

PARTNERSHIP 360°

Give yourself the time to
LEARN / ENGAGE / GROW

2019 SPONSORSHIP PROSPECTUS





With more than 7,000 members and an audience of more than 50,000 individuals, PCMA is the world's largest network of Business Events Strategists.

Headquartered in Chicago, IL USA, PCMA has partners and collaborators around the globe and a footprint within North America, Europe, the Middle East and Asia, with activities across 37 countries.

Professionals: Individuals who are responsible for the development, organization, site selection and management of meetings, conventions, exhibits, seminars and business events

Suppliers: Individuals whose organization is engaged in providing products and services related to the conduct and operation of meetings conventions, exhibits, seminars and business events.

The Canada East Chapter of PCMA offers **cutting-edge programs, community service projects, professional recognition**, and many other opportunities for members. We are **committed to supporting future industry leaders** through our scholarship program with area community colleges & universities by providing endowments to students pursuing careers in the meetings industry. PCMA's Canada East Chapter serves **OVER 300 members from Ontario, Quebec, Nova Scotia, New Brunswick, Prince Edward Island, and Newfoundland.**

PCMA's Vision: Driving global **economic** and **social transformation** through business events.

PCMA's Statement of Purpose: PCMA **educates, inspires** and **listens**, creating meaningful **experiences** where **passion, purpose** and **commerce** come together.

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Why Sponsor BOTH?

It just makes financial sense!

- Be recognized as an official sponsor of the Chapter
- Increase your overall sponsorship recognition and value for money
- Support advancement of knowledge in the meetings industry
- Gain from partnering with PCMA in building what we believe is Canada's premier meetings industry association
- Network and market your products and services to an audience of over 375 Chapter members and 400 Conference Participants (40% professional: 60% supplier).
- The target audience includes: meeting professionals, association executives, sales and marketing professionals, professional speakers and tourism representatives.
- We will add the two values together to determine your sponsorship level and recognition at the CIC
- You will receive ongoing recognition throughout the calendar year through recognition on our chapter website and at chapter events
- Increased recognition at the CIC at a higher level of sponsorship based on the combined value of the two sponsorships
- You will receive all the additional concessions offered at that higher level of sponsorship - this equals greater recognition and value for your company



Why Sponsor the Canada East Chapter?

- Support the infrastructure and day-to-day operations of the Chapter
- Increase company visibility through print and digital promotional material and personal contact.

Why Sponsor the Canadian Innovation Conference?

- Connect with Canadian industry decision-makers
- Create lasting connections in a smaller, more intimate environment



CONTACT INFORMATION

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Visit our chapter website at pcma.org/ce

Chapter Sponsorship Benefits	STRATEGIC PARTNER \$10,000 or HIGHER*	PREMIER PARTNER \$5,000 - \$9,999	PREFERRED PARTNER \$1,500 - \$4,999	PARTNER \$1,499 and below
Time at podium at each chapter event to address audience (plus introduction)	5 minutes	2 minutes		
Opportunities to provide greeters at the door of meeting room of each chapter event		⊗	⊗	
Opportunity to schedule pre- or post-program site tours when hosting a PCMA Canada East Chapter event	⊗	⊗		
Complimentary registrations for each chapter event <i>(May be used to host a meeting professional, CIC is not included in this item, October 2019 workshop will be offered registration on a limited basis)</i>	5	3	2	
Logo in each chapter e-broadcast and on website	⊗	⊗	⊗	⊗
Video or Featured article to be included in one chapter e-broadcast	⊗	⊗		
Banner Logo on website	⊗			
Social Media mention/promotion	⊗	⊗		
Support noted on all pre-event promotional materials	⊗	⊗	⊗	
Verbal and printed recognition of all sponsors at all chapter event	⊗	⊗	⊗	⊗
Verbal and printed recognition of all sponsors at the November AGM	⊗	⊗	⊗	⊗

<p>CHAPTER EVENTS</p>	<p>Sponsorship of any aspect of the chapter event: i.e. Venue, Audio Visual, Web Casting, Speaker, F&B etc.</p>
<p>ANNUAL MEETING SCHOLARSHIP FUND \$3,000+</p>	<p>Sponsorship of a scholarship to Convening Leaders including meeting registration fee, travel expenses (airfare) and hotel accommodation.</p> <p>Two Opportunities:</p> <ul style="list-style-type: none"> • Rising Star Scholarship <i>Marriott</i> • New Planner Member Scholarship <i>Hilton</i> <p>Benefits</p> <ul style="list-style-type: none"> • Option to personally address a letter of presentation to the recipient's school or organization • Option to present recipient with scholarship • One Sponsor recognized Chapter E-blast per quarter • Logo in each chapter e-broadcast • Logo on chapter website under the banner • Verbal and printed recognition of all sponsors at all Chapter Programs & Events • Verbal and printed recognition of all sponsors at November AGM
<p>CONVENING LEADERS CANADIAN MEMBERS CHAPTER RECEPTION SPONSOR \$5,000</p>	<p>Sponsorship of the annual Canadian Members Reception held at the PCMA Convening Leaders 2020 Conference which attracts several hundred PCMA members from across Canada. One Opportunity Only.</p> <ul style="list-style-type: none"> • Ability to put promotional material throughout reception room • Recognized as the reception sponsor on signage and related chapter emails • 3 minutes mic time at the reception • Social Media mention / promotion

Customize more of your sponsorship package to meet your organizational objectives at this year's CIC in 2 simple steps:

Step 1: Determine your sponsorship contribution based on the level and points

Level Dollar Value	PLATINUM \$20,000	GOLD \$15,000 - \$19,999	SILVER \$10,000 - \$14,999	BRONZE \$7,500 - \$9,999	PEWTER \$5,000 - \$7,499	NICKEL \$2,500 - \$4,999	COPPER \$1,500 - \$2,499
# of Points	10	8	6	4	3	2	1

Step 2: Select parts of the conference from the chart below based on the number of points you have

- Choose one item with all of your points OR mix and match up to your point allotment (example: with 8 points you could select 4 breaks (2 points each) or hydration station & Tuesday breakfast (4 points each))
- Your selections will give you exclusivity on that conference activity

Additional Information

- Please note in-kind sponsorship is valued at 50% of the total actual cost retail value
- Social functions: Sponsors must gain approval of the PCMA Canada East Chapter in advance of scheduling a social function in conjunction with the Canadian Innovation Conference. The social function may NOT conflict with the times and/or venues used for any CIC official event (10am Sunday November 17th – 11:59pm Tuesday November 19, 2019). Sponsors are asked to advise the PCMA Canada East Chapter of any planned activity on Monday November 19 during the open evening.
- Sponsors must gain approval of the PCMA Canada East Chapter prior to using the PCMA Canada East Chapter and/or Canadian Innovation Conference Logo's on any promotional material
- Media sponsors and promotional partnerships are welcome and will be evaluated on a case by case basis.



CANADIAN INNOVATION CONFERENCE SPONSORSHIP BENEFITS

Based on your sponsorship contribution, you will receive the following benefits:

CIC Sponsorship Benefits	PLATINUM \$20,000	GOLD \$15,000 - \$19,999	SILVER \$10,000 - \$14,999	BRONZE \$7,500 - \$9,999	PEWTER \$5,000 - \$7,499	NICKEL \$2,500 - \$4,999	COPPER \$1,500 - \$2,499
# of Points	10	8	6	4	3	2	1
All sponsors will receive the following benefits: <input checked="" type="checkbox"/> Receipt of registered attendee list one month prior to conference and after the completion of the conference <input checked="" type="checkbox"/> Logo on website <input checked="" type="checkbox"/> Logo on mobile app							
Verbal Recognition: Stage time with video	<input checked="" type="checkbox"/> 5 minutes	<input checked="" type="checkbox"/> 3 minutes					
Verbal Recognition: Thank you in script with logo and picture on screen			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
Participation in Gamification Theme	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				
Verbal Recognition: Thank you in script					<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Registrations for the conference <i>(does not include PCMA membership for non-members)</i>	5	4	3	2	1		
Social Media Mentions	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
Exclusive invitation to the 360° Sponsor Brunch (Wednesday November 20th, 2019)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Introduce concurrent session speaker	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				

CANADIAN INNOVATION CONFERENCE

This could be you...





CANADIAN INNOVATION CONFERENCE SPONSORSHIP OPPORTUNITIES

ITEMS AVAILABLE FOR SPONSORSHIP

8 Points		✓
Monday AGM & Awards Luncheon	Great opportunity to 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 using a video, stage presence, table centerpieces, or unique activity.	<i>Cities in Sync</i>
Tuesday Luncheon	Great opportunity to have your brand associated with the luncheon promoting the following year's conference. This event is open to all participants. Customize this opportunity using a video, stage presence, table centerpieces, or unique activity.	<i>Edmonton</i>
6 Points		✓
Conference App	The sponsor to provide the technology and the support for the conference app	<i>EventMobi</i>
Schedule at a Glance (web & print)	Have your logo on the schedule at a glance which is will be posted on the website and printed for participants on site.	<i>On hold</i>
Daily Host – Monday	Recognition during the plenary, video. Sponsor to provide any graphics and collateral	<i>On hold</i>
Daily Host – Tuesday	Recognition during the plenary, video. Sponsor to provide any graphics and collateral	<i>Marriott</i>

4 Points		✓
Monday Breakfast	The breakfast room will be themed with sponsor visual. Have your staff help serve food, increasing your face time with attendees!	
Tuesday Breakfast	The breakfast room will be themed with sponsor visual. Have your staff help serve food, increasing your face time with attendees!	<i>MTCC</i>
Relaxation Lounge	Offer delegates a quiet area to relax and unwind (Massage chairs and staff costs are assumed by the sponsor).	<i>On Hold</i>
Hydration Station	Have your logo on signage near the water stations areas. Ability to provide branded reusable water bottles.	
New Member and First Time Participant Meet & Greet	Sponsor the Meet & Greet on Sunday for new PCMA members and first-time participants. This includes a scripted thank you and speaking opportunity to welcome guests in attendance.	
Online Registration	The sponsor will have their logo added to the registration page of the CIC Website stating that "Online Registration is sponsored by..."	<i>London</i>

3 Points		✓
Participant Bags	Be seen by conference participants both during and after the event. Sponsor to produce and provide bags.	<i>MTCC</i>
Name Badge Sponsor	Your logo will be added to the Name badge holder. Note, the name badge will also include the logos of conference host and conference partner level sponsors and the logo of any sponsor that provides the badge holders themselves.	<i>Vancouver</i>
Eblast video produced by sponsor <i>3 opportunities</i>	Sponsor one email blast video that promotes the conference to all PCMA Canada East members as well as prospects. Opportunities are available for: <ul style="list-style-type: none"> • September • October <i>Niagara Falls</i> • November 	
Tech minutes at our Plenaries <i>4 opportunities</i>	Use this opportunity to provide a brief (1 min) insight into the latest developments in technology. The tech minute must be approved by the CIC program committee	
Reimagine Hub <i>limited opportunities</i>	Refreshment breaks will be held in the Multipurpose Hall A & Hall 2000 located next to the main plenary room, for maximum visibility. Video game themed zones, designed and provided by the sponsor, must be developed in conjunction with the CIC program committee.	

2 Points		✓
1 x Coffee break <i>4 opportunities</i>	Be seen as a supporter for attendees' nourishment. Logo on signage supplied by CIC. Coffee breaks are on: <ul style="list-style-type: none"> • Monday AM • Tuesday AM <i>MTCC</i> • Monday PM • Tuesday PM 	
Promoting You in the Loo	Present your brand in the washrooms where you know everyone goes! (in-kind for mirror stickers & washroom amenities)	
Column display <i>8 opportunities</i>	Have your logo displayed on one side of a floor to ceiling column in the main Hall.	
Charging Station	Help your industry colleague stayed powered up with your branded charging station	<i>D.E. Systems</i>
Eblast video produced by sponsor <i>3 opportunities</i>	Sponsor one email blast video that promotes the conference to all PCMA Canada East members as well as prospects. Opportunities are available for: <ul style="list-style-type: none"> • June <i>Vancouver</i> • July • August <i>London</i> 	
Name Badges and Lanyards	The sponsor will provide name badges and lanyards (with the direction of the CIC Planning team). Sponsors logo will be added to the design. Sponsor can add promotional materials and signage at the Registration Desk	<i>pc/nametag</i>

1 Point		✓
Community Service event	Help give back to the local community hosting our event by partnering with the community service committee and conference participants as they donate time to a good cause. Sponsorship will include verbal recognition during the event and recognition on the schedule.	<i>MTCC</i>
The Gamification Wall <i>Multiple Opportunities</i>	PCMA Canada East is Reimagining the logo concept and incorporating it into a gamification strategy that will elevate your visibility.	
Grab & GO Snack	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.	
Room Drops	Have your item dropped off in everyone's room as a special surprise. Please note that the item provided must be pre-approved by CIC. (Sponsor to produce item and assume cost of room drop) Opportunities are available for: <ul style="list-style-type: none"> • Sunday • Monday <i>Niagara Parks</i> • Tuesday 	

CONTACT INFORMATION			
Contact Name:		Title:	
Organization:			
Mailing Address:			
Telephone:		Email:	
Signature:			
SPONSORSHIP SELECTION – PCMA CANADA EAST CHAPTER		SPONSORSHIP SELECTION – CANADIAN INNOVATION CONFERENCE (CIC)	
<input type="checkbox"/> Strategic Partner (\$10,000 or higher) <input type="checkbox"/> Premier Partner (\$5,000 to \$9,999) <input type="checkbox"/> Preferred Partner (\$1,500 to \$4,999) <input type="checkbox"/> Partner (\$500 to \$1,499) <input type="checkbox"/> Scholarship Fund Partner (\$3,000) <input type="checkbox"/> Media Partnership (<i>ask us for details</i>) <input type="checkbox"/> Other: _____		<input type="checkbox"/> Platinum Sponsor (\$20,000 or higher): _____ <input type="checkbox"/> Gold Sponsor (\$15,000 to \$19,999) <input type="checkbox"/> Silver Sponsor (\$10,000 to \$14,999) <input type="checkbox"/> Bronze Sponsor (\$7,500 to \$9,999) <input type="checkbox"/> Pewter Sponsor (\$5,000 to \$7,499) <input type="checkbox"/> Nickel Sponsor (\$2,500 to \$4,999) <input type="checkbox"/> Copper Sponsor (\$1,500 to \$2,499) <input type="checkbox"/> In-Kind or Other: _____	
Sub-Total PCMA Canada East Chapter: \$ _____		Sub-Total Canadian Innovation Conference : \$ _____	
		Grand Total: : \$ _____	

PLEASE COMPLETE AND RETURN TO:

PCMA Canada East Chapter, 6 Lansing Square, Suite 214, Toronto, ON M2J 1T5
 Email: canadaeast@pcma.org ● Phone: 416-595-9615 ● Fax: 416-979-1819

Important Information

Sponsorship benefits begin at the time a signed agreement is received and are valid until February 28th, 2020

Sponsors must gain approval of the PCMA Canada East Chapter prior to using the PCMA Canada East Chapter and/or Canadian Innovation Conference Logo's on any promotional material