

Partnership Prospectus

July 1, 2016-June 30, 2017

About CanSPEP

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 and is the **only association in Canada that offers an exclusive membership to entrepreneurs operating an event management business.**

While membership is open to **entrepreneurial event planners only**, CanSPEP offers industry suppliers an opportunity to network and showcase their products and services to our members through various **advertising and sponsorship opportunities.**

Quick Facts (Based on March 2016 Member Survey)

- ✓ **\$58+ Million CanSPEP Members 2015 Spend Influence**
- ✓ Over **90%** of our members plan 4 or more meetings and conferences per year.
- ✓ Over **85%** have indicated that business is expected to remain stable or increase
- ✓ Over **33%** of our members you will **ONLY** find at CanSPEP – they are not members of other organizations

CanSPEP National Events At A Glance

Timeframe	Event	Estimated # of People (includes partners)
October	CanSPEP Day	60-80 people
December	Holiday Party	25-40 people
January	CanSPEP Business Summit	50-75 people
February	CanSPEP Kick-Off	25-40 people
April	Professional Development Session	20-35 people
July	CanSPEP Conference (PEI)	90-120 people

*The information provided above is an estimate only, and is subject to change or be added to. Contact the CanSPEP office for complete details.

With our new partnership program in place, we are extending a hybrid-model. Each partnership will include standard benefits, and optional add-ons based on your contribution level.

CanSPEP National Strategic Partnership

12-Month, Multiple Platform Branding Opportunity (O = Optional Add On's)

Item	Strategic	Platinum	In-Kind
	\$10,000	\$7,500	In-Kind
Exclusivity in Category	X	X	X
Logo: On CanSPEP website; e-newsletter, ALL PowerPoint Intros at live events.	X	X	X
Verbal Recognition: By MC & 3 minutes podium time at all live events.	X	X	X
E-Marketing & Online: Featured profile in our e-news, social media exposure, discounted advertising rates (15% off).	X	X	X
Invited to participate on the Partners Advisory Council	X	X	X
Events: Post-attendee lists & signage from all CanSPEP live events, recognition at Annual Conference, opportunity to provide handouts/other promotional material	X	X	X
Honour Early-Bird Registration rates for ALL CanSPEP Events	X	X	X
Can include your products/services as a member benefit at special rate.	X	X	X
One complimentary pass to each of LIVE CanSPEP Event (Annual Conference & CanSPEP Day also include a showcase table)	O	O	O
Home page banner ad for 1 month	O	O	O
One blog article	O	O	O
One e-newsletter advertisement	O	O	O
Share a downloadable resource with our community through CanSPEP channels	O	O	O
Customized activation at ONE CanSPEP event (at sponsors' expense) – <i>we will work with you on details</i>	O	O	O

What it Automatically Includes (See Grid Above – “X”)

With our new partnership program in place, we are extending a hybrid-model. Each partnership will include standard benefits, and optional add-ons based on your contribution level.



CanSPEP Strategic Partner
\$10,000 cash sponsorship
Standard Inclusions + 8 Options

CanSPEP Platinum Partner
\$7,500 cash sponsorship
Standard Inclusions + 5 Options

CanSPEP Partner In-Kind Sponsorship
Inclusions & Options will vary

What else you can choose:

One e-news advertisement (Counts as 1 option)

Share a downloadable resource through CanSPEP channels **(Counts as 1 option)**

Customized activation at ONE CanSPEP event (at sponsors' expense) – *we will work with you on details* **(Counts as 2 options)**

What else you can choose:

One comp pass to ALL CanSPEP Events (CanSPEP Day & Conference each include a showcase table) **(Counts as 4 options)**

Home page banner ad for 1 month **(Counts as 1 option)**

One blog article (Counts as 1 option)

CanSPEP National Event Partnership (Other than the Annual Conference)

A Signature Platform Branding Opportunity (O = Optional Add On's)

Item	Innovator	Connector	Supporter
	\$2,500	\$1,000	In-Kind
Logo: On CanSPEP event-specific page on the website; all event marketing material, PowerPoint Presentations at event you are sponsoring.	X	X	X
Verbal Recognition: By MC & 2 minutes podium time at event.	X	X	X
One complimentary registration to the event you are sponsoring	X	X	X
Social media exposure	X	X	X
Post-attendee list of event attendees	X	X	X
Signage at the CanSPEP event	X	X	X

With our new partnership program in place, we are extending a hybrid-model. Each partnership will include standard benefits, and optional add-ons based on your contribution level.

One extra complimentary pass to the CanSPEP event you are sponsoring	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Promotional item distribution at event	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Conduct a complimentary webinar to with event attendees post-event through CanSPEP channels	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Opportunity to show promotional video	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Share a downloadable resource with our community through CanSPEP channels	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

What it Automatically Includes (See Grid Above – “X”)



Innovator

\$2,500 cash sponsorship
**Standard Inclusions
+ 3 Options**

Connector

\$1,000 cash sponsorship
**Standard Inclusions
+ 2 Options**

**Supporter In-Kind Sponsorship
Standard Inclusions + 1 Option**

What else you can choose:

- **One** extra complimentary pass to the CanSPEP event you are sponsoring **(Counts as 2 options)**
- **Promotional item distribution** at event **(Counts as 1 option)**
- Opportunity to show **promotional video** **(Counts as 2 options)**

What else you can choose:

- **Conduct a complimentary webinar** with event attendees post-event through CanSPEP channels **(Counts as 1 option)**
- **Share a downloadable resource** with our community through CanSPEP channels **(Counts as 1 option)**

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CanSPEP Professional Development Webinar Series



Partnership Investment: \$2,500

EXCLUSIVE Partnership Opportunity

CanSPEP will be hosting up to 10 webinars this coming year for the events community. All featuring fantastic topics and speakers, your **exclusive partnership** with us will provide you with:

- Your organization's logo on the PowerPoint presentation – both on the intro & closing slides;
- Your organization's logo on the event page(s) to promote the webinars on the CanSPEP website;
- Opportunity to introduce & thank the speaker to the webinar audience;
- Opportunity to speak for 2 minutes on each webinar to promote your organization (we will work with you to develop approach)
- Recognition of your partnership in all webinar specific e-marketing & social media activities
- Post-webinar attendee list

With our new partnership program in place, we are extending a hybrid-model. Each partnership will include standard benefits, and optional add-ons based on your contribution level.

CanSPEP Annual Conference Partnership

July 27-29, 2017 (Delta Prince Edward & Prince Edward Island Convention Centre)

Partnership in the 2017 Conference includes the following steps – selecting which opportunity level makes the most sense for YOU, which area (if applicable) you want **EXCLUSIVITY** in at the conference, and what additional options you want. **Let's get started!**

The 2017 Conference Theme will be announced shortly. As a result, Sponsorship Package Names may be adjusted accordingly.

Step 1: Pick Which Opportunity Best Suits You:



Platinum

\$5,000 cash sponsorship
Standard Inclusions
+ 6 Options

Gold

\$3,000 cash sponsorship
Standard Inclusions
+ 4 Options

Silver

\$2,000 cash sponsorship
Standard Inclusions
+ 3 Options

Bronze

\$1,000 cash sponsorship
Standard Inclusions
+ 2 Options

In-Kind sponsorship
Standard Inclusions
+ 1 Option

With our new partnership program in place, we are extending a hybrid-model. Each partnership will include standard benefits, and optional add-ons based on your contribution level.

What it Automatically Includes:

- **Logo:** On CanSPEP conference website, mobile app, conference marketing material, ALL PowerPoint loops at conference.
- **Verbal Recognition:** By MC & 3 minutes podium time at conference.
- **Complimentary Conference Registration & Tabletop** (at the \$5,000 & \$3,000 levels only)
- **Social media exposure & attendee lists**

Step 2: For Platinum, Gold & Silver Partnerships, Pick the Part of the Conference Where You Want EXCLUSIVITY:

Planner Day (available to Platinum Partners Only)	Counts as 3 options
Featured Speakers (2 opportunities available)	Counts as 3 options
Gala Dinner	Counts as 3 options
Lunch (2 opportunities available)	Counts as 2 options
Hospitality Suite (3 opportunities available)	Counts as 2 options
Breakfast (2 opportunities available)	Counts as 2 options
Wine Service (2 opportunities available)	Counts as 1 option
Internet Café	Counts as 1 option
Badge Holders	Counts as 1 option

Step 3: Pick Your Additional Add-Ons:

Opportunity to participate in a room drop	Counts as 2 options
One home-page banner advertisement (posted for one month)	Counts as 1 option
Distribution of one pre-event email message through CanSPEP channels	Counts as 1 option
Conduct a complimentary webinar to with conference attendees post-event through CanSPEP channels	Counts as 1 option
One e-newsletter advertisement	Counts as 1 option
Opportunity to share a downloadable resource with conference attendees through CanSPEP channels	Counts as 1 option
Introduce a break out session	Counts as 2 options
Opportunity to guest host an upcoming Twitter chat	Counts as 1 option

We'd love to chat further with you to determine which opportunity may be the best fit for your needs, or discuss an idea you may not see here. Please contact Meagan Rockett, Association Ambassador at 613-288-4539, or by email at info@CanSPEP.ca.