

You are invited to sponsor

CREB[®] FORECAST CONFERENCE & TRADESHOW

January 18, 2012 at the TELUS Convention Centre

Market your Brand!

Over 1,000 REALTORS[®] with over 1,000 referral networks all under one roof.

PLATINUM SPONSOR

\$15,000

Exclusive

SOLD! Thank you to Prospects for agreeing to be a sponsor of the conference.

- **NEW** - Live-link Banner advertisement on our REALTORS[®] only website.
- **NEW** - 2 - ¼ page editorial stories in CREB[®] Real Estate News. The CREB[®] Real Estate News is distributed by the Calgary Herald and is inserted into more than 25,000 home subscriptions and is available at most major grocery and convenience stores, select banks, rec centres and public libraries. The CREB[®] Real Estate Newspaper is also online at www.creb.com.
Please note: your editorial will be subject to editing by the CREB[®] Real Estate News editor.
- Representative from your company will have the opportunity to briefly address the conference attendees at our closing reception.
- Full page thank you advertisement showcasing your logo in the CREB[®] Real Estate News following the event.
- Lanyards for name badges, provided by you, the sponsor to be worn by more than 1,000 delegates.
- Full page print advertisement in the Conference Show Guide - *high resolution ad required by November 30, 2011.*
- Two (2) full day passes for the conference, *includes reserved VIP seating at the Forecast Breakfast.*
- Prominent sponsorship signage at event.
- Sponsorship recognition at the Forecast Breakfast, Tradeshow and Reception.
- Corporate logo, live website link and 50 word company profile on the conference website.
- Corporate logo printed in the Conference Show Guide.
- Opportunity to include a promotional item (ie. pen, magnet, etc.) or brochure, provided by you, the sponsor, in each delegate conference bag. - *1,100 items required by November 30, 2011.*
- A premier tradeshow booth (10' x 10').
- Four (4) lunch tickets for your booth staff.

SPEAKER SPONSOR

\$10,000

Sponsorship still available! Thank you to ATB Financial, Supra, and CREB® Media Services for agreeing to be sponsors of the conference.

- **NEW** – Live-link Banner advertisement on our REALTORS® only website.
 - **NEW** – 2 - ¼ page editorial stories in CREB® Real Estate News. The CREB® Real Estate News is distributed by the Calgary Herald and is inserted into more than 25,000 home subscriptions and is available at most major grocery and convenience stores, select banks, rec centres and public libraries. The CREB® Real Estate Newspaper is also online at www.creb.com
Please note: your editorial will be subject to editing by the CREB® Real Estate News editor.
 - Exclusive recognition of your company as a speaker sponsor with prominent signage and acknowledgement at the speaker's session.
 - Half page print advertisement in the Conference Show Guide *required by November 30, 2011.*
 - Two (2) full day passes for the conference, *includes reserved VIP seating at the Forecast Breakfast.*
 - Sponsorship recognition at the Forecast Breakfast, Tradeshow and Reception.
 - Corporate logo, live website link and 50 word company profile on the conference website.
 - Corporate logo printed in the Conference Show Guide.
 - Opportunity to include a promotional item (ie. pen, magnet, etc.) or brochure, provided by you, the sponsor, in each delegate conference bag. – *1,100 items required by November 30, 2011.*
 - A premier tradeshow booth (10' x 10').
 - Four (4) lunch tickets for your booth staff.
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PRINT SPONSOR

\$10,000

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

- **NEW** – Live-link Banner advertisement on our REALTORS® only website.
- **NEW** – 2 - ¼ page editorial stories in CREB® Real Estate News. The CREB® Real Estate News is distributed by the Calgary Herald and is inserted into more than 25,000 home subscriptions and is available at most major grocery and convenience stores, select banks, rec centres and public libraries. The CREB® Real Estate Newspaper is also online at www.creb.com.
Please note: your editorial will be subject to editing by the CREB® Real Estate News Editor.
- Exclusive recognition of your company as print sponsor with prominent signage and acknowledgement at the event.
- Half page print advertisement in the Conference Show Guide, *required by November 30, 2011.*
- Two (2) full day passes for the conference, *includes reserved VIP seating at the Forecast Breakfast.*
- Sponsorship recognition at the Forecast Breakfast, Tradeshow and Reception.
- Corporate logo, live website link and 50 word company profile on the conference website.
- Corporate logo printed in the Conference Show Guide.
- Opportunity to include a promotional item (ie. pen, magnet, etc.) or brochure, provided by you, the sponsor, in each delegate conference bag. – *1,100 items required by November 30, 2011.*
- A premier tradeshow booth (10' x 10').
- Four (4) lunch tickets for your booth staff.

LUNCH SPONSOR

\$7,500

Exclusive

Sponsorship still available!

- Exclusive signage at the lunch area with sponsor logo on all lunch bags.
 - Quarter page print advertisement in the Conference Show Guide, *required by November 30, 2011.*
 - One (1) full day pass for the conference, includes reserved VIP seating at the Forecast Breakfast.
 - Sponsorship recognition at the Forecast Breakfast, Tradeshow and Reception.
 - Corporate logo, live website link and 50 word company profile on the conference website.
 - Corporate logo printed in the Conference Show Guide.
 - Opportunity to include a promotional item (ie. pen, magnet, etc.) or brochure, provided by you, the sponsor, in each delegate conference bag. *1,100 items required by November 30, 2011.*
 - A premier tradeshow booth (10' x 10').
 - Four (4) lunch tickets for your booth staff.
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CONFERENCE BAG SPONSOR

\$5,000

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

- Co-branding with CREB® on all the delegate conference tote bags.
 - Quarter page print advertisement in the Conference Show Guide, *required by November 30, 2011.*
 - Sponsorship recognition at the Forecast Breakfast, Tradeshow and Reception.
 - Corporate logo, live website link and 50 word company profile on the conference website.
 - Corporate logo printed in the Conference Show Guide.
 - Opportunity to include a promotional item (ie. pen, magnet, etc.) or brochure, provided by you, the sponsor, in each delegate conference bag. *1,100 items required by November 30, 2011.*
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MORNING COFFEE BREAK

\$5,000

Exclusive

Sponsorship still available!

Delegates are provided with Starbucks coffee and a freshly baked cookie in the tradeshow area.

- Exclusive signage at the coffee and cookie area.
- Quarter page print advertisement in the Conference Show Guide, *required by November 30, 2011.*
- Sponsorship recognition at the Forecast Breakfast, Tradeshow and Reception.
- Corporate logo, live website link and 50 word company profile on the conference website.
- Corporate logo printed in the Conference Show Guide.
- Opportunity to include a promotional item (ie. pen, magnet, etc.) or brochure, provided by you, the sponsor, in each delegate conference bag. - *1,100 items required by November 30, 2011.*

AFTERNOON COFFEE BREAK

\$5,000

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

Delegates are provided with a Starbucks coffee and an ice cream treat in the tradeshow area.

- Exclusive signage at the coffee and ice cream area.
 - Quarter page print advertisement in the Conference Show Guide, *required by November 30, 2011.*
 - Sponsorship recognition at the Forecast Breakfast, Tradeshow and Reception.
 - Corporate logo, live website link and 50 word company profile on the conference website.
 - Corporate logo printed in the Conference Show Guide.
 - Opportunity to include a promotional item (ie. pen, magnet, etc.) or brochure, provided by you, the sponsor, in each delegate conference bag. - *1,100 items required by November 30, 2011.*
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WELCOME COFFEE

\$3,000

Sponsorship still available!

Provide delegates with a welcome coffee upon arrival.

- Exclusive signage at the coffee area located at the entrance of the Forecast Breakfast.
 - Sponsorship recognition at the Forecast Breakfast, Tradeshow and Reception.
 - Corporate logo, live website link and 50 word company profile on the conference website.
 - Corporate logo printed in the Conference Show Guide.
 - Opportunity to include a promotional item (ie. pen, magnet, etc.) or brochure, provided by you, the sponsor, in each delegate conference bag. - *1,100 items required by November 30, 2011.*
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BROKER SPONSOR

\$2,000

Broker Exclusive: This sponsorship level is only available to CREB® Real Estate Brokers.

Sponsorship still available!

- **NEW** - Your company logo printed on a note book provided to over 1,000 delegates.
- Corporate logo and live website link on the conference website.
- Corporate logo printed in the Conference Show Guide.
- Table for 10 available for purchase in the reserved VIP seating area at the Forecast Breakfast.
- Sponsorship Recognition at the Forecast Breakfast & Tradeshow.



forecast conference & tradeshow

January 18, 2012 at the TELUS Convention Centre

SPONSORSHIP APPLICATION

Please check your level of sponsorship

- \$15,000 Platinum Sponsor **SOLD!**
- \$10,000 Speaker Sponsors
- \$10,000 Print Sponsor **SOLD!**
- \$7,500 Lunch Sponsor
- \$5,000 Morning Coffee Break
- \$5,000 Afternoon Coffee Break **SOLD!**
- \$5,000 Conference Bag Sponsor **SOLD!**
- \$3,000 Welcome Coffee

Broker sponsorship opportunities

- \$2,000 Broker Sponsor exclusive to CREB® brokers

PLEASE READ CAREFULLY

1. Sponsorship opportunities will be applied on a first come, first commitment basis.
2. CREB® reserves the right and has final acceptance of any and all sponsorship arrangements.
3. Sponsors must review and sign the Sponsorship Terms and Conditions.
4. Sponsorships which include booths, must review and sign Exhibitor Terms and Conditions.
5. Application must be signed and submitted back to CREB® immediately. Payment must be received by CREB® within 30 days of application acceptance.

SPONSOR DETAILS

I, the undersigned, understand and agree to the terms and conditions of this sponsorship application.

Company Name: _____

Company Address: _____

Name of Signing Authority: _____

Signature of Signing Authority: _____ Date: _____

City, Province: _____ Postal Code: _____

E-mail Address: _____ Phone Number: () _____

Payment Options: VISA Master Card Cheque (must be included with application)

Card Number: _____ Expiry Date: _____ / _____

Signature of Cardholder: _____

Please fax completed application to CREB®, Attention: Dawn van der Helm, Event Supervisor 403.218.3688, or via e-mail scan to dawn.vanderhelm@creb.ca, or courier with cheque to 300 Manning Road NE, Calgary Alberta T2E 8K4. For any other enquiries please contact Dawn at 403 781-1318 or dawn.vanderhelm@creb.ca.



1. DEFINED TERMS. In this Agreement: (a) "Agreement" means the contract between Sponsor and CREB[®] which is comprised of Application, these Terms and Conditions and CREB[®]'s acceptance thereof; (b) "Application" means the application form constituting an offer made by Sponsor to CREB[®] and forming a part of this Agreement; (c) "CREB[®]" means Calgary Real Estate Board Co-operative Limited; (d) "Payment" means the total amount paid by Sponsor as part of the Application process; (e) "Exhibit Hall" means the area within which the Show will take place; (f) "Sponsor" means the person, corporation or other entity described as "Sponsor" in the Application and entering into this Agreement with CREB[®]; (g) "Show" means the 2012 Forecast Conference & Tradeshow hosted by CREB[®]; (h) "Show Guide" means the printed program handed out to delegates providing information about the running order of the day; (i) "Sponsorship Package" means the document stating the benefits of each sponsorship opportunity.

2. CREATION OF CONTRACT. Your Application to be a Sponsor is an offer by you, Sponsor, to CREB[®] to enter into a contract on the terms of this Agreement, as may be amended by CREB[®] from time to time. The person making the offer on behalf of Sponsor represents and warrants to CREB[®] that he or she has the authority to make this offer. Your offer is irrevocably open for acceptance by CREB[®] until January 18, 2012 at 6:00pm. If CREB[®] accepts your offer, a contract between Sponsor and CREB[®] is formed on the terms of this Agreement and you shall be notified of CREB[®]'s acceptance. CREB[®] has no obligation to accept your offer. CREB[®] may decline to accept any offer for any reason in its sole discretion, including but not limited to, if in the judgment of CREB[®], (a) the products or services to be shown or demonstrated are not applicable to the real estate business, (b) the products or services are inconsistent with the stated purposes of CREB[®] and the interests and welfare of its members, (c) the products or services are unreasonably duplicative of services or products offered by or available from CREB[®] or any of its affiliated entities, or (d) the resulting mix of products or services to be exhibited is not acceptable to CREB[®]. Only those Applications for which CREB[®] has given confirmation of acceptance by November 30, 2011 will be listed in the "Show Guide."

3. MARKETING MATERIALS. All Sponsors have the opportunity to provide CREB[®] with a high-resolution logo, a weblink address and company profile of 50 words. These materials will (a) not be altered by CREB[®] without express written permission from Sponsor; (b) be reproduced on Show website, and Show Guide according to Sponsors chosen Sponsorship Package; (c) be used responsibly to reflect both CREB[®] and Sponsor branding guidelines; (d) be used in conjunction with CREB[®] branding; and (e) be reflective of the hierarchy of sponsorship as outlined in the Sponsorship & Exhibitor Opportunities document.

4. HOURS. These are generally accepted to be 8:00 am – 10:00 am for the Forecast Breakfast and keynote speech; 10:00 am – 4:00 pm for the concurrent sessions and tradeshow. A post Show reception will take place immediately following at 4:00 pm. CREB[®] may set and modify the hours at its sole discretion.

5. SHOW GUIDE ADVERTISEMENTS. Those Sponsors whose packages include a Show Guide advertisement will electronically submit a high-resolution ad to CREB[®] by November 30, 2011 to meet print deadlines. CREB[®] will provide exact specifications.

6. PHOTOGRAPHY. Sponsor, for itself and on behalf of its employees and agents (a) grants to CREB[®] the right to film, photograph and record the likeness, appearance, voice, photos and video of Sponsor and each of its employees and agents at the Show, and (b) consents to CREB[®]'s use, alteration and reproduction of all such filmed, photographed and recorded items for publicity purposes in all media including, without limitation, to all forms of: animation and film; electronic digitization; telecommunication systems now known or created in the future; digital photography; two and three dimensional reproductions; sounds and electronically generated voice likeness; and the right to license third parties to exercise such rights as CREB[®] considers appropriate.

7. LIABILITY. CREB® is in no circumstance ever liable to Sponsor for, and Sponsor agrees to indemnify and hold harmless CREB® and its members, officers, directors, employees and agents (collectively, the "Indemnitees") from, any and all liability, loss, damage or expense (including all legal costs) by reason of any injury to or death of any person or any damage to or destruction of any property no matter by whom (including the Indemnitees) or howsoever caused.

8. BREACH. If Sponsor breaches any provision of this Agreement, CREB® may immediately terminate the Agreement and take such other steps as CREB® considers appropriate. Sponsor is liable to CREB® for all costs, expenses, losses and damages resulting from such termination and CREB®'s enforcement of its rights, including any and all legal expenses.

9. CONTRACT TERMINATION BY SPONSOR. Sponsor may cancel this Agreement by giving written notice to CREB® of cancellation. CREB® is entitled to retain 50 per cent of the Payment, as liquidated damages and not as a penalty, if it receives notice of cancellation on or before October 31, 2011, and the full Payment, as liquidated damages and not as a penalty, if it receives notice of cancellation after October 31, 2011.

10. CONTRACT TERMINATION BY CREB®. If the Show does not take place for any cause beyond the reasonable control of CREB®, including, but not limited to, the destruction of the exhibit facilities by an Act of God, the public enemy, authority of law, fire, or boycotts, strikes or other labor disputes, or other force majeure then CREB® may terminate this Agreement on notice to Sponsor, and CREB® shall refund to Sponsor the Payment paid by Sponsor, less Sponsor's proportionate share of expenses incurred by CREB® to the date of the termination (such shares to be determined by CREB® based on total amounts paid by all Sponsors).

11. RESERVATION OF RIGHT TO MAKE CHANGES. CREB® may make rules and regulations from time to time respecting the operation of the Show. Such rules and regulations form part of this Agreement and Sponsor shall comply with all such rules and regulations, which are brought to its attention. CREB® may amend these terms and conditions from time to time in its sole discretion and, provided that such amendments apply to all Sponsors, Sponsors shall be bound by all such amendments upon being notified of them.

12. SPONSOR SHARING/TRANSFER. This Agreement is personal to Sponsor, and Sponsor shall not transfer or assign any part of the Agreement including advertising and branding, nor permit any other person, corporation or other entity to share in Sponsor's Agreement.

13. GENERAL. Any notice to be given pursuant to this Agreement must be given in writing (including electronic mail and facsimile transmission), but is only effective when delivered to the notice address, which for CREB® is 300 Manning Road N.E., Calgary, Alberta T2E 8K4 and for Sponsor is the address, Primary Contact Email address and fax number set out in the Application. These terms and conditions, together with the Application and CREB®'s acceptance of it, are the entire agreement between Sponsor and CREB® respecting the subject matter of this Agreement.

14. CONTRACT/PAYMENT. Contract must be signed and submitted back to CREB® within three of days of receipt. Payment must be received by CREB® within 30 days of contract acceptance.

I understand and agree to the terms and conditions of this Sponsor contract and have the authority to enter into this Agreement as or on behalf of Sponsor.

Signature of Signing Authority: _____ Date _____