

2024 CIP / APPI ANNUAL NATIONAL CONFERENCE



**CONNECTION**

EDMONTON, AB

JULY 9-11, 2024

# **PARTNERSHIP OPPORTUNITIES**



Alberta Professional Planners Institute

# CONNECTION

## ABOUT THE CONFERENCE

The Canadian Institute of Planners (CIP) and the Alberta Professional Planners Institute (APPI) are pleased to invite your organization to participate in the joint 2024 CIP & APPI national hybrid conference, CONNECTION, in Edmonton and online, July 9-11, 2024.

## STATS

**8,500+**

MEMBERS

**1000 +**

DELEGATES EXPECTED  
TO ATTEND LIVE AND  
VIRTUALLY

**16,000 +**

LINKEDIN  
FOLLOWERS

**6,800 +**

TWITTER/X  
FOLLOWERS

**200+**

SPEAKERS

**2**

KEYNOTES

**12**

LEARNING TOURS

**40+**

SESSIONS

**8**

WORKSHOPS

## IMPACT AND BENEFITS OF PARTNERING

- Network with key decision-makers and planning professionals from across Canada in person and online;
- Expand your exposure in a dynamic and professional environment with potential clients;
- Raise brand awareness with recognition in collateral materials, including the website, program guide, and conference signage;
- Achieve your goals with customizable partnership packages.

## CONTACT

Marisa Lingard  
Director, Member Services  
services@cip-icu.ca





# DIAMOND OPPORTUNITIES

## PROFESSIONAL DEVELOPMENT LOUNGE – \$12,500

This lounge area will be a place for delegates to connect with colleagues, network, receive feedback on resumes, view job postings, and take a new professional headshot. It will be located next to the CIP booth in a high-traffic area.

- Professional development lounge featured prominently in the exhibit hall with your organization's logo
- Photographer to be provided by CIP
- Partner will be responsible for any furniture/set-up required in the exhibitor area (this is a great opportunity to connect personally with delegates, while they wait for headshots and network)
- Logo displayed on the conference website
- Professional Development lounge to be promoted through our mobile app including push notifications to delegates
- Logo displayed onsite on signage
- Logo featured in conference pocket program
- Logo included in mobile app
- Two full conference registrations
- Announcement of partnership via CIP's electronic newsletters
- Two invitations to the Presidents' VIP Reception
- Logo featured on the conference partner page in the 2024 Fall issue of *Plan Canada* magazine
- Half off (50%) purchased advertising in the 2024 fall and/or winter editions of *Plan Canada* magazine
- Rotating banner in the digital edition of *Plan Canada* for three months for partners who purchase advertising in the fall or winter editions
- Four job postings on the CIP National Job Board (valid until December 31, 2024)





# DIAMOND OPPORTUNITIES

## WELCOME RECEPTION – \$10,000

The Welcome Reception is free for all conference delegates to attend and will include exclusive branding of the partner throughout the evening.

- Taking place on July 9, 2024
- Logo will be featured on welcome reception signage
- Opportunity to distribute promotional items at the reception
- Verbal acknowledgment of partnership during regular conference programming
- Logo displayed on the conference website
- Logo displayed onsite on signage
- Logo featured in conference pocket program
- Logo included in mobile app
- Two full conference registrations
- Announcement of partnership via CIP's electronic newsletters
- Two invitations to the Presidents' VIP Reception
- Logo featured on the conference partner page in the 2024 fall issue of *Plan Canada* magazine
- Half off (50%) purchased advertising in the 2024 fall and/or winter editions of *Plan Canada* magazine
- Two job postings on the CIP National Job Board (valid until December 31, 2024)







# DIAMOND OPPORTUNITIES

## **CLOSING CELEBRATION- \$10,000**

The Closing Celebration is free for all conference delegates to attend and will include exclusive branding of the partner throughout the evening.

- Taking place on July 11, 2024
- Logo featured on social evening signage
- Opportunity to distribute promotional items at the social
- Verbal acknowledgment of partnership during regular conference programming
- Logo displayed on the conference website
- Logo displayed onsite on signage
- Logo featured in conference pocket program
- Logo included in mobile app
- Two full conference registrations
- Announcement of partnership via CIP's electronic newsletters
- Two invitations to the Presidents' VIP Reception
- Logo featured on the conference partner page in the 2024 fall issue of *Plan Canada* magazine
- Half off (50%) purchased advertising in the 2024 fall and/or winter editions of *Plan Canada* magazine
- Two job postings on the CIP National Job Board (valid until December 31, 2024)

## **IN-PERSON AND ONLINE CONFERENCE MOBILE APP - \$10,000**

Reach both our online and in-person delegates by being featured on our mobile app available to all registrants.

- Logo will be displayed on the home page of the conference mobile app
- Verbal acknowledgment during opening remarks
- Logo displayed on the conference website
- Logo displayed onsite on signage
- Logo featured in conference pocket program
- Logo included in mobile app
- Two full conference registrations
- Announcement of partnership via CIP's electronic newsletters
- Two invitations to the Presidents' VIP Reception
- Logo featured on the conference partner page in the 2024 Fall issue of *Plan Canada* magazine
- Half off (50%) purchased advertising in the 2024 fall and/or winter editions of *Plan Canada* magazine
- Rotating banner in the digital edition of *Plan Canada* for three months for partners who purchase advertising in the fall or winter editions
- Two job postings on the CIP National Job Board (valid until December 31, 2024)



# PLATINUM OPPORTUNITIES

## STUDENT CONFERENCE – \$7,500

CONNECTION 2024 will feature content and sessions designed for students. This will allow students and recent graduates to present their research and studio projects through posters and presentations. By supporting the Student Conference, you'll be directly supporting the future of the planning profession!

- Logo will be featured on signage and on-screen before each student conference session.
- Verbal acknowledgment of partnership during the introduction of each session by a moderator Logo displayed on the conference website
- Logo displayed onsite on signage
- Logo included in conference pocket program and mobile app
- One full conference registration
- Announcement of partnership via CIP's newsletters
- Two invitations to the Presidents' VIP Reception
- Logo featured on the conference partner page in the 2024 fall issue of *Plan Canada* magazine
- Half off (50%) purchased advertising in the 2024 fall and/or winter editions of *Plan Canada* magazine
- One job posting on the CIP National Job Board (valid until December 31, 2024)

## KEYNOTE (2 OPPORTUNITIES) – \$7,500

- Opportunity to introduce Keynote Speaker and/or Plenary Panel
- Logo will be featured on signage and on the main screen in plenary before the keynote address
- Verbal acknowledgment of partnership during the introduction of the keynote
- Logo displayed on the conference website
- Logo displayed onsite on signage
- Logo included in conference pocket program and mobile app
- One full conference registration
- Announcement of partnership via CIP's electronic newsletters
- Two invitations to the Presidents' VIP Reception
- Logo featured on the conference partner page in the 2024 fall issue of *Plan Canada* magazine
- Half off (50%) purchased advertising in the 2024 fall and/or winter editions of *Plan Canada* magazine
- One job posting on the CIP National Job Board (valid until December 31, 2024)





# PLATINUM OPPORTUNITIES

## AWARDS LUNCH – \$7,500 (JULY 10, 2024)

- Logo featured on the screens in the Plenary room
- Partner can provide promotional item or handout at each place setting during lunch
- Logo displayed on the conference website
- Logo displayed onsite on partner signage
- Logo included in conference pocket program and mobile app
- One full conference registration
- Announcement of partnership via CIP's electronic newsletters
- Two invitations to the Presidents' VIP Reception
- Logo featured on the conference partner page in the 2024 fall issue of *Plan Canada* magazine
- Half off (50%) purchased advertising in the 2024 fall and/or winter editions of *Plan Canada* magazine
- One job posting on the CIP National Job Board (valid until December 31, 2024)

## TRIVIA LUNCH – \$7,500 (JULY 11, 2024)

- Logo featured on the screens in the main meeting room
- Partner can provide promotional item and or prize for trivia winners (10 prizes)
- Logo displayed on the conference website
- Logo displayed onsite on partner signage
- Logo included in conference pocket program and mobile app
- One full conference registration
- Announcement of partnership via CIP's electronic newsletters
- Two invitations to the Presidents' VIP Reception
- Logo featured on the conference partner page in the 2024 fall issue of *Plan Canada* magazine
- Half off (50%) purchased advertising in the 2024 fall and/or winter editions of *Plan Canada* magazine
- One job posting on the CIP National Job Board (valid until December 31, 2024)

## REGISTRATION DESK – \$7,500

- Logo to be prominently featured in the registration area
- Logo displayed on the conference website
- Logo displayed onsite on partner signage
- Logo included in conference pocket program and mobile app
- One full conference registration
- Announcement of partnership via CIP's electronic newsletters
- Two invitations to the Presidents' VIP Reception
- Logo featured on the conference partner page in the 2024 fall issue of *Plan Canada* magazine
- 50% off purchased advertising in the 2024 fall and/or winter editions of *Plan Canada* magazine
- One job posting on CIP National Job Board (valid until December 31, 2024)





# PLATINUM OPPORTUNITIES

## CARBON NEUTRAL - \$7,500

Show your commitment to climate action by supporting CONNECTION's green energy usage! With your partnership and Bullfrog Power, CONNECTION will shrink its carbon footprint and highlight your company's own climate commitments.

- Logo displayed on marketing materials to showcase your sustainability commitment
- Logo displayed on the conference website and on the mobile app for in-person and online delegates
- Logo displayed onsite on signage
- Logo included in conference pocket program
- One full conference registration
- Announcement of partnership via CIP's electronic newsletters
- Two invitations to the Presidents' VIP Reception
- Logo featured on the conference partners page in the 2024 fall issue of *Plan Canada* magazine
- Half off (50%) purchased advertising in the 2024 fall and/or winter editions of *Plan Canada* magazine
- One job posting on the CIP National Job Board (valid until December 31, 2024)

## CHARGING STATION - \$7,500

- Charging Station featured in central area
- Charging station will be branded with your company logo
- Logo displayed on marketing materials to showcase your sustainability commitment
- Logo displayed on conference website and on mobile app for in-person and online delegates
- Logo displayed onsite on signage
- Logo included in conference pocket program
- One full conference registration
- Announcement of partnership via CIP's electronic newsletters
- Two invitations to the Presidents' VIP Reception
- Logo featured on the conference partners page in the 2024 fall issue of *Plan Canada* magazine
- Half off (50%) purchased advertising in the 2024 fall and/or winter editions of *Plan Canada* magazine
- One job posting on the CIP National Job Board (valid until December 31, 2024)

## LEARNING TOUR - \$7,500

New in 2024, all delegates will have access to one learning tour that will run throughout the conference program at no additional cost.

- Verbal acknowledgment of partner during opening remarks
- Logo displayed on the conference website and on mobile app for in-person and online delegates
- Logo displayed onsite on signage
- Logo included in conference pocket program
- One full conference registration
- Announcement of partnership via CIP's electronic newsletters
- Two invitations to the Presidents' VIP Reception
- Logo featured on the conference partner page in the 2024 fall issue of *Plan Canada* magazine
- Half off (50%) purchased advertising in the 2024 fall and/or winter editions of *Plan Canada* magazine
- One job posting on the CIP National Job Board (valid until December 31, 2024)





# GOLD OPPORTUNITIES

## INCLUSION FUND – \$5,000

The Inclusion Fund helps to include more individuals who would not otherwise have the opportunity to attend the conference by offering free in-person or online to eligible applicants. Learn more about CIP's Inclusion Fund [here](#).

- Recognition and logo included in conference subsidy program and application process
- Logo displayed on the registration page of the conference website
- Verbal acknowledgment during the conference
- Logo displayed on the conference website
- Logo displayed onsite on signage
- Logo included in conference pocket program and mobile app
- One full conference registration
- Announcement of partnership via CIP's electronic newsletters
- Two invitations to the Presidents' VIP Reception
- Logo featured on the conference partners page in the 2024 fall issue of *Plan Canada* magazine
- 25% off purchased advertising in the 2024 fall and/or winter editions of *Plan Canada* magazine
- One job posting on the CIP National Job Board (valid until December 31, 2024)

## WIFI – \$5,000

- Corporate branded signage by the registration desk and plenary room
- Logo displayed on the conference website
- Logo displayed onsite on signage
- Logo included in conference pocket program and mobile app
- One full conference registration
- Announcement of partnership via CIP's electronic newsletters
- Two invitations to the Presidents' VIP Reception
- Logo featured on the conference partner page in the 2024 fall issue of *Plan Canada* magazine
- 25% off purchased advertising in the 2024 fall and/or winter editions of *Plan Canada* magazine
- One job posting on the CIP National Job Board (valid until December 31, 2024)

## BOXED LUNCH – \$5,000

- Logo displayed at the Boxed Lunch food station(s)
- Logo displayed on the conference website
- Logo displayed onsite on signage
- Logo included in conference pocket program and mobile app
- One full conference registration
- Announcement of partnership via CIP's electronic newsletters
- Two invitations to the Presidents' VIP Reception
- Logo featured on the conference partners page in the 2024 fall issue of *Plan Canada* magazine
- 25% off purchased advertising in the 2024 fall and/or winter editions of *Plan Canada* magazine
- One job posting on the CIP National Job Board (valid until December 31, 2024)



# GOLD OPPORTUNITIES

## BREAKFAST PARTNER (3 OPPORTUNITIES) – \$5,000

- Logo will be featured on the signage
- Verbal acknowledgment of partnership
- Logo displayed on the conference website
- Logo displayed onsite on signage
- Logo included in conference pocket program and mobile app
- One full conference registration
- Announcement of partnership via CIP's electronic newsletters
- Two invitations to the Presidents' VIP Reception
- Logo featured on the conference partners page in the 2024 fall issue of *Plan Canada* magazine
- 25% off purchased advertising in the 2024 fall and/or winter editions of *Plan Canada* magazine
- One job posting on the CIP National Job Board (valid until December 31, 2024)

## POCKET PROGRAM – \$5,000

- Logo to be included on the front of the printed conference schedule which fits into the delegate badges
- Back page of the guide will feature your advertisement
- Logo will be featured on the signage
- Verbal acknowledgment of partnership
- Logo displayed on the conference website
- Logo displayed onsite on signage
- Logo included in conference pocket program and mobile app
- One full conference registration
- Announcement of partnership via CIP's electronic newsletters
- Two invitations to the Presidents' VIP Reception
- Logo featured on the conference partners page in the 2024 fall issue of *Plan Canada* magazine
- 25% off purchased advertising in the 2024 fall and/or winter editions of *Plan Canada* magazine
- One job posting on the CIP National Job Board (valid until December 31, 2024)







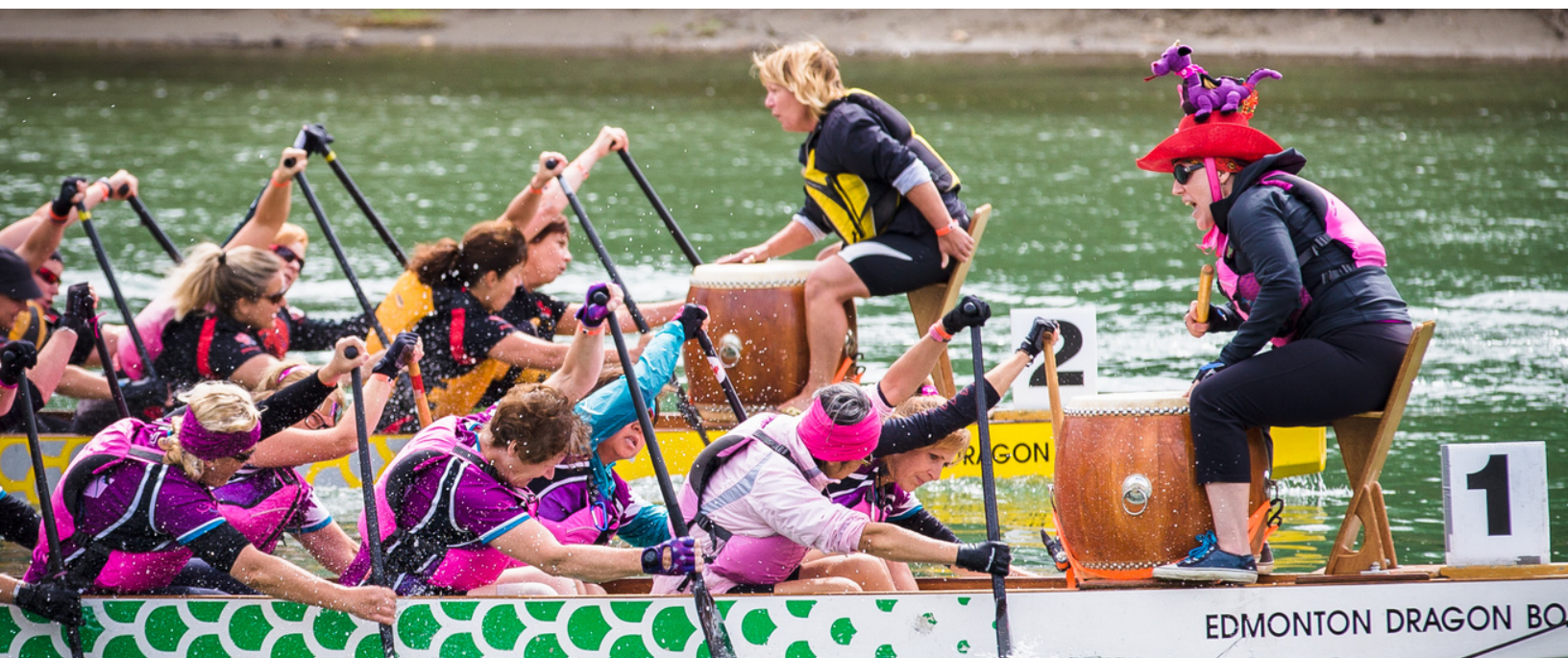
# SILVER OPPORTUNITIES

## REFRESHMENT BREAKS (5 OPPORTUNITIES) - \$2,500

- Logo will be featured during the refreshment break
- Logo displayed on the conference website
- Logo displayed onsite on signage
- Logo included in conference pocket program and mobile app
- Announcement of partnership via CIP's electronic newsletters
- One invitation to the Presidents' VIP Reception
- One invitation to the welcome reception and closing celebration
- Name featured on the conference partners page in the 2024 fall issue of *Plan Canada* magazine
- One job posting on the CIP National Job Board (valid until December 31, 2024)

## VIP RECEPTION - \$2,500

- Logo will be featured during the refreshment break
- Logo displayed on the conference website
- Logo displayed onsite on signage
- Logo included in conference pocket program and mobile app
- Announcement of partnership via CIP's electronic newsletters
- Two invitations to the Presidents' VIP Reception
- Two invitations to the welcome reception and closing celebration
- Name featured on the conference partner page in the 2024 fall issue of *Plan Canada* magazine
- One job posting on the CIP National Job Board (valid until December 31, 2024)





# SILVER OPPORTUNITIES

## MEET & MENTOR – \$2,500

- Logo will be featured during the Meet & Mentor
- Logo displayed on the conference website
- Logo displayed onsite on signage
- Logo included in conference pocket program and mobile app
- Announcement of partnership via CIP's electronic newsletters
- One invitation to the Presidents' VIP Reception
- Name featured on the conference partners page in the 2024 fall issue of *Plan Canada* magazine
- One job posting on the CIP National Job Board (valid until December 31, 2024)

## MAX BACON RUN/WALK – \$2,500

- Logo will be featured on the directional signage
- Logo displayed on the conference website
- Logo displayed onsite on signage
- Logo included in conference pocket program and mobile app
- Announcement of partnership via CIP's electronic newsletters
- One invitation to the Presidents' VIP Reception
- Name featured on the conference partners page in the 2024 fall issue of *Plan Canada* magazine
- One job posting on the CIP National Job Board (valid until December 31, 2024)







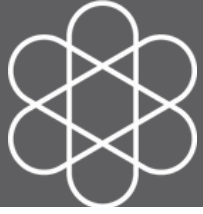
# BRONZE OPPORTUNITIES

## **SESSION / WORKSHOP - \$1,500**

- Acknowledgement in online and pocket program– company name listed beside one session or workshop selected by partner
- Signage at a workshop or session with logo
- Logo displayed on conference website and on session name on mobile app
- Name displayed onsite on signage
- Announcement of partnership via CIP's electronic newsletters
- Name featured on the conference partners page in the 2024 fall issue of *Plan Canada* magazine







# EXHIBITORS

Ensure your organization has a prominent on-site presence at Navigation with an exhibitor display booth. Exhibitors are not required to staff their booth for all hours of the conference but must have staff present during exhibit showing times. Through the mobile app, delegates will be able to locate your organization on the floorplan and view your organization's website. Both online and in-person delegates will have access to contact you through the mobile app. Allocation of booth spaces will be determined on a "first-come, first-served" basis, so don't delay in booking your space.

## EXHIBITOR HOURS

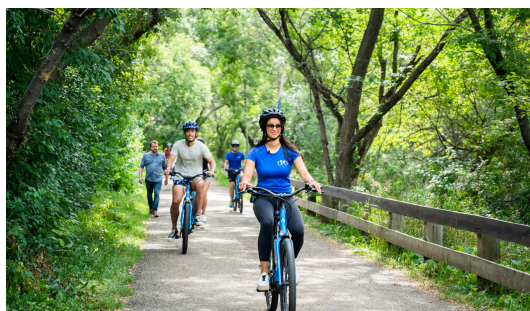
Set up will take place the afternoon of July 8 or the morning of July 9  
The exhibit area will be open July 9-11. Hours to be confirmed.

## FULL BOOTH (8X10) - \$1,500

- One 8x10 foot booth space with skirted display backing, one six-foot skirted table, and two chairs
- Logo and link to your website from the conference website
- Additional exhibitor-only badges – do not allow access to events or conference activities
- Organization logo in the conference pocket program
- Logo displayed in the exhibitor passport, which when completed by delegates, provides them an opportunity to win free registration to the 2024 national conference
- The new mobile app will allow exhibitors to connect with in-person and online delegates during the conference.
- Exhibitor meal plan will be available at an additional cost

## TABLE TOP - \$750

- One six-foot skirted table in the exhibitor area and two chairs
- Logo and link to your website from the conference website and mobile app
- Exhibitor-only badge – does not allow access to events or conference activities
- Organization logo in the conference pocket program
- Logo displayed in the exhibitor passport, which when completed by delegates, provides them an opportunity to win free registration to the 2024 national conference
- The new mobile app will allow exhibitors to connect with in-person and online delegates during the conference.
- Exhibitor meal plan will be available at an additional cost





EDMONTON, AB

JULY 9 - 11, 2024

## PARTNERSHIP/EXHIBITOR APPLICATION AND CONTRACT

### Billing Information

Name \_\_\_\_\_ Title \_\_\_\_\_  
 Company/Organization \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ Province \_\_\_\_\_ Postal code \_\_\_\_\_  
 Telephone \_\_\_\_\_ E-mail \_\_\_\_\_

### Partner/Exhibitor Contact

(This person will receive all communications)

Same as above

Name \_\_\_\_\_ Title \_\_\_\_\_  
 Telephone \_\_\_\_\_ E-mail \_\_\_\_\_

### Level of Partnership

Diamond: \$12,500+    Diamond: \$10,000+    Platinum: \$7,500+    Gold: \$5,000+  
 Silver: \$2,500+    Bronze: \$1,500+

Item selected:

\_\_\_\_\_

### Exhibitors

Exhibitor: Full Booth (8'x10') \$1,500    Exhibitor: Table Top \$750

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

5% GST (exhibitors only) \$ \_\_\_\_\_

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

### Terms and Conditions of Partnership

1. We will allocate partnerships and exhibit spaces on a "first-come, first-served" basis.
2. Final payment should be received no later than June 2, 2024. Failure to meet the payment deadlines may result in the cancellation of the partnership/exhibitor booth and forfeiture of all deposits.
3. All payments are final.
4. We reserve the right to refuse a partnership/exhibitor request.
5. We reserve the right to amend the rules and regulations governing partnership.

### Acceptance

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

### Payment Information

VISA    MasterCard    Cheque (payable to Canadian Institute of Planners)

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

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



EDMONTON, AB

JULY 9 - 11, 2024

## **TERMS AND CONDITIONS OF CONTRACT BETWEEN THE PARTNER/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 Partner/Exhibitor to CIP.
2. The partner/exhibitor shall uphold all CIP policies and event code of conduct
3. The partner/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.
4. The partner/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.
5. The partner/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 Partner/Exhibitor so comply.
6. The partner/exhibitor shall indemnify and hold harmless CIP from and against any loss, injury, or damages whatsoever suffered by CIP as a result of the Partner/Exhibitor's failure to comply with the terms and conditions of this contract or as a result of the partner/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 Partner/Exhibitor, the owner of the building, attendees of the event, and their respective directors, officers, agents, and employees.
7. This contract may be cancelled by either party provided written notice is received by the other before April 14, 2024, in which case all monies paid by the Partner/Exhibitor will be refunded less an administration fee of \$300.00. If the partner/exhibitor cancels after such date, it will be responsible for the full contract price. Cancellations must be made in writing, on company letterhead.
8. Partner/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 partner/exhibitor or their personnel if, in CIP's opinion, their conduct or presentation is objectionable to CIP or to other participants.
9. 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 Partner/Exhibitors' goods or property before, during, or after the event.
10. The partner/exhibitor is responsible for the placement and cost of insurance relating to its participation in the event. The Partner/Exhibitor agrees to furnish immediately to CIP upon request certificates of insurance pertaining to all policies of insurance carried by the partner/exhibitor together with satisfactory evidence from the insurers of the continuation of such policies. The partner/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.
11. The partner/exhibitor will comply with the rules and regulations of any unionized contractors that may be selected by CIP to service the Partner/Exhibitors. Any dispute between the partner/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.
12. CIP reserves the right to cancel this contract and to expel the partner/exhibitor if the partner/exhibitor fails to comply with any terms and conditions of this contract or the event rules and regulations. In which case the Partner/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 cooperate.