



SPONSORSHIP PACKAGE

CALGARY REAL ESTATE BOARD'S 7TH ANNUAL CONFERENCE & TRADESHOW

OVERVIEW OF THE EVENT

January 19, 2005 was the date for the Calgary Real Estate Board's first annual "Forecast Conference & Tradeshow". It was held at the Coast Plaza Hotel which offered us a facility of over 18,000 square feet. In 2005, we had approximately 800 members attend and also had a tradeshow with 73 exhibitors. It was obvious after that first year, that this was going to become a very successful event and one that would grow.

Our 2010 event, held on January 20th at the Telus Convention Centre, had 1,100 members in attendance and our tradeshow boasted 100 exhibitor booths.

The 2011 event will be held on January 18 at the BMO Centre, formerly the Stampede Roundup Centre, which provides us with over 90,000 square feet of space. The day begins with a traditional breakfast, swearing in of the Board of Directors and new President, and the MLS® market forecast for the upcoming year. The morning breakfast session ends with a keynote address and then our members can attend learning and information sessions that run concurrently throughout the day. The tradeshow has an excellent variety of exhibitors and offers the latest in banking, mortgages, mobility, home staging, etc.

SPONSORSHIP OPPORTUNITIES

We have broken down the sponsorship opportunities into categories that clearly state what you receive in return as a sponsor of our event, however if you have a suggestion for a sponsorship idea that isn't covered in this package, please feel free to contact Dawn van der Helm, Event Supervisor to discuss other options. We hope that you will return as a sponsor or join us for the first time to help make this event even more memorable.

- Platinum Sponsor
- Gold Sponsor
- Conference Printing
- Silver Lunch Sponsor
- Conference Tote Bag Sponsor
- Bronze Morning Coffee Break
- Bronze Afternoon Coffee Break
- Breakfast Sponsor



SPONSORSHIP PACKAGE

PLATINUM SPONSOR

\$15,000

Exclusive to one sponsor

Benefits:

- Presented as lead sponsor with logo and branding prominently throughout all communication materials and event.
- Sponsorship recognition at the forecast breakfast, tradeshow and reception.
- Sponsorship recognition and logo included on conference program and CREB® Forecast Market Outlook report (a copy provided to every REALTOR® and downloadable from CREB® website for duration of 2010 year).
- Logo on name tags or lanyards (provided by you, the sponsor) recognized as exclusive lead sponsor.
- Representative from your company will have the opportunity to briefly address the conference attendees at closing reception.
- A premier tradeshow booth (10 x 10).
- Full page advertisement in the Conference Show Guide - required by November 30, 2010.
- Prominent sponsorship signage at the conference.
- Corporate logo and live link on the conference website.
- Option of including a promotional piece (provided by you, the sponsor) in each delegate conference bag – required by November 30, 2010.
- Option to provide speaker or expert for breakout session identified as provided by or from your organization (speaker must present material of educational value to REALTORS®)
- Full page thank you advertisement in the Calgary Real Estate News following the event, showcasing your logo.
- Two (2) full day passes for the conference (includes reserved VIP seating at Forecast Breakfast).
- Four (4) lunch tickets for booth staff.



SPONSORSHIP PACKAGE

GOLD SPONSOR

\$10,000

Sponsor a speaker (4 spaces left!)

Benefits:

- Sponsorship recognition at the forecast breakfast and tradeshow.
- Exclusive recognition of your company as a speaker sponsor with prominent signage and acknowledgement at a session.
- A premier tradeshow booth (10 x 10).
- Half page advertisement in the Conference Show Guide (required by November 30, 2010).
- Sponsorship signage at the event.
- Corporate logo and live link on the conference website.
- Option of including a promotional piece (provided by you, the sponsor) in each delegate conference bag - required by November 30, 2010.
- Two (2) full day passes for the conference (includes reserved seating at forecast breakfast).
- Four (4) lunch tickets for booth staff.

CONFERENCE PRINTING

\$10,000

SOLD! Thank you to ARC Print for agreeing to sponsor the conference.

Benefits:

- Sponsorship recognition at the forecast breakfast and tradeshow.
- A premier tradeshow booth (10 x 10).
- Half page advertisement in the Conference Show Guide (required by November 30, 2010).
- Sponsorship signage at the event.
- Corporate logo and live link on the conference website.
- Option of including a promotional piece (provided by you, the sponsor) in each delegate conference bag - required by November 30, 2010.
- Two (2) full day passes for the conference (includes reserved seating at forecast breakfast).
- Four (4) lunch tickets for booth staff.



SPONSORSHIP PACKAGE

SILVER LUNCH SPONSOR

\$5,000

SOLD! Thank you to ATB Financial for agreeing to sponsor the conference.

Benefits:

- Exclusive signage of the lunch area (including sponsor logo on all lunch bags).
- Advertising on the CREB® Forecast conference website, with corporate logo, company profile and live link to your website.
- A premier tradeshow booth (10 x 10).
- Quarter-page advertisement in the Conference Show Guide.
- Option of including a promotional piece (provided by you, the sponsor) in each delegate conference bag - required by November 30, 2010.
- One (1) full day pass for the conference (includes reserved seating at forecast breakfast).
- Four (4) lunch tickets for booth staff.

CONFERENCE TOTE BAG SPONSOR

\$3,500

SOLD! Thank you to iFax for agreeing to sponsor the conference.

Benefits:

- Co-branding with CREB® on all the delegate tote bags.
- Advertising on the CREB® Forecast conference website, with corporate logo, company profile and live link to your website.
- Quarter-page advertisement in the Conference Show Guide.
- Option of including a promotional piece (provided by you, the sponsor) in each delegate conference bag - required by November 30, 2010.

BRONZE MORNING COFFEE BREAK

\$2,500

SOLD! Thank you to Kahane Law for agreeing to sponsor the conference.

Provide delegates with a latte and a freshly baked cookie in the tradeshow area.

Benefits:

- Your logo at the coffee station.
- Your logo on the cookie station.
- Company logo printed in the Conference Show Guide.



SPONSORSHIP PACKAGE

BRONZE AFTERNOON COFFEE BREAK \$2,500

SOLD! Thank you to Kahane Law for agreeing to sponsor the conference.

Provide delegates with a latte and an ice cream bar in the tradeshow area.

Benefits:

- Your logo at the coffee station.
- Your logo on the ice cream station.
- Company logo printed in the Conference Show Guide.

BREAKFAST SPONSOR

\$1,500

Exclusive to Real Estate Brokers

Benefits:

- Corporate logo and live link on the conference website.
- Company logo printed in the Conference Show Guide.
- Recognition at the forecast breakfast.
- Special seating in the VIP area at the breakfast.