



Building **Resilience**  
Renforcer la **resilience**

**Calgary** • June 17-20, 2017  
17-20 juin 2017

Canadian Institute of Planners / Institut canadien des urbanistes

**SPONSORSHIP  
OPPORTUNITIES**



[twitter.com/Resilience2017](https://twitter.com/Resilience2017)



[instagram.com/cip\\_icu](https://www.instagram.com/cip_icu)



[facebook.com/CanadianInstituteofPlanners](https://www.facebook.com/CanadianInstituteofPlanners)





We are pleased to invite your organization to participate in the National Professional Planners Conference- Building Resilience in Calgary, Alberta from June 17-20, 2017, which will be jointly hosted by the Canadian Institute of Planners and Alberta Professional Planners Institute. Building Resilience 2017 will offer participants an opportunity to share experience, learn from colleagues practicing in every province and territory, and work toward answers to significant questions that arise in various ways across the country, and abroad.

The National Conference offers your organization an exceptional opportunity to showcase and reinforce your brand exposure within the professional planning community and to maximize your communication and interaction with conference participants and CIP and APPI Members.

At **Building Resilience 2017**, your organization will be a part of an event where delegates experience, learn, and share what it takes to create thriving cities, towns, and regions and rural communities.

Benefits of Partnering:

- The opportunity to network with key decision makers and planning professionals from across Canada,
- The chance to expand your brand exposure in a dynamic and professional environment with potential clients,
- The opportunity to receive recognition in collateral materials, including the website, program guide, and conference signage.
- Sponsorships can be customized to meet your goals

As you position your organization for success, we invite you to increase your organization's visibility to the planning community by sponsoring and exhibiting at Building Resilience 2017 National Conference.

We look forward to seeing you in Calgary!

**Questions regarding sponsorship should be directed to Sherri Clair:**

Canadian Institute of Planners

141 Laurier Avenue West, Suite 1112, Ottawa ON K1P 5J3

Phone: (800) 207-2138 or (613) 237-7526, ext. 508 Email: [sclair@cip-icu.ca](mailto:sclair@cip-icu.ca)

## SPONSORSHIP OPPORTUNITIES

By selecting a custom sponsorship from the list below you will receive the exposure from the deliverables outlined under that sponsorship in addition to the level benefits associated with the dollar amount (see page 4).

### DIAMOND OPPORTUNITIES \$10,000+

#### **Mobile App/Wi-Fi - \$15,000**

- Diamond benefits
- Your logo will be displayed on the home page of the conference mobile app
- Signage throughout the conference space with your logo and Wi-Fi access information

#### **Welcome Reception - \$10,000**

- Diamond benefits
- Logo will be featured on welcome reception signage
- An opportunity to give out promotional items
- Acknowledgement of sponsorship

#### **Social Evening - \$10,000**

- Diamond benefits
- Logo will be featured on social evening signage
- An opportunity to give out promotional items
- Acknowledgement of sponsorship

#### **Café Sponsor - \$10,000**

- Diamond benefits
- Your booth will be featured prominently in the exhibit hall where delegates can gather and network

### PLATINUM OPPORTUNITIES \$7,500+

#### **Lunch Sponsor (2) \$7,500**

- Platinum benefits
- Logo will be featured on the signage
- Sponsor can provide promotional item or handout at each place setting
- Acknowledgement of sponsorship

#### **Keynote Speaker (3 opportunities) - \$7,500**

- Platinum benefits
- Opportunity to Introduce Keynote speaker
- Logo will be featured on signage
- Acknowledgement of sponsorship

#### **Delegate Bag Sponsor - \$7,500**

- Platinum benefits
- Sponsor to provide 750 bags by June 1, 2017 to CIP's Office in Ottawa
- Opportunity to include your logo/message on the bag
- Opportunity to distribute on piece of promotional material in the bag
- Delegate bags will be distributed at registration
- Bag design must be approved by CIP/APPI before production



## **GOLD OPPORTUNITIES \$5,000+**

### ***Pocket Program Guide -\$5,000***

- Gold benefits
- Logo to be included on the front of the guide
- Back page of guide will showcase your advertisement
- Distributed to all delegates in their badge holder

### ***Breakfast Sponsor (3 opportunities)*** **\$5,000**

- Gold benefits
- Logo will be featured on the signage
- Acknowledgement of sponsorship

### ***Room Drop Sponsor \$5,000***

- Gold benefits
- Sponsor to provide 400 items to CIP's office Ottawa by June 1st 2017
- Opportunity to distribute one promotional item to all delegates staying at the host hotel

### ***Registration Desk \$5,000***

- Gold benefits
- Logo to be displayed in the registration area

## **SILVER OPPORTUNITIES \$2,500+**

### ***Refreshment breaks (5 opportunities)*** **\$2,500**

- Silver benefits
- Logo will be featured during the refreshment break

## **BRONZE OPPORTUNITIES \$1,500+**

- Bronze benefits
- Acknowledgement in online and pocket program – company name listed beside sponsored session or workshop
- Signage at a workshop or session. Selection of workshop or session will be done when the program is available.



## LEVEL BENEFITS

By selecting a custom sponsorship from the list below you will receive the exposure from the deliverables outlined under that sponsorship in addition to the level benefits associated with the dollar amount.

Recognition on Conference Website/Social Media	Corporate Promotional Material	Logo on Signage	Conference Registration	Invitation to VIP Reception	CIP's Plan Canada Magazine Ad	APPI, SPPI, and MPPI's PLAN North West Publication Ad	Job Posting on CIP's Website	Exhibit Space
<b>Diamond Level \$10,000 +</b>								
<ul style="list-style-type: none"> <li>▪ Logo</li> <li>▪ Link to website</li> <li>▪ Promotion via Twitter &amp; Facebook</li> <li>▪ 250 word description</li> </ul>	<ul style="list-style-type: none"> <li>▪ One piece as handout</li> </ul>	<ul style="list-style-type: none"> <li>▪ Displayed onsite</li> <li>▪ Conference Program</li> </ul>	<ul style="list-style-type: none"> <li>▪ 2 Full Registrations OR 4 one-day passes</li> </ul>	<ul style="list-style-type: none"> <li>▪ 2 Invitations</li> </ul>	<ul style="list-style-type: none"> <li>▪ 1 Full page colour advertisement</li> </ul>	<ul style="list-style-type: none"> <li>▪ 1 Full page colour advertisement</li> </ul>	<ul style="list-style-type: none"> <li>▪ 1 Job posting</li> </ul>	<ul style="list-style-type: none"> <li>▪ 1 10x10 Exhibit space</li> </ul>
<b>Platinum \$7,500 +</b>								
<ul style="list-style-type: none"> <li>▪ Logo</li> <li>▪ Link to website</li> <li>▪ Promotion via Twitter &amp; Facebook</li> </ul>	<ul style="list-style-type: none"> <li>▪ One piece as handout</li> </ul>	<ul style="list-style-type: none"> <li>▪ Displayed onsite</li> <li>▪ Conference Program</li> </ul>	<ul style="list-style-type: none"> <li>▪ 1 Full Registrations OR 2 one-day passes</li> </ul>	<ul style="list-style-type: none"> <li>▪ 1 Invitation</li> </ul>	<ul style="list-style-type: none"> <li>▪ ½ Page colour advertisement</li> </ul>	<ul style="list-style-type: none"> <li>▪ Back Page colour advertisement</li> </ul>	<ul style="list-style-type: none"> <li>▪ 1 Job posting</li> </ul>	
<b>Gold \$5,000 +</b>								
<ul style="list-style-type: none"> <li>▪ Logo</li> <li>▪ Link to website</li> <li>▪ Promotion via Twitter &amp; Facebook</li> </ul>	<ul style="list-style-type: none"> <li>▪ One piece as handout</li> </ul>	<ul style="list-style-type: none"> <li>▪ Displayed onsite</li> <li>▪ Conference Program</li> </ul>	<ul style="list-style-type: none"> <li>▪ 1 Full Registrations OR 2 one-day passes</li> </ul>	<ul style="list-style-type: none"> <li>▪ 1 Invitation</li> </ul>	<ul style="list-style-type: none"> <li>▪ ¼ Page colour advertisement</li> </ul>	<ul style="list-style-type: none"> <li>▪ ½ Page colour advertisement</li> </ul>		
<b>Silver \$2,500 +</b>								
<ul style="list-style-type: none"> <li>▪ Logo</li> <li>▪ Link to website</li> <li>▪ Promotion via Twitter &amp; Facebook</li> </ul>	<ul style="list-style-type: none"> <li>▪ One piece as handout</li> </ul>	<ul style="list-style-type: none"> <li>▪ Displayed onsite</li> <li>▪ Conference Program</li> </ul>	<ul style="list-style-type: none"> <li>▪ 1 day pass</li> </ul>					
<b>Bronze \$1,500</b>								
<ul style="list-style-type: none"> <li>▪ Logo</li> <li>▪ Link to website</li> <li>▪ Promotion via Twitter &amp; Facebook</li> </ul>	<ul style="list-style-type: none"> <li>▪ One piece as handout</li> </ul>	<ul style="list-style-type: none"> <li>▪ Displayed onsite</li> <li>▪ Conference Program</li> </ul>						

## EXHIBITORS

Your organization can have a prominent on-site presence at Building Resilience throughout the principal conference days with an exhibitor display booth to advertise or promote your organization, and its services or products. Allocation of booth spaces will be determined on a "first-come, first-served" basis. Exhibitors are not required to staff their booth for all hours of the conference, but must have staff present during exhibit showing times.

## PASSPORT PROGRAM

Exhibitors will benefit from a passport program to attract attendees. Each attendee will receive a passport book in their registration kit which will include the participating sponsor names and exhibit booth numbers. Attendees can visit and obtain a sticker from exhibitors listed in their passport book. Completed passports can then be deposited at registration for a chance to win a prize. CIP will offer a prize and exhibitors may also donate a prize. Please contact [sclair@cip-icu.ca](mailto:sclair@cip-icu.ca) for more information.

### ***Full Booth (10x10) - \$1500***

- One 10x10 foot booth space with skirted display backing and one six-foot skirted table
- Logo and link to your website from the Building Resilience website
- One complimentary full registration
- Additional exhibitor only badges
- Organization profile and logo in the Conference on-site program

### ***Table top – Public Agency – \$750***

- One six-foot skirted table in exhibitor area
- Logo and link to your website from the Building Resilience website
- Exhibitor only badge – does not allow access to events or conference activities
- Organization profile and logo in the Conference on-site program

### ***Table top - Non-Profit (space is limited) - \$500***

- One six-foot skirted table in exhibitor area
- Logo and link to your website from the Building Resilience website
- Exhibitor only badge – does not allow access to events or conference activities
- Organization profile and logo in the Conference on-site program



## SPONSORSHIP/EXHIBITOR APPLICATION AND CONTRACT

### Organization Details and Contact

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

Company/Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Province \_\_\_\_\_ Postal code \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

Website: \_\_\_\_\_

### Level of Sponsorship

Which level of sponsorship are you interested in?

- Diamond: \$10,000+    Platinum: \$7,500+    Gold: \$5,000+    Silver: \$2,500+    Bronze: \$1,500+

Choice of item you wish to sponsor: \_\_\_\_\_

### Exhibitors

- Exhibitor: Full \$1,500    Exhibitor: Table Top \$750    Exhibitor: Table Top (Non Profit) \$500

TOTAL \$ \_\_\_\_\_

### Terms and Conditions of Sponsorship

1. We will allocate sponsorships on a "first-come, first-served" basis.
2. Final payment should be received no later than June 1, 2017. Failure to meet the payment deadlines may result in the cancellation of the sponsorship and forfeiture of all deposits.
3. All payments are final.
4. We reserve the right to refuse a sponsorship request.
5. We reserve the right to amend the rules and regulations governing sponsorship.

### Acceptance

The undersigned is authorized to commit to the conditions of this contract.

### Payment

- VISA    MasterCard    Cheque (payable to Canadian Institute of Planners)

Card number \_\_\_\_\_ Expiry date \_\_\_\_\_

Name \_\_\_\_\_ Date \_\_\_\_\_ Signature \_\_\_\_\_

Please complete and return to: Sherri Clair [sclair@cip-icu.ca](mailto:sclair@cip-icu.ca) Fax: 613-237-7045

## TERMS AND CONDITIONS OF CONTRACT BETWEEN THE SPONSOR/EXHIBITOR AND THE CANADIAN INSTITUTE OF PLANNERS (CIP)

- 1.** CIP reserves the right, at its sole discretion, to change the date or dates upon which the event is held or to cancel the event and shall not be liable in damages or otherwise by reason of any such change or cancellation, other than to refund in full any amounts paid by the Sponsor/Exhibitor to CIP.
- 2.** The Sponsor/Exhibitor shall not assign this contract without the prior written consent of CIP. Any attempt to do so renders the contract null and void and will result in immediate cancellation of this contract with no refund.
- 3.** The Sponsor/Exhibitor shall comply with all rules and regulations set by CIP for the event and agrees that CIP's decision to adopt and enforce any such rule or regulation shall be final and binding.
- 4.** The Sponsor/Exhibitor is responsible for compliance with all applicable laws, bylaws, ordinances, regulations, requirements, codes and standards, including those with respect to fire, safety, health and environmental matters and shall ensure that all equipment, materials and goods used by the Sponsor/Exhibitor so comply.
- 5.** The Sponsor/Exhibitor shall indemnify and hold harmless CIP and from and against any loss, injury or damages whatsoever suffered by CIP as a result of the Sponsor/Exhibitor's failure to comply with the terms and conditions of this contract or as a result of the Sponsor/Exhibitor's participation in the event, including without limitation, any third-party claim against CIP with respect to loss, injury or damage sustained or suffered by any other Sponsor/Exhibitor, the owner of the building, attendees of the event, and their respective directors, officers, agents and employees.
- 6.** This contract may be cancelled by either party provided written notice is received by the other before April 15, 2017 in which case all monies paid by the Sponsor/Exhibitor will be refunded less an administration fee of \$300.00. If the Sponsor/Exhibitor cancels after such date, it will be responsible for the full contract price. Cancellations must be made in writing, on company letterhead.
- 7.** Sponsor/Exhibitor's display space must comply with all requirements of CIP and of the owner of the building. CIP reserves the right at any time to alter or remove any exhibits or any part thereof, including printed material, products, signs, lights or sound and to expel Sponsors/Exhibitors or their personnel if, in CIP's opinion, their conduct or presentation is objectionable to CIP or to other participants.
- 8.** Goods must not be shipped to the event with any shipping charges to be paid on arrival and any such goods will not be accepted by CIP. CIP assumes no responsibility for loss or damage to the Sponsor/Exhibitors' goods or property before, during or after the event.
- 9.** The Sponsor/Exhibitor is responsible for the placement and cost of insurance relating to its participation in the event. The Sponsor/Exhibitor agrees to furnish immediately to CIP upon request certificates of insurance pertaining to all policies of insurance carried by the Sponsor/Exhibitor together with satisfactory evidence from the insurers of the continuation of such policies. The Sponsor/Exhibitor agrees to comply with any of the foregoing, in addition to any other rights or remedies available to CIP at law or under this contract.
- 10.** The Sponsor/Exhibitor will comply with the rules and regulations of any unionized contractors that may be selected by CIP to service the Sponsor/Exhibitors. Any dispute between the Sponsor/Exhibitor and any such contractor or union representative will be referred to CIP for resolution, whose decision shall be final and binding on all parties.
- 11.** CIP reserves the right to cancel this contract and to expel the Sponsor/Exhibitor if the Sponsor/Exhibitor fails to comply with any terms and conditions of this contract or the event rules and regulations, in which case the Sponsor/Exhibitor shall forfeit as liquidated damages and not as a penalty all payments made pursuant to this contract, all without limiting CIP other rights and remedies at law under this contract as a result of such failure to comply.