

CALGARY
REAL ESTATE FORUM

2021
October 20 & 21

Calgary and the Road Ahead:
Understanding and Taking Advantage
of the Opportunities

**CORPORATE
SPONSORSHIP
PROGRAM**

realestateforums.com



CALGARY AND THE ROAD AHEAD: UNDERSTANDING THE OPPORTUNITIES WITH THE DOWNTOWN REVITALIZATION PLAN AND THE \$450M CONVERSION INCENTIVES

In April 2021, the 10-year \$1B Downtown Revitalization Plan was approved by City Council with an initial investment of \$200M. The Plan seeks to convert some 12 million sq. ft. of currently vacant office space into residences and create amenities throughout the greater downtown, attracting people and talent to the city's centre. With over half of the Plan's funding dedicated to revitalization and conversions, the mission is for some of the excess space in the downtown core to be re-imagined and turned into other realizable uses. With technology companies such as Benevity and Infosys calling Calgary home and as renewed space becomes available for the needs of more tech companies, the city is poised for growth and is preparing itself for a bright future.

The 23rd annual Calgary Real Estate Forum, being held virtually on October 20 & 21. The Forum has evolved since its inception in 1998 to become the largest annual conference on investment, development, leasing and financing in Calgary.

How will the Calgary market perform over the next twelve months? What are prospective opportunities and future challenges as the pandemic hopefully subsides?

This will be an information-packed Forum focusing on the interests of asset managers, brokers, developers, investors, and other professionals active in the acquisition, development, leasing, financing and management of office, industrial, retail, and multi-residential real estate. The information will help real estate professionals determine what strategies to follow for 2022 and beyond.

Align your organization with the Calgary Forum and take advantage of the 100's of attendees that will be participating in this year's virtual event.

WHAT IS THE INDUSTRY SAYING ABOUT THE VIRTUAL EXPERIENCE?

The feedback shows that real estate professionals are adapting to and very pleasantly surprised at their overall experience with virtual Forums and conferences and the thought leadership, market intelligence and networking value and benefits.

"Given this has been a 'needle moving' year for everyone the content of this Forum is one of the most impactful we've had in years. Really enjoying and benefiting from the content and insights. Thanks to all."

"The quality of topics and speakers was excellent. The platform and support was easy and engaging. Next best thing besides in-person. Well done."

"Congratulations for an outstanding virtual conference that provided a lot of value to the participants and attendees. I've had very good feedback from my broker team that attended."

"Excellent informative event, the market insights were invaluable and it was great to see a huge array of experts giving their views of the present challenging times and future prospects for their prospective businesses."

MORE INFORMATION

Ben Carson
Sales Manager

Email: ben.carson@informa.com **Tel:** 604.789.8267 **Website:** realestateforums.com

WHAT'S IN IT FOR YOU: THE OPPORTUNITY AS A SPONSOR TO BE FRONT AND CENTRE

Expand Your Network - With No Travel Costs

Engage in business discussions, chat directly with industry leaders, and make the connections you need to thrive as the Canadian real estate market continues rapidly evolves. All of this in your own fully branded digital lounge where you can book private meetings and collaborate with participants.

Extended Brand Exposure - With Measurable ROI

Make an impression on an audience of decision-makers before, during and after the event. Benefit from a post event report which will give you insights and leads based on how many people dropped into your lounge or requested meetings with your colleagues.

The Calgary Real Estate Forum is being designed to ensure that sponsors receive maximum corporate exposure to all of the attendees at the event. Each sponsorship level will offer a different package of value-added benefits for a participating corporation.

The 2021 sponsorship program represents a unique marketing opportunity for companies that want to reach the "who's who" in this market of inevitable reinvention.

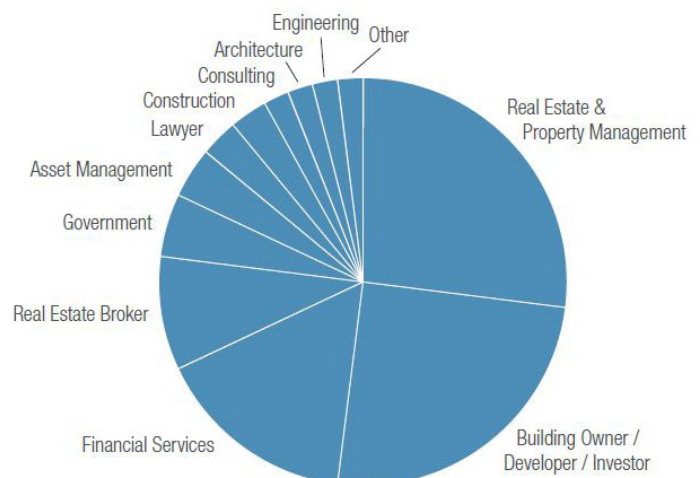
Increase brand awareness, raise your corporate profile and reinforce your organization's reputation to your target clients by aligning your logo alongside the largest annual conference focusing on this important gateway city in Canada.

Sponsorship packages are designed to fit every budget offer a range of benefits - not only will you receive ongoing benefits and a copy of the attendee database but a number of your colleagues will also have complimentary access. See the following pages for full details.

ADDITIONAL BENEFITS TO ALL SPONSORS OF THE 2021 EDMONTON REAL ESTATE FORUM - CANADIAN REAL ESTATE FORUM MAGAZINE

Logo placement in the Canadian Real Estate Forum - Fall edition that will be emailed to 17,000 executives across Canada and made available longer term on the Real Estate Forums Portal.

WHO WILL ATTEND



CALGARY REAL ESTATE FORUM

October 20 & 21, 2021

THANK YOU TO THE ONGOING COMMITMENT FROM THE INDUSTRY
PREVIOUS SPONSORS INCLUDE

Platinum



PropTech



Gold



Academic Partner



Networking Lounge



Young Leaders



PPE Face Mask



PPE Touch Free Key



Swag Bag



Journal



Keynote Speaker



Opening Keynote



Presenter Biographies



Mobile App



Mobile Screen Cleaner



Post Notes



Plenary Session



Opening Remarks



Closing Remarks



Post Forum Survey Sponsor



Registration



Speaker Video Series



Online Survey



Concurrent Sessions



Signature



Media



CALGARY REAL ESTATE FORUM

October 20 & 21, 2021

2021 CORPORATE SPONSORSHIP PROGRAM

LEVEL	# OPPORTUNITIES	COMMITMENT
Platinum	5 opportunities	\$5,500 each
Gold	7 opportunities	\$5,000 each
Facial Mask	1 exclusive opportunity	\$4,500
Hand Sanitizer	1 exclusive opportunity	\$4,500
Live – Happening Now	1 exclusive opportunity	\$4,500
Mints	1 exclusive opportunity	\$4,250
Pen	1 exclusive opportunity	\$4,250
Smart Wallet	1 exclusive opportunity	\$4,250
Swag Bag	2 opportunities	\$4,250 each
Touch Free Key	1 exclusive opportunity	\$4,250
Journal	2 opportunities	\$4,000 each
Keynote	2 opportunities	\$4,000 each
Networking Lounge	2 opportunities	\$4,000 each
Presenter Biographies	1 exclusive opportunity	\$4,000
Young Leaders	1 exclusive opportunity	\$4,000
Closing Roundtable	1 exclusive opportunity	\$3,750
Mobile Screen Cleaner	1 exclusive opportunity	\$3,750
Post Notes	2 opportunities	\$3,750 each
Closing Remarks	1 exclusive opportunity	\$3,500
Opening Remarks	1 exclusive opportunity	\$3,500
Plenary Sessions	2 opportunities	\$3,500 each
Registration	1 exclusive opportunity	\$3,500
Social Media Wall	2 opportunities	\$3,500 each
Virtual Event Platform	3 opportunities	\$3,500 each
Podcast	3 opportunities	\$3,250 each
Speaker Video Series	3 opportunities	\$3,250 each
Concurrent Session	9 opportunities	\$3,000 each
Daily Attendee Poll	2 opportunities	\$3,000 each
Post Conference Survey	1 exclusive opportunity	\$3,000
Signature	5 opportunities	\$2,750 each

PLATINUM

\$5,500 / Sponsor • 5 Opportunities

CALGARY REAL ESTATE FORUM

October 20 & 21

VALUE ADDED BENEFITS

- Highest level of sponsorship visibility
- Six complimentary forum registrations (a value of \$2,190)
- Logo placement on promotional & registration emails (prior to and following the forum) with a total distribution of over 110,000
- Placement of your corporate logo in a bimonthly national digital newsletter when forum is advertised - a distribution of 16,500
- Logo placement with level acknowledgement in the Calgary focused section of the Real Estate Forum magazine - Fall edition - distribution to 16,500 real estate professionals
- Social media mentions across Twitter and LinkedIn posts associated with the forum
- Significantly more logo exposure, on website and virtual platform than other sponsor levels (more details below)
- Placement of your logo on the home screen widget page of the entire conference, capturing attendees attention as soon as they access the event platform (more details below)
- Highest profile logo placement with sponsor acknowledgement on the conference website with other Platinum and Gold sponsors for a nine month period on the following pages:
 - Overview
 - Speakers
 - Sponsors
 - Registration
 - Education Credits
 - Publications
 - Contact Us
- Logo placement with sponsor level acknowledgement on Canadian Real Estate Forums portal “Hero Banner” on run up to event with it is being advertised
- Logo placement on the virtual platform with sponsor level acknowledgement as follows:
 - on static banner at the top of the home page
 - on rotating banner at the top of the navigation panel
 - rotating on up to three banners located strategically throughout the content on the following pages:
 - View Program
 - Networking With Attendees
 - Connect With Sponsors
 - Speakers & Biographies
 - networking lounge landing page (prior to entering the lounge)
- On banner located on every session of the program on the virtual platform
- Most prominent placement on conference website on the “thank you to sponsors” page for a nine month period
- Build your own corporate sponsor page – it’s possible to include research reports, literature and other corporate materials for attendees to download, list point of contact staff at the event so attendees can easily connect, provide website and social media links you can even include a pre-recorded Vimeo or YouTube video to run throughout the event on a loop (we recommend sponsors use a complimentary registration for the key contact person)
- Attendees will be incentivized to visit your corporate sponsor page through Engage to Win. Your page will have its own Engage to Win code (predetermined by the organizers) that attendees will collect to boost their Engage to Win score and their chances of winning a prize – which will include a complimentary registration to the forum in 2022
- Database of all forum delegates (no emails) will be provided immediately prior to the platform going live as well as following the event
- A custom report outlining deliverables of your sponsorship and related analytics will be provided on request



Images shown are for illustration purposes only and may change for a similar item without notice. Four-colour logo printing may be subjected to a slight increase in sponsorship cost.

To reserve your corporate sponsorship, contact **Ben Carson**

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GOLD

\$5,000 / Sponsor • 7 Opportunities

CALGARY REAL ESTATE FORUM

October 20 & 21

VALUE ADDED BENEFITS

- High level of sponsorship visibility
- Five complimentary forum registrations (a value of \$1,825)
- Logo placement on promotional & registration emails (prior to and following the forum) with a total distribution of over 110,000
- Placement of your corporate logo in a bimonthly national digital newsletter when forum is advertised - a distribution of 16,500
- Logo placement with level acknowledgement in the Calgary focused section of the Real Estate Forum magazine - Fall edition - distribution to 16,500 real estate professionals
- Logo placement on conference website on the “thank you to sponsors” page for a nine month period
- Social media mentions across Twitter and LinkedIn posts associated with the forum
- Placement of your logo on the home screen widget page of the entire conference, capturing attendees attention as soon as they access the event platform (more details below)
- Significantly more logo exposure, on website and virtual platform than other sponsor levels (more details below)
- Highest profile logo placement with sponsor acknowledgement on the conference website with other Platinum and Gold sponsors for a nine month period on the following pages:
 - Overview
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 - Sponsors
 - Publications
 - Contact Us
- Logo placement with sponsor level acknowledgement on Canadian Real Estate Forums portal “Hero Banner” on run up to event with it is being advertised
- Logo placement on the virtual platform with sponsor level acknowledgement as follows:
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 - rotating on up to three banners located strategically throughout the content on the following pages:
 - View Program
 - Networking With Attendees
 - Connect With Sponsors
 - Speakers & Biographies
 - networking lounge landing page (prior to entering the lounge)
- On banner located on every session of the program on the virtual platform
- Most prominent placement on conference website on the “thank you to sponsors” page for a nine month period
- Build your own corporate sponsor page – it’s possible to include research reports, literature and other corporate materials for attendees to download, list point of contact staff at the event so attendees can easily connect, provide website and social media links you can even include a pre-recorded Vimeo or YouTube video to run throughout the event on a loop (we recommend sponsors use a complimentary registration for the key contact person)
- Attendees will be incentivized to visit your corporate sponsor page through Engage to Win. Your page will have its own Engage to Win code (predetermined by the organizers) that attendees will collect to boost their Engage to Win score and their chances of winning a prize – which will include a complimentary registration to the forum in 2022
- Database of all forum delegates (no emails) will be provided immediately prior to the platform going live as well as following the event
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FACIAL MASK

\$4,500 / Sponsor • 1 Exclusive Opportunity

CALGARY
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VALUE ADDED BENEFITS

- Three complimentary forum registrations (\$1,095 value)
- Logo placement with level acknowledgement in the Calgary focused section of the Real Estate Forum magazine - Fall edition - distribution to 16,500 real estate professionals
- Logo placement on conference website on the “thank you to sponsors” page for a nine month period
- Your logo prominently placed on a quality facial mask that will be couriered to attendees in the “swag package” several days prior to the conference (note; those that register more than 10 days out from the event will not be included in the mailing due to order lead time and posting)
- Your logo will also be prominently placed on the conference platform as follows:
 - on the sponsor page of the conference platform
 - on a rotating banner on the virtual platform landing page
- Build your own corporate sponsor page – it’s possible to include research reports, literature and other corporate materials for attendees to download, list point of contact staff at the event so attendees can easily connect, provide website and social media links you can even include a pre-recorded Vimeo or YouTube video to run throughout the event on a loop (we recommend sponsors use a complimentary registration for the key contact person)
- Attendees will be incentivized to visit your corporate sponsor page through Engage to Win. Your page will have its own Engage to Win code (predetermined by the organizers) that attendees will collect to boost their Engage to Win score and their chances of winning a prize – which will include a complimentary registration to the forum in 2022
- Database of all forum delegates (no emails) will be provided immediately prior to the platform going live as well as following the event
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HAND SANITIZER

\$4,500 / Sponsor • 1 Exclusive Opportunity

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VALUE ADDED BENEFITS

- Three complimentary forum registrations (\$1,095 value)
- Logo placement with level acknowledgement in the Calgary focused section of the Real Estate Forum magazine - Fall edition - distribution to 16,500 real estate professionals
- Logo placement on conference website on the “thank you to sponsors” page for a nine month period
- Your logo prominently placed on a hand sanitizer squeeze bottle that will be couriered to attendees in the “swag package” several days prior to the Forum (note: those that register more than 10 days out from the event will not be included in the mailing due to order lead time and posting)
- Your logo will also be prominently placed on the conference platform as follows:
 - on the sponsor page of the conference platform
 - on a rotating banner on the virtual platform landing page
- Build your own corporate sponsor page – it’s possible to include research reports, literature and other corporate materials for attendees to download, list point of contact staff at the event so attendees can easily connect, provide website and social media links you can even include a pre-recorded Vimeo or YouTube video to run throughout the event on a loop (we recommend sponsors use a complimentary registration for the key contact person)
- Attendees will be incentivized to visit your corporate sponsor page through Engage to Win. Your page will have its own Engage to Win code (predetermined by the organizers) that attendees will collect to boost their Engage to Win score and their chances of winning a prize – which will include a complimentary registration to the forum in 2022
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LIVE - HAPPENING NOW

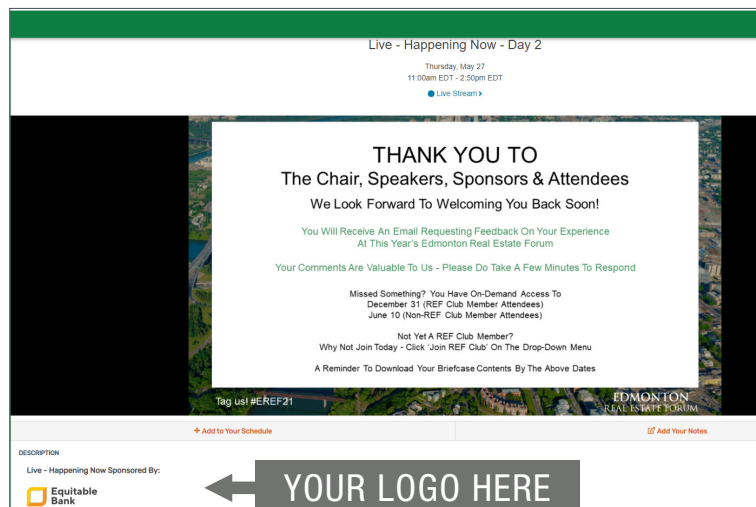
\$4,500 / Sponsor • 1 Exclusive Opportunity

CALGARY REAL ESTATE FORUM

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VALUE ADDED BENEFITS

- Three complimentary forum registrations (\$1,095 value)
- Logo placement with level acknowledgement in the Calgary focused section of the Real Estate Forum magazine - Fall edition - distribution to 16,500 real estate professionals
- Logo placement on conference website on the “thank you to sponsors” page for a nine month period
- Live – Happening Now is where all the conference plenary sessions take place
- Logo placement on the Live – Happening Now site for the duration of the event
- Inclusion on PowerPoint directional slides when appropriate (in Live – Happening Now and the landing page of the Networking Lounge)
- Your logo will also be prominently placed on the conference platform as follows:
 - on the sponsor page of the conference platform
 - on a rotating banner on the virtual platform landing page
- Logo placement on conference website on the “thank you to sponsors” page for a nine month period
- Build your own corporate sponsor page – it’s possible to include research reports, literature and other corporate materials for attendees to download, list point of contact staff at the event so attendees can easily connect, provide website and social media links you can even include a pre-recorded Vimeo or YouTube video to run throughout the event on a loop (we recommend sponsors use a complimentary registration for the key contact person)
- Attendees will be incentivized to visit your corporate sponsor page through Engage to Win. Your page will have its own Engage to Win code (predetermined by the organizers) that attendees will collect to boost their Engage to Win score and their chances of winning a prize – which will include a complimentary registration to the forum in 2022
- Database of all forum delegates (no emails) will be provided immediately prior to the platform going live as well as following the event
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MINTS

\$4,250 / Sponsor • 1 Exclusive Opportunity

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VALUE ADDED BENEFITS

- Three complimentary forum registrations (\$1,095 value)
- Logo placement with level acknowledgement in the Calgary focused section of the Real Estate Forum magazine - Fall edition - distribution to 16,500 real estate professionals
- Logo placement on conference website on the “thank you to sponsors” page for a nine month period
- Your logo prominently placed on a quality package of mints that will be couriered to attendees in the “swag package” several days prior to the conference (note; those that register more than 10 days out from the event will not be included in the mailing due to order lead time and posting)
- Logo placement with level acknowledgement in the Calgary focused section of the Real Estate Forum magazine - Fall edition - distribution to 16,500 real estate professionals
- Logo placement on conference website on the “thank you to sponsors” page for a nine month period
- Your logo will also be prominently placed on the conference platform as follows:
 - on the sponsor page of the conference platform
 - on a rotating banner on the virtual platform landing page
- Build your own corporate sponsor page – it’s possible to include research reports, literature and other corporate materials for attendees to download, list point of contact staff at the event so attendees can easily connect, provide website and social media links you can even include a pre-recorded Vimeo or YouTube video to run throughout the event on a loop (we recommend sponsors use a complimentary registration for the key contact person)
- Attendees will be incentivized to visit your corporate sponsor page through Engage to Win. Your page will have its own Engage to Win code (predetermined by the organizers) that attendees will collect to boost their Engage to Win score and their chances of winning a prize – which will include a complimentary registration to the forum in 2022
- Database of all forum delegates (no emails) will be provided immediately prior to the platform going live as well as following the event
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PEN

\$4,250 / Sponsor • 1 Exclusive Opportunity

CALGARY
REAL ESTATE FORUM
October 20 & 21

VALUE ADDED BENEFITS

- Three complimentary forum registrations (\$1,095 value)
- Logo placement with level acknowledgement in the Calgary focused section of the Real Estate Forum magazine - Fall edition - distribution to 16,500 real estate professionals
- Logo placement on conference website on the “thank you to sponsors” page for a nine month period
- Your logo prominently placed on a quality pen that will be couriered to attendees in the “swag package” several days prior to the conference (note; those that register more than 10 days out from the event will not be included in the mailing due to order lead time and posting)
- Your logo will also be prominently placed on the conference platform as follows:
 - on the sponsor page of the conference platform
 - on a rotating banner on the virtual platform landing page
- Build your own corporate sponsor page – it’s possible to include research reports, literature and other corporate materials for attendees to download, list point of contact staff at the event so attendees can easily connect, provide website and social media links you can even include a pre-recorded Vimeo or YouTube video to run throughout the event on a loop (we recommend sponsors use a complimentary registration for the key contact person)
- Attendees will be incentivized to visit your corporate sponsor page through Engage to Win. Your page will have its own Engage to Win code (predetermined by the organizers) that attendees will collect to boost their Engage to Win score and their chances of winning a prize – which will include a complimentary registration to the forum in 2022
- Database of all forum delegates (no emails) will be provided immediately prior to the platform going live as well as following the event
- A custom report outlining deliverables of your sponsorship and related analytics will be provided on request



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SMART WALLET

\$4,250 / Sponsor • 1 Exclusive Opportunity

CALGARY
REAL ESTATE FORUM

October 20 & 21

VALUE ADDED BENEFITS

- Three complimentary forum registrations (\$1,095 value)
- Logo placement on forum website on the “thank you to sponsors” page for a nine month period
- Logo placement with level acknowledgement in the Calgary focused section of the Real Estate Forum magazine - Fall edition - distribution to 16,500 real estate professionals
- Your logo prominently placed on a smart wallet (can adhere to cell phone for credit cards - on car visors with parking passes) that will be couriered to attendees in the “swag package” several days prior to the conference (note; those that register more than 10 days out from the event will not be included in the mailing due to order lead time and posting)
- Your logo will also be prominently placed on the forum virtual platform as follows:
 - the sponsor page of the forum platform
 - a rotating banner on the forum platform landing page
- Build your own corporate sponsor page – it’s possible to include research reports, literature and other corporate materials for attendees to download, list point of contact staff at the event so attendees can easily connect, provide website and social media links you can even include a pre-recorded Vimeo or YouTube video to run throughout the event on a loop (we recommend sponsors use a complimentary registration for the key contact person)
- Attendees will be incentivized to visit your corporate sponsor page through Engage to Win. Your page will have its own Engage to Win code (predetermined by the organizers) that attendees will collect to boost their Engage to Win score and their chances of winning a prize – which will include a complimentary registration to the forum in 2022
- Placement of your logo on the home screen widget page of the entire forum, capturing attendees’ attention as soon as they access the event platform
- Database of all forum delegates (no emails) will be provided immediately prior to the platform going live as well as following the event
- A custom report outlining deliverables of your sponsorship and related analytics will be provided on request



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SWAG BAG

\$4,250 / Sponsor • 2 Opportunities

CALGARY
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VALUE ADDED BENEFITS

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- Logo placement with level acknowledgement in the Calgary focused section of the Real Estate Forum magazine - Fall edition - distribution to 16,500 real estate professionals
- Logo placement on conference website on the “thank you to sponsors” page for a nine month period
- Your logo prominently placed on a quality swag bag that will be couriered to attendees in the “swag package” several days prior to the conference (note; those that register more than 10 days out from the event will not be included in the mailing due to order lead time and posting)
- Your logo will also be prominently placed on the conference platform as follows:
 - on the sponsor page of the conference platform
 - on a rotating banner on the virtual platform landing page
- Build your own corporate sponsor page – it's possible to include research reports, literature and other corporate materials for attendees to download, list point of contact staff at the event so attendees can easily connect, provide website and social media links you can even include a pre-recorded Vimeo or YouTube video to run throughout the event on a loop (we recommend sponsors use a complimentary registration for the key contact person)
- Attendees will be incentivized to visit your corporate sponsor page through Engage to Win. Your page will have its own Engage to Win code (predetermined by the organizers) that attendees will collect to boost their Engage to Win score and their chances of winning a prize – which will include a complimentary registration to the forum in 2022
- Database of all forum delegates (no emails) will be provided immediately prior to the platform going live as well as following the event
- A custom report outlining deliverables of your sponsorship and related analytics will be provided on request



Contents intended to demonstrate size of bag only

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TOUCH FREE KEY

\$4,250 / Sponsor • 1 Exclusive Opportunity

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VALUE ADDED BENEFITS

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- Logo placement with level acknowledgement in the Calgary focused section of the Real Estate Forum magazine - Fall edition - distribution to 16,500 real estate professionals
- Logo placement on conference website on the “thank you to sponsors” page for a nine month period
- Your logo prominently placed on the brass touch free key that will be couriered to attendees in a “swag bag” several days prior to the conference (note; those that register more than 10 days out from the event will not be included in the mailing due to order lead time and posting)
- Reduce exposure to viruses and bacteria on surfaces with this contactless key
- Use for pushing buttons for elevators, ATM machines, buses, trains, gas stations, grocery store, and opening doors
- Easily fits on your key chain or on any key tool or carabiner
- Your logo will also be prominently placed on the conference platform as follows:
 - on the sponsor page of the conference platform
 - on a rotating banner on the virtual platform landing page
- Build your own corporate sponsor page – it’s possible to include research reports, literature and other corporate materials for attendees to download, list point of contact staff at the event so attendees can easily connect, provide website and social media links you can even include a pre-recorded Vimeo or YouTube video to run throughout the event on a loop (we recommend sponsors use a complimentary registration for the key contact person)
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JOURNAL

\$4,000 / Sponsor • 2 Opportunities

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- Logo placement with level acknowledgement in the Calgary focused section of the Real Estate Forum magazine - Fall edition - distribution to 16,500 real estate professionals
- Logo placement on conference website on the “thank you to sponsors” page for a nine month period
- Your logo prominently placed on a quality journal that will be couriered to attendees in the “swag package” several days prior to the conference (note; those that register more than 10 days out from the event will not be included in the mailing due to order lead time and posting)
- Your logo will also be prominently placed on the conference platform as follows:
 - on the sponsor page of the conference platform
 - on a rotating banner on the virtual platform landing page
- Build your own corporate sponsor page – it’s possible to include research reports, literature and other corporate materials for attendees to download, list point of contact staff at the event so attendees can easily connect, provide website and social media links you can even include a pre-recorded Vimeo or YouTube video to run throughout the event on a loop (we recommend sponsors use a complimentary registration for the key contact person)
- Attendees will be incentivized to visit your corporate sponsor page through Engage to Win. Your page will have its own Engage to Win code (predetermined by the organizers) that attendees will collect to boost their Engage to Win score and their chances of winning a prize – which will include a complimentary registration to the forum in 2022
- Database of all forum delegates (no emails) will be provided immediately prior to the platform going live as well as following the event
- A custom report outlining deliverables of your sponsorship and related analytics will be provided on request



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KEYNOTE

\$4,000 / Sponsor • 2 Opportunities

CALGARY REAL ESTATE FORUM

October 20 & 21

VALUE ADDED BENEFITS

- Three complimentary forum registrations (\$1,095 value)
- Logo placement with level acknowledgement in the Calgary focused section of the Real Estate Forum magazine - Fall edition - distribution to 16,500 real estate professionals
- Logo placement on conference website on the “thank you to sponsors” page for a nine month period
- Sponsorship acknowledgement on screen during entire session both at the forum and on-demand for 2 weeks for regular attendees and to the end of the year for REF Club Members. Since all sessions will be recorded and available on demand
- Verbal acknowledgement of your sponsorship by the Forum Chair, their designate or panel
- Logo rotating on home page of the virtual Forum platform together with Platinum & Gold sponsors
- Placement of your logo on the home screen widget page of the entire Forum, capturing attendees’ attention as soon as they access the event platform as follows:
 - on the sponsor page of the conference platform
 - on a rotating banner on the virtual platform landing page
- Build your own corporate sponsor page – it’s possible to include research reports, literature and other corporate materials for attendees to download, list point of contact staff at the event so attendees can easily connect, provide website and social media links you can even include a pre-recorded information video to run throughout the event on a loop
- Attendees will be incentivized to visit your corporate sponsor page through Engage to Win. Your page will have its own Engage to Win code (predetermined by the organizers) that attendees will collect to boost their Engage to Win score and their chances of winning a prize – which will include a complimentary registration to the Forum in 2022
- Database of all Forum delegates (no emails) will be provided immediately prior to as well as following the event
- A custom wrap up report outlining all deliverables of your sponsorship and related analytics will be provided on request

2021 Vancouver Real Estate Forum

PropTech
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Confronting Uncertainty: What Is The Outlook For The B.C. And Canadian Economies? What Will The Recovery Look Like?

Wednesday, April 14
12:08pm EDT - 12:50pm EDT
Keynote

CONFONTING UNCERTAINTY:
WHAT IS THE OUTLOOK FOR THE B.C. AND CANADIAN ECONOMIES?
WHAT WILL THE RECOVERY LOOK LIKE?

VANCOUVER
REAL ESTATE FORUM

Households and Businesses Sitting on Excess Cash

Personal Deposits

Year	Total Personal Deposits (\$Bn)	Trend Growth
1990	~1,050	~1.0%
1991	~1,050	~1.0%
1992	~1,050	~1.0%
1993	~1,050	~1.0%
1994	~1,050	~1.0%
1995	~1,050	~1.0%
1996	~1,050	~1.0%
1997	~1,050	~1.0%
1998	~1,050	~1.0%
1999	~1,050	~1.0%
2000	~1,050	~1.0%
2001	~1,050	~1.0%
2002	~1,050	~1.0%
2003	~1,050	~1.0%
2004	~1,050	~1.0%
2005	~1,050	~1.0%
2006	~1,050	~1.0%
2007	~1,050	~1.0%
2008	~1,050	~1.0%
2009	~1,050	~1.0%
2010	~1,050	~1.0%
2011	~1,050	~1.0%
2012	~1,050	~1.0%
2013	~1,050	~1.0%
2014	~1,050	~1.0%
2015	~1,050	~1.0%
2016	~1,050	~1.0%
2017	~1,050	~1.0%
2018	~1,050	~1.0%
2019	~1,050	~1.0%
2020	~1,050	~1.0%

Non-Personal Deposits

Year	Total Non-Personal Deposits (\$Bn)	Trend Growth
1990	~900	~1.0%
1991	~900	~1.0%
1992	~900	~1.0%
1993	~900	~1.0%
1994	~900	~1.0%
1995	~900	~1.0%
1996	~900	~1.0%
1997	~900	~1.0%
1998	~900	~1.0%
1999	~900	~1.0%
2000	~900	~1.0%
2001	~900	~1.0%
2002	~900	~1.0%
2003	~900	~1.0%
2004	~900	~1.0%
2005	~900	~1.0%
2006	~900	~1.0%
2007	~900	~1.0%
2008	~900	~1.0%
2009	~900	~1.0%
2010	~900	~1.0%
2011	~900	~1.0%
2012	~900	~1.0%
2013	~900	~1.0%
2014	~900	~1.0%
2015	~900	~1.0%
2016	~900	~1.0%
2017	~900	~1.0%
2018	~900	~1.0%
2019	~900	~1.0%
2020	~900	~1.0%

Source: CIBC, Bank of Canada, CIBC

Benjamin Tal

CF Cadillac Fairview

YOUR LOGO HERE

+ Add to Your Schedule

Add Your Notes

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NETWORKING LOUNGE

\$4,000 / Sponsor • 2 Opportunities

CALGARY
REAL ESTATE FORUM

October 20 & 21

VALUE ADDED BENEFITS

- Three complimentary forum registrations (\$1,095 value)
- Logo placement with level acknowledgement in the Calgary focused section of the Real Estate Forum magazine - Fall edition - distribution to 16,500 real estate professionals
- Logo placement on conference website on the “thank you to sponsors” page for a nine month period
- The primary networking lounge of the conference will be branded with the corporate names and logos of the two sponsors.
- The Networking Lounge is where attendees connect live with speakers, experts, sponsors and other attendees - outside of sessions the Networking Lounge is the most visited component of the platform during a virtual event
- Verbal acknowledgment of this sponsorship by the conference Chair or Panel Moderator
- Your logo will also be prominently placed on the conference platform as follows:
 - directional slides and information when appropriate (in Live – Happening Now, on the landing page of the Networking Lounge and in the Zoom Lounge where live networking takes place)
 - on the sponsor page of the conference platform
 - on a rotating banner on the virtual platform landing page
- Build your own corporate sponsor page – it’s possible to include research reports, literature and other corporate materials for attendees to download, list point of contact staff at the event so attendees can easily connect, provide website and social media links you can even include a pre-recorded Vimeo or YouTube video to run throughout the event on a loop (we recommend sponsors use a complimentary registration for the key contact person)
- Attendees will be incentivized to visit your corporate sponsor page through Engage to Win. Your page will have its own Engage to Win code (predetermined by the organizers) that attendees will collect to boost their Engage to Win score and their chances of winning a prize – which will include a complimentary registration to the forum in 2022
- Database of all forum delegates (no emails) will be provided immediately prior to the platform going live as well as following the event
- A custom report outlining deliverables of your sponsorship and related analytics will be provided on request



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PRESENTER BIOGRAPHIES

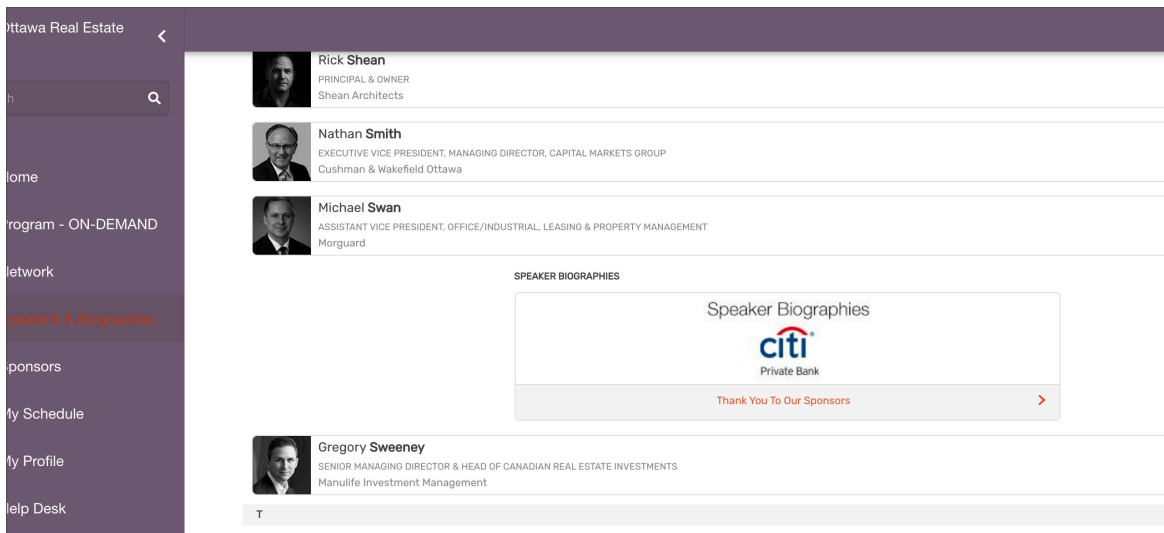
\$4,000 / Sponsor • 1 Exclusive Opportunity

CALGARY
REAL ESTATE FORUM

October 20 & 21

VALUE ADDED BENEFITS

- Three complimentary forum registrations (\$1,095 value)
- Logo placement with level acknowledgement in the Calgary focused section of the Real Estate Forum magazine - Fall edition - distribution to 16,500 real estate professionals
- Logo rotating on home page of the virtual conference platform together with Platinum & Gold sponsors
- Logo placement on conference website “thank you to sponsors” page for a nine month period
- Verbal acknowledgment of this sponsorship by the conference Chair or representative
- Your logo will also be prominently placed on the conference platform as follows:
 - on the home screen widget page of the entire conference, capturing attendees' attention as soon as they access the event platform
 - on rotating logo at the top of the home page drop down navigation menu
 - on the sponsor page of the conference platform
 - on a rotating banner on the virtual platform landing page (program, attendee directory, connect with sponsors, speakers & biographies)
 - opportunity to insert an ad on the printable program posted on the event website
- Build your own corporate sponsor page – it's possible to include research reports, literature and other corporate materials for attendees to download, list point of contact staff at the event so attendees can easily connect, provide website and social media links you can even include a pre-recorded Vimeo or YouTube video to run throughout the event on a loop (we recommend sponsors use a complimentary registration for the key contact person)
- Attendees will be incentivized to visit your corporate sponsor page through Engage to Win. Your page will have its own Engage to Win code (predetermined by the organizers) that attendees will collect to boost their Engage to Win score and their chances of winning a prize – which will include a complimentary registration to the forum in 2022
- Database of all forum delegates (no emails) will be provided immediately prior to the platform going live as well as following the event
- A custom report outlining deliverables of your sponsorship and related analytics will be provided on request



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YOUNG LEADERS

\$4,000 / Sponsor • 1 Exclusive Opportunity

CALGARY
REAL ESTATE FORUM

October 20 & 21

VALUE ADDED BENEFITS

- Two complimentary Forum registrations for your organization and eight complimentary registrations for deserving Young Leaders in the industry (\$3,650 value)
- Logo placement with level acknowledgement in the Calgary focused section of the Real Estate Forum magazine - Fall edition - distribution to 16,500 real estate professionals
- Logo placement on conference website on the “thank you to sponsors” page for a nine month period
- Sponsor will be recognized by Chair during the opening remarks
- Organizer support pre-event to identify young leaders
- Your logo will also be prominently placed on the conference platform as follows:
 - on the sponsor page of the conference platform
 - on a rotating banner on the virtual platform landing page
- Build your own corporate sponsor page – it’s possible to include research reports, literature and other corporate materials for attendees to download, list point of contact staff at the event so attendees can easily connect, provide website and social media links you can even include a pre-recorded Vimeo or YouTube video to run throughout the event on a loop (we recommend sponsors use a complimentary registration for the key contact person)
- Attendees will be incentivized to visit your corporate sponsor page through Engage to Win. Your page will have its own Engage to Win code (predetermined by the organizers) that attendees will collect to boost their Engage to Win score and their chances of winning a prize – which will include a complimentary registration to the forum in 2022
- Database of all forum delegates (no emails) will be provided immediately prior to the platform going live as well as following the event
- A custom report outlining deliverables of your sponsorship and related analytics will be provided on request



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CLOSING ROUNDTABLE

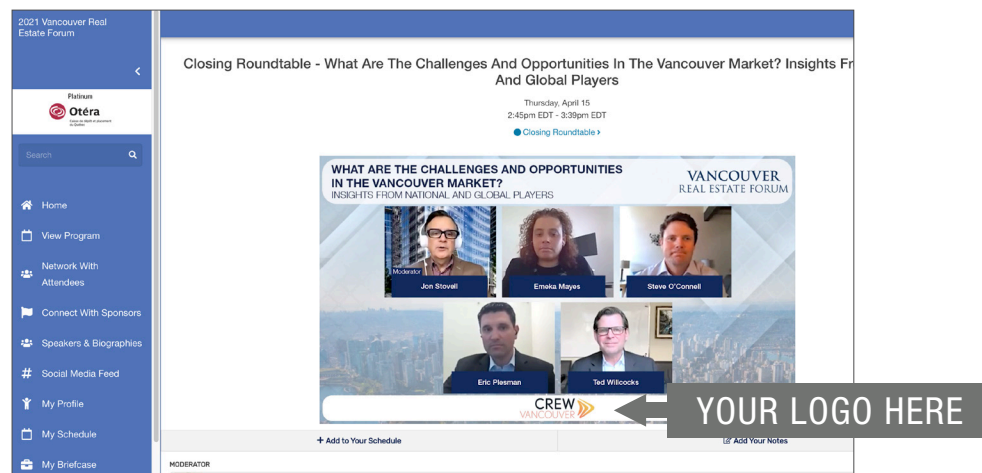
\$3,750 / Sponsor • 1 Exclusive Opportunity

CALGARY
REAL ESTATE FORUM

October 20 & 21

VALUE ADDED BENEFITS

- Three complimentary forum registrations (\$1,095 value)
- Logo placement with level acknowledgement in the Calgary focused section of the Real Estate Forum magazine - Fall edition - distribution to 16,500 real estate professionals
- Logo placement on conference website on the “thank you to sponsors” page for a nine month period
- Verbal acknowledgement at the forum of your sponsorship level by Chair or their representative prior to the start and again at the conclusion of the closing round table discussion
- Your logo will also be prominently placed on the conference platform as follows:
 - on the screen for the duration of the roundtable
 - on the sponsor page of the conference platform
 - on the roundtable’s program description page
 - networking lounge landing page where the roundtable is mentioned (prior to entering the lounge)
 - on any directional slides that mention the closing roundtable
 - on a rotating banner on the virtual platform landing page
- Build your own corporate sponsor page – it’s possible to include research reports, literature and other corporate materials for attendees to download, list point of contact staff at the event so attendees can easily connect, provide website and social media links you can even include a pre-recorded Vimeo or YouTube video to run throughout the event on a loop (we recommend sponsors use a complimentary registration for the key contact person)
- Attendees will be incentivized to visit your corporate sponsor page through Engage to Win. Your page will have its own Engage to Win code (predetermined by the organizers) that attendees will collect to boost their Engage to Win score and their chances of winning a prize – which will include a complimentary registration to the forum in 2022
- Database of all forum delegates (no emails) will be provided immediately prior to the platform going live as well as following the event
- A custom report outlining deliverables of your sponsorship and related analytics will be provided on request



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MOBILE SCREEN CLEANER

\$3,750 / Sponsor • 1 Exclusive Opportunity

CALGARY
REAL ESTATE FORUM

October 20 & 21

VALUE ADDED BENEFITS

- Three complimentary forum registrations (\$1,095 value)
- Logo placement with level acknowledgement in the Calgary focused section of the Real Estate Forum magazine - Fall edition - distribution to 16,500 real estate professionals
- Logo placement on conference website on the “thank you to sponsors” page for a nine month period
- Your logo prominently placed on a quality screen cleaner that can be used for computers, cell phones, etc., also spectacles that will be couriered to attendees in the “swag package” several days prior to the conference (note; those that register more than 10 days out from the event will not be included in the mailing due to order lead time and posting)
- Your logo will also be prominently placed on the conference platform as follows:
 - on the sponsor page of the conference platform
 - on a rotating banner on the virtual platform landing page
- Build your own corporate sponsor page – it’s possible to include research reports, literature and other corporate materials for attendees to download, list point of contact staff at the event so attendees can easily connect, provide website and social media links you can even include a pre-recorded Vimeo or YouTube video to run throughout the event on a loop (we recommend sponsors use a complimentary registration for the key contact person)
- Attendees will be incentivized to visit your corporate sponsor page through Engage to Win. Your page will have its own Engage to Win code (predetermined by the organizers) that attendees will collect to boost their Engage to Win score and their chances of winning a prize – which will include a complimentary registration to the forum in 2022
- Database of all forum delegates (no emails) will be provided immediately prior to the platform going live as well as following the event
- A custom report outlining deliverables of your sponsorship and related analytics will be provided on request



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POST NOTES

\$3,750 / Sponsor • 2 Opportunities

CALGARY
REAL ESTATE FORUM
October 20 & 21

VALUE ADDED BENEFITS

- Three complimentary forum registrations (\$1,095 value)
- Logo placement with level acknowledgement in the Calgary focused section of the Real Estate Forum magazine - Fall edition - distribution to 16,500 real estate professionals
- Logo placement on conference website on the “thank you to sponsors” page for a nine month period
- Your logo prominently placed on a quality sticky paper post note block that will be couriered to attendees in the “swag package” several days prior to the conference (note; those that register more than 10 days out from the event will not be included in the mailing due to order lead time and posting)
- Your logo will also be prominently placed on the conference platform as follows:
 - on the sponsor page of the conference platform
 - on a rotating banner on the virtual platform landing page
- Build your own corporate sponsor page – it's possible to include research reports, literature and other corporate materials for attendees to download, list point of contact staff at the event so attendees can easily connect, provide website and social media links you can even include a pre-recorded Vimeo or YouTube video to run throughout the event on a loop (we recommend sponsors use a complimentary registration for the key contact person)
- Attendees will be incentivized to visit your corporate sponsor page through Engage to Win. Your page will have its own Engage to Win code (predetermined by the organizers) that attendees will collect to boost their Engage to Win score and their chances of winning a prize – which will include a complimentary registration to the forum in 2022
- Database of all forum delegates (no emails) will be provided immediately prior to the platform going live as well as following the event
- A custom report outlining deliverables of your sponsorship and related analytics will be provided on request



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CLOSING REMARKS

\$3,500 / Sponsor • 1 Exclusive Opportunity

CALGARY
REAL ESTATE FORUM

October 20 & 21

VALUE ADDED BENEFITS

- Three complimentary forum registrations (\$1,095 value)
- Logo placement with level acknowledgement in the Calgary focused section of the Real Estate Forum magazine - Fall edition - distribution to 16,500 real estate professionals
- Logo placement on the forum website on the “thank you to sponsors” page for a nine month period
- Verbal acknowledgement at the forum of your sponsorship level by Chair or their representative following the closing roundtable discussion to close the 2021 forum
- Your logo will also be prominently placed on the conference platform as follows:
 - the sponsor page of the forum platform
 - a rotating banner on the virtual platform landing page
- Build your own corporate sponsor page – it’s possible to include research reports, literature and other corporate materials for attendees to download, list point of contact staff at the event so attendees can easily connect, provide website and social media links you can even include a pre-recorded Vimeo or YouTube video to run throughout the event on a loop (we recommend sponsors use a complimentary registration for the key contact person)
- Attendees will be incentivized to visit your corporate sponsor page through Engage to Win. Your page will have its own Engage to Win code (predetermined by the organizers) that attendees will collect to boost their Engage to Win score and their chances of winning a prize – which will include a complimentary registration to the conference in 2022
- Placement of your logo on the home screen widget page of the entire forum, capturing attendees’ attention as soon as they access the event platform
- Database of all forum delegates (no emails) will be provided immediately prior to the platform going live as well as following the event
- A custom report outlining deliverables of your sponsorship and related analytics will be provided on request



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OPENING REMARKS

\$3,500 / Sponsor • 1 Exclusive Opportunity

CALGARY
REAL ESTATE FORUM

October 20 & 21

VALUE ADDED BENEFITS

- Three complimentary forum registrations (\$1,095 value)
- Logo placement with level acknowledgement in the Calgary focused section of the Real Estate Forum magazine - Fall edition - distribution to 16,500 real estate professionals
- Logo placement on the forum website on the “thank you to sponsors” page for a nine month period
- Verbal acknowledgement at the forum of your sponsorship level by Chair or their representative at the opening of the 2021 forum
- Your logo will also be prominently placed on the conference platform as follows:
 - the sponsor page of the forum platform
 - a rotating banner on the virtual platform landing page
- Build your own corporate sponsor page – it’s possible to include research reports, literature and other corporate materials for attendees to download, list point of contact staff at the event so attendees can easily connect, provide website and social media links you can even include a pre-recorded Vimeo or YouTube video to run throughout the event on a loop (we recommend sponsors use a complimentary registration for the key contact person)
- Attendees will be incentivized to visit your corporate sponsor page through Engage to Win. Your page will have its own Engage to Win code (predetermined by the organizers) that attendees will collect to boost their Engage to Win score and their chances of winning a prize – which will include a complimentary registration to the conference in 2022
- Placement of your logo on the home screen widget page of the entire forum, capturing attendees’ attention as soon as they access the event platform
- Database of all forum delegates (no emails) will be provided immediately prior to the platform going live as well as following the event
- A custom report outlining deliverables of your sponsorship and related analytics will be provided on request



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PLENARY SESSION

\$3,500 / Sponsor • 2 Opportunities

CALGARY
REAL ESTATE FORUM

October 20 & 21

VALUE ADDED BENEFITS

- Three complimentary forum registrations (\$1,095 value)
- Logo placement with level acknowledgement in the Calgary focused section of the Real Estate Forum magazine - Fall edition - distribution to 16,500 real estate professionals
- Logo placement on conference website on the program and “thank you to sponsors” pages for a nine month period
- Verbal acknowledgement at the forum of your sponsorship level by Chair or their representative prior to the start and again at the conclusion of the sponsored plenary session
- Your logo will also be prominently placed on the conference platform (most also during on-demand access – 2 weeks for regular attendees and to end of year for REF Club Members) as follows:
 - on the screen for the duration of the sponsored plenary
 - on the sponsor page of the conference platform
 - on the program sponsored concurrent session detail page
 - networking lounge landing page where the sponsored plenary is mentioned (prior to entering the lounge)
 - on any directional slides that mention the sponsored plenary
 - on a rotating banner on the virtual platform landing page
- Build your own corporate sponsor page – it’s possible to include research reports, literature and other corporate materials for attendees to download, list point of contact staff at the event so attendees can easily connect, provide website and social media links you can even include a pre-recorded Vimeo or YouTube video to run throughout the event on a loop (we recommend sponsors use a complimentary registration for the key contact person)
- Attendees will be incentivized to visit your corporate sponsor page through Engage to Win. Your page will have its own Engage to Win code (predetermined by the organizers) that attendees will collect to boost their Engage to Win score and their chances of winning a prize – which will include a complimentary registration to the forum in 2022
- Database of all forum delegates (no emails) will be provided immediately prior to the platform going live as well as following the event
- A custom report outlining deliverables of your sponsorship and related analytics will be provided on request



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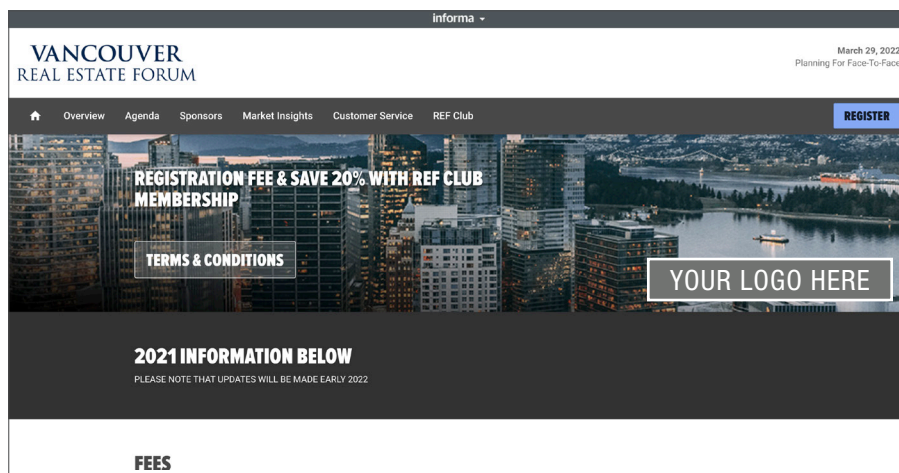
REGISTRATION

\$3,500 / Sponsor • 1 Exclusive Opportunity

CALGARY
REAL ESTATE FORUM
October 20 & 21

VALUE ADDED BENEFITS

- Three complimentary forum registrations (\$1,095 value)
- Logo placement with level acknowledgement in the Calgary focused section of the Real Estate Forum magazine - Fall edition - distribution to 16,500 real estate professionals
- Logo placement on conference website on registration and “thank you to sponsors” pages for a nine month period
- Logo placement on conference website banner acknowledging sponsor level
- Logo placement in sponsors section of conference website
- Logo placement on registration landing page
- Logo placement on all pages of registration site, confirmation email to every attendee, joining information email
- Your logo will also be prominently placed on the conference platform as follows:
 - on the home screen widget page of the entire conference, capturing attendees’ attention as soon as they access the event platform
 - on the sponsor page of the conference platform
 - on a rotating banner on the virtual platform landing page
- Build your own corporate sponsor page – it’s possible to include research reports, literature and other corporate materials for attendees to download, list point of contact staff at the event so attendees can easily connect, provide website and social media links you can even include a pre-recorded Vimeo or YouTube video to run throughout the event on a loop (we recommend sponsors use a complimentary registration for the key contact person)
- Attendees will be incentivized to visit your corporate sponsor page through Engage to Win. Your page will have its own Engage to Win code (predetermined by the organizers) that attendees will collect to boost their Engage to Win score and their chances of winning a prize – which will include a complimentary registration to the forum in 2022
- Database of all forum delegates (no emails) will be provided immediately prior to the platform going live as well as following the event
- A custom report outlining deliverables of your sponsorship and related analytics will be provided on request



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SOCIAL MEDIA WALL

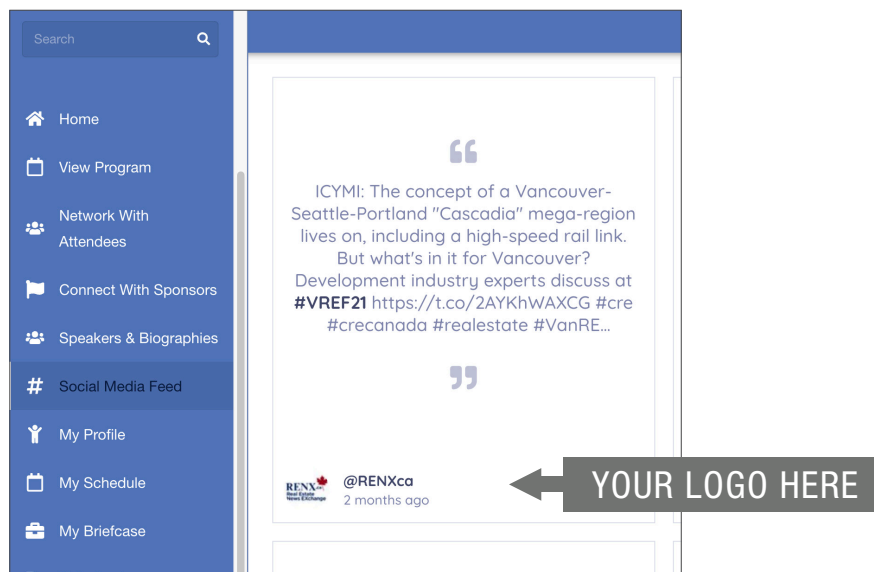
\$3,500 / Sponsor • 2 Opportunities

CALGARY
REAL ESTATE FORUM

October 20 & 21

VALUE ADDED BENEFITS

- Three complimentary forum registrations (\$1,095 value)
- Logo placement with level acknowledgement in the Calgary focused section of the Real Estate Forum magazine - Fall edition - distribution to 16,500 real estate professionals
- Your corporate logo on emails with a honed focus on social media
- Your organization recognized as the social media sponsor through the Real Estate Forum's social media channels; Twitter and LinkedIn
- Your social media conversation showcased in the social media feed in the virtual event environment using a dedicated hashtag
- Build your own corporate sponsor page – it's possible to include research reports, literature and other corporate materials for attendees to download, list point of contact staff at the event so attendees can easily connect, provide website and social media links you can even include a pre-recorded information video to run throughout the event on a loop
- Attendees will be incentivized to visit your corporate sponsor page through Engage to Win. Your page will have its own Engage to Win code (predetermined by the organizers) that attendees will collect to boost their Engage to Win score and their chances of winning a prize – which will include a complimentary registration to the Forum in 2022
- Placement of your logo on the home screen widget page of the entire Forum, capturing attendees' attention as soon as they access the event platform
- Logo exposure on Forum website for a nine-month period
- Database of all Forum delegates (no emails) will be provided immediately prior to as well as following the event
- A custom wrap up report outlining all deliverables of your sponsorship and related analytics will be provided on request



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VIRTUAL EVENT PLATFORM

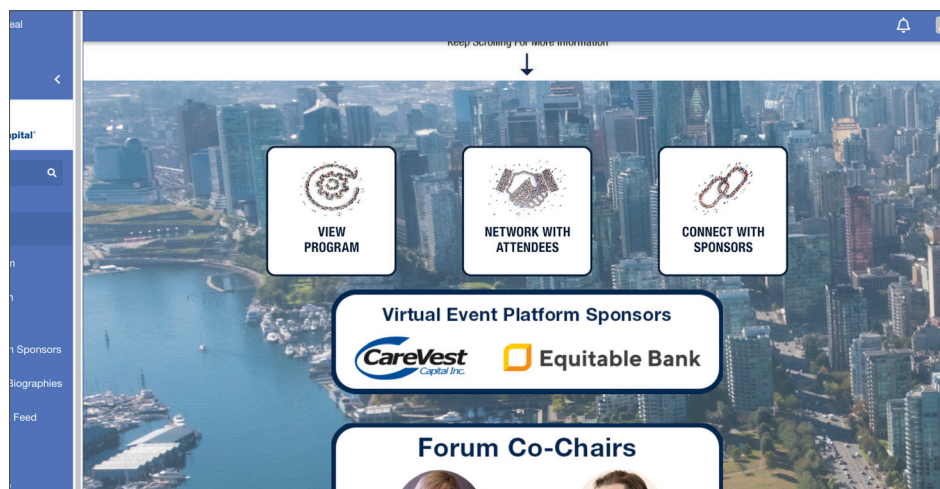
\$3,500 / Sponsor • 3 Opportunities

CALGARY
REAL ESTATE FORUM

October 20 & 21

VALUE ADDED BENEFITS

- Three complimentary forum registrations (\$1,095 value)
- Logo placement with level acknowledgement in the Calgary focused section of the Real Estate Forum magazine - Fall edition - distribution to 16,500 real estate professionals
- Logo placement on conference website on the “thank you to sponsors” page for a nine month period
- Logo placement on the virtual platform home page on a dedicated and predominant static banner for the duration of the event (5 days prior to the conference, for the duration of the conference, two weeks on-demand for regular attendings, to the end of the year for REF Club Members)
- Logo included with major sponsors on a rotating banner at the top of the drop down navigation bar
- Your logo will also be prominently placed on the conference platform as follows:
 - on the Live - Happening Now landing page
 - on the sponsor page of the conference platform
 - on a rotating banner on the virtual platform landing page
- Build your own corporate sponsor page – it’s possible to include research reports, literature and other corporate materials for attendees to download, list point of contact staff at the event so attendees can easily connect, provide website and social media links you can even include a pre-recorded Vimeo or YouTube video to run throughout the event on a loop (we recommend sponsors use a complimentary registration for the key contact person)
- Attendees will be incentivized to visit your corporate sponsor page through Engage to Win. Your page will have its own Engage to Win code (predetermined by the organizers) that attendees will collect to boost their Engage to Win score and their chances of winning a prize – which will include a complimentary registration to the forum in 2022
- Database of all forum delegates (no emails) will be provided immediately prior to the platform going live as well as following the event
- A custom report outlining deliverables of your sponsorship and related analytics will be provided on request



Images shown are for illustration purposes only and may change for a similar item without notice. Four-colour logo printing may be subjected to a slight increase in sponsorship cost.

To reserve your corporate sponsorship, contact **Ben Carson**

Tel: 604.789.8267 • **Email:** ben.carson@informa.com • **Website:** realestateforums.com

PODCAST

\$3,250 / Sponsor • 3 Opportunities

CALGARY
REAL ESTATE FORUM
October 20 & 21

VALUE ADDED BENEFITS

- Three complimentary forum registrations (\$1,095 value)
- Logo placement with level acknowledgement in the Calgary focused section of the Real Estate Forum magazine - Fall edition - distribution to 16,500 real estate professionals
- Logo placement on conference website on the “thank you to sponsors” page for a nine month period
- Your corporate logo showcased in the podcast series section on the Canadian Real Estate Forums portal
- Podcasts will be recorded and hosted on the Real Estate Forums portal and promoted through various channels including the web portal, emails, newsletter, social media channels, etc.
- Your logo will also be prominently placed on the conference platform as follows:
 - on the home screen widget page of the entire conference, capturing attendees' attention as soon as they access the event platform
 - on the sponsor page of the conference platform
 - on a rotating banner on the virtual platform landing page
- Build your own corporate sponsor page – it's possible to include research reports, literature and other corporate materials for attendees to download, list point of contact staff at the event so attendees can easily connect, provide website and social media links you can even include a pre-recorded Vimeo or YouTube video to run throughout the event on a loop (we recommend sponsors use a complimentary registration for the key contact person)
- Attendees will be incentivized to visit your corporate sponsor page through Engage to Win. Your page will have its own Engage to Win code (predetermined by the organizers) that attendees will collect to boost their Engage to Win score and their chances of winning a prize – which will include a complimentary registration to the forum in 2022
- Database of all forum delegates (no emails) will be provided immediately prior to the platform going live as well as following the event
- A custom report outlining deliverables of your sponsorship and related analytics will be provided on request



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SPEAKER VIDEO SERIES

\$3,250 / Sponsor • 3 Opportunities

CALGARY
REAL ESTATE FORUM

October 20 & 21

VALUE ADDED BENEFITS

- Three complimentary forum registrations (\$1,095 value)
- Logo placement with level acknowledgement in the Calgary focused section of the Real Estate Forum magazine - Fall edition - distribution to 16,500 real estate professionals
- Logo placement on conference website on the “thank you to sponsors” page for a nine month period
- Your corporate logo showcased at the beginning of each video recording of key speakers interviewed on pertinent questions associated with the forum
- Speaker Video Series will be placed on the Canadian Real Estate Forums portal and the event website
- Videos will be hosted on the Canadian Real Estate conferences Vimeo channel and promoted through various channels including the web portal, emails, newsletter, social media channels, etc.
- Your logo will also be prominently placed on the conference platform as follows:
 - on the home screen widget page of the entire conference, capturing attendees’ attention as soon as they access the event platform
 - on the sponsor page of the conference platform
 - on a rotating banner on the virtual platform landing page
- Build your own corporate sponsor page – it’s possible to include research reports, literature and other corporate materials for attendees to download, list point of contact staff at the event so attendees can easily connect, provide website and social media links you can even include a pre-recorded Vimeo or YouTube video to run throughout the event on a loop (we recommend sponsors use a complimentary registration for the key contact person)
- Attendees will be incentivized to visit your corporate sponsor page through Engage to Win. Your page will have its own Engage to Win code (predetermined by the organizers) that attendees will collect to boost their Engage to Win score and their chances of winning a prize – which will include a complimentary registration to the forum in 2022
- Database of all forum delegates (no emails) will be provided immediately prior to the platform going live as well as following the event
- A custom report outlining deliverables of your sponsorship and related analytics will be provided on request

REAL ESTATE FORUM

As you look ahead to 2021, what do you foresee on the horizon?
More opportunities or more challenges, fewer or more risks,
caution or optimism?

Speakers: Don Clow, President & CEO, Crombie REIT
Shencor Jadavji, President, Lotus Capital Corp.
Brett Miller, Chief Executive Officer, Canderel
Laurence Vincent, Co-President, Prével
Michael Emory, President & CEO, Allied Properties REIT

Sponsored by

stewart

ATRIUM
RESIDENTIAL INVESTMENT
CORPORATION

informa connect

Don Clow
President & CEO
Crombie REIT

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CONCURRENT SESSION

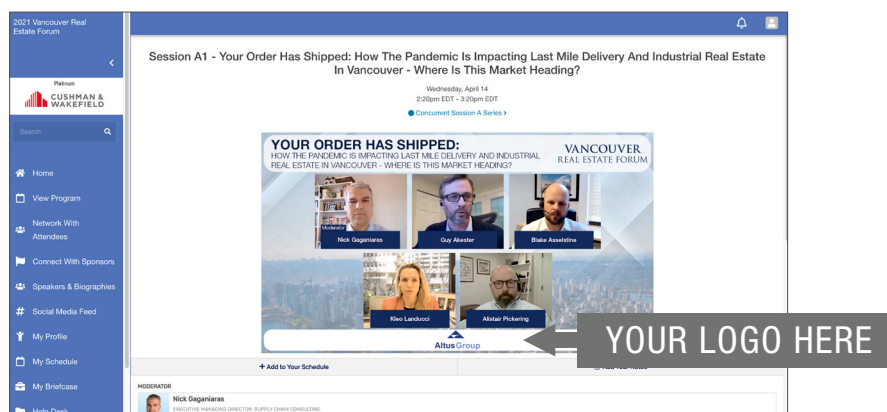
\$3,000 / Sponsor • 9 Opportunities

CALGARY
REAL ESTATE FORUM

October 20 & 21

VALUE ADDED BENEFITS

- Three complimentary forum registrations (\$1,095 value)
- Logo placement with level acknowledgement in the Calgary focused section of the Real Estate Forum magazine - Fall edition - distribution to 16,500 real estate professionals
- Logo placement on conference website on the program and “thank you to sponsors” pages for a nine month period
- Verbal acknowledgement at the forum of your sponsorship level by the moderator prior to the start and again at the conclusion of the sponsored concurrent session
- Your logo will also be prominently placed on the conference platform (most also during on-demand access – 2 weeks for regular attendees and to end of year for REF Club Members) as follows:
 - on the screen for the duration of the sponsored concurrent session
 - on the sponsor page of the conference platform
 - on the program sponsored concurrent session detail page
 - networking lounge landing page where the sponsored concurrent session is mentioned (prior to entering the lounge)
 - on any directional slides that mention the sponsored concurrent session
 - on a rotating banner on the virtual platform landing page
- Build your own corporate sponsor page – it’s possible to include research reports, literature and other corporate materials for attendees to download, list point of contact staff at the event so attendees can easily connect, provide website and social media links you can even include a pre-recorded Vimeo or YouTube video to run throughout the event on a loop (we recommend sponsors use a complimentary registration for the key contact person)
- Attendees will be incentivized to visit your corporate sponsor page through Engage to Win. Your page will have its own Engage to Win code (predetermined by the organizers) that attendees will collect to boost their Engage to Win score and their chances of winning a prize – which will include a complimentary registration to the forum in 2022
- Database of all forum delegates (no emails) will be provided immediately prior to the platform going live as well as following the event
- A custom report outlining deliverables of your sponsorship and related analytics will be provided on request



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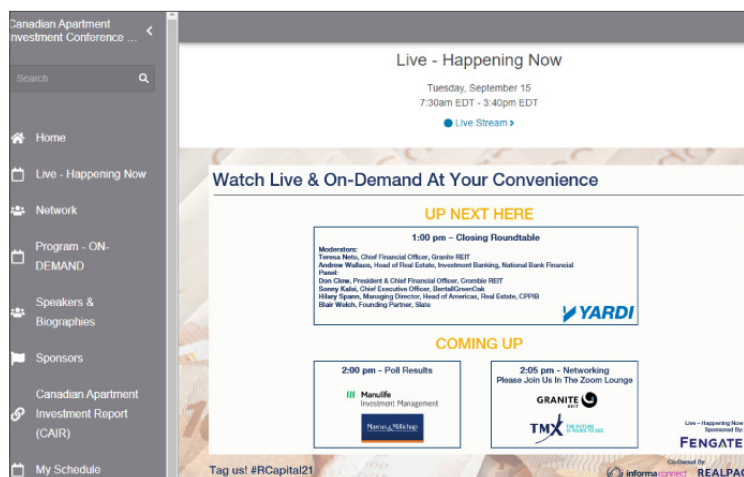
DAILY ATTENDEE POLL

\$3,000 / Sponsor • 2 Opportunities

CALGARY
REAL ESTATE FORUM
October 20 & 21

VALUE ADDED BENEFITS

- This sponsorship is per day (one sponsor per day)
- Logo placement with level acknowledgement in the Calgary focused section of the Real Estate Forum magazine - Fall edition - distribution to 16,500 real estate professionals
- Logo placement on conference website on the “thank you to sponsors” page for a nine month period
- Three complimentary forum registrations (\$1,095 value)
- Verbal reference to your sponsorship by the Chair or representative
- Your logo will also be prominently placed on the conference platform as follows:
 - on the sponsor page of the conference platform
 - on the program at end of each day when results are scheduled to be announced
 - on directional slides advising attendees to go to the Networking Lounge for Poll results
 - in the Networking Lounge when Poll results are delivered at end of each day
 - on a rotating banner with the poll questions on the virtual platform landing page
- Build your own corporate sponsor page – it’s possible to include research reports, literature and other corporate materials for attendees to download, list point of contact staff at the event so attendees can easily connect, provide website and social media links you can even include a pre-recorded Vimeo or YouTube video to run throughout the event on a loop (we recommend sponsors use a complimentary registration for the key contact person)
- Attendees will be incentivized to visit your corporate sponsor page through Engage to Win. Your page will have its own Engage to Win code (predetermined by the organizers) that attendees will collect to boost their Engage to Win score and their chances of winning a prize – which will include a complimentary registration to the forum in 2022
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POST-CONFERENCE SURVEY

\$3,000 / Sponsor • 1 Exclusive Opportunity

CALGARY
REAL ESTATE FORUM

October 20 & 21


VALUE ADDED BENEFITS

- Three complimentary forum registrations (\$1,095 value)
- Logo placement with level acknowledgement in the Calgary focused section of the Real Estate Forum magazine - Fall edition - distribution to 16,500 real estate professionals
- Logo placement on conference website on the “thank you to sponsors” pages for a nine month period
- Post conference survey will be emailed twice to all participants - an initial and a reminder to please provide feedback. Your logo prominently featured on the email
- Logo prominently placed on landing page of post conference survey
- Your logo will also be prominently placed on the conference platform as follows:
 - on the home screen widget page of the entire conference, capturing attendees' attention as soon as they access the event platform
 - on the sponsor page of the conference platform
 - on a rotating banner on the virtual platform landing page
- Build your own corporate sponsor page – it's possible to include research reports, literature and other corporate materials for attendees to download, list point of contact staff at the event so attendees can easily connect, provide website and social media links you can even include a pre-recorded Vimeo or YouTube video to run throughout the event on a loop (we recommend sponsors use a complimentary registration for the key contact person)
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- Database of all forum delegates (no emails) will be provided immediately prior to the platform going live as well as following the event
- A custom report outlining deliverables of your sponsorship and related analytics will be provided on request

Survey Completion
0% ————— 100%

Western Canada Apartment Investment Conference 2021

Post Conference Survey Sponsored By:



Considering all elements of Western Canada Apartment Investment Conference, how satisfied were you overall?

Not at all satisfied	Not very satisfied	Somewhat satisfied	Fairly satisfied	Very satisfied
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Why did you give that score?

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SIGNATURE

\$2,750 / Sponsor • 5 Opportunities

CALGARY
REAL ESTATE FORUM
October 20 & 21

VALUE ADDED BENEFITS

- Three complimentary forum registrations (\$1,095 value)
- Logo placement with level acknowledgement in the Calgary focused section of the Real Estate Forum magazine - Fall edition - distribution to 16,500 real estate professionals
- Logo placement on conference website on the “thank you to sponsors” pages for a nine month period
- Your logo will also be prominently placed on the conference platform as follows:
 - on the home screen widget page of the entire conference, capturing attendees’ attention as soon as they access the event platform
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