

# CanSPEP Partnership Program

The Canadian Society of Professional Event Planners (CanSPEP) is a dynamic, diverse and innovative society of Independent Event Professionals, with a leading national voice in the event industry. It is the only association in Canada that offers an exclusive membership to independent event planner entrepreneurs.

Founded in 1996, CanSPEP currently represents over 120 members across Canada and provides industry partners with a direct channel to a key planning market.

Investing with CanSPEP gives you a unique opportunity to reach your primary target market. The following are some of the benefits realized by partnering with CanSPEP:

- Market your products and services to a wealth of Canada's leading event and meeting planners/decision makers
- Connect with your primary target market
- Build lasting relationships with clients
- Gain valuable recognition with existing and prospective clients
- Show your support of CanSPEP and its Education programs

We are looking for partners and sponsors who can appreciate the potential that these opportunities present, and work with us to provide meeting planners with the best information and resources. CanSPEP has developed a variety of partnering options that are outlined below.

*It is important to note the association is also open to suggestions of sponsorship opportunities that are mutually beneficial to both sides. Contact us with your ideas!*

## ANNUAL EDUCATIONAL/NETWORKING OPPORTUNITIES

At-a-Glance

MONTH	EVENT	OPPORTUNITIES
January	Holiday Party	<ul style="list-style-type: none"> <li>• Entertainment Sponsorship</li> <li>• In-kind Sponsorship (Venue/F&amp;B)</li> <li>• Supplier Appreciation</li> </ul>
February	CanSPEP Day	<ul style="list-style-type: none"> <li>• Supplier Showcase</li> <li>• In-kind Sponsorship (Meeting Space/F&amp;B)</li> </ul>
March	Webinar	Webinar Sponsorship
April	Community Education Day	In-kind Sponsorship (Meeting Space/F&B)
June	Webinar	Webinar Sponsorship
August	AGM	In-kind Sponsorship (Meeting Space/F&B)
September	Community Education Day	In-kind Sponsorship (Meeting Space/F&B)
October	Webinar	Webinar Sponsorship
November	CanSPEP Day	<ul style="list-style-type: none"> <li>• Supplier Showcase</li> <li>• In-kind Sponsorship (Meeting Space/F&amp;B)</li> </ul>

# SPONSORSHIP OPPORTUNITIES

## CanSPEP Day

Lunch Sponsor - \$ 1,500.00

Keynote Sponsor - \$1,000.00

Session Sponsor - \$ 750.00

## Supplier Showcase (at CanSPEP Day) - \$450.00

The Supplier Showcase is your opportunity for face-to-face interaction with CanSPEP members. This event will be a part of a CanSPEP Day and allows you to showcase your products and services directly to independent meeting planners.

The sponsorship includes:

- One draped table and two chairs
- Two complimentary tickets for the event
- Receive attendee list from the session
- Inclusion in Showcase Suppliers listing sent to all CanSPEP members

## CanSPEP Education Webinar Sessions - \$350.00

Increase your visibility with the CanSPEP membership by sponsoring an educational webinar. This opportunity allows you to provide a highlight of your services and leaves a memorable impression with the attendees.

The sponsorship includes the following benefits:

- Company logo highlighted on pre-event communications and registration website
- Inclusion of logo on event detail page along with session topic
- Inclusion of logo on webinar page during the session
- 5-minute presentation or facilitated activity at start of webinar
- Ability to provide electronic promotional materials to attendees (less than 500K in size)
- Receive attendee list from the session

## ADVERTISING OPPORTUNITIES

### Membership Directory

The directory includes a list of all members across Canada and is a valuable resource to all members. Your advertisement in this publication ensures you are seen, year round.

½ page ad - \$150.00

full page ad- \$275.00

### The Independent

Email newsletter sent electronically to the membership.

Banner Ad - \$100.00

580 x 60 pixels

Specifications: JPG or GIF format, web resolution 72 dpi, colour or b/w

No image rotation - static banner, file size not to exceed 30kb

## In-Kind Services

CanSPEP's events provide an excellent opportunity to highlight your product or services. Services such as venue space, entertainment, AV, décor and speakers will be evaluated on an individual basis.

All in-kind service sponsors automatically receive the following benefits:

- Company logo on pre-event communications and registration website
- Recognition and introduction of representative at the event

Depending on the dollar value of the in-kind service being provided, the following additional benefits are also available:

\$750.00 + Complimentary ticket to event being sponsored

\$1000.00+ Ability to handout promotional materials

\$1500.00+ Receive attendee list

# CONTRACT

Yes! We would like to become a CanSPEP Partner!

**Payments:** Payment is due upon execution of this contract.

**Cancellation:** Upon signing of this agreement, you agree to participate in the opportunities listed below. In the event a cancellation is made after signing the contract, you will be billed for 50% of the total agreed cost, which is due and payable at that time.

**Agreement:** I, the undersigned, agree to purchase the Advertising/Sponsorship Opportunity(ies) below and have read and understood the payment and cancellation clauses.

\_\_\_\_\_  
Signature

Contact Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Prov: \_\_\_\_\_ Postal: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

## PAYMENT INFORMATION

\_\_\_ Cheque Payable to: CanSPEP 312 Oakwood Court Newmarket, ON L3Y 3C8

\_\_\_ VISA \_\_\_ Mastercard

Card Number: \_\_\_\_\_ Expiry Date \_\_\_\_\_

Name on Card: \_\_\_\_\_

Signature: \_\_\_\_\_

***Please be sure to fill out the next page, and include with your contract.***

**NOTE: CanSPEP reserves the right to cancel, delete, alter or amend any aspect of this document without further notice, as CanSPEP, in its sole discretion, deems appropriate.**

Canadian Society of Professional Event Planners (CanSPEP)  
312 Oakwood Court, Newmarket, ON L3Y 3C8  
Toll Free: 1-866-467-2299 T: 905-868-8008 F: 905-895-1630  
info@canspep.ca www.canspep.ca

## SPONSORSHIP AND ADVERTISING OPPORTUNITIES

Please indicate your participation below

- 2011 Educational Webinar Session**                      \$ 350 each                      Enter Amount \_\_\_\_\_
  - March
  - June
  - October
  
- 2011 CanSPEP Day - February** *(Note: Based on availability - first come, first served)* Enter Amount \_\_\_\_\_
  - Luncheon Sponsor                      \$1,500
  - Keynote Sponsor                      \$1,000
  - Session Sponsor                      \$ 750
  - Supplier Showcase                      \$ 450
  
- 2011 CanSPEP Day - November** *(Note: Based on availability - first come, first served)*
  - Luncheon Sponsor                      \$1,500
  - Keynote Sponsor                      \$1,000
  - Session Sponsor                      \$ 750
  - Supplier Showcase                      \$ 450
  
- 2011 Holiday Party - December** *(Note: Based on availability - first come, first served)*
  - Venue Sponsor                      \$1,000
  - Entertainment Sponsor                      \$1,000
  
- 2011 Membership Directory (Published March)**                      Enter Amount \_\_\_\_\_
  - \$275 - Full Page
  - \$150 - Half Page
  
- 2011 E-Newsletter Advertising - Single Issue (\$100 per issue)**                      Enter Amount \_\_\_\_\_
- 2011 E-Newsletter Advertising - 3 Time Rate (\$250 for 3 issues)**                      Enter Amount \_\_\_\_\_
- 2011 E-Newsletter Advertising - 6 Time Rate (\$450 for 6 issues)**                      Enter Amount \_\_\_\_\_
 

*SELECT ISSUES BELOW FOR ALL NEWSLETTER ADVERTISING OPTIONS ABOVE*

  - \$100 - January
  - \$100 - March
  - \$100 - May
  - \$100 - July
  - \$100 - September
  - \$100 - November

**SUB TOTAL** \_\_\_\_\_

Add 13% HST (HST #867291528) \_\_\_\_\_

**TOTAL AMOUNT DUE** \_\_\_\_\_