

Canadian Society of  
**Professional  
Event Planners**



Société canadienne de  
**planificateurs  
professionnels  
d'événements**

## **2024 PARTNERSHIP PROSPECTUS**

[www.canspep.ca](http://www.canspep.ca)

[info@canspep.ca](mailto:info@canspep.ca)

Mailing address: 18 Fire Route 40, Havelock, ON K0L 1Z0

### **What is CanSPEP?**

The Canadian Society of Professional Event Planners (CanSPEP) is a dynamic and innovative association of independent event planner business owners who collectively influence tens of millions of dollars in annual spend on meetings and conferences in Canada, the USA and internationally. CanSPEP is the only national association that offers exclusive membership to entrepreneurial event professionals. It supports Canada's professional event management industry through networking, professional development, and the setting of standards.

### **Why Support CanSPEP?**

CanSPEP members manage and deliver meetings and events programs for clients that include corporations, organizations, and non-profit associations. CanSPEP members offer event industry suppliers a direct channel to clients within diverse business sectors.

Partnering with CanSPEP through the variety of educational and networking programs is the ideal opportunity for suppliers to expand their client base. The Partnership Prospectus provides suppliers in the meeting and event industry with options to promote their own business and grow their prospects provided by CanSPEP members.

### **Who Can Participate?**

Event industry suppliers that value and are committed to delivering the highest standards of business events are invited to partner at any level. Through partnership, industry suppliers provide cash or in-kind goods and services contributing to the operations of CanSPEP's educational and special events initiatives while receiving high-level recognition and potential new business to meet their own business development objectives.

## **National Conference**

Victoria, BC  
June 25 – 28, 2024  
80 - 120 delegates

This annual three-day conference takes us to great cities in Canada. The program is always unique, inspiring, and actionable. Attendance is open to members, non-members, suppliers, and other industry stakeholders from coast to coast to coast. This event is a networking extravaganza. This conference is where you will be able to maximize your business development opportunities.

National Conference Partnership Benefits – see benefits grid for full details

Highlights of the benefits of partnering for the conference include (see sponsorship grid for details):

- Advance access to the conference attendee list (as per privacy regulations)
- Complimentary registration(s) to attend the conference
- Introduction of a conference speaker
- Up to two minutes of podium time
- Your company logo on CanSPEP website, newsletter, social media
- Company profile in CANSPEP E-newsletter once per year
- Partnership recognition at the AGM
- A number of other branding opportunities

National Conference Sponsorship Levels:

Keynote Speaker Sponsor	\$ 5,000
Gold Sponsor	\$ 5,000
Silver Sponsor	\$ 3,000
Break Sponsor	\$ 3,000
Conference App	\$ 3,000
Bronze Sponsor	\$ 1,500
Supplier Showcase	\$ 600

## **Annual Awards**

Victoria, BC – June 25 – 28, 2023 - Held during the National Conference.

CanSPEP recognizes members and industry contributors who have had a significant impact on the association. This celebration is an opportunity for suppliers to connect directly with the leadership of CanSPEP, to celebrate volunteerism within the event planning community, and to acknowledge the amazing efforts of several individuals receiving awards.

**Awards Presenting Sponsor - \$5,000**

We welcome your ideas. If you would like to discuss these or other opportunities, please contact Tracy Blyth, CAE, CanSPEP Association Manager at [info@canspep.ca](mailto:info@canspep.ca).

## Partnership Request

### Company Information:

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

Title: \_\_\_\_\_

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

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

Office Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

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

### Partnership Choice

I would like to be contacted to discuss the following partnership opportunities with CanSPEP:

- National Conference – Keynote Speaker or Awards Presentation
- National Conference – Gold Sponsor
- National Conference – Silver, Coffee Break or Conference APP Sponsor
- National Conference – Bronze Sponsor
- National Conference – Showcase Sponsor

### Please return this form to:

Tracy Blyth, CAE, Association Manager  
Canadian Society of Professional Event Planners  
info@canspep.ca

**Thank you for your time, consideration, and interest in CanSPEP.**

### National Conference / Awards Partner Benefits

### Sponsorship Benefits

	Keynote Speaker (opening or closing) \$5,000	Gold or Awards \$5,000	Silver, Coffee Break or Conference APP \$3,000	Bronze \$1,500	Showcase \$600
Pre and post-event recognition and logo placement on website, newsletter, social media	*	*	*	*	*
Complimentary registration to attend sponsored event	2	2	1	1	
Advance access to attendee list of this sponsored event (per privacy regulations)	*	*	*	*	
Opportunity for a two-minute brand presentation to event participants	*Prior to Keynote	*			
Table at the Showcase	*	*	*		*
Opportunity to send one email blast to members to promote your brand	*	*	*		
Option to provide table gifts or promotional item at event	*at keynote	*	*		
Company profile and logo in one issue of <i>Communicator</i> newsletter	500 words	500 words	250 words		
Acknowledgement of your partnership at the Annual General Meeting	*	*	*	*	*