

Canadian Real Estate Forums

Amplify your exposure at the events and
connect with your target audience year-
round

Who we are



Canada's largest events

for CRE industry leaders

Over 16,000 executives attend Canadian Real Estate Forums (CREF) events which are a primary source of up-to-date information on the leasing, investment, development, and financing of office, industrial, retail and multi-residential real estate across Canada.

Our events focus on examining trends, strategies, risks, and opportunities. Combined with these insights is an environment where leading decision-makers in the Canadian and global markets can network and meet.

[Find out more](#)



The CREF community...



...is leading

We've got executives at every level.

- SVPs, VPs, AVPs, EVPs, Directors, Heads – 45%
- CEOs, CFOs, CIOs, CMOs, Presidents, MDs, GMs, Chairs – 24%
- Partners, Owners, Principals, Founders, Associates, Board – 14%
- Managers, Senior managers, Mid-level management – 11%



...is holistic

We've got the industry.

- Building owners, developers and investors – 49%
- Financing – 15%
- Broker – 11%
- Appraisers and consultants – 8%
- Asset management – 5%
- Government or industry association – 4%
- Property and facility management – 3%



...is connected

We've got a large, engaged digital audience

- 150,000+ users on our event websites per year
- 50,000+ users on our brand home page per year
- 30,000+ email database
- 9,000+ regular recipients of the bi-weekly eNewsletters: RealNews & RealTrends



...is social

We've got an extensive network.

- 20,000+ LinkedIn Page and LinkedIn Group followers
- 6,500+ X followers
- 1,300+ YouTube subscribers
- 60,000+ video views on YouTube and social media last year

Make the most of your time at CREF events

Explore your opportunities

Reach the CREF community

Before, during, and after the event

Canadian Real Estate Forums connects you with your clients - any time, any place.

Generate leads, raise your profile, prove your thought leadership and expertise.
Whatever your goal, our expert digital team will work with you to get you what you want.



Prime and prepare

Discover ways to reach and engage your target audience.

Before the event



Ensure your visibility

Our events are busy, so make sure your clients can see you and reach you.

At the event



Follow up

Continue your conversations from the event, and reach out to the community.

After the event

Before the event

Make your presence known to the CREF
community.

Start the conversation early

Whether you have a new solution or research that you want to share at the event, why not introduce it early on?



Showcase your expertise

Host a webinar and get leads

Share content on our blog page

Speak to the community

Send an email to our database

Share your story on social media

Promote your brand

Share ads in our newsletters

Target ads to your key accounts

At the event

Use our digital resources and make a memorable impact!

Make your investment count

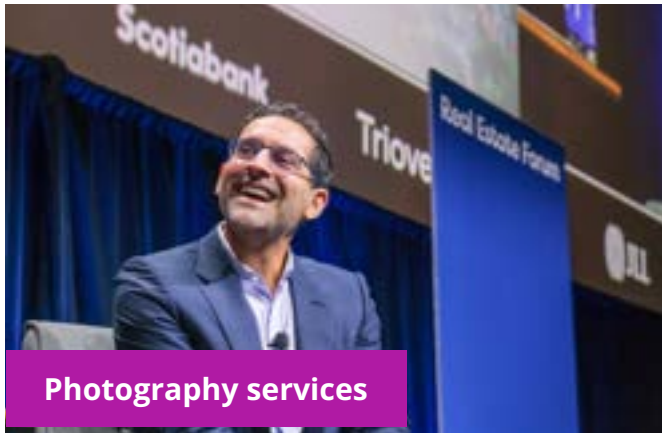
Our digital team will be onsite to capture every inch of the event - this is your chance to get involved! Receive professionally edited videos and photos of your thought leaders to use during or after the event. Or elevate your brand and message around the event and on our social media accounts.



Video interviews



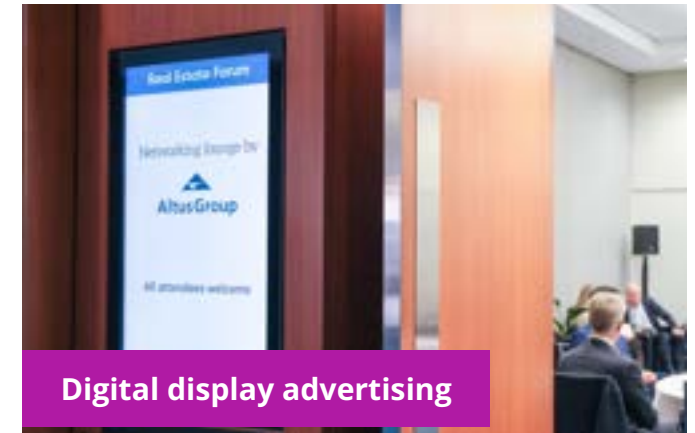
Custom video services



Photography services



Social media amplification



Digital display advertising

After the event

Extend your reach beyond.



Stay top of mind

The event may have concluded but it's not faded in memory. This is your chance to extend your reach and showcase your brand across our follow-up digital output. This ensures your brand gets maximum visibility in the CRE community, at a time where everyone wants to relive the event.



Showcase your content

Contribute to our Magazine

Share content on the blog

Put a banner in our newsletter

Target ads to our web visitors

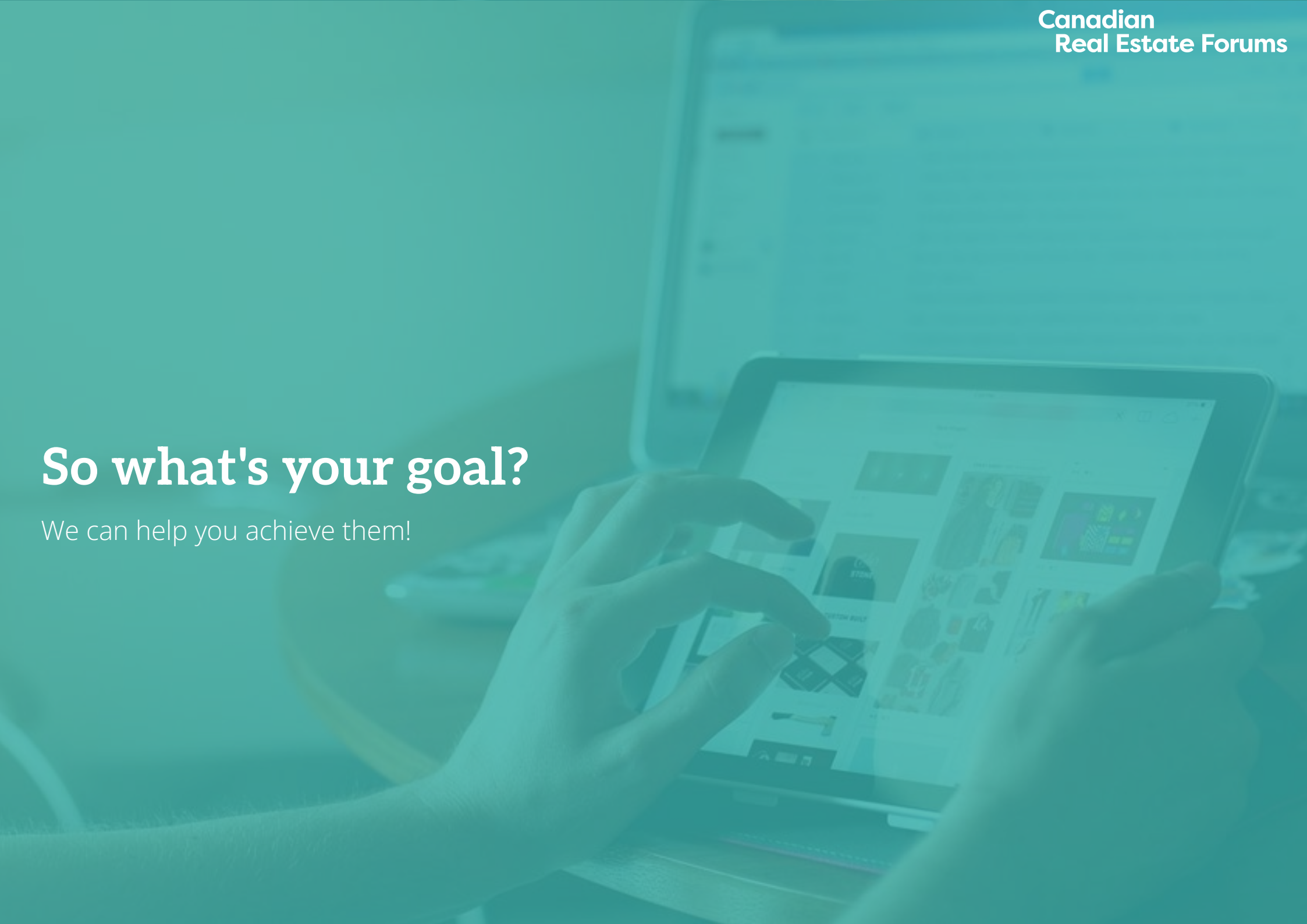
Generate more leads

Sponsor our Magazine

Follow up in a webinar

So what's your goal?

We can help you achieve them!



Do you want to grow your brand and reach? Explore advertising opportunities online and onsite with CREF.

Audience extension campaigns

Banner ads in our newsletters

Ads in our Magazine

Ads in our Real Insights

Display ads at CREF events

Photography services

Social media amplification

Studio sponsorship

Banner ads on our website

Ads in our Canadian Apartment Investment Report

Do you want to show off your thought leadership? Cement yourself as a key figure in Canadian real estate.

Feature in our Magazine

Bespoke emails

Content syndication on our blog

Video interviews

Do you want to generate leads? Keep your sales pipeline steady and get to know the CRE community.

Magazine headline sponsorship

Real Insights headline sponsorship

Host a webinar

Audience extension

Target the 150,000+ influential professionals who visit our event websites each year - **including event attendees** - and the 50,000+ executives who visit the Canadian Real Estate Forums brand site. You can also target individuals from our 30,000+ database by seniority, company, industry, geography and more!



Your benefits include:

- Relevancy: You know your investment is being targeted to your relevant prospects only
- Frequency: Specified targets will see your ad many times - standard package is 16,000+ impressions in a one month period
- Flexibility: Up to 10 ads to try out different messaging and see what works for future campaigns
- Improved engagement: Click through rates can be 5x higher on average than static media banners
- Analytics: Access to post campaign report so you can measure the success of each ad

From \$3,750 per month

**Available year-round -
recommended before
and after the event**

Newsletter banner ads

Thousands of decision-makers rely on our editorial team to keep them up to date. Advertise within the newsletter - the biweekly emails that highlights the most inspiring and thought-provoking content to the industry's decision-makers.

What you'll get

Brand exposure to the industry's most senior decision-makers and an opportunity to take them to your website.

- 51% average open rate for newsletters
- 3.6% average click rate for newsletters

From \$1,875

Available up to 6 months ahead and after the event



Website banner ads

Advertising on our event websites increases interest in your products, brand awareness, and, most importantly, drives action.



What you'll get

One month of additional brand exposure to our engaged 50,000+ digital audience.

From \$2,500

Session recordings

You delivered your presentation live on-stage, now make the most of the content with the recording of your session for you to use and share internally, or publicly across your channels.

Plus, take your content to the next level and leverage our enhanced video post-production services to create short-form video snippets to showcase on your social channels.



What you'll get

An MP4 file of your session recording, with one round of edits if required.

From \$5,000

A sizzle reel of key moments and highlights from your session.

From \$7,000

Display ads

Strengthen your brand messaging and share a horizontal banner or video on the screens dotted around the event space.



What you'll get

Additional brand exposure in front of hundreds of decision-makers.

From \$3,000

**Why not let us
create it for you?**

Photography sponsorship

Provide attendees with professional photos of their time at the event - live! Each attendee can sign up to receive a personalised event album, download their photos, and share! In partnership with Spot My Photos, all photos will be branded and watermarked with your logo, ensuring that you benefit from everyone's social networks.

What you'll get

Brand visibility for every attendee and recognized as the Photography Sponsor in pre-event and onsite marketing.

From \$10,000 for one day events and \$15,000 for two day events



Headshot sponsorship

Bring delegates to your stand and provide them with headshots.



What you'll get

A dedicated photographer, arranged by CREF, stationed by your stand and promoted as "Headshot Sponsor" pre-event and onsite

From \$10,000 for one day events and \$15,000 for two day events

Quick turnaround photos

Get a selection of photos of your time on stage to use on your social media channels!



What you'll get

Up to 5 photos from each speaking session, delivered within 2 hours

From \$600 per session

Social amplification

Boost traffic to your site, and grow your audience by utilising the CREF social following. Give us the content you want to amplify, and our social media team will engage and share your posts to put your message in front of our followers.

What you'll get

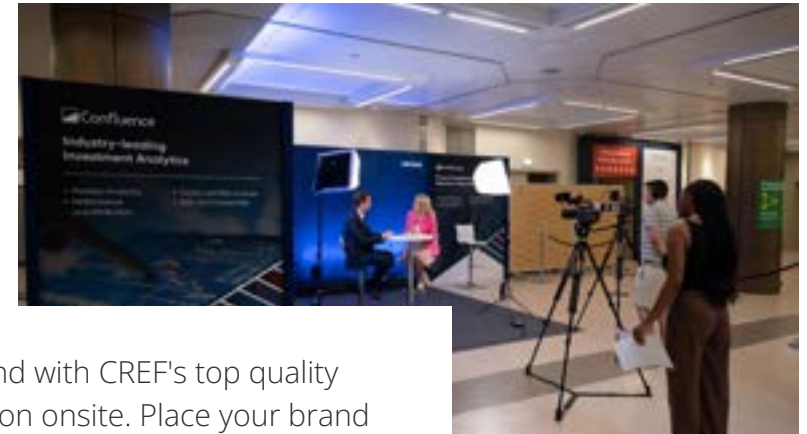
Exposure to 27,000+ followers for CREF accounts across X and LinkedIn.

From \$1,125



**Available year-round
- recommended
during the event**

Studio sponsorship



Align your brand with CREF's top quality video production onsite. Place your brand on the editorial interviews and be seen onsite and when the interviews are shared!

What you'll get

- Recognized as the "Studio Sponsor" pre-event and onsite
- Brand visibility on our editorial interviews (8-10)

Pricing upon request, available at certain events

Feature in CREF Magazine

Curated by the CREF content team, the Magazine delves into key industry themes through in-depth interviews with industry leaders. Connect with experts in the field and share your insights with the CREF online community.



What you'll get

Article or full page ad to show your brand and message to our most dedicated and engaged community members

From \$3,000

Flip through our Magazine

Headline Sponsorship

Looking to get leads as well? Become Headline Sponsor for our Magazines and benefit from increased brand exposure.

Headline sponsorship includes:

- CASL-compliant lead list
- Prominent logo placement in the Magazine
- Article inclusion, up to 800 words with imagery and design
- Full page advert to drive click through back to your site

From \$20,000

Real Insights Reports

The Real Insights Reports are a go-to resource for the latest insights shaping Canada's real estate industry. Published quarterly and distributed digitally through CREF channels, this expertly crafted report delivers actionable insights tailored for senior real estate professionals.

What you'll get

Showcase your brand and message within the publication, reaching our our large, engaged digital audience.

From \$2,500

Available
quarterly

Headline Sponsorship

Looking to get leads as well? Become Headline Sponsor for all Real Insights Reports throughout the year and benefit from increased brand exposure.

Headline sponsorship includes:

- Lead sponsor of all Real Insights
- Content promotion to 9,000+ newsletter subscribers and 27,000+ social media followers
- Prominent logo placement in the report
- Dedicated feature within content

\$20,000 per year

Content syndication

Share your message with our engaged digital audience. Either create a bespoke piece of content to publish exclusively on our CREF content page, or provide us with a pre-created piece for re-sharing.



What you'll get

Content promotion to 9,000+ newsletter subscribers and 27,000+ social media followers.

From \$2,500

**Available year-round -
recommended before and
after the event**

Bespoke emails

Have a message you want to send directly to your target audience? Work with the Informa Connect editorial team to craft your email and send to your chosen dataset - **including event attendees.**

The numbers that matter

- 1,000+ senior decision-makers in our database
- 51% average open rate for newsletters
- 3.6% average click rate for newsletters

What you'll get

A custom message sent to your selection of our database on the date of your choosing. Design services included.

From \$5,000

**Available year-round -
recommended before
and after the event**

Video interviews

Position your company as a thought leader and generate more buzz onsite or online.



Standard interview

- Your content promoted on the CREF content page, newsletter, and Magazine
- Your content shared on the CREF social media channels and YouTube channel
- The MP4 file of your interview to be used as you wish

From \$3,750



Upgraded interview

- Everything in the standard package (promotion across our channels and the MP4 file for your own use) is included
- Have your interview conducted by a professional broadcast journalist

From \$7,000

Webinars

CREF webinars are a great way to engage with your target audience year-round. Share your message and generate leads. The CREF team provides audience development, marketing, production and project management as well as a professional moderator to help with the introduction and Q&A.



Promotion includes

- 2 dedicated emails to the CREF database
- Dedicated blog post on the CREF content page and module on upcoming CREF events
- Social media promotion across our channels

Promoted to

- 50,000+ visitors to the CREF brand website
- 9,000+ newsletter subscribers
- 30,000+ relevant professionals on our email database
- 27,000+ social media followers

What you'll get

- 75+ leads
- 40% average webinar attendance

From \$12,500

**Available
year-round**

Canadian Apartment Investment Report

Featuring insights from key industry professionals ahead of the Canadian Apartment Investment Conference.

Promotion includes

- Hosted on the brand home site
- Hosted on the ConnectMe app for all attendees of the event
- Inclusion in the bi-weekly eNewsletter
- Promotion across our social channels

What you'll get

Full page ad to show your brand and message to reach senior executives and decision-makers

From \$3,000

Available
annually



Flip through the report

Want to know more?

Contact Arthur Best at Arthur.Best@informa.com