



Canadian Parking  
Association  
Association canadienne  
du stationnement



## Parking: The Urban Mobility Perspective

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# 2018 ANNUAL CONFERENCE & TRADE SHOW SPONSOR OPPORTUNITIES

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CPA Conference sponsorship opportunities are tailored to help you exceed your business objectives at Canada's annual parking industry event. Sponsoring a conference event positions you out front to your target audience and demonstrates commitment to your association.

Help the CPA bring the entire Canadian parking industry under one roof for four days filled with business opportunities and show your appreciation to attendees who spend time with you during the conference.

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## FULL SPONSORSHIPS

Industry leaders are challenged to contribute to the success of the Annual Conference and Trade Show through sponsorship. All sponsors are showcased in the CPA's various media: Parker magazine – print and online; web site logo and site link; e-Newsletters; on-site at the conference venue.

In addition to these acknowledgements, Signature, Principle and Sustaining Partners may provide a 2-minute promotional video to be featured during the plenary sessions where all attendees gather.

Signature Partners will receive premium placement in promotional materials, and one 10x10 booth space with one exhibit staff.

**SIGNATURE PARTNER**  
\$20,000

**PRINCIPLE PARTNER**  
\$10,000

**SUSTAINING PARTNER**  
\$7,500

## FRIENDS OF CPA SPONSORSHIPS - EVENTS

Individual events and special items suit our sponsors for different reasons. By pledging a sponsorship, you are contributing to the overall success of the conference, as well as enabling organizers to provide top quality experiences for participants throughout the event. Select a sponsorship that suits your needs for exposure to the industry and that also fits your budget.

### Gala Opening

2018 will be kicked off in style, as we present a welcome keynote, and then head to the grand opening session of the Exhibition Hall. Food and drink will be plenty and friendships made or renewed, as we officially launch the event.

#### Keynote Speaker – Amber MacArthur

##### The Distraction Economy Risks, Rewards, and Remedies

Adapting in today's fast-paced digital economy requires constant education, brave leadership, and fluid planning.

Keynote Amber MacArthur	\$ 7,500
Reception	\$ 6,000
Refreshments	\$ 3,500
<b>Sponsor all three to become a Principle Partner: (Exclusive Sponsorship)</b>	<b>\$ 15,000</b>

### Morning Eye-opener Breakfasts

Sponsorship Amount	\$ 3,500
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### Refreshment Breaks

Signage with your company logo will make these options an affordable opportunity to network and advertise your company.

Sponsorship Amount	Each	\$ 2,500
Sponsorship Amount	2 @	\$ 4,000
<b>Sponsor all four to become a Sustaining Partner: (Exclusive Sponsorship)</b>		<b>\$ 7,500</b>

### Trade Show Buffet Luncheon

Interact with delegates over lunch during the Trade Show. Your sponsorship will be acknowledged by signage in the luncheon area.

Sponsorship Amount	<b>sold</b>
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"Price is what you pay, value is what you get."

Warren Buffet

### Learning Lounge & Meeting Centre

The Learning Lounge this year will be the area where delegates share experiences, both successful and otherwise, in a non-commercial setting. What lessons have been learned over the course of their parking careers? Best (and worst) practices shared will provoke thought and discussion, and new challenges will be presented so attendees can benefit from the knowledge and experience within the CPA network. We want to create an open dialogue in a safe, supportive environment where learning from our association peers is encouraged and facilitated.

The Learning Lounge sponsor will be the host and emcee for the schedule of presentations booked. Outside of the presentation schedule, the lounge will be just that – a comfort station where networking and dialogue can take place, surrounded by your brand!

**Principle Partner (Exclusive Sponsorship):** \$ 10,000

### Awards of Excellence Luncheon

The most distinguished event of the conference where honours and awards are bestowed on deserving members of the parking industry in recognition of various achievements. Your company brand will be featured prominently during this luncheon.

#### Keynote Speaker – Jennifer Keesmaat

Former Chief Planner, City of Toronto | Renowned Urbanist  
**Our Cities Will Define Our Future**

Keynote Jennifer Keesmaat	\$ 7,500
Luncheon	\$ 5,000
Refreshments	\$ 2,000
<b>Sponsor all three to become a Principle Partner: (Exclusive Sponsorship)</b>	<b>sold</b>

### FINAL SOCIAL EVENT – Toronto, TIFF, and All That Jazz

After all the work is done, everyone will gather for cocktails, dinner and an entertaining evening featuring an amazing lineup of talent.

Sponsorship Amount	\$ 15,000
Host Bar	\$ 10,000
<b>Sponsor both to become a Signature Partner: (Exclusive Sponsorship)</b>	<b>\$ 20,000</b>

### Host Bar - Trade Show

Offer to host a beer/wine bar, or choose a specialty drink\* for delegates during the trade show on Monday from 4:30 - 6:30 pm (\*additional cost may apply)

Sponsorship Amount	\$ 5,000
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### Scholarship Golf Tournament

Proceeds from the Scholarship Golf Fundraiser are applied directly to the annual CPA Scholarship program. To date more than \$250,000 in awards has been issued. To become a sponsor for this fundraiser event, visit [canadianparking.ca/golf2018](http://canadianparking.ca/golf2018)

### Technical Tour

An exclusive tour of your Toronto parking sites, with the final stop being at Toronto Pearson Airport for later flights. Tour will include bus transportation from the Sheraton Centre Hotel to YYZ Departures area with tour stops along the way and a bagged lunch to go for all participants. (Wednesday Sept 19, 9 am – 1 pm)

Tour Sites	\$ 3,500
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Brown Bag Lunch to go	\$ 3,500
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Bus Transportation	\$ 1,000
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<b>Choose all three to become a Sustaining Partner: (Exclusive Sponsorship)</b>	\$ 7,500
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## FRIENDS OF CPA SPONSORSHIPS - À LA CARTE

Each of the options in this section will feature sponsor-specific branding to acknowledge your company's generous contribution.

### Early Bird Prize

Sponsorship Amount	\$ 3,500
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### Lanyards / Name Badges

Sponsorship Amount (+cost of lanyards)	<b>sold</b>
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### Delegate Kits

Sponsorship Amount	\$ 7,500
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### Delegate Kit Inserts

Sponsorship Amount (per item)	\$ 1,500
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### Delegate Kit Give-Away

Sponsor Produced, CPA Approved	\$ 1,000
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### Signage

Sponsorship Amount	\$ 5,000
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### Bus Transportation

Sponsorship Amount	\$ 2,500
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### Speaker Gifts

Sponsorship Amount	\$ 2,500
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### Room Key Cards

Sponsorship Amount (+cost of cards)	\$10,000
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### Branded Water Bottles

Sponsorship Amount	\$ 3,500
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Sponsorships enable the Canadian Parking Association to expand conference perimeters beyond the basic event to an annual conference and trade show that stands out in the industry as the most valuable show for parking professionals. The quality of the program, trade show and social events ensures attendance by all of your important clients.

Sponsors, provide your company's colour logo now for immediate recognition.

Please email logo artwork to [design@canadianparking.ca](mailto:design@canadianparking.ca)  
 Required electronic formats:  
 EPS or AI format - and - JPEG or TIF (300 dpi)

**ORDER FORM**

*Your sponsorship ideas are welcomed!*

**FULL CONFERENCE SPONSORSHIPS**

See benefits on page one.

- Signature**  **Principle**  **Sustaining**
- \$20,000** **\$10,000** **\$7,500**

**EVENTS SPONSORSHIPS**

- Gala Opening **Principle Partner** \$15,000
  - Keynote only \$ 7,500
  - Reception only \$ 6,000
  - Refreshments only \$ 3,500
- Learning & Meeting Lounge **Principle Partner** \$12,500
- Morning Eye-opener Breakfasts \$ 3,500
- Refreshment Breaks **Sustaining Partner** (4 Breaks) \$ 7,500
  - Sponsor 1 Break \$ 2,500
  - Sponsor 2 Breaks \$ 4,000
- Awards Luncheon **Principle Partner** **sold**
  - Keynote only \$ 7,500
  - Refreshments only \$ 2,000
  - Luncheon only \$ 5,000
- Host Bar - Monday Trade Show \$ 5,000
- Trade Show Buffet Luncheon **sold**

- Final Social Event **Signature Partner** \$20,000
  - Meal & Entertainment \$15,000
  - Host Bar \$10,000
- Technical Tour **Sustaining Partner** \$ 7,500
  - Tour Sites \$ 3,500
  - Coffee & Brown Bag Lunch to go \$ 3,500
  - Bus Transportation \$ 1,000

**À LA CARTE SPONSORSHIPS**

- Early Bird Prizes \$ 3,500
- Lanyards / Name Badges (+cost of lanyards) **sold**
- Delegate Kits **Sustaining Partner** \$ 7,500
- Delegate Kit Insert (per item) \$ 1,500
- Delegate Kit Give-Away \$ 1,000  
*Sponsor Produced, CPA Approved*
- Signage \$ 5,000
- Bus Transportation \$ 2,500
- Speaker Gifts \$ 2,500
- Room Key Cards **Principle Partner** \$10,000  
(+cost of cards)
- Branded Water Bottles \$ 3,500

PLEASE FILL IN: Total CDN Funds = \$ \_\_\_\_\_

*HST is not applicable on sponsorship*

**SPONSOR  
PAYMENT  
DETAILS**

Company \_\_\_\_\_ Date \_\_\_\_\_

Contact Name \_\_\_\_\_ Title \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_ E-Mail \_\_\_\_\_

**PAYMENTS:** in Canadian funds by cheque or money order (payable to Canadian Parking Association), or Credit Card:  VISA  MasterCard  AMEX

CARD # \_\_\_\_\_ Expiry (mm/yy) \_\_\_\_\_ | \_\_\_\_\_

Card Holder Name \_\_\_\_\_ Signature \_\_\_\_\_