creb® FORECAST 2027
CONFERENCE & TRADESHOW

SPONSORSHIP PACKAGE

WWW.CREBFORECAST.COM

ABOUT CREB®

The Calgary Real Estate Board (CREB®) is a non-profit professional association of over 8,700 licensed REALTORS® representing over 310 offices across the Calgary region. As one of the largest real estate boards in Canada, CREB® offers a full range of services to support the growth and development of our REALTOR® members. Among the many member tools offered, CREB® is a founding partner of Pillar 9™ Technologies, providing REALTORS® access to a province-wide Multiple Listing Service® (MLS®) System. Through the MLS® System, members and their clients can access the most comprehensive database of property listings and sales history in the region. Additional services include market statistics and economic reports, innovative real estate-based technology tools, real estate news and philanthropic giving — all powered by the support of our REALTOR® members.

OUR COMMUNITY

6,500+ FOLLOWERS

6,100+ FOLLOWERS

5,200+ FOLLOWERS

5,300+ FOLLOWERS

8,100+ CREB® SUBSCRIBERS

CREB® FORECAST CONFERENCE & TRADESHOW

DATE

Tuesday, Jan. 19, 2027

LOCATION

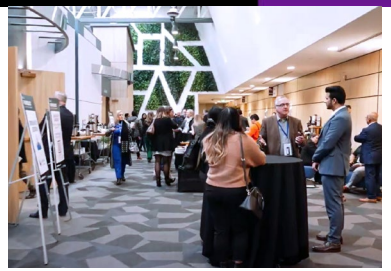
BMO Centre, 20 Roundup Way SE,
Champions Ballroom

800 – 900 ATTENDEES

The CREB® Forecast Conference & Tradeshow is the largest annual gathering of Calgary and area real estate professionals and one of the most anticipated real estate events in Western Canada.

The event features economic forecasts, an engaging lineup of speakers, a tradeshow and networking opportunities.

This year, we are excited to bring the industry together for an enhanced in-person experience, with new ways to connect, network and engage throughout the day. Forecast sponsors gain premium visibility before, throughout and after the event, with featured placement on the Forecast website, prominent signage across the venue and on-stage recognition during the conference.



KEYSTONE SPONSORS

PRESENTING
$10,000

Sponsorship highlights

- Exclusive naming recognition as "CREB® 2027 Forecast Conference and Tradeshow presented by [Company Name]" across event communications
- Four admission passes with reserved VIP lounge seating
- Premium 10 ft × 10 ft tradeshow booth
- Featured advertorial in either a public-facing CREB®Now blog post or REALTOR®-facing CREB®Talk blog post
- Prominent event signage, with sponsor logo and website link featured on the Forecast website, plus a banner advertisement on CREB®'s member-only website
- Sponsor recognition during the main presentation and in post-event communications, including CREB®'s member newsletter and member-only website
- Sponsor logo featured on attendee badges
- Inclusion in the digital tradeshow gamification program to enhance attendee engagement and brand visibility

KEYNOTE SPEAKER
$9,000

Sponsorship highlights

- Opportunity to introduce Ann-Marie Lurie, CREB®'s chief economist, before her 2027 Calgary and area housing market forecast
- Four admission passes with reserved VIP lounge seating
- Premium 10 ft × 10 ft tradeshow booth
- Prominent event signage, with sponsor logo and website link featured on the Forecast website, plus a banner advertisement on CREB®'s member-only website
- Sponsor recognition during the main presentation and in post-event communications, including CREB®'s member newsletter and member-only website
- Inclusion in the digital tradeshow gamification program to increase attendee engagement and brand visibility

LUNCH
$8,000

Sponsorship highlights

- Prominent branding at the lunch station
- Four admission passes with reserved VIP lounge seating
- Premium 10 ft × 10 ft tradeshow booth
- Prominent event signage, with sponsor logo and website link featured on the Forecast website, plus a banner advertisement on CREB®'s member-only website
- Sponsor recognition during the main presentation and in post-event communications, including CREB®'s member newsletter and member-only website
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PILLAR SPONSORS

BREAKFAST
$6,000

Sponsorship highlights

- Prominent branding at the breakfast station
- Two admission passes with reserved VIP lounge seating
- 6 ft × 10 ft tradeshow booth
- Prominent event signage, with sponsor logo and website link featured on the Forecast website, plus a banner advertisement on CREB®'s member-only website
- Sponsor recognition during the main presentation and in post-event communications, including CREB®'s member newsletter and member-only website
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WI-FI
$6,000

Sponsorship highlights

- Branded Wi-Fi network and landing page
- Two admission passes with reserved VIP lounge seating
- 6 ft × 10 ft tradeshow booth
- Prominent event signage, with sponsor logo and website link featured on the Forecast website, plus a banner advertisement on CREB®'s member-only website
- Sponsor recognition during the main presentation and in post-event communications, including CREB®'s member newsletter and member-only website
- Inclusion in the digital tradeshow gamification program to enhance attendee engagement and brand visibility

PARKING
$6,000

Sponsorship highlights

- Brand visibility on attendee parking codes
- Two admission passes with reserved VIP lounge seating
- 6 ft × 10 ft tradeshow booth
- Prominent event signage, with sponsor logo and website link featured on the Forecast website, plus a banner advertisement on CREB®'s member-only website
- Sponsor recognition during the main presentation and in post-event communications, including CREB®'s member newsletter and member-only website
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CORNERSTONE SPONSORS

COFFEE/TEA
ALL DAY $5,000

Sponsorship highlights

- Prominent branding at all coffee and tea stations
- Two admission passes with reserved VIP lounge seating
- 6 ft × 10 ft tradeshow booth
- Prominent event signage, with sponsor logo and website link featured on the Forecast website, plus a banner advertisement on CREB®'s member-only website
- Sponsor recognition during the main presentation and in post-event communications, including CREB®'s member newsletter and member-only website
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LANYARDS AND BADGES
$5,000

Sponsorship highlights

- Prominent branding on lanyards and badges
- Two admission passes with reserved VIP lounge seating
- 6 ft × 10 ft tradeshow booth
- Prominent event signage, with sponsor logo and website link featured on the Forecast website, plus a banner advertisement on CREB®'s member-only website
- Sponsor recognition during the main presentation and in post-event communications, including CREB®'s member newsletter and member-only website
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NETWORKING
$5,000

Sponsorship highlights

- Prominent branding on the event's networking app
- Two admission passes with reserved VIP lounge seating
- 6 ft × 10 ft tradeshow booth
- Prominent event signage, with sponsor logo and website link featured on the Forecast website, plus a banner advertisement on CREB®'s member-only website
- Sponsor recognition during the main presentation and in post-event communications, including CREB®'s member newsletter and member-only website
- Inclusion in the digital tradeshow gamification program to enhance attendee engagement and brand visibility

HEADSHOTS
$5,000

Sponsorship highlights

- Prominent branding on headshot frames
- Two admission passes with reserved VIP lounge seating
- 6 ft × 10 ft tradeshow booth
- Prominent event signage, with sponsor logo and website link featured on the Forecast website, plus a banner advertisement on CREB®'s member-only website
- Sponsor recognition during the main presentation and in post-event communications, including CREB®'s member newsletter and member-only website
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CHARGING STATION
$5,000

Sponsorship highlights

- Prominent branding on charging stations
- Two admission passes with reserved VIP lounge seating
- 6 ft × 10 ft tradeshow booth
- Prominent event signage, with sponsor logo and website link featured on the Forecast website, plus a banner advertisement on CREB®'s member-only website
- Sponsor recognition during the main presentation and in post-event communications, including CREB®'s member newsletter and member-only website
- Inclusion in the digital tradeshow gamification program to enhance attendee engagement and brand visibility

BLUEPRINT SPONSORS

OPENING CEREMONY
$3,000

Sponsorship highlights

- Prominent branding on the welcome screen
- Two admission passes with reserved VIP lounge seating
- 6 ft × 10 ft tradeshow booth
- Prominent event signage, with sponsor logo and website link featured on the Forecast website, plus a banner advertisement on CREB®'s member-only website
- Sponsor recognition during the main presentation and in post-event communications, including CREB®'s member newsletter and member-only website
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VIP LOUNGE
$3,000

Sponsorship highlights

- Prominent branding at the VIP Lounge entrance
- Optional branded napkins
- Two admission passes with reserved VIP lounge seating
- 6 ft × 10 ft tradeshow booth
- Prominent event signage, with sponsor logo and website link featured on the Forecast website, plus a banner advertisement on CREB®'s member-only website
- Sponsor recognition during the main presentation and in post-event communications, including CREB®'s member newsletter and member-only website
- Inclusion in the digital tradeshow gamification program to enhance attendee engagement and brand visibility

GAMIFICATION
$3,000

Sponsorship highlights

- Prominent recognition as the sponsor of the event-wide gamification program across event materials and prize promotions
- Two admission passes with reserved VIP lounge seating
- 6 ft × 10 ft tradeshow booth
- Prominent event signage, sponsor logo and website link featured on the Forecast website, and a banner advertisement on CREB®'s member-only website
- Sponsor recognition during the main presentation and in post-event communications, including CREB®'s member newsletter and member-only website
- Inclusion in the digital tradeshow gamification program to enhance attendee engagement and brand visibility

FUTURIST
$3,000

Sponsorship highlights

- Prominent branding at the fortune teller's Futurist tent/booth
- Two admission passes with reserved VIP lounge seating
- 6 ft × 10 ft tradeshow booth, located next to the Futurists booth
- Prominent event signage, sponsor logo and website link featured on the Forecast website, and a banner advertisement on CREB®'s member-only website
- Sponsor recognition during the main presentation and in post-event communications, including CREB®'s member newsletter and member-only website
- Inclusion in the digital tradeshow gamification program to enhance attendee engagement and brand visibility

FOUNDATION SPONSORS

PRIZE DRAW
IN-KIND OF
PRIZES VALUED AT $1,500

Sponsorship highlights

- Recognition as a key prize contributor during the prize draw
- One general admission tickets
- Social media post
- Logo and website link featured on the Forecast website

NOTEBOOK
IN-KIND OF
BRANDED NOTEBOOKS

Sponsorship highlights

- Branded notebooks distributed to attendees
- Lasting brand visibility beyond the event
- One general admission tickets
- Social media post
- Logo and website link featured on the Forecast website

PEN
IN-KIND OF
BRANDED PENS

Sponsorship highlights

- Branded pens distributed to attendees
- Lasting brand visibility beyond the event
- One general admission tickets
- Social media post
- Logo and website link featured on the Forecast website

WATER BOTTLE
IN-KIND OF
BRANDED WATER BOTTLES

Sponsorship highlights

- Branded reusable water bottles distributed to attendees
- Lasting brand visibility beyond the event
- One general admission ticket
- Social media post
- Logo and website link featured on the Forecast website

SWAG BAG
IN-KIND OF
BRANDED BAGS

Sponsorship highlights

- Branded swag bags distributed to attendees
- Lasting brand visibility beyond the event
- One general admission ticket
- Social media post
- Logo and website link featured on the Forecast website

TERMS & CONDITIONS

1. DEFINED TERMS. In this agreement: (a) "agreement" means the contract between the sponsor and CREB®, which is comprised of an application, these Terms and Conditions and CREB®'s acceptance thereof; (b) "application" means the application form constituting an offer made by the 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 the sponsor as part of the application process; (e)"sponsor" means the person, corporation or other entity described as "sponsor" in the application and entering into this agreement with CREB®; (f) "show" means the CREB® 2027 Forecast Conference & Tradeshow, hosted by CREB® at the BMO Centre on Jan. 19, 2027; and (g) "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, the sponsor, to CREB® to enter into a contract on the terms of this agreement and 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. The offer is irrevocably open for acceptance by CREB® until Jan. 4, 2027 at 5 p.m. If CREB® accepts your offer, a contract between the 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 (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®.

3. MARKETING MATERIALS. All sponsors have the opportunity to provide CREB® with a high-resolution logo, a web 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 and CREB®Link website, in print collateral and on the virtual event platform according to sponsor's 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 Package document.

4. HOURS. The CREB® 2027 Forecast Conference & Tradeshow will take place on Jan. 19, 2027, from 8 a.m. to 3 p.m. at the BMO Centre. CREB® may set and modify the event hours at its sole discretion.

Logo Submissions
Sponsors must electronically submit required logos to CREB® by Dec. 14, 2026.
Logo Requirements: Please submit your logo in one of the following formats: AI, EPS, PDF or PNG.
For submissions or further inquiries, please contact **events@creb.ca**

TERMS & CONDITIONS (CONTINUED)

5. PHOTOGRAPHY. Sponsors, for themselves and on behalf of its employees and agents (a) grants CREB® the right to film, photograph and record the likeness, appearance, voice, photos and video of the 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.

6. BROKERAGES. Broker sponsorship is permitted, however, pursuant to CREB® Rule 28.00 (1) which states, "There shall be no solicitation of sales personnel by Members during CREB® organized real estate meetings, education courses, seminars and/or open house showings of listed properties". No brokerage can operate an exhibit booth at the CREB® Forecast.

7. LIABILITY. CREB® is in no circumstance liable to the sponsor for, and the sponsor agrees to indemnify and hold harmless CREB® and its members, officers, directors, employees and agents (collectively, the "indemnities") 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 indemnities) or howsoever caused.

8. BREACH. If the sponsor breaches any provision of this agreement, CREB® may immediately terminate the agreement and take such other steps as CREB® considers appropriate. The 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 A SPONSOR. Sponsors may cancel this agreement by giving written notice of cancellation to CREB®. 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 Dec. 4, 2026, and the full payment, as liquidated damages and not as a penalty, if it receives notice of cancellation after Dec. 4, 2026.

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 labour disputes, or other force majeure then CREB® may terminate this agreement on notice to the sponsor, and CREB® shall refund the payment paid by the sponsor, less the 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).

TERMS & CONDITIONS (CONTINUED)

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 the 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 and sponsors shall be bound by all such amendments upon being notified of them.

12. SPONSOR SHARING OR TRANSFER. This agreement is personal to the sponsor, and the 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 the sponsor's agreement.

13. GENERAL. Any notice to be given pursuant to this agreement must be given in writing, including by email, and is only effective when delivered to the notice address, which for CREB® is 300 Manning Road N.E., Calgary, Alberta T2E 8K4, and for the sponsor is the address and primary contact email address set out in the application. These Terms and Conditions, together with the application and CREB®'s acceptance of it, constitute the entire agreement between the sponsor and CREB® respecting the subject matter of this agreement.

14. CONTRACT AND PAYMENT. The contract must be signed and submitted back to CREB® within three 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 or on behalf of the sponsor.

Signature of signing authority: _____ Date: _____

Signature of CREB® Director: _____ Date: _____

SPONSORSHIP APPLICATION

PLEASE READ CAREFULLY

1. Sponsorship opportunities will be applied on a first-come, first-served commitment basis.
2. CREB® reserves the right to approve or decline sponsorship arrangements.
3. Sponsors must review and sign the Sponsor Terms and Conditions.
4. Applications must be signed and submitted to CREB® immediately. Payment must be received within 30 days of application acceptance.

SPONSORSHIP DETAILS

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

Company name: _____

Company address: _____

Name of signing authority (please print clearly): _____

Signature of signing authority: _____

Date: _____

City: _____ Province: _____ Postal/ZIP code: _____

Email: _____ Contact number: _____

Payment options: ☐ Visa ☐ Mastercard ☐ Company cheque

Credit card number _____ Expiry date: _____

Please email your completed application,
including the signature on page 12, to **events@creb.ca**

SELECT YOUR LEVEL OF SPONSORSHIP

EVENT SPONSORS

- ☐ $10,000 **PRESENTING SPONSOR**
- ☐ $9,000 **KEYNOTE SPONSOR**
- ☐ $8,000 **LUNCH SPONSOR**
- ☐ $6,000 **BREAKFAST SPONSOR**
- ☐ $6,000 **WI-FI SPONSOR**
- ☐ $6,000 **PARKING SPONSOR**
- ☐ $5,000 **COFFEE & TEA SPONSOR**
- ☐ $5,000 **LANYARDS & BADGES SPONSOR**
- ☐ $5,000 **NETWORKING SPONSOR**
- ☐ $5,000 **HEADSHOTS SPONSOR**
- ☐ $5,000 **CHARGING STATION SPONSOR**
- ☐ $3,000 **OPENING CEREMONY SPONSOR**
- ☐ $3,000 **VIP LOUNGE SPONSOR**
- ☐ $3,000 **GAMIFICATION SPONSOR**
- ☐ $3,000 **FUTURIST SPONSOR**

FOUNDATION SPONSORS

- ☐ **PRIZE DRAW SPONSOR** ($1,500 in-kind contribution)
- ☐ **NOTEBOOK SPONSOR** (In-kind contribution)
- ☐ **PEN SPONSOR** (In-kind contribution)
- ☐ **WATER BOTTLE SPONSOR** (In-kind contribution)
- ☐ **SWAG BAG SPONSOR** (In-kind contribution)

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