

## 2019 ANNUAL CONFERENCE & TRADE SHOW SPONSOR OPPORTUNITIES

### CONFERENCE PARTNER SPONSORSHIPS

<b>SIGNATURE PARTNER</b> \$20,000+	<b>PRINCIPLE PARTNER</b> \$15,000+	<b>SUSTAINING PARTNER</b> \$10,000+	<b>SUPPORTING PARTNER</b> \$7,500+	<b>FRIENDS</b> \$500+
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#### FULL SPONSORSHIP OPTIONS

\*Qualify for Conference Partner benefits by choosing an Exclusive Sponsorship.

##### Gala Opening

Keynote TBC	\$ 7,500
Reception	\$ 6,000
Refreshments	\$ 3,500
* Select all for <b>PRINCIPLE PARTNER</b> benefits:	\$ 15,000

##### Awards of Excellence Dinner & Keynote

Keynote TBC	\$ 7,500
Dinner	\$ 7,500
Host Bar/Refreshments	\$ 5,000
* Select all for <b>PRINCIPLE PARTNER</b> Benefits:	\$ 20,000

#### FRIENDS OF CPA OPTIONS

Morning Eye-opener Breakfast	2 @	\$ 3,500 ea
Refreshment Breaks	5 @	\$ 2,500 ea
	All events	\$ 5,500
Trade Show Luncheon (Monday)		\$ 5,000
Wednesday Technical Tour		\$ 2,500
Name Badges (+cost of lanyards)		\$ 3,500
Delegate Kits		\$ 5,500
Delegate Kit Inserts (per item)		\$ 1,500

##### Host of Final Social Event

Event Host	\$ 15,000
Host Bar	\$ 10,000
* Select all for <b>SIGNATURE PARTNER</b> Benefits:	\$ 20,000

##### Networking Lounges

Main Lounge, Level I	\$ 3,500
Upper Lounge	2 @ \$ 1,500 ea
Branded Charging Station	\$ 2,500
*Select all for <b>SUPPORTING PARTNER</b> Benefits:	\$ 7,500

##### Room Key Cards

* Printed and Branded	\$ 10,000
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Delegate Kit Give-Away Sponsor Produced, CPA Approved	\$ 1,000
Signs and Wayfinding	\$ 5,000
Bus Transportation	\$ 2,500
Speaker Gifts	\$ 2,500
Branded Water Bottles	\$ 3,500
Sponsorship Pledges	\$ 1,000
	\$ 500

**CONFERENCE PARTNER SPONSORSHIPS**

Select one of the options below and received all the benefits offered for the category selected. See Sponsorship Benefits at a Glance, page 3.

- Signature** \$20,000+    
  **Principle** \$15,000+    
  **Sustaining** \$10,000+    
  **Supporting** \$7,500+    
  **Friends** \$500+

**FULL SPONSOR OPTIONS**

- |   |  |
|---|--|
| Gala Opening  | Host of Final Social Event   |
| <input type="checkbox"/> Keynote only \$ 7,500                                      | <input type="checkbox"/> Meal & Entertainment \$ 10,000                                  |
| <input type="checkbox"/> Reception only \$ 6,000                                    | <input type="checkbox"/> Host Bar \$ 10,000  |
| <input type="checkbox"/> Host Bar only \$ 3,500                                     | <input type="checkbox"/> Exclusive Final Social Event <b>Principle Partner</b> \$ 15,000 |
| <input type="checkbox"/> Exclusive Gala Opening <b>Principle Partner</b> \$15,000   |  |
| Awards Dinner & Keynote   | Networking Lounges   |
| <input type="checkbox"/> Keynote only \$ 10,000                                     | <input type="checkbox"/> Meet/Greet/Seat Lounge, Main Level \$ 3,500                     |
| <input type="checkbox"/> Host Bar only \$ 5,000                                     | <input type="checkbox"/> Comfort Lounges, Upper Level (2 available) \$ 1,500             |
| <input type="checkbox"/> Dinner Only \$ 7,500                                       | <input type="checkbox"/> Branded Charging Station \$ 2,500                               |
| <input type="checkbox"/> Exclusive Awards Dinner <b>Signature Partner</b> \$ 20,000 | <input type="checkbox"/> Exclusive Lounge Sponsor <b>Sustaining Partner</b> \$ 7,500     |
|   | <input type="checkbox"/> Room Key Cards <b>Principle Partner</b> \$10,000                |

**FRIENDS OF CPA OPTIONS**

- |  |   |
|--|---|
| <input type="checkbox"/> Morning Eye-opener Breakfast (2 available) \$ 3,500 | <input type="checkbox"/> Delegate Kit Insert (per item) \$ 1,500                      |
| Refreshment Breaks (5 available)   | <input type="checkbox"/> Delegate Kit Give-Away \$ 1,000                              |
| <input type="checkbox"/> Each \$ 2,500 <input type="checkbox"/> All \$ 5,500 | <input type="checkbox"/> Signs & Wayfinding \$ 5,000                                  |
| <input type="checkbox"/> Host Bar - Monday Trade Show \$ 5,000               | <input type="checkbox"/> Bus Transportation \$ 2,500                                  |
| <input type="checkbox"/> Trade Show Buffet Luncheon (Monday) \$ 5,000        | <input type="checkbox"/> Speaker Gifts \$ 2,500                                       |
| <input type="checkbox"/> Technical Tour (Wednesday) \$ 2,500                 | <input type="checkbox"/> Branded Water Bottles \$ 3,500                               |
| <input type="checkbox"/> Name Badges (+cost of lanyards) \$ 3,500            | Sponsorship Pledges <input type="checkbox"/> \$ 500 <input type="checkbox"/> \$ 1,000 |
| <input type="checkbox"/> Delegate Kits \$ 5,500                              |   |

**SPONSOR PAYMENT DETAILS**

Total CDN Funds = \$ \_\_\_\_\_  
Sponsorships are Tax Exempt

**PAYMENTS:**

in Canadian funds by cheque or money order (payable to Canadian Parking Association), or Credit Card:

Company \_\_\_\_\_ Date \_\_\_\_\_  
 Contact Name \_\_\_\_\_ Title \_\_\_\_\_  
 Telephone \_\_\_\_\_ Fax \_\_\_\_\_ E-Mail \_\_\_\_\_  
 CARD # \_\_\_\_\_ Expiry (mm/yy) \_\_\_\_ | \_\_\_\_ CVV # \_\_\_\_\_  
 Card Holder Name \_\_\_\_\_ Signature \_\_\_\_\_

- VISA  
 MasterCard  
 AMEX

Benefits of Sponsorship	<b>SIGNATURE PARTNER</b> \$20,000+	<b>PRINCIPLE PARTNER</b> \$15,000+	<b>SUSTAINING PARTNER</b> \$10,000+	<b>SUPPORTING PARTNER</b> \$7,500+	<b>FRIENDS</b> \$500+
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**ONSITE**

Exhibit Space (10x10)	✓	50% off one 10x10 space	25% off one 10x10 space	10% off one 10x10 space	
Corporate Video	✓ Awards Dinner (up to 4 min) + Pre-Keynote or General Session	✓ Pre-Keynote (up to 2 min)			
Logo Onsite Promo Screens	✓				
Focus Group Session on select topic	✓				
Trade Show Flash Pass*	✓ 10	✓ 10	✓ 5	✓ 5	
Access to a meeting room for 20 people	✓ One Day	✓ 1/2 Day			

**WEB & ONLINE PRESENCE**

Footer Ad on all pages	✓				
Rotating Banner Ad Size A (200x200)			✓		
Rotating Banner Ad Size B (200x400)		✓			
Logo on Bi-weekly eNewsletter	✓	✓	✓	✓	

**PRINT MEDIA**

Advertising Opportunity**	✓ Full Page	✓ Full Page	✓ 1/2 Page	✓ 1/2 Page	
Logo on sponsor page in all PARKER issues	✓	✓	✓	✓	✓
Logo in Conference Program	✓	✓	✓	✓	✓
Logo on Signage	✓	✓	✓	✓	✓

\* Trade Show Flash Pass valued at \$25 each admits one person for 2 hours of the Final trade show session on Tuesday, Oct 8, 10 am – noon.

\*\* Advertising option may not replace existing Parker Ad Contracts. In this case, Ad size will be increased by one size increment for the number of issues contracted. Full page ads will be given available special cover positions without surcharge.