

Canadian Society of
**Professional
Event Planners**



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

2024 PARTNERSHIP PROSPECTUS

What, Why, Who	1
National Strategic Partnership	1
Core Events	2
National Conference	3
Education Program	4
Supplier RFP Opportunities	4
Advertising	5
Partnership Request Form	6

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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

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

Greater Toronto Area - One-Day Event January 24, 2024

Hyatt Mississauga, 5787 Hurontario Street, Mississauga

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:

Presenting Sponsor	\$2,500
Reception Sponsor	\$2,000
Coffee Break Sponsor	\$1,000
Education Sponsor	\$1,000
Activation Sponsor (trade show)	\$ 500

Holiday Season Event

December 2024

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
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

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
Event App Sponsor	\$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

Education Program Hybrid, Virtual and In-Person Formats
January – December 2024

Professional development and networking are two of the cornerstones of CanSPEP. Several events throughout the year that encompass professional development and/or networking.

The Platinum 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:

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

Size: 1280 pixels wide by 720 pixels high

Home Page Banner Ad:

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

Size: 2400 pixels wide by 500 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.

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.

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 Event
- Other _____

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.

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

	Presenting \$2,500	Reception \$2000	Education or Coffee Break \$1000	Exhibitor \$500
Pre and post-event recognition and logo placement on website, newsletter, social media	*	*	*	*
Complimentary tickets to sponsored event	3 tickets	2 tickets	1 ticket	1 ticket
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	500 words	250 words		
Acknowledgement of your partnership at the Annual General Meeting	*	*	*	*

Holiday Season Event Benefits

Sponsorship Benefits

	Platinum \$2,000	Gold \$1,500	Silver \$1,000	Bronze \$500
Pre and post-event recognition and logo placement on website, newsletter, social media	*	*	*	*
Complimentary tickets to sponsored event	3 tickets	2 tickets	1 ticket	1 ticket
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	500 words	250 words		
Acknowledgement of your partnership at the Annual General Meeting	*	*	*	*

National Conference / Awards Partner Benefits

Sponsorship Benefits

	Keynote Speaker (opening or closing) \$5,000	Gold or Awards \$5,000	Silver or Coffee Break \$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	*	*	*	*	*