



Canadian Parking  
Association  
Association canadienne  
du stationnement

**CONNECTING PARKING AND MOBILITY  
PROFESSIONALS IN CANADA**

# Partnership Program

**PROSPECTUS**

**PARTNER WITH THE CPA | SUPPORT CANADA**

# PARTNER WITH YOUR INDUSTRY ASSOCIATION

*“We bring together professionals from across a broad spectrum of the parking and mobility industries to network, provide training, develop and adapt new technologies and enhance customer experiences for the betterment of our communities and industry.”*

– CPA BOARD OF DIRECTORS

## About the CPA

The Canadian Parking Association was founded in 1983 by members of the industry, with the primary goal to bring together interested parties to form a cohesive national voice for the parking industry in Canada.

Members representing the numerous geographic regions across Canada, as well as a variety of functional areas have evolved the Canadian parking industry to a critical component of vibrant communities through professional development, networking, collaboration, and advancement of technology and trends. The collective efforts of the membership and volunteer directors have resulted in making CPA members vital to the success of the communities they serve.

Through CPA programming, members of the industry in Canada have access to training and certification programs, a generous scholarship program and bursary, Parker magazine, virtual and in-person chapter and sector events, and the jewel in the crown - the Annual Conference and Trade Show. This event has been the meeting place where parking, transportation and mobility sectors have intersected in Canada for 40 years and boasts of being the best show in North America when it comes to business opportunities and professional connections.

# Partner with the CPA

## SUPPORT CANADA!

Promote your business to the parking and mobility industries in Canada by joining the CPA Partnership Program. We are keen to form strong partnerships and work with you to understand how we can create an alliance that is mutually beneficial, as well as for members of the CPA.

## What's in it for you?

Canadians are established as leaders in North America who embrace the development and use of technology in their daily activities, and the parking industry is at the top of this field. Partner with the CPA and gain exclusive access to this unique Canadian market and help our members to continue to lead this vital trend.

Demonstrate pride in supporting a Canadian association that delivers many opportunities to meet and work with the critical thinkers and influencers of the industry. Members of the Canadian Parking Association and stakeholders are the decision makers for their organizations. Your CPA Partnership will offer many opportunities to be out front of your audience to produce significant prospects for your organization. Solid relationships are forged with the right people, ensuring a significant ROI you deserve.

Partnership support establishes your company's commitment to ensuring growth and profitability of this changing and diverse industry and puts your brand out front beyond the annual event through a targeted marketing program specific to the Canadian parking, mobility, and transportation industries.

Establish your organization as leaders by supporting business intelligence and knowledge that will shape the future of the industry, while addressing opportunities and disruptors!

Provide mentorship in developing best practices, standards and growth for members who serve their communities, all while enjoying significant benefits such as reduced exhibit fees, marketing opportunities, local and virtual networking events and other features included in an annual partnership.

# What's in it for CPA members?

Members quickly recognize those who step up to support their association. They see the main players demonstrating commitment to the industry and they can place their trust in a company that shows these values by partnering with their association.

Brand recognition equals trust and strong relationships are forged between Partners and Members when trust is established, leading to subsequent business opportunities.

The Canadian Parking Association is known for offering valuable experiences, from enhanced programming, productive trade shows, world-class speakers, to the best networking and social events in North America. This quality cannot be offered without the generosity of Partners. Savvy members recognize and appreciate these contributions and what it means for their experience.

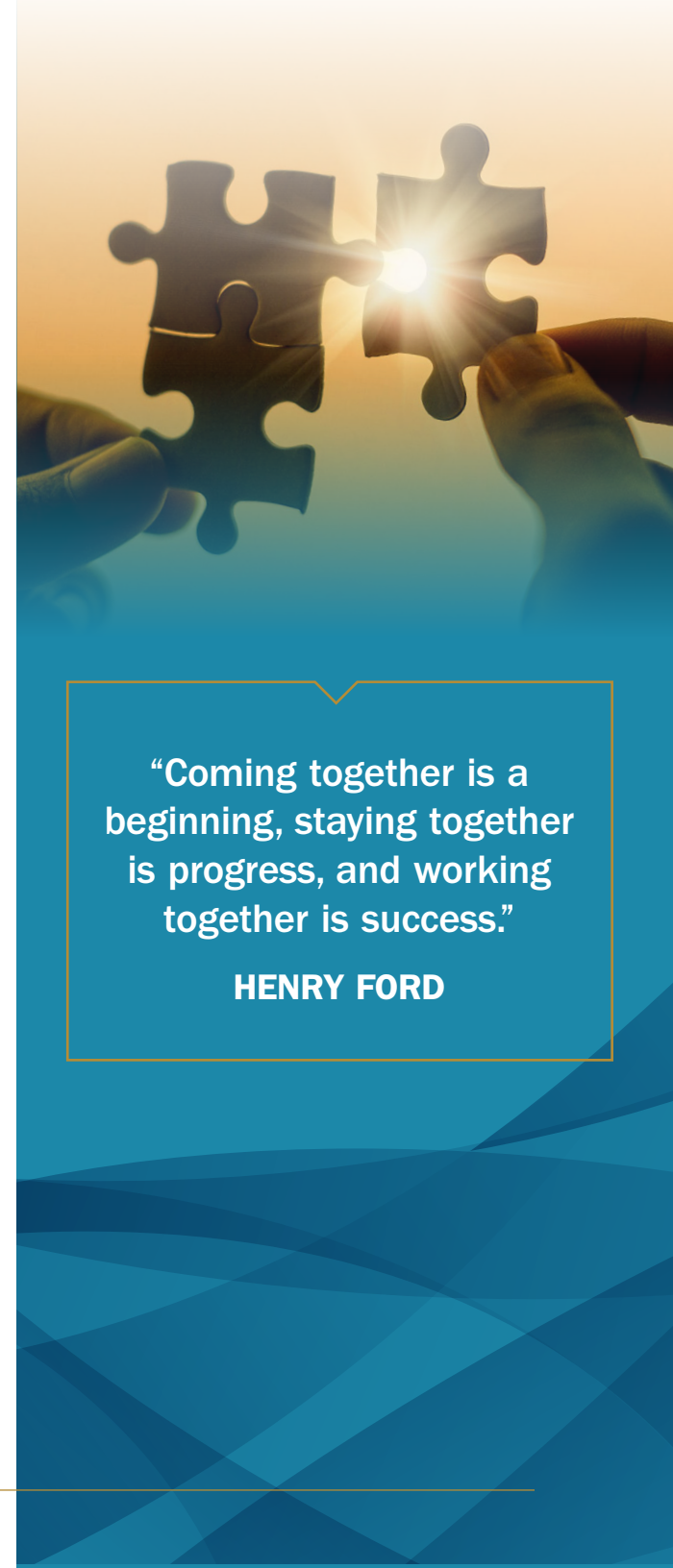
# What's in it for CPA?

Having respected brands as partners increases awareness of the CPA and improves the credibility and image of the industry in Canada. Partners provide increased exposure for the CPA that will drive membership and events registrations through their own networks.

As the voice of the industry in Canada, collaboration strengthens the relationships amongst members of the CPA, ensuring recognition in their communities.

Having a commitment for funding up front allows the CPA to plan effectively, ensuring that more networking opportunities such as webinars, virtual sector meetings and in-person roundtables can be offered in addition to the official annual event. Partnership support enables us to offer competitive fees and attract more attendees.

Annual Partners will take a significant role in networking events, being offered moderator and facilitator roles, and taking their place out front of the industry.



# Partnership Packages

YOUR PARTNERSHIP PLEDGE WILL PROVIDE YOU WITH THE BENEFITS LISTED FOR A SINGLE ANNUAL FEE.

## C P A

ONE AVAILABLE

### CHAMPION \$20,500

- Annual Membership – 2 to 4 Members<sup>1</sup>
- Discounted member rates for CPA Training Programs for all employees (per candidate)
- Conference Exhibit space 10x20, plus 3 staff registrations - **OR** - Annual Membership for 10-19 staff plus 3 Full Conference Delegate Registrations<sup>2</sup>
- 2-minute video at annual conference
- 2 dedicated e-mail blasts to the CPA's contacts, pre- and post-conference
- Full-page cover ad positions in each issue of Parker magazine (up to 4 per year)
- Host and/or present a topic at 2 virtual or in-person roundtable sessions, virtual Curbside Chats, or webinars
- Enhanced listing on the CPA's online Product & Services Directory
- Annual online ad (large size format)
- Premium partnership acknowledgement on CPA website and at events
- Promotional branding on CPA social media platforms and in bi-monthly e-newsletters

### PRINCIPLE \$14,350

- Annual Membership – Single Member<sup>1</sup>
- Discounted member rates for CPA Training Programs for all employees (per candidate)
- Conference exhibit space 10x10, plus 2 staff registrations - **OR** - Annual Membership for 5-9 staff plus 2 Full Conference Delegate Registrations<sup>2</sup>
- 1-minute video at annual conference
- Dedicated e-mail blast to the CPA's contacts, pre-conference
- 2 full-page ad positions in Parker magazine (Issues TBC)
- Host and/or present a topic at 1 virtual or in-person roundtable sessions, virtual Curbside Chats, or webinars
- Enhanced listing on the CPA's online Product & Services Directory
- Annual online ad (small size format)
- Partnership acknowledgement on CPA website and at events
- Promotional branding on CPA social media platforms and in bi-monthly e-newsletters

### ASSOCIATE \$10,250

- Annual Membership – Single Member<sup>1</sup>
- Discounted member rates for CPA Training Programs for all employees (per candidate)
- Conference exhibit space 10x10, includes 1 staff registration - **OR** - Annual Membership for 5-9 staff plus 2 Full Conference Delegate Registrations<sup>2</sup>
- 1 full-page ad placement in Parker magazine (issue TBC)
- Enhanced listing on the CPA's online Product & Services Directory
- Annual online ad (small size format)
- Partnership Acknowledgement on CPA website and at events
- Promotional branding on CPA social media platforms and in bi-monthly e-newsletters

Contact Carole Whitehorne  
for further information.

carole@canadianparking.ca  
613-727-0700 x 10

1. Additional members may be added at the posted rates  
2. Employee members only; Vendors not eligible

# CPA Partnership Program Terms & Conditions

## **BENEFITS OF PARTNERSHIP**

Benefits commence once payment is received. Benefits over and above those listed in this prospectus for each level is at the partner's expense.

All terms and conditions for exhibition space are applicable. Exhibit Booth Space must be applied to the next event that is scheduled during the term of this agreement and cannot be applied to any other event.

Benefits of partnership packages are available for members included in the company membership only. Additional members may be added at the posted rates.

Vendors are not eligible to substitute Conference Exhibit Space for the Annual Membership/Conference Delegate Registration option.

There will be no refund or cash value for benefits not used.

## **PARTNER'S RESPONSIBILITIES**

Partners will deliver all advertising materials in the CPA's required formats by the deadlines posted. CPA has the right to approve and request alterations to materials as required.

Partners are encouraged to help promote the CPA and its events through the display of the CPA logo on their website. A Media Kit with approved CPA logos is available.

Partners are also encouraged to post and share on CPA's Social Media accounts.

## **TERMINATION**

Either the Partner or the CPA may on its own terminate this agreement by providing written notice of that decision to the other.

Upon termination of this Agreement, the CPA and the Partner will cooperate in transition activities to minimize adverse impacts of the termination.

Such a termination will be effective 30 days after delivery of the notice by the terminating party.

For terminations on or before 60 days after the date of this agreement, a pro-rated refund will be issued based on the benefits already used at termination and the CPA will have no remaining obligations to the Partner.

If the Partner terminates this agreement on or after 61 days from the start of the agreement there will be no refunds and the CPA will have no remaining obligations to the Partner.

## **CPA'S RESPONSIBILITIES**

The CPA will coordinate with Partners to ensure satisfactory promotion of the Partner during the term specified.

The size and prominence of the sponsor's logos on the CPA website, e-newsletters, signage, and printed materials will reflect the level of sponsorship investment.



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# Thank you for considering the CPA Partnership Program

We pledge to work with partners to deliver the  
value you expect for your support.

Contact Carole Whitehorne for further information.  
[carole@canadianparking.ca](mailto:carole@canadianparking.ca) | 613-727-0700 x 10