

CAN SPEP

Canadian Society of
**Professional
Event Planners**

PARTNERSHIP PROSPECTUS 2018

Become a CanSPEP Super Hero!



About CanSPEP



The Canadian Society of Professional Event Planners (CanSPEP) is a powerful, vibrant and growing association of independent event planner entrepreneurs who collectively produce thousands of meetings, conferences, and events across Canada each year...

**Our members annually influence over
\$80,400,000.00 in meeting spend**

**Did You Know? Our
Membership actively
represents 349 clients,
including:**

- 110 Corporate**
- 104 Association**
- 21 Government**
- 12 Incentives**
- 25 Special Events**
- 51 Non-Profit/Charity**
- 18 SMERF Programs**
- 8 Other Programs**



Education Scholarship



2 Super Hero opportunities to choose from
Wonder Woman - \$7500.00

4 Scholarships to Qualified Prospective Members, to support:

- 1-Year Membership with CanSPEP
- Registration to the Annual Conference
- Partial Funding to Support Travel and Accommodations
- Support of the CanSPEP Education Fund

Brand Activation:

- Podium time at all live events
- ONE Complimentary Pass to Business Summit, MIET & Holiday Party (choice of one location only if simultaneous events occur)
- ONE Complimentary Pass & Showcase Table at our Annual Conference & CanSPEP Day (choice of one location only if simultaneous events occur)
- MIET only – special gamification activation
- Verbal Recognition by MC at all live events
- Discounted advertising rates (50 % off)
- CanSPEP Supporter Special Pricing at Events
- Logo on Website, newsletters, ALL PowerPoint intros
- Listing on CanSPEP Supporter Page
- Post attendee lists & signage at live events
- Complimentary ad space on our home page, upcoming events page, sidebar
- Social Media Exposure (including Facebook Cover Photo, Instagram Posts, and Featured Blog)



Education Scholarship



Super Girl - \$4,000.00

4 Scholarships to Current CanSPEP Members, to support:

- Registration to the Annual Conference
- Partial Funding to Support Travel and Accommodations
- Support of the CanSPEP Education Fund

Brand Activation:

- Podium time at live conference & Logo on Event Page, e-marketing, event PowerPoint intros
- ONE Complimentary Pass & Showcase Table at Annual Conference
- Verbal Recognition by MC at all live events
- Discounted advertising rates (50 % off)
- CanSPEP Supporter Special Pricing at Events
- Logo on Website, newsletters, ALL PowerPoint intros
- Listing on CanSPEP Supporter Page
- Post attendee lists & signage at live events
- Complimentary ad space on our sidebar area
- Social Media Exposure (including Facebook Cover Photo, Instagram Posts, and Featured Blog)



Event Sponsorship



4 Superhero opportunities to choose from

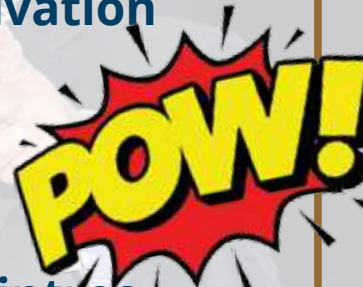
Superman - \$5,000.00

4 Events Available - Choose From Exclusive Sponsorship of:

- CanSPEP Business Summit
- ~~Planner Day at Annual Conference~~ **Sold**
- ~~Closing Gala at Conference~~ **Sold**
- CanSPEP Day
- Meetings Industry Euchre Tournament (MIET)

Brand Activation:

- **Podium time at Sponsored event**
- **ONE Complimentary Pass & Showcase Table at our Annual Conference & CanSPEP Day (choice of one location only if simultaneous events occur)**
- **ONE Complimentary Pass to Business Summit & MIET**
- **MIET Sponsor only - Top Level Gamification activation**
- **Verbal Recognition by MC at all live events**
- **Discounted advertising rates (50% off)**
- **CanSPEP Supporter Special Pricing at Events**
- **Logo on Website, newsletters, ALL PowerPoint intros**
- **Listing on CanSPEP Supporter Page**
- **Post attendee lists & signage at Sponsored event**
- **Complimentary ad space on our upcoming events page**
- **Social Media Exposure (including Instagram Posts Featured Blog)**



Event Sponsorship



Spiderman - \$3,000.00

13 Options Available - Choose Exclusive Sponsorship of:

- ~~Webinar Series~~ **Sold**
- CanSPEP Holiday Party - Toronto & **Ottawa Sold**
- Conference Sponsorship: Pick from a Featured Breakout Session, Hospitality Suites, or a Lunch/Dinner Sponsorship (other than Gala)
- Meetings Industry Euchre Tournament (MIET)

Brand Activation:

- Podium time at Sponsored event (excluding MiET) & Logo on Event Page, e-marketing, event PowerPoint intros
- ONE Complimentary Pass at our Annual Conference (showcase table extra)
- MIET Sponsor only: ONE Complimentary Pass and special gamification activation
- Holiday Sponsor only: ONE Complimentary Pass at sponsored event location
- Verbal Recognition by MC at all live events
- Discounted advertising rates (50% off)
- CanSPEP Supporter Special Pricing at Events
- Listing on CanSPEP Supporter Page
- Post attendee lists & signage at Sponsored event
- Complimentary ad space on our sidebar area
- Social Media Exposure (including Instagram Posts Featured Blog)



Event Sponsorship



Iron Man - \$1,500.00

9 Options Available - Choose Exclusive Conference Sponsorship of:

- Internet Cafe
- Name Badge Sponsor
- Morning or Afternoon Break (Friday or Saturday)
- Breakfast (Friday or Saturday)
- PAC Session at Conference
- Meetings Industry Euchre Tournament (MIET)

Brand Activation:

- **ONE Complimentary Pass at our Annual Conference (showcase table extra)**
- **MIET Sponsor only: ONE Complimentary Pass and special gamification activation**
- **Verbal Recognition by MC at all live events**
- **Discounted advertising rates (50% off)**
- **CanSPEP Supporter Special Pricing at Events**
- **Listing on CanSPEP Supporter Page**
- **Logo on Event Page, e-marketing, event PowerPoint intros**
- **Post attendee lists & signage at Sponsored event**
- **Social Media Exposure Featured Blog (including Instagram Posts Featured Blog)**



Membership OR Community Events



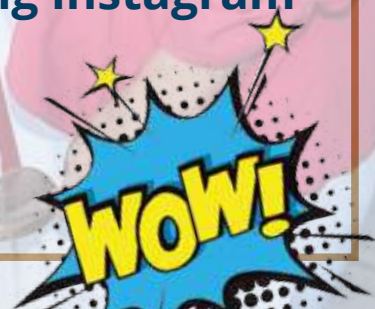
Wolverine - \$1,000.00

Multiple Options Available - Choose between:

- Membership - Sponsor two (2) NEW Qualified Members for a 1 year membership, or
- Community Events - Sponsorship of a Community Event
- Meetings Industry Euchre Tournament (MIET)

Brand Activation:

- **Podium time at Community Event**
- **Community Event Sponsor only: ONE Complimentary Pass to Community Event**
- **MIET Sponsor only: ONE Complimentary Pass and special gamification activation**
- **Verbal Recognition by MC at Sponsored event**
- **Discounted advertising rates (50% off)**
- **CanSPEP Supporter Special Pricing at Events**
- **Listing on CanSPEP Supporter Page**
- **Logo recognition on Community Events or MIET Page and event PowerPoint intros**
- **Post attendee lists & signage at Sponsored event**
- **Social Media Exposure Featured Blog (including Instagram Posts Featured Blog)**



CanSPEP Supporter

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\$400 Annual Fee
Open to All Suppliers
(*some restrictions apply)

**NEW
FOR
2018!**

**NEW
FOR
2018!**

Brand Activation:

- **Controllable Directory Listing in one of CanSPEP's New Exclusive Member Directories**
- **Discounted advertising rates (50% off)**
- **CanSPEP Supporter Special Registration Pricing at Events**
- **Committee involvement opportunities**



CanSPEP Supporter



In-Kind Partnership
Based on 60% Cash Value

Custom Partnerships
Want to Create Your OWN? Let's Chat!

In-Kind Partners Are Needed in the Following Areas:

- Meeting Space, Food & Beverage - Full or Partial Sponsorship for CanSPEP Live Events
- Audio-Visual & Staging Services
- Event Apps
- Photography
- Entertainment & Talent
- Speakers
- Transportation (Air, Rail)

*Partnership Benefits May Vary Depending on
Contribution & Some Restrictions May Apply

Contact Meagan Rockett, to learn more about
Sponsorship: info@canSPEP.ca

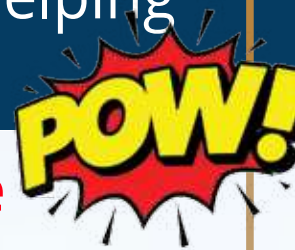


Affinity Program

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Are you an entrepreneurial organization that sells products and/or services to other entrepreneurs of the events industry?

Do you want to grow your business while helping others grow theirs?



The Affinity Program is a Unique Opportunity That Fosters Long-Term, Mutually Beneficial Relationships

To qualify for the Affinity Program, interested organizations are required to fulfill the following three tiers of support:

Tier One: Sponsorship - choose from one of the many options listed (* some restrictions apply)

Tier Two: Provide an exclusive benefit, discount, or ongoing promotion exclusive to CanSPEP Members

Tier Three: Provide monetary compensation to CanSPEP for actualized sales from CanSPEP Members...we want to help you grow as well!

Contact Dustin Rivers, VP Membership to learn more about the Affinity Program: membership@canSPEP.ca