

Canadian Society of  
**Professional  
Event Planners**



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

## 2023 PARTNERSHIP PROSPECTUS

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## **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 Strategic Partnership**

National Strategic Partners are acknowledged industry stakeholders with a high commitment to our members. This partnership level offers suppliers and industry the most brand exposure and overarching benefits to all CanSPEP's core events: CanSPEP Day, National Conference, and Holiday Events.

As a National Strategic Partner, your organization's annual in-kind or monetary partnership at \$10,000 or higher has top-level face time and is visible to members at all core national networking events through podium time, acknowledgement by emcee, registration to core events, exhibit space if applicable, signage, option to provide promo item. Your brand is further marketed through CanSPEP's website by logo placement, banner ad, social media, and newsletter mentions. If this fits your brand proposal, please contact [info@canspep.ca](mailto:info@canspep.ca)

## **CANSPEP Core Events**

As a CanSPEP partner your products and services are showcased to a notable audience of event planners through several vehicles. One of the main goals of CanSPEP is to offer superior professional development and networking to event planners, at the lowest possible cost to its members.

To give you the best opportunity to promote your products and services, CanSPEP invites you to partner on quality programming in the following events.

### **CanSPEP Day** (possible hybrid event)

Greater Toronto Area - One-Day Event January 25, 2023

Attendance 50-75

CanSPEP day is a one-day event that includes keynote speakers, interactive education, networking, and unique supplier activations. It is a perfect opportunity for regional and national suppliers to meet planners one-on-one. Includes a networking lunch and end-of-day reception.

CanSPEP Day's hybrid format offers the best of both worlds: in-person and virtual audiences.

These sponsorship options are available:

Reception Sponsor	\$2,500
Opening Keynote Sponsor	\$1,500
Education Sponsor	\$ 750
Activation Sponsor	\$ 500

### **Holiday Season Event**

December 2023

Toronto, ON

Members look forward to great networking with colleagues and industry friends in a fun and relaxed holiday atmosphere with lighthearted entertainment and fundraising for our Charity Partner. We will endeavour to have our holiday events connect the CanSPEP family in Toronto, Ottawa and Calgary.

Available sponsorship options are:

Platinum Sponsor	\$ 2,000
Gold Sponsor	\$ 1,500
Silver Sponsor	\$ 1,000
Bronze Sponsor	\$ 500

### **CanSPEP Day/ Holiday Party Benefits** see benefit grid details

Highlights of the benefits of partnering at these events may include:

- Advance access to attendee list from sponsored event (as per privacy regulations)
- Complimentary registration(s) to sponsored event
- One minute of your brand's presentation at the event
- Pre and post-event recognition and logo placement on website, newsletter, social media
- Company profile in CANSPEP E-newsletter once per year
- Recognition at the Annual General Meeting

## **National Conference**

St. John's, NF  
August 1-4, 2023  
Three Day Event  
80 - 120 delegates

Building on the success of the 2021, and 2022 conferences, the CanSPEP face to face meetings are back! 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
Bronze Sponsor	\$ 1,000
Supplier Showcase	\$ 600

## **Annual Awards**

St. John's, NF – August 1-4, 2022- 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**

**Education Program** Hybrid, Virtual and In-Person Formats  
January – December 2023

Professional development and networking are two of the cornerstones of CanSPEP. Several events throughout the year that encompass professional development and/or networking. Upcoming dates are in February, April, June and September.

The following opportunities are available:

The Education Partner will commit to four education events and will receive recognition at each of the sponsored events as well as pre and post-event recognition on website, newsletter, social media

**Platinum Education Partner** - \$3,500 – Sponsorship of four education program events

**Gold Education Partner** - \$1,000 - Sponsorship of one event within the Education Program

**Education Sponsorship Benefits:** see benefits grid for full details

- Advance access to attendee list from sponsored event (per privacy regulations)
- Complimentary registration(s) to sponsored education event(s)
- Pre and post-event recognition and logo placement on website, newsletter, social media
- Company profile in CANSPEP E-newsletter once per year
- Recognition at the Annual General Meeting

**Supplier RFP Opportunities**

Opportunities exist throughout the year to partner with CanSPEP in events already mentioned as well as occasional ad hoc events. This is an opportunity for suppliers to offer their products and services. Each opportunity will be communicated through an RFP process posted on our website under “Partner with CanSPEP” tab.

Anticipated opportunities in support of CanSPEP events include:

- Host Venue for in-person events (*provide complimentary space, F&B discounts*)
- Virtual Technology
- App Sponsor
- Decor Services
- CanSPEP Board Meeting Support (*Annual Retreat*)
- Transportation (*air, rail, coach, limo*)
- Experience Design/Talent Provision
- Printing and Graphic Design Services
- Photography and Videography Services

## **Advertising**

### **CanSPEP Website**

**Website Ad Block:** *(4 Ad Block locations available per month)*

**Cost:** \$250/ad, per month (12 Months for \$2,000 and save \$1,000)

**Size:** 300 pixels wide by 300 pixels high

**Note:** Tracks page visits and can be pre-scheduled

### **Home Page Banner Ad:**

**Cost:** \$1000 per month (4 Months for \$3,000 and save \$1,000)

**Size:** 620 pixels wide by 330 pixels high

**Note:** This is the rotating banner on the homepage and includes the opportunity to link to a specific page and include a small block of content and tracks page visits.

### **CanSPEP Newsletter**

#### **Newsletter Advertisement:**

**Cost:** \$400 per newsletter (4 Months for \$1,000 and save \$600)

**Size:** 500 pixels wide by 300 pixels high

#### **Newsletter Article:**

**Cost:** \$500 per article

**Size:** 250-500 words

**Note:** We reserve the right to verify the content before posting.

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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:

- Education Program
- CanSPEP Day
- Awards Lunch
- National Conference
- Holiday Season Party
- Other \_\_\_\_\_

### Please return this form to:

Tracy Blyth, CAE, Association Manager  
Canadian Society of Professional Event Planners  
Tel: 416-901-8341  
info@canspep.ca

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

Education Program Partners Benefits	Sponsorship Benefits	
	Platinum	Gold
	\$3,500	\$1,000
Pre and post-event recognition and logo placement on website, newsletter, social media	*	*
Complimentary tickets to sponsored Education event	2	2
Advance access to attendee list of the sponsored event (per privacy legislation)	*	*
Opportunity for a one-minute brand presentation to event participants.	*	
Opportunity to send one email blast to members to promote your brand	*	
Company profile and logo in one issue of <i>Communicator</i> newsletter	250 words	
Recognition at the Annual General Meeting	*	*



## CanSPEP Day Benefits

## Sponsorship Benefits

Pre and post-event recognition and logo placement on website, newsletter, social media

Complimentary tickets to sponsored event

Advance access to attendee list of sponsored event (per privacy regulations)

Opportunity for a one-minute brand presentation to event participants

Opportunity to set up a display table at event

Opportunity to send one email blast to members to promote your brand

Option to provide table gifts or promotional item at event

Company profile and logo in one issue of *Communicator* newsletter

Acknowledgement of your partnership at the Annual General Meeting

**Reception**  
\$2,500

**Keynote**  
\$1500

**Education**  
\$750

**Exhibitor**  
\$500

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3 tickets

2 tickets

1 ticket

1 ticket

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500 words

250  
words

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## Holiday Season Party Benefits

## Sponsorship Benefits

Pre and post-event recognition and logo placement on website, newsletter, social media
Complimentary tickets to sponsored event
Advance access to attendee list of sponsored event (per privacy regulations)
Opportunity for a one-minute brand presentation to event participants
Opportunity to set up a display table at event
Opportunity to send one email blast to members to promote your brand
Option to provide table gifts or promotional item at event
Company profile and logo in one issue of <i>Communicator</i> newsletter
Acknowledgement of your partnership at the Annual General Meeting

Platinum \$2,000	Gold \$1,500	Silver \$1,000	Bronze \$500
*	*	*	*
3 tickets	2 tickets	1 ticket	1 ticket
*	*	*	
*			
*			
*	*	*	
500 words	250 words		
*	*	*	*

**National Conference / Awards Partner Benefits**

**Sponsorship Benefits**

	<b>Keynote Speaker (opening or closing)</b> \$5,000	<b>Gold or Awards</b> \$5,000	<b>Silver or Break</b> \$3,000	<b>Bronze</b> \$1,000	<b>Showcase</b> \$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	*	*	*	*	*