration for an Educational Program or Chapter Social Event of your choice. Passes may be used to host a Non-Member Meeting Professional (maximum of 2 passes per event).

EXCLUSIVE ACCESS:

- Access to the registration list from Education Sessions (*who have opted in to share their contact information*).

Join us as a Strategic Partner to elevate your brand, engage with our dynamic community, and make a lasting impact within the PCMA Canada East Chapter.



Canada East Chapter

INSPIRATIONAL PARTNER

THANK YOU TO OUR 2024 PARTNERS

ENVISION
Saint John
THE REGIONAL GROWTH AGENCY

ME + 
MEETING ENCORE Intuitive
CONFERENCE • EVENTS

 **RBC Convention Centre**
WINNIPEG


SHERATON
Centre Toronto Hotel

TOURISM
London
CANADA


VIA Rail Canada


URGO
HOTELS & RESORTS
AN HHM COMPANY

INSPIRATIONAL PARTNER: \$1,250

BENEFITS

RECOGNITION IN COMMUNICATIONS:

- Verbal recognition at our Annual General Meeting in November 2025.
- Logo placement on all event collateral published across social channels (LinkedIn, Instagram, Facebook, X, Newsletter).
- Partner logo featured in a **Designated Partner Appreciation Campaign** through a Wednesday e-blast to PCMA Canada East members via the bi-weekly e-newsletter.

EVENT BRANDING:

- Logo displayed on the opening slide of all Educational Programming.
- Medium-size logo placement on the tiered banner displayed on the PCMA Canada East website.

Partner with us as an Inspirational Partner and enjoy these exclusive benefits while elevating your presence within the PCMA Canada East Community.



Canada East Chapter

CONTRIBUTOR PARTNER

THANK YOU TO OUR 2024 PARTNERS



CONTRIBUTOR PARTNER: \$750

BENEFITS

RECOGNITION IN COMMUNICATIONS:

- Verbal recognition at our Annual General Meeting in November 2025.
- Logo placement on all event collateral published across our social channels.
- Partner logo featured in a **Dedicated Partner Appreciation Campaign** through a Wednesday e-blast to PCMA Canada East members via the bi-weekly e-newsletter.

EVENT BRANDING:

- Company name displayed on the opening slide of all Educational Programming.
- Small-size logo placement on the tiered banner displayed on the PCMA Canada East website.

Join us as a Contributor Partner and gain essential visibility, recognition, and access to connect with the vibrant PCMA Canada East Community.



Canada East Chapter

CANADIAN INNOVATION CONFERENCE

CIC 2025: PROPOSED

The prospectus for CIC 2025 will be available in early 2025.

Please note that the partnership categories listed below are based on 2024 and are provided for budgeting purposes only.

These categories and/or prices are subject to change.

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



November 16-18, 2025
Mississauga, ON



Canada East Chapter

PARTNERSHIP REGISTRATION

Ready to support PCMA's
Canada East Chapter?

PARTNERSHIP REGISTRATION

QUESTIONS?

Contact us at:

PCMA Canada East Chapter
canadaeast@pcma.org

Erica Orecchio, Secretariat

(416) 595-9615

canadaeast.pcma.org

THANK YOU FOR YOUR CONSIDERATION!



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