



## 2020 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.

##### Branded Room Key Cards

Printing Included <b>SUSTAINING PARTNER</b>	\$ 10,000
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##### Gala Opening

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

##### Networking Lounges

Lobby Lounge (rentals + branding extra)	\$ 5,000
Hosted VIP Lounge (rentals + branding extra)	\$ 7,500

Reserve select space to add your own theme, decor and refreshments where you can host delegates for meetings, focus groups and networking.

##### Awards of Excellence Luncheon & Keynote

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

##### Host of Final Social Event

Main Sponsor	\$ 10,000
Cocktail Reception	\$ 5,000
Host Bar	\$ 7,500
* Select all for <b>SIGNATURE PARTNER</b> Benefits:	\$ 20,000

#### FRIENDS OF CPA OPTIONS

Morning Eye-opener Breakfast	2 @	\$ 3,500 ea
Refreshment Breaks	5 @ All events	\$ 2,500 ea \$ 5,500
Trade Show Luncheon (Tuesday)		\$ 5,000
Wednesday Technical Tour		\$ 2,500
Name Badges (+cost of lanyards)		\$ 3,500

Delegate Kits	\$ 5,500
Delegate Kit Promotional Insert (per item)	\$ 1,500
Delegate Kits Give-Away (Sponsor Produced, CPA Approved)	\$ 1,000
Signs and Wayfinding	\$ 5,000
Speaker Gifts	\$ 2,500
Branded Water Bottles	\$ 3,500
Sponsorship Pledges	\$ 500 & \$ 1,000

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 Event (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 private meeting room	✓ 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 Guide	✓	✓	✓	✓	✓
Logo on Signage	✓	✓	✓	✓	✓

\* Advertising option limited to 3rd quarter Parker conference issue, 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 placed on special cover positions without surcharge, subject to availability.

**CONFERENCE PARTNER SPONSORSHIPS**

Select one of the options below and received all the benefits offered for the category selected.

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

**FULL SPONSOR OPTIONS**

- |   |  |
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| <ul style="list-style-type: none"> <li><input type="checkbox"/> Room Key Cards <b>Sustaining Partner</b> \$10,000</li> <li>Gala Opening                     <ul style="list-style-type: none"> <li><input type="checkbox"/> Keynote only \$ 7,500</li> <li><input type="checkbox"/> Reception only \$ 6,000</li> <li><input type="checkbox"/> Host Bar only \$ 3,500</li> <li><input type="checkbox"/> Exclusive Gala Opening <b>Principle Partner</b> \$15,000</li> </ul> </li> <li>Networking Lounges                     <ul style="list-style-type: none"> <li><input type="checkbox"/> Lobby Lounge (rentals + branding extra) \$ 3,500</li> <li><input type="checkbox"/> Hosted VIP Lounge (rentals + branding extra) \$ 5,000</li> </ul> </li> </ul> | <ul style="list-style-type: none"> <li>Awards Luncheon &amp; Keynote                     <ul style="list-style-type: none"> <li><input type="checkbox"/> Keynote only \$ 7,500</li> <li><input type="checkbox"/> Host Bar only \$ 5,000</li> <li><input type="checkbox"/> Dinner only \$ 7,500</li> <li><input type="checkbox"/> Exclusive Awards <b>Signature Partner</b> \$ 20,000</li> </ul> </li> <li>Host of Final Social Event                     <ul style="list-style-type: none"> <li><input type="checkbox"/> Main Sponsor \$ 10,000</li> <li><input type="checkbox"/> Cocktail Reception \$ 5,000</li> <li><input type="checkbox"/> Host Bar \$ 7,500</li> <li><input type="checkbox"/> Exclusive Final Social Event <b>Signature Partner</b> \$ 20,000</li> </ul> </li> </ul> |
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**FRIENDS OF CPA OPTIONS**

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| <ul style="list-style-type: none"> <li><input type="checkbox"/> Morning Eye-opener Breakfast (2 available) \$ 3,500</li> <li>Refreshment Breaks (5 available)                     <ul style="list-style-type: none"> <li><input type="checkbox"/> Each \$ 2,500</li> <li><input type="checkbox"/> All \$ 5,500</li> </ul> </li> <li><input type="checkbox"/> Host Bar - Monday Trade Show \$ 5,000</li> <li><input type="checkbox"/> Trade Show Buffet Luncheon (Monday) \$ 5,000</li> <li><input type="checkbox"/> Technical Tour (Wednesday) \$ 2,500</li> <li><input type="checkbox"/> Name Badges (+cost of lanyards) \$ 3,500</li> </ul> | <ul style="list-style-type: none"> <li><input type="checkbox"/> Delegate Kits \$ 5,500</li> <li><input type="checkbox"/> Delegate Kit Promotional Insert (per item) \$ 1,500</li> <li><input type="checkbox"/> Delegate Kit Give-Away \$ 1,000</li> <li><input type="checkbox"/> Signs &amp; Wayfinding \$ 5,000</li> <li><input type="checkbox"/> Speaker Gifts \$ 2,500</li> <li><input type="checkbox"/> Branded Water Bottles \$ 3,500</li> <li>Sponsorship Pledges                     <ul style="list-style-type: none"> <li><input type="checkbox"/> \$ 500</li> <li><input type="checkbox"/> \$ 1,000</li> </ul> </li> </ul> |
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PLEASE FILL IN TOTAL \$ AMOUNT

Total CDN Funds = \$ \_\_\_\_\_

*Sponsorships are Tax Exempt*

**SPONSOR PAYMENT DETAILS**

**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