



creb[®]
2020
FORECAST

 creb[®]

SPONSOR PACKAGE



CREB® Forecast SPONSOR PACKAGE | 403.781.1363 | events@creb.ca

INTRODUCTION

ABOUT CREB®

The Calgary Real Estate Board (CREB®) is a non-profit professional association of over 5,600 licensed REALTORS® representing over 240 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, one of the major functions of CREB® is the management of the Multiple Listing Service® (MLS®) System, which gives members and their clients instant access to the latest information on properties for sale. 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.



CREB® FORECAST

- Date: **January 14, 2020**
- Location: **BMO Centre**
- Estimated audience: **800 - 1,000**

CREB® Forecast 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 an economic forecast, keynote influencers, networking opportunities, tradeshow and Forecast Forward professional development sessions following the event.

Forecast sponsors gain visibility with prominent signage throughout the event venue, company logo and website featured on the Forecast website and logo printed in the CREB® Forecast show guide.





PRESENTING SPONSOR PACKAGES

TITLE SPONSOR **\$20,000 SOLD**

Sponsorship highlights

- Banner advertisement on CREB®'s member-only website with link to your company website.
- Opportunity to introduce the keynote speaker.
- Exclusive recognition of your company as a keynote speaker sponsor.
- Half-page advertisement in the CREB® Forecast show guide.
- Full-page advertisement in the CREB® Forecast show guide.
- Four (4) passes to the CREB® Forecast, including reserved VIP seating at the breakfast.
- Prominent sponsorship signage at the CREB® Forecast.
- Sponsorship recognition during the breakfast presentation, within the trade show and at the closing reception.
- Company logo, website link and fifty-word company profile on the CREB® Forecast website.
- Company logo printed in the CREB® Forecast show guide.
- Opportunity to include an electronic brochure/pamphlet (maximum of two pages) on the CREB® Forecast website.
- A premier trade show booth (10' x 20').
- Four (4) lunch tickets for your booth staff.
- Post-event recognition on member website and blog.
- First pick of booth location in tradeshow.

SPEAKER SPONSOR **MORNING \$10,000 SOLD** **AFTERNOON \$7,500**

Sponsorship highlights

- Banner advertisement on CREB®'s member-only website with link to your company website.
- Opportunity to introduce the morning/afternoon keynote speaker.
- Exclusive recognition of your company as a morning/afternoon speaker sponsor.
- Advertisement in the CREB® Forecast show guide. (1/2 page morning sponsor, 1/4 page afternoon sponsor).
- Two (2) passes to the CREB® Forecast, including reserved VIP seating at the breakfast.
- Sponsorship recognition during the breakfast presentation, within the trade show and at the closing reception.
- Company logo, website link and fifty-word company profile on the CREB® Forecast website.
- Company logo printed in the CREB® Forecast show guide.
- Opportunity to include an electronic brochure/pamphlet (maximum of two pages) on the CREB® Forecast website.
- A premier trade show booth (10' x 20').
- Four (4) lunch tickets for your booth staff.

PRINT SPONSOR **\$10,000 SOLD**

Sponsorship highlights

- Banner advertisement on CREB®'s member-only website with link to your company website.
- Half-page advertisement in the CREB® Forecast show guide.
- Two (2) passes to the CREB® Forecast, including reserved VIP seating at the breakfast.
- Sponsorship recognition during the breakfast presentation, within the trade show and at the closing reception.
- Company logo, website link and fifty-word company profile on the CREB® Forecast website.
- Company logo printed in the CREB® Forecast show guide.
- Opportunity to include an electronic brochure/pamphlet (maximum of two pages) on the CREB® Forecast website.
- A premier trade show booth (10' x 20').
- Four (4) lunch tickets for your booth staff.

CONFERENCE APP SPONSOR \$5,000 **SOLD**

Sponsorship highlights

- Co-branding with CREB® on the CREB® Forecast App.
- Immediate brand recognition upon opening App.
- Sponsorship recognition during the breakfast presentation, within the trade show and at the closing reception.
- Company logo, website link and fifty-word company profile on the CREB® Forecast website.
- Company logo printed in the CREB® Forecast show guide.
- Opportunity to include an electronic brochure/pamphlet (maximum of two pages) on the CREB® Forecast website.
- Four (4) lunch tickets for your booth staff.
- 1/4 page ad in CREB Forecast show guide.

WIFI SPONSOR \$3,500 **SOLD**

Sponsorship highlights

- Provide attendees with free internet access throughout the entire conference
- Customized network password (chosen by sponsor)
- Attendees will be notified of the free wifi service several times prior and during the event and sponsor will be recognized and thanked in each notification
- Sponsorship recognition during the breakfast presentation, within the trade show and at the closing reception.
- Company logo, website link and fifty-word company profile on the CREB® Forecast website.
- Company logo printed in the CREB® Forecast show guide.
- Opportunity to include an electronic brochure/pamphlet (maximum of two pages) on the CREB® Forecast website.

BROKER SPONSOR 8 AVAILABLE \$3,500

Sponsorship highlights

- A complimentary table of 10 in the VIP area for the morning forecast presentation.
- Company logo, website link and fifty-word company profile on the CREB® Forecast website.
- Company logo printed in the CREB® Forecast show guide.
- Recognition during the morning presentation.
- Opportunity to include an electronic brochure/pamphlet (maximum of two pages) on the CREB® Forecast website.

SMARTPHONE CHARGING STATION SPONSOR \$2,500 **SOLD**

Sponsorship highlights

- Sponsorship of smartphone charging station.
- Your logo or marketing material of your choice on two charging stations.
- Sponsorship recognition during the breakfast presentation, within the trade show and at the closing reception.
- Company logo, website link and fifty-word company profile on the CREB® Forecast website.
- Company logo printed in the CREB® Forecast show guide.
- Opportunity to include an electronic brochure/pamphlet (maximum of two pages) on the CREB® Forecast website.

EVENT SPONSOR PACKAGES

MORNING COFFEE BREAK SPONSOR \$5,000 **SOLD**

- Sponsorship of Starbucks coffee and a treat for all attendees in the trade show area.
- Exclusive signage at the coffee break area.
- Quarter-page advertisement in the CREB® Forecast show guide.
- Sponsorship recognition during the breakfast presentation, within the trade show and at the closing reception.
- Company logo, website link and fifty-word company profile on the CREB® Forecast website.
- Company logo printed in the CREB® Forecast show guide.
- Opportunity to include an electronic brochure/pamphlet (maximum of two pages) on the CREB® Forecast website.
- A premier trade show booth (10' x 20').
- Four (4) lunch tickets for your booth staff.

AFTERNOON COFFEE BREAK SPONSOR \$5,000 **SOLD**

- Sponsorship of Starbucks coffee and a treat for attendees in the trade show area.
- Exclusive signage at the coffee break area.
- Quarter-page advertisement in the CREB® Forecast show guide.
- Sponsorship recognition during the breakfast presentation, within the trade show and at the closing reception.
- Company logo, website link and fifty-word company profile on the CREB® Forecast website.
- Company logo printed in the CREB® Forecast show guide.
- Opportunity to include an electronic brochure/pamphlet (maximum of two pages) on the mobile-friendly CREB® Forecast website.
- A premier trade show booth (10' x 20').
- Four (4) lunch tickets for your booth staff.

LUNCH SPONSOR \$7,500 **SOLD**

- Banner advertisement on CREB®'s member-only website with link to your company website.
- Half-page advertisement in the CREB® Forecast show guide.
- Two (2) passes to the CREB® Forecast, including reserved VIP seating at the breakfast.
- Sponsorship recognition during the breakfast presentation, within the trade show and at the closing reception.
- Company logo, website link and fifty-word company profile on the CREB® Forecast website.
- Company logo printed in the CREB® Forecast show guide.
- Opportunity to include an electronic brochure/pamphlet (maximum of two pages) on the CREB® Forecast website.
- A premier trade show booth (10' x 20').
- Four (4) lunch tickets for your booth staff.
- Exclusive signage at the lunch break area.

CLOSING RECEPTION SPONSOR \$7,500 **SOLD**

NEW: CLOSING RECEPTION WILL BE HOSTED IN THE TRADESHOW AREA

- **Customized drink tickets with your company logo given to all attendees at the reception.**
- Opportunity for a representative from your company to draw for the door prize at the closing reception.
- Company logo, website link and fifty-word company profile on the CREB® Forecast website.
- Company name on main large conference digital screen and company mention during the closing reception.
- Company logo printed in the CREB® Forecast show guide.
- Two (2) passes to the CREB® Forecast, includes reserved VIP seating at the breakfast.
- Opportunity to include an electronic brochure/pamphlet (maximum of two pages) on the CREB® Forecast website.
- A premier trade show booth (10' x 20').







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SPONSOR BENEFITS

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2020 FLOORPLAN





SPONSORSHIP APPLICATION

PLEASE READ CAREFULLY

1. Sponsorship opportunities will be applied on a first-come first-served commitment basis.
2. CREB® reserves the right and has final acceptance of all sponsorship arrangements.
3. Sponsors must review and sign the Sponsor Terms and Conditions.
4. Sponsorships which include tradeshow booths must review and sign Exhibitor Terms and Conditions.
5. Applications must be signed, submitted to CREB® immediately and 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 ☐ Master Card ☐ Company Cheque ☐

Credit card number _____ Expiry date: _____

CREB® Brokers Charge my CREB® member account (signature) _____

Please fax or email the completed application to CREB® with attention to:

Candace Jones, CREB® member event coordinator. Email: candace.jones@creb.ca.

For all other inquiries please contact Candace Jones at 403.781.1363 or events@creb.ca

SELECT YOUR LEVEL OF SPONSORSHIP

PRESENTING SPONSORS

- | | | |
|--------------------------|----------|------------------------------------|
| <input type="checkbox"/> | \$20,000 | TITLE SPONSOR |
| <input type="checkbox"/> | \$10,000 | SPEAKER SPONSOR - MORNING |
| <input type="checkbox"/> | \$7,500 | SPEAKER SPONSOR - AFTERNOON |
| <input type="checkbox"/> | \$10,000 | PRINT SPONSOR |
| <input type="checkbox"/> | \$5,000 | CONFERENCE APP SPONSOR |
| <input type="checkbox"/> | \$3,500 | WIFI SPONSOR |
| <input type="checkbox"/> | \$3,500 | BROKER SPONSOR |
| <input type="checkbox"/> | \$2,500 | SMARTPHONE CHARGING STATION |

EVENT SPONSORS

- | | | |
|--------------------------|---------|---------------------------------------|
| <input type="checkbox"/> | \$5,000 | MORNING COFFEE BREAK SPONSOR |
| <input type="checkbox"/> | \$5,000 | AFTERNOON COFFEE BREAK SPONSOR |
| <input type="checkbox"/> | \$7,500 | LUNCH SPONSOR |
| <input type="checkbox"/> | \$7,500 | CLOSING RECEPTION SPONSOR |



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) “exhibit hall” means the area within which the trade 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 2020 CREB® Forecast 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, 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 Dec. 2, 2019 at 6 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®. Only those applications for which CREB® has given confirmation of acceptance by Dec. 2, 2019 will be listed in the show guide.

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 website, and show guide 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 & Exhibitor Opportunities document.

4. HOURS. The hours of the CREB® Forecast Conference will run from 8:30 a.m. to 4:30 p.m. A post show reception will take place immediately following at 3:30 p.m. 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® no later than Dec. 2, 2019. CREB® will provide exact specifications.

6. 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.

7. 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.

8. 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.

9. 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.

10. 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 Oct. 15, 2019, and the full payment, as liquidated damages and not as a penalty, if it receives notice of cancellation after Oct. 15, 2019.

11. 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).

12. 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.

13. 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.

14. 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 the 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 the sponsor and CREB® respecting the subject matter of this agreement.

15. 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: _____

