



Canada East Chapter

2026

PARTNERSHIP OPPORTUNITIES

Connecting Business Event Leaders Across Canada

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 and most respected networks of business events strategists. We connect, educate, and inspire professionals who design and deliver business events.

PCMA Canada East Chapter delivers high-caliber education and networking opportunities across our region.

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

Our vision is to drive 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 355 members from across the country, primarily located in Ontario, Quebec, Nova Scotia, New Brunswick, Prince Edward Island, Newfoundland and Labrador.

The Chapter provides 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.

**350+
MEMBERS**





Canada East Chapter

WHY

WHY PARTNER WITH THE CANADA EAST CHAPTER?

Grow Your Brand's Awareness: Increase visibility and recognition among our engaged community of business event professionals.

Connect with Decision Makers: Build relationships with planners and leaders who influence site selection and spend.

Be Recognized as an Official Chapter Partner: Enjoy logo exposure and recognition across Chapter communications and events.

Showcase Your Products and Services: Highlight your destinations, venues, or solutions to a targeted audience.

Learn and Grow with the Community: Access thought leadership from industry peers, speakers, and the global PCMA network.

Contribute to the Community: Support education and initiatives that strengthen the business events sector in Canada.

Our partners don't just sponsor events –
they **co-create experiences** with us.



Canada East Chapter

YOUR TEAM

YOUR 2026 PARTNERSHIPS COMMITTEE LEADS



Filomena Picciano
Director (Chair)
Canadian Society of
Nephrology



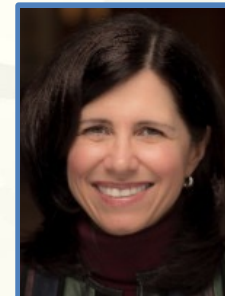
Irina Costachescu
Committee Member
Canadian Health Food
Association



Elizabeth Raoult
Committee Member
Meeting Encore



Katie Rochefort
Committee Member
Canadian Credit Union Association



Susan Saganski
Committee Member
Marriott International

Our Partnerships Committee is here to help you select the best package and maximize your investment



Canada East Chapter

SNAPSHOT

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 (total for speaking and/or video), and logo placement on all event collateral to be published across social channels. Note: assigned Education Programs are on a first-come, first-serve basis.	2 Educational Programs	1 Educational Program		
Complimentary registration for Educational Program or Chapter Social Event of your choice. Note: Partners may use a maximum of two (2) comps per event and registration must occur at least (2) weeks prior otherwise offer may not be valid.	Two (2) – In Person	One (1) - In Person	One (1) – 25% discount	
Access to registration list from Education Sessions/Social if attended by the partner (only attendees who have opted in to share their contact information).	x	x	X (roster list only)	
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	
Visual slide 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: All invoices MUST be settled within 60 days from date of issue. Promotion will commence upon receipt of a signed agreement. If payment is not received within the 60-day period, all promotional activities will be suspended and reinstated only upon receipt of full payment.

Note 2: Categories subject to availability.

Note 3: The Canadian Innovation Conference (CIC) is not included in any Chapter Partnerships and will be offered separately.

Note 4: Benefits outlined in this prospectus are subject to change without notice; however, all benefits included in a signed agreement will be honoured.



Canada East Chapter

DISTINGUISHED PARTNER

THANK YOU TO OUR PAST 2025 PARTNERS



DISTINGUISHED PARTNER: \$5,000*

**\$5,500 if purchased after February 27, 2026*

BENEFITS

AUDIENCE ADDRESS OPPORTUNITY:

- Deliver a maximum of 2-minute address at the start of two (2) Educational Programs of your choice (subject to availability), 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.
- Recognition at the November AGM and logo placement on all event collateral published across social channels.
- Partner logo featured in an email to PCMA Canada East newsletter subscribers.

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 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 that you participated in only (*who have opted in to share their full contact information including emails*).

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 PAST 2025 PARTNERS



STRATEGIC PARTNER: \$3,500

BENEFITS

AUDIENCE ADDRESS OPPORTUNITY:

- Deliver a maximum of 2-minute address at the start of one (1) Educational Program of your choice (subject to availability), 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.
- 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 1 pass per event).

EXCLUSIVE ACCESS:

- Access to the registration list from Education Session that you participated in only (*who have opted in to share their full contact information including emails*).

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 PAST 2025 PARTNERS



INSPIRATIONAL PARTNER: \$1,250

BENEFITS

RECOGNITION IN COMMUNICATIONS:

- Recognition at our **Annual General Meeting in November 2026.**
- Logo placement on all event collateral published across social channels
- 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.

EVENT PARTICIPATION:

- Access to a special **partner** rate (25% discount) for one (1) registration at one (1) education or social event. Special rate may be used to host a Non-Member Meeting Professional

EXCLUSIVE ACCESS:

- Access to the registration list from Education Session that you participated in only (*who have opted in to share their full contact information excluding emails*).

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 PAST 2025 PARTNERS



CONTRIBUTOR PARTNER: \$750

BENEFITS

RECOGNITION IN COMMUNICATIONS:

- Recognition at our **November AGM 2026** meeting.
- 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 2026: PROPOSED

CIC is a national, rotating conference with its own dedicated prospectus. The information here is for **budget planning only** and final packages and pricing will be confirmed in early 2026.

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 22-24, 2026
Edmonton, AB



Canada East Chapter

**Ready to partner with
PCMA's Canada East
Chapter?**

**QUESTIONS?
PARTNERSHIP REGISTRATION**



Contact us at:
PCMA Canada East Chapter
canadaeast@pcma.org

THANK YOU FOR YOUR CONSIDERATION!



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