

CREDIT INSTITUTE | INSTITUT CANADIEN
OF CANADA | DU CRÉDIT

&

CALGARY CHAPTER PRESENT



National Credit
Conference
Banff 2022

Reaching the Summit of Credit

June 14 -17, 2022

CONFERENCE SPONSORSHIP

Canada's #1
Credit Conference

#CIC 2022



National Credit Conference Banff 2022

Reaching the Summit of Credit

Sponsorship

Exclusive Invitation

You are cordially invited to sponsor Reaching the Summit of Credit, Banff 2022, the Credit Institute of Canada National Conference.

This exciting event is a unique opportunity to showcase your business and leave a lasting impression with credit professionals from across Canada

On June 14-17, 2022, we'll be heading to the Rimrock Resort Hotel, located in the heart of the Canadian Rockies and Banff National Park. As a sponsor, you will have the opportunity to meet the decision makers engaged in credit management operations across a broad spectrum of industries.

Conference Promotion

The Credit Institute of Canada aggressively promotes its conference via email campaigns, its website, social media channels, and other outreach programs. Our email campaigns target more than 10,000 credit professionals beginning in March 2021.

Sponsorship Opportunities

We offer a variety of sponsorship opportunities at the conference available on the first-come, first-served basis. We will keep a wait list if sponsorships sell out. Regardless of the category you choose, your marketing dollars can help your business increase its visibility with a select group of prospects and uncover new business opportunities!



Conference Features

- » 3 Keynote Speakers
- » Breakout Sessions/Workshops
- » Luncheon presentations
- » Networking events and activities
- » Exciting guest activity program
- » Exhibitor space
- » Canada's National Park
- » Unparalleled Mountain Scenery

Demographic

- » Credit Professionals, Supervisors, Credit Specialists, Directors of Accounting and Finance, Controllers
- » Managers and analysts in business performance, budgets and strategic planning
- » Associates, Managers, and Professionals in Bankruptcy and Insolvency
- » Professionals looking to network, and acquire knowledge in B2B Credit

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Sponsorship Opportunities



Diamond Sponsor

\$15,000

- » This level includes 4 free full registrations
- » 10x20 Exhibitor booth in a premium location, including table, skirting, chairs and/or tablecloths
- » The name of your company, agency or association will be mentioned in the conference program
- » Promotional items (your choice) from your company, agency or association will be distributed to all participants
- » Logo of your company, agency or association will appear on a Conference Sponsor Banner posted at strategic locations during the Conference
- » The logo of your company, agency or association will appear in a special section of our Website (sponsor section) until one year after the conference
- » The logo of your company, agency or association will appear on the homepage section of the CIC App
- » Your sponsorship will appear in all marketing and promotional materials
- » Full page ad in the conference program
- » 45 minute micro presentation for a product demonstration
- » **Extra Bonus: 4 free pre-conference activities**



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Platinum

\$10,000

- » This level includes 3 free full registrations
- » Your sponsorship will appear in all our marketing and promotional materials
- » The logo of your company, agency or association will appear in the sponsor section of the CIC App
- » 10x10 Exhibitor booth, including table, skirting, chairs and/or tablecloths
- » The name of your company, agency or association will be mentioned in the conference program
- » Promotional items (your choice) from your company, agency or association will be distributed to all participants
- » Logo of your company, agency or association will appear on a Conference Sponsor Banner posted at strategic locations during the Conference
- » The logo of your company, agency or association will appear in a special section of our Website (sponsor section) until one year after the conference
- » Half page ad in the conference program
- » **Extra Bonus: 3 free pre-conference activities**



Gold

\$8,000

- » This level includes 2 free full conference registrations
- » Your sponsorship will appear in all our marketing and promotional materials
- » The logo of your company, agency or association will appear in the sponsor section of the CIC App
- » 10x10 Exhibitor booth, including table, skirting, chairs and/or tablecloths
- » The name of your company, agency or association will be mentioned in the conference program
- » Promotional items (your choice) from your company, agency or association will be distributed to all participants
- » Logo of your company, agency or association will appear on a Conference Sponsor Banner posted at strategic locations during the Conference
- » The logo of your company, agency or association will appear in a special section of our Website (sponsor section) until six months after the conference
- » 1/4 page ad in the conference program
- » **Extra Bonus: One free pre-conference activity**



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Silver

\$6,000

- » This level includes 2 free full conference registrations
- » Your sponsorship will appear in all our marketing and promotional materials
- » The logo of your company, agency or association will appear in the sponsor section of the CIC App
- » Logo of your company, agency or association will appear on a Conference Sponsor Banner posted at strategic locations during the Conference
- » The name of your company, agency or association will be mentioned in the conference program
- » Promotional items (your choice) from your company, agency or association will be distributed to all delegates
- » The logo of your company, agency or association will appear in a special section of our Website (sponsor section) until six months after the conference
- » Extra Bonus: One free pre-conference activity



Bronze

\$4,000

- » This level includes 1 free full conference registrations
- » Your sponsorship will appear in all our marketing and promotional materials
- » The logo of your company, agency or association will appear in the sponsor section of the CIC App
- » Logo of your company, agency or association will appear on a Conference Sponsor Banner posted at strategic locations during the Conference
- » The name of your company, agency or association will be listed in the conference program
- » Promotional items (your choice) from your company, agency or association will be distributed to all delegates
- » The logo of your company, agency or association will appear in a special section of our Conference Website (sponsor section) until three months after the conference

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Sponsorship

Exhibitor Space

\$3,000

- » Situated in a high traffic area, vendors will have delegate activity throughout the conference duration from Tuesday, June 14– Thursday, June 16, 2022

Nationwide Advertising

\$1,500

- » The logo of your company, agency or association will appear in all our marketing and promotional materials on our website until six months after the conference and in our conference booklet

CIC App Advertising

\$1,000

- » The logo of your company, agency or association will appear in a special section of our CIC App during the conference and for three months after the conference

Delegate Bags (1 available)

\$3,500 - \$5,000

- » Each delegate will receive a delegate bag at registration. The bag will have the Credit Institute of Canada logo and your logo.
- » Bag size – 12 X 20, advertising space size - 5 X 5 (approximately)
- » The Credit Institute will coordinate with the sponsor to purchase approximately 400 bags.
- » Ad prepared by sponsor
- » Quantity to be finalized with sponsor

Bag inserts (6 available)

\$500

- » The delegate bags will hold all conference related material; Program Guide, local city maps, vouchers for any planned activities, etc. Sponsors are invited to place a small product or flyer in the bags. Six opportunities are available;
- » Insertions must arrive at the Credit Institute of Canada National office in Toronto, Ontario no later than five business days before the conference
- » Suggested insertions include; 1/2 page flyer. Mints, pens, novelty items, etc

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Lanyards (1 available)

\$1,500 - \$2,500

- » Each delegate will receive a lanyard at registration.
- » Lanyard advertising specifications to be provided by the CIC
- » The Credit Institute will purchase the lanyards
- » Ad to be prepared by sponsor
- » Quantity to be finalized with sponsor

Conference Program Ad

- » Each delegate will receive a conference program guide that outlines events, activities and speakers.
- » Ad prepared by sponsor
- » Full page full colour ad in the Program Guide (2 available) \$1,800
- » 1/2 page full colour ad in the Program Guide (2 available) \$1,200
- » 1/4 page full colour ad in the Program Guide (4 available) \$800

Charging Station Advertising

- » Display your brand to attendees while they charge their mobile devices. Sponsor to provide artwork.
- » 1 Day of Exclusive branding (1 available on Day 2 & 3) \$1,500
- » 1 Day of Shared Branding (3 available on Day 2 & 3) \$1,000

Micro Presentation (3 available)

\$525

- » Delegates and sponsors can learn about your latest technologies and industry trends.
- » There will be assigned time slots for product demonstration
- » Your company, agency or association will have 45 minutes to showcase your products and/or services

Special Sponsorship Opportunities

Your company, agency or association could be linked to any of the following:

- Breakfast (3 available)
- Lunch (2 available)
- Gala Nights (2 available)
- Welcome Reception (1 available)

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General Rules & Regulations

The Credit Institute of Canada (CIC) reserves the right to cancel or refuse rental of exhibitor space to any person, company or association whose conduct or display, is, in the sole judgment of the CIC, incompatible with the general character and objective of the exhibition.

Scope

Exhibitors agree to abide by the aforementioned rules and regulations. The CIC or their designee shall have the authority to interpret and enforce these rules. All matters not covered by these rules and regulations are subject to the decision of the CIC. All decisions so made shall be binding on all parties. Exhibitors, or their representatives, failing to comply with the rules and regulations may result in removal from the exhibit area.

Compliance of Exhibitors

Each exhibitor agrees to comply with all federal, provincial, and local laws and ordinances applicable to the space leased and also with such rules and regulations as may be deemed necessary by the CIC and/or the exposition facility.

Public Policy

Each exhibitor is charged with full knowledge and compliance with all laws and ordinances and regulations pertaining to health, fire prevention and public-safety as related to the exposition facility.

Operation & Conduct

The CIC reserves the right to decline, prohibit, deny access or remove any exhibit which in its sole judgment is contrary to the character, objectives and best interests of the exhibition or suitable for its attendees. This reservation includes, but is not limited to, any violation of any public policy or these rules and regulations and extends to persons, things, printed matter, products and conduct. The CIC reserves the right to refuse applications of any exhibitor for any reason, as well as the right to curtail exhibits or parts of exhibits. The CIC reserves the right to exclude from the exposition any exhibiting firm and its representatives or employees who refuse to comply with and/or correct any violation of these rules. In the event it becomes necessary to restrict any activity or to evict any offending exhibitor, the CIC will not be liable for any refund of exhibit space registration and rental fees or any other expenses incurred by the exhibitor.



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**Sponsorship
at a glance**

To discuss further your Credit Institute of Canada
National Conference Sponsorship Opportunities please contact
Nawshad Khadaroo, CCP – General Manager
at nkhadaroo@creditedu.org or 1-888-447-3324

Benefits	Diamond Sponsor	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor	Exhibitor	Special Sponsor
Recognition in conference program book	✓	✓	✓	✓	✓	✓	✓ (Breakfast, lunch, dinner, bags, lanyards)
Promotional items (bag Inserts)	✓	✓	✓	✓	✓	✓	✓ (Breakfast, lunch, dinner, bags, lanyards)
Exposure on the conference sponsorship banner	✓	✓	✓	✓	✓	✓	
Placement on the sponsors page of the conference website	✓	✓	✓	✓	✓	✓	✓ (Breakfast, lunch, dinner, bags, lanyards)
All conference solicitations and publications	✓	✓	✓	✓	✓		
Complimentary conference registrations	4	3	2	2	1		
Complimentary Preconference activity registrations	4	4	1	1			
Exhibitor booth	✓	✓				✓	
Logo display in CIC Mobile App	✓	✓	✓				
Prominent top positioning and bigger size of logo	✓						
Micro Presentation	✓						✓ (Micro Presentation Sponsor)
Charging Station							✓ (Charging Station Sponsor)

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Sponsorship Commitment Form

Company Name:

Sponsorship's Commitment:

» Diamond	\$ 15,000
» Platinum	\$ 10,000
» Gold	\$ 8,000
» Silver	\$ 6,000
» Bronze	\$ 4,000

PRICES IN CANADIAN DOLLAR

Please send your sponsorship
commitment form to
Nawshad Khadaroo
Email: nkhadaroo@creditedu.org
Fax: 416-572-2619

General Sponsorship Opportunities:

» Exhibitor Space <i>extra fees apply for other services</i>	\$ 3,000
» Nationwide Advertising	\$ 1,500
» Digital Advertising	\$ 1,000
» CIC App Advertising	\$ 1,000
» Delegate Bags	\$ 3,500 - \$ 5,000
» Delegate Bag Inserts	\$ 500

» Name tags/Lanyards	\$ 1,500 - \$ 2,500
» Conference Program Ads	
Full page	\$ 1,800
1/2 page	\$ 1,200
1/4 page	\$ 800
» Charging Station	\$ 500
» Micro Presentation	\$ 525

Contact Information

Name:

Email:

Phone:

Signature: