



**Canada East
Chapter**

CANADIAN INNOVATION CONFERENCE 2026

Prospectus

www.canadaeast.pcma.org

**Edmonton, AB
November 22-24, 2026**

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WHY PARTNER WITH US?

INCREASE

your company's brand
in-person and through
promotional material
(print and digital)

FORGE

strategic connections
with peers and industry
leaders while
networking at one of
the year's premiere
Canadian Meetings
Industry Events.

GAIN

visibility and cutting-
edge industry
knowledge that will
help your organization
gain a competitive
edge.

ALIGN

with PCMA Canada
East Chapter to help
keep your organization
competitive and top of
mind.

OUR TEAM



Filomena Picciano
Director (Chair)
Canadian Society of
Nephrology



Irina Costachescu
Vice Chair
Canadian Health Food
Association



Elizabeth Raoult
Committee Member
Meeting Encore



Katie Rochefort
Committee Member
Canadian Credit Union
Association



Susan Saganski
Committee Member
Marriott International

PCMA Canada East Chapter Secretariat

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

Tel: 647-654-3438

Email: cic@pcma.org

CUSTOMIZE YOUR PARTNERSHIP



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

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 one item in the (2 points) with one item in the (6 points) or one item only in the (8 point category).
- Your selections may give you exclusivity on that conference activity, depending on how many opportunities are available.

CHOOSE YOUR LEVEL



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

ADDITIONAL INFORMATION

Private Functions

- **IMPORTANT NOTE:** To encourage maximum participation in the official PCMA Canada East Chapter evening event, **Partners are asked NOT to host private functions on Monday, November 23rd, 2026.**
- We encourage partners to host their invited planners and guests to the **Evening with Impact - Hosted by Live Nation**, creating a shared networking experience while supporting the Chapter's signature event.

In-Kind Partners

In-kind partners are defined as those providing goods and services in exchange for valuable recognition at the CIC Conference.



EVENING WITH IMPACT

Monday, November 23rd, 2026

6:00 – 10:00 pm

Midway Music Hall | Edmonton



A signature PCMA Canada East experience that brings our industry together with purpose, uniting planners, partners, destinations and innovators for an evening of meaningful connection, celebration and community impact.

More than a networking event, **Evening with Impact** reflects the collective strength of our industry and the difference we can make when we come together to support a common cause.

This year, we are proud to support initiatives addressing **food insecurity among Indigenous communities in Edmonton**, helping to create a lasting impact within our host city.

Further details will be provided in a separate communication.

PARTNERSHIP BENEFITS



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
Verbal Recognition: Stage time with video <i>Time is inclusive of any videos played</i>	X 5 minutes	X 3 minutes	X 2 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 Activation	X	X	X				
Registrations for the conference (does not include PCMA membership for non-members)	4	3	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 (July - November 2026)	XX-Large	X-Large	Large	Medium	Small	X-Small	XX-Small

Partners will receive the following benefits based on their level of Partnership in addition to the allocated 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
Introduce one concurrent session speaker	X	X					
Exclusive invitation to a virtual CIC Advisory & Feedback 1:1 calls with the PCMA Canada East Strategic Partnership Director (Date: TBD)	X	X	X	X	X	X	X
Registered attendee list two weeks 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					

SPONSORSHIP ITEMS



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 and includes:

- stage presence (2-minute stage-time limit, could include speaking time and/or video),
- table centerpieces or unique activity (at your own expense)

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

Daily Host – Monday (1 opportunity)

Recognition throughout the day from the main stage and the mobile app. Partner to provide any graphics and collateral. Includes 2 minutes of stage time (*speaking time and/or video*).

Daily Host – Tuesday (1 opportunity)

Recognition throughout the day from the main stage and the mobile app. Partner to provide any graphics and collateral. Includes 2 minutes of stage time (*speaking time and/or video*)

6 Points

Mobile App Partner (1 opportunity)

Elevate your brand visibility with a digital showcase!

As a sponsor, your logo will be prominently featured on the homepage of our CIC mobile app, ensuring that your brand is the first thing our tech-savvy attendees see. This prime placement not only boosts exposure but also reinforces your commitment to innovation and industry leadership. Seize this opportunity to engage with a dynamic audience and leave a lasting impression throughout the event.

Name Badges (FRONT) (1 opportunity)

Elevate your brand's visibility throughout the event by featuring your logo on the **front** of every attendee name badge. These badges, provided by CIC, ensure that your brand is front and center, capturing the attention of every participant and reinforcing your commitment to excellence

Hotel Key Card Sponsor (1 opportunity)

Your logo, image or design will be featured on every official CIC hotel room key card distributed to conference attendees. This exclusive opportunity keeps your brand in attendees' hands throughout their stay, providing repeated visibility every day of the conference.

5 Points

Monday Breakfast (1 opportunity)	Theme the breakfast area with your visual. Have your staff help serve food, increasing your face time with attendees! <i>(Standard menu choice in consultation with Partners provided by CIC. Additional items at Partners cost.)</i>	
Tuesday Breakfast (1 opportunity)	Theme the breakfast area with your visual. Have your staff help serve food, increasing your face time with attendees! <i>(Standard menu choice in consultation with Partners provided by CIC. Additional items at Partners cost.)</i>	
Eblast Video produced by Partner (4 opportunities)	Showcase your message to all PCMA Canada East members and prospects with a high—impact email blast video (max 60 seconds) promoting the conference. This is your chance to stand out and connect with a highly engaged audience! Available Opportunities: • (2) in October • (2) in November NOTE: Each opportunity is 5 points Important: Partners must provide and create the email content and video. When confirming your contract, please specify which month you are selecting. Secure your spot today and make a lasting impression!	
Promoting You in the Loo (2 opportunities)	Make a lasting impression in the one place you know everyone will visit! Feature your brand with mirror clings, stall signage, or washroom amenities provided by the Partner. A unique, high-visibility opportunity to capture attention in an unexpected way. Available Opportunities: Main Plenary Level • Breakout rooms level	

5 Points (cont'd)

Branded Photo Booth (1 opportunity)

Engage attendees with a fun, interactive branded photo booth in the Activation Area. Showcase your brand with customized backdrops, digital overlays, and social media integration. Booth to be provided by the partner.

Sunday Branded Activation (Unlimited opportunities)

Note: Any activities must be pre-approved by PCMA CE

Kick off the Conference with Your Own Exclusive Activity!

Welcome attendees in style by hosting a unique experience before the Opening Ceremony! This is your opportunity to create a memorable first impression and engage with guests in a meaningful way.

Date & Time: Anytime before 2:00 pm on Sunday, November 22nd

Location: Offsite venue of your choice

Cost: Fully covered by the Partner

Don't miss this chance to connect with attendees and set the tone for an unforgettable event!

Name Badges (BACK) (1 opportunity)

Put your brand in the hands of every attendee! Your logo will be prominently displayed on the **back** of the name badge, ensuring repeated visibility throughout the event. Badges provided by CIC.

Working Lounge Partner (1 opportunity)

Support the dedicated Working Lounge, a quiet and professional space where attendees can catch up on work. This room is separate from the Wellness Quiet Lounge.
(Partner is responsible for any additional activation costs.)

4 Points

Wellness Quiet Lounge (1 opportunity)

Provide attendees with a **peaceful retreat to relax, recharge, or focus away from the hustle and bustle of the event.** Your brand will be featured in this serene space, offering a meaningful connection to well-being and mindfulness. This area is separate from the Working Lounge. *(Partner is responsible for any additional activation costs.)*

Sustainability Partner (1 opportunity)

Show your commitment to sustainability by **branding the event's hydration stations.** Your logo will be prominently displayed on signage near water stations, reinforcing your support for eco-friendly practices. Partners also have the opportunity to provide branded reusable water bottles at their own expense, further promoting sustainability.

Plenary Surprises (4 opportunities)

Create a memorable moment by surprising attendees with a special gift during a keynote session. Your team will have the opportunity to personally distribute your pre-approved item, ensuring direct engagement with the audience. The partner is responsible for producing and distributing the item during the plenary session.

Available Opportunities: • Sunday • Monday • Tuesday X 2

Featured Breakout Session Room Partner (4 opportunities)

Align your organization with one of CIC's premier educational sessions by sponsoring a featured breakout room. Your brand will be prominently displayed as attendees enter and exit the room throughout the session. *(Partner is responsible for any additional activation costs.)*

Availabilities

Salon 4- Monday

Salon 8- Monday

Salon 4- Tuesday

Salon 8- Tuesday

3 Points

Coffee Break (4 opportunities)

Fuel Attendees & Boost Your Brand!

Show your support by keeping attendees refreshed during conference coffee breaks! Your logo will be prominently displayed on signage provided by CIC, ensuring visibility and recognition.

Coffee Break Sponsorship Opportunities:

- **Sunday PM**
- **Monday AM**
- **Tuesday AM**
- **Tuesday PM**

As a sponsor, you'll receive **logo placement on CIC-provided signage**, along with a **standard menu selection in consultation with CIC**. Want to make an even bigger impact? You have the option to **enhance offerings, over and above the standard CIC menu selection, at your own expense** to create a more memorable experience for attendees. Plus, your staff members are welcome to be present during the break, providing a valuable opportunity to engage directly with attendees and boost brand awareness.

Seize this opportunity to keep attendees energized while putting your brand front and center!

3 Points (cont'd)

Sustainable Participant Bags (1 opportunity)	Extend your brand’s visibility beyond the event with eco-friendly reusable bags carried by attendees. Your logo will be prominently displayed on bags used during and after the conference. <i>Partner is responsible for producing and providing the bags, subject to CIC approval.</i>	
Eblast produced by partner (2 opportunities)	Boost Your Brand with an Exclusive Email Blast! Take center stage with a dedicated eblast featuring your custom video message (maximum 30 seconds), reaching all PCMA Canada East members and prospects. This is a prime opportunity to promote the conference while showcasing your brand’s expertise, services, or special offers dynamically. Limited opportunities available: • (2) in September NOTE: Each opportunity is worth 3 points Act fast! Spots are limited—secure yours today and make a lasting impression	
Sustainable Coffee Cups (1 opportunity)	Promote sustainability while keeping attendees fueled throughout the event! Your brand will be featured on reusable coffee cups provided to participants. CIC will cover the cost of the coffee, while the partner supplies the sustainable cups. A great way to leave a lasting impression beyond the event!	
New Member and First Timers Meet & Greet (1 opportunity)	Gain exclusive visibility with an engaged audience of new PCMA members, first-time CIC attendees, Chapter’s Pick a Planner participants, and Bursary recipients. As a partner, you’ll have a speaking opportunity at the Meet & Greet on Sunday, allowing you to introduce your brand and connect directly with these key attendees.	

3 Points (cont'd)

Accessibility and Inclusion Partner (2 opportunities)

Demonstrate your commitment to accessibility and inclusion by sponsoring sensory support resources available throughout the conference. Your sponsorship will help create a supportive environment that enables attendees with diverse needs and preferences to engage in ways that work best for them.
(Partners are responsible for providing the items).

Availabilities: . Monday .Tuesday

Coat Check Partner (1 opportunity)

Be part of one of the first and last touchpoints of the CIC attendee experience. As the Coat Check Partner, your brand will receive prominent recognition within the designated coat and personal belongings area. Partner recognition signage will be provided by CIC, and additional branding opportunities may be available, subject to the final event setup. If applicable, partners may also have the opportunity to provide customized coat check tickets or other branded materials at their own expense, with details to be confirmed closer to the event.

2 Points

Wellness Activity Partner (2 opportunities)

Become the official Wellness Partner for CIC 2026! 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.

Opportunities are: • Monday AM • Tuesday AM

Music Partner (2 opportunities)

Music is a universal language that brings people together, setting the perfect tone for an engaging event. As a Music Partner, you'll create a branded Spotify playlist, becoming the official soundtrack of CIC26! Your brand will be showcased as attendees enjoy your curated beats, enhancing the energy and atmosphere.

Available Opportunities: • Monday • Tuesday

NOTE: Each day is worth 2 points

Wi-Fi Partner (1 opportunity)

Boost Your Brand with a custom Wi-Fi Splash Page!

Ensure high visibility by featuring your brand on the conference **Wi-Fi network splash page**. Every attendee connecting to the network will see your logo and message, reinforcing your presence throughout the event. **Signage will also be provided by CIC** to further promote your sponsorship

1 Point

Grab & Go Snack Bags at Registration *(3 opportunities)*

Provide participants with a convenient snack that can be found at the Registration Desk.

Available opportunities: . Sunday . Monday . Tuesday

Please note, the snack item must be pre-approved by CIC to ensure it aligns with event standards. Items need to be ordered via the Edmonton Convention Centre (ECC). This offering is at the partner's expense.



Any opportunity not listed in this prospectus can be evaluated on a case-by-case basis.

**Please reach out to
Filomena Picciano,
Director Strategic Partnership
admin@csnscn.ca for review.**



THE POWER OF COLLABORATION



At the heart of every great event lies the strength of its community. **CIC26** is more than just a conference, its a celebration of innovation, partnership, and the collective passion that drives our industry forward. Your support and collaboration are what make this event possible, and we are incredibly grateful for your commitment to shaping an unforgettable experience.

By coming together, we create opportunities, spark new ideas, and set the stage for meaningful connections that last well beyond the event. With your partnership, we will not only elevate CIC26 but redefine what's possible for the future of our industry.

Thank you for your trust, your enthusiasm, and your support. Let's work together to make **CIC26 the most impactful, inspiring, and unforgettable conference yet!**



Canada East Chapter

THANK YOU MERCI

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