

# EDMONTON REAL ESTATE FORUM

May 26 & 27, 2021

[www.realestateforums.com](http://www.realestateforums.com)

## 2021 CORPORATE SPONSORSHIP PROGRAM



**Recovery Underway!  
What's The Plan For This Resilient Market ?**

## THE 2021 EDMONTON REAL ESTATE FORUM

### Continuing The Approach That Meets The Need For Knowledge Sharing And Networking During Unprecedented Times

Until it's safe for us to meet once again face-to-face; and following the outstanding feedback from the 2020 virtual Alberta Real Estate Forum, we revert to a Forum honed to the Edmonton market in virtual format.

The same top quality experience you have come to expect from the Edmonton Real Estate Forum over the past 23 years. The Forum program will include even more opportunities for networking, sharing, connecting and building knowledge as we hopefully start moving out of pandemic lockdowns and into the new normal.

Once again an exceptional experience for the sponsor and attendees – based on the unique market conditions of 2021.

Sustainable, safe and loaded with even more value, the virtual Edmonton Real Estate Forum means deeper access to compelling topics, market intelligence on demand that fits the attendees schedule, and multiple dynamic opportunities for connecting in networking-rich between owners, developers, investors, lenders, lawyers, brokers and other intermediaries – five days prior to the Forum, throughout the two days, and following the event.

This Forum has developed this reputation by offering high-quality speakers and an insightful program focusing on key issues, challenges and opportunities in office, industrial, multi-residential and retail in the Edmonton market. The topics are always of particular interest to real estate owners, investors, developers, lenders, brokers and other intermediaries both locally as well as from across Canada.

While Edmonton has had it's share of challenges over the past few years - it's people are resilient and we are seeing pivots in property class to meet a different kind of evolving demand, a key question is what will spring 2021 bring across the major property classes?

Answers to this question will be integrated throughout the Forum.

Join a wide range of executives and sponsor organizations from across Canada to learn how and why this market has exceeded many expectations – does that remain the case going forward?

A superb opportunity for sponsors to get their Brand out front and noticed – in a time of uncertainty.

## TESTIMENT TO THE VALUE AND SUCCESS OF CANADIAN REAL ESTATE FORUMS VIRTUAL EVENTS

### On Real Estate Virtual Event Space:

“Loved the online format. I attended far more sessions than I would have, had the Forum been in person. Also, I felt more engaged with the speakers - being able to see them up close, rather than on a small screen while sitting at the back of a large room.”

### On Overall Experience:

“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.”

### On Thought Leadership:

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

## 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 Edmonton Real Estate Forum is 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” of the real estate industry in the Edmonton market.

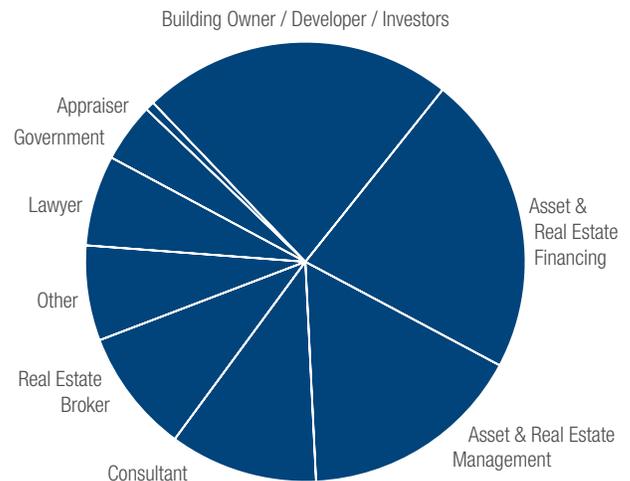
Increase brand awareness, raise your corporate profile and reinforce your organization's reputation to your target clients by aligning your logo alongside the #1 largest annual Real Estate Forum honed to those with a specific interest in knowing more about service providers and opportunities in Edmonton.

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 – Spring editions that will be emailed to 16,500 executives across Canada.

## WHO WILL ATTEND



### Ben Carson Show Manager | Canada

Email: [ben.carson@informa.com](mailto:ben.carson@informa.com) • Tel: 604.789.8267

Website: [realestateforums.com](http://realestateforums.com)

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THANK YOU TO THE ONGOING COMMITMENT FROM THE INDUSTRY  
2020 SPONSORS

## PropTech



## Academic Partner



## Gold



## Networking Lounge



## Young Leaders



## PPE Face Mask



## Hand Sanitizer



## PPE Touch Free Key



## Swag Bag



## Journal



## Keynote: Peter Tertzakian



## Opening Keynote



## Presenter Biographies



## Mobile App



## Closing Roundtable



## Mobile Screen Cleaner



## Post Notes



## Plenary Session



## Opening Remarks



## Closing Remarks



## Post Forum Survey



## Registration



## Speaker Video Series



## Online Survey



## Education



## Concurrent Sessions



## Signature



## Supporting Association



## Media



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## 2021 CORPORATE SPONSORSHIP PROGRAM

| <b>LEVEL</b>          | <b># OPPORTUNITIES</b>  | <b>COMMITMENT</b> |
|-----------------------|-------------------------|-------------------|
| Platinum              | 5 opportunities         | \$5,500 each      |
| Gold                  | 7 opportunities         | \$5,000 each      |
| Live - Happening Now  | 1 exclusive opportunity | \$4,500           |
| PPE Facial Mask       | 1 exclusive opportunity | \$4,500           |
| Mints                 | 1 exclusive opportunity | \$4,250           |
| Pen                   | 1 exclusive opportunity | \$4,250           |
| PPE Touch Free Key    | 1 exclusive opportunity | \$4,250           |
| Smart Wallet          | 1 exclusive opportunity | \$4,250           |
| Swag Bag              | 2 opportunities         | \$4,250 each      |
| Hand Sanitizer        | 1 exclusive opportunity | \$4,000           |
| 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           |
| 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      |
| Post Forum Survey     | 1 exclusive opportunity | \$3,500           |
| Registration          | 1 exclusive opportunity | \$3,500           |
| Social Media Wall     | 2 opportunities         | \$3,500 each      |

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| LEVEL                      | # OPPORTUNITIES | COMMITMENT   |
|----------------------------|-----------------|--------------|
| 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 |
| Online Daily Attendee Poll | 2 opportunities | \$3,000 each |
| Signature                  | 9 opportunities | \$2,750 each |



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# EDMONTON REAL ESTATE FORUM

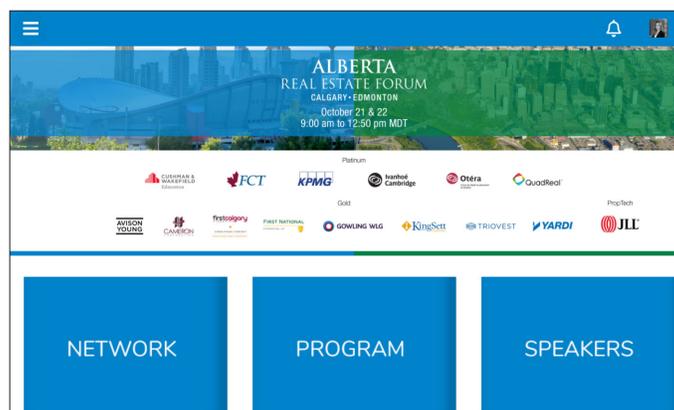
May 26 & 27, 2021

## PLATINUM

\$5,500 / Sponsor  
5 Opportunities

### VALUE ADDED BENEFITS

- Highest level of sponsorship visibility
- Six complimentary Forum registrations (a value of \$1,950)
- Logo placement on promotional 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 with a distribution of 16,500
- Social media mentions across Twitter and LinkedIn posts associated with the forum
- Highest profile on the forum website (including rotating logos on the home page)
- Logo rotating on home page of the virtual forum platform and numerous other highly visible locations
- Logo placement with sponsor level acknowledgement on forum landing page on forum website
- Logo placement with sponsor level acknowledgement on program page on forum website
- Logo placement with sponsor level acknowledgement on Canadian Real Estate Forums portal “Hero Banner” on run up to event when event is being advertised
- Logo placement with sponsor level acknowledgement on the virtual event digital platform and Network 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
- Significantly more placements of logo, on website and on the virtual Forum app and platform than other 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
- Most prominent sponsor 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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## GOLD

\$5,000 / Sponsor  
7 Opportunities

### VALUE ADDED BENEFITS

- Five complimentary Forum registrations (a value of \$1,625)
- Logo placement on promotional 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 with a distribution of 16,500
- Social media mentions across Twitter and LinkedIn posts associated with the forum
- Highest profile on the forum website
- Logo rotating on home page of the virtual forum platform and numerous other highly visible locations
- Logo placement with sponsor level acknowledgement on forum landing page on forum website
- Logo placement with sponsor level acknowledgement on program page on forum website
- Logo placement with sponsor level acknowledgement on Canadian Real Estate Forums portal "Hero Banner" on run up to event when event is being advertised
- Logo placement with sponsor level acknowledgement on the virtual event digital platform and Network 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
- Significantly more placements of logo, on website and on the virtual Forum app and platform than most other 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
- Prominent sponsor 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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## LIVE - HAPPENING NOW \$4,500 / Sponsor 1 Exclusive Opportunity

### VALUE ADDED BENEFITS

- Three complimentary forum registrations (\$975 value)
- Live – Happening Now is where all the forum plenary sessions take place
- Logo placement on the Live – Happening Now site
- Inclusion on PowerPoint directional slides when appropriate (in Live – Happening Now and the landing page of the Networking Lounge)
- 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

## PPE FACIAL MASK \$4,500 / Sponsor 1 Exclusive Opportunity

### VALUE ADDED BENEFITS

- Three complimentary Forum registrations (\$975 value)
- Your logo prominently placed on a useful PPE Facial Mask that will be couriered to attendees in a "swag bag" 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)
- 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



*Note: Ottawa Real Estate Forum Visual For Illustration Purposes Only*



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# EDMONTON REAL ESTATE FORUM

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## MINTS

\$4,250 / Sponsor

1 Exclusive Opportunity

### VALUE ADDED BENEFITS

- Three complimentary Forum registrations (\$975 value)
- Your logo prominently placed on a quality package of mints that will be couriered to attendees in a “swag bag” 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)
- 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



## PEN

\$4,250 / Sponsor

1 Exclusive Opportunity

### VALUE ADDED BENEFITS

- Three complimentary Forum registrations (\$975 value)
- Your logo prominently placed on a quality pen that will be couriered to attendees in a “swag bag” 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)
- 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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## PPE TOUCH FREE KEY

\$4,250 / Sponsor

1 Exclusive Opportunity

### VALUE ADDED BENEFITS

- Three complimentary Forum registrations (\$975 value)
- Reduce COVID exposure and contamination to COVID 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 prominently placed on a quality pen that will be couriered to attendees in a “swag bag” 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)
- 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



## SMART WALLET

\$4,250 / Sponsor

1 Exclusive Opportunity

### VALUE ADDED BENEFITS

- Three complimentary Forum registrations (\$975 value)
- Your logo prominently placed on a useful smart wallet that will be couriered to attendees in a “swag bag” 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)
- 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
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## SWAG BAG

\$4,250 / Sponsor  
2 Opportunities

### VALUE ADDED BENEFITS

- Three complimentary Forum registrations (\$975 value)
- Your logo prominently placed on the “swag bag” that will be couriered to attendees with other sponsored promotional items inserted (pen, mints, etc.) 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)
- 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
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## HAND SANITIZER

\$4,000 / Sponsor  
1 Exclusive Opportunity

### VALUE ADDED BENEFITS

- Three complimentary Forum registrations (\$975 value)
- 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)
- 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
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Contents intended to demonstrate size of bag only



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## JOURNAL

\$4,000 / Sponsor  
2 Opportunities

### VALUE ADDED BENEFITS

- Three complimentary Forum registrations (\$975 value)
- Your logo prominently placed on a quality journal 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)
- 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
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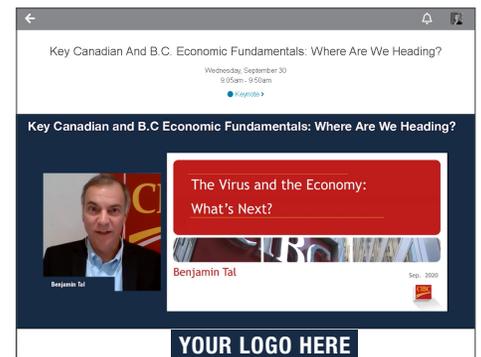


## KEYNOTE

\$4,000 / Sponsor  
2 Opportunities

### VALUE ADDED BENEFITS

- Three complimentary Forum registrations (\$975 value)
- 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
- 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
- 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
- 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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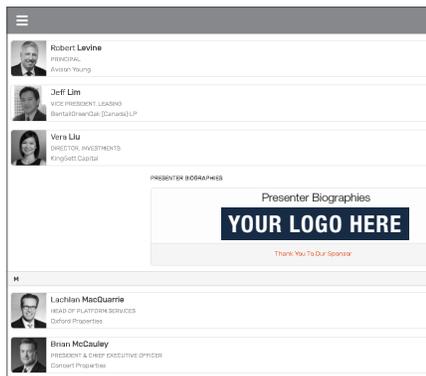
## PRESENTER BIOGRAPHIES

\$4,000 / Sponsor

1 Exclusive Opportunity

### VALUE ADDED BENEFITS

- Three complimentary Forum registrations (\$975 value)
- Logo placement on the Live – Happening Now site
- Verbal acknowledgment of this sponsorship by the Forum Chair
- Logo placement on rotating banner that is shown on the virtual Forum platform pages that host speaker biographies, program and networking – together with high level Platinum & Gold sponsors
- 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
- 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
- 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



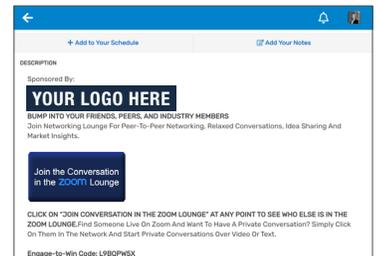
## NETWORKING LOUNGE

\$4,000 / Sponsor

2 Opportunities

### VALUE ADDED BENEFITS

- Three complimentary Forum registrations (\$975 value)
- The primary networking lounge of the Forum will be branded with the corporate names and logos of the two sponsors.
- The Networking Lounge is where attendees connect 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 Forum Chair or Panel Moderator
- Inclusion on PowerPoint directional slides when appropriate (in Live – Happening Now, in the landing page of the Networking Lounge and in the Zoom Lounge where live networking takes place)
- 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
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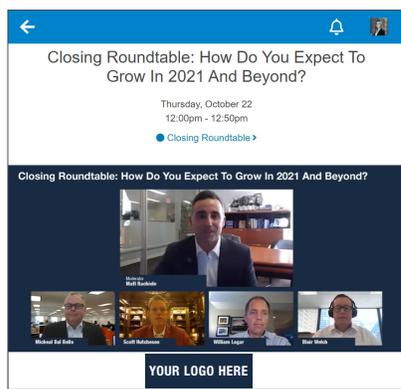
# EDMONTON REAL ESTATE FORUM

May 26 & 27, 2021

## CLOSING ROUNDTABLE \$3,750 / Sponsor 1 Exclusive Opportunity

### VALUE ADDED BENEFITS

- Three complimentary Forum registrations (\$975 value)
- Verbal acknowledgment by the Forum Chair of your sponsorship prior to the beginning of the roundtable and following the discussion
- Your logo will be prominently placed on the screen during the entire roundtable
- 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



## MOBILE SCREEN CLEANER \$3,750 / Sponsor 1 Exclusive Opportunity

### VALUE ADDED BENEFITS

- Three complimentary Forum registrations (\$975 value)
- Your logo prominently placed on a mobile screen cleaner (also super for cleaning spectacles) that will be couriered to attendees in a "swag bag" 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)
- 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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# EDMONTON REAL ESTATE FORUM

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## POST NOTES

\$3,750 / Sponsor  
2 Opportunities

### VALUE ADDED BENEFITS

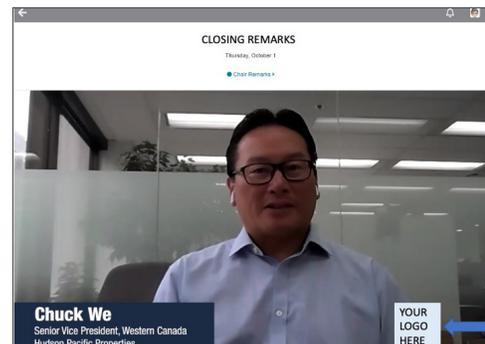
- Three complimentary Forum registrations (\$975 value)
- Your logo prominently placed on a post note booklet that will be couriered to attendees in a “swag bag” several days prior to the Forum (note: those that register more than 10 days out from the event will not be included in the mailing due to order lead time and posting)
- 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

## CLOSING REMARKS

\$3,500 / Sponsor  
1 Exclusive Opportunity

### VALUE ADDED BENEFITS

- Three complimentary Forum registrations (\$975 value)
- Verbal acknowledgement of your sponsorship by the Forum Chair and thank you during their closing remarks
- Logo showing as sponsorship acknowledgement on screen during the Chair’s closing remarks
- 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
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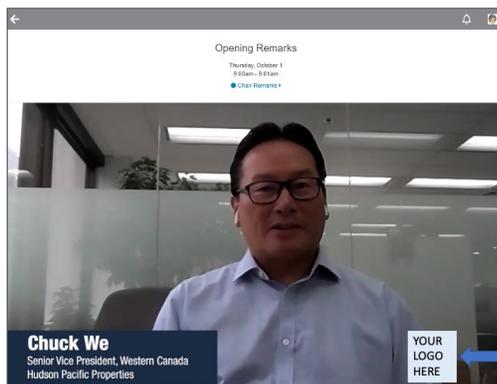
## OPENING REMARKS

\$3,500 / Sponsor

1 Exclusive Opportunity

### VALUE ADDED BENEFITS

- Three complimentary Forum registrations (\$975 value)
- Logo showing as sponsorship acknowledgement on screen during the Chair's opening remarks Verbal acknowledgement of your sponsorship by the Forum Chair
- 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
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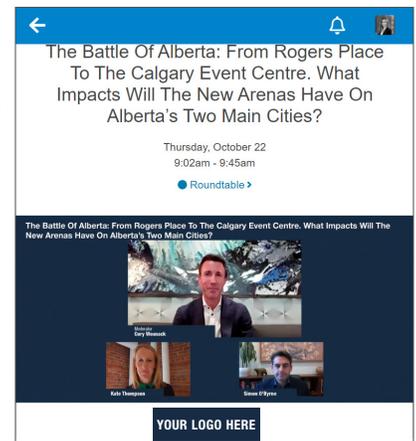
## PLENARY SESSION

\$3,500 / Sponsor

2 Opportunities

### VALUE ADDED BENEFITS

- Three complimentary Forum registrations (\$975 value)
- 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 current year for REF Club Members following the Forum. Since all sessions will be recorded and available on demand
- Verbal acknowledgement of your sponsorship by the Forum Chair, their designate or panel moderator
- 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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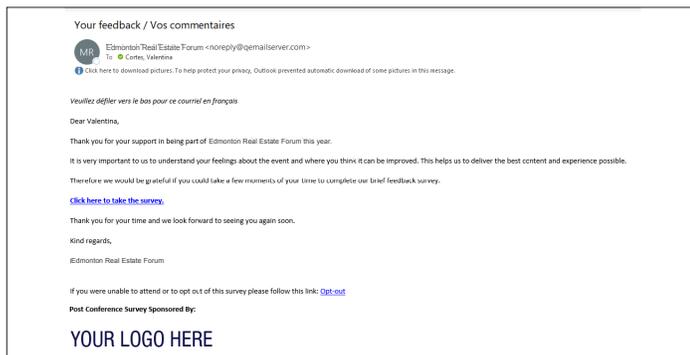
## POST FORUM SURVEY

\$3,500 / Sponsor

1 Exclusive Opportunity

### VALUE ADDED BENEFITS

- Three complimentary Forum registrations (\$975 value)
- Post Forum 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 forum survey
- 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



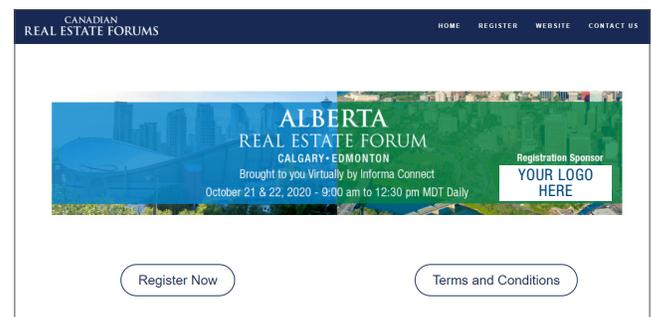
## REGISTRATION

\$3,500 / Sponsor

1 Exclusive Opportunity

### VALUE ADDED BENEFITS

- Three complimentary Forum registrations (\$975 value)
- Logo placement on the Forum website registration page
- Logo placement in sponsors section of Forum website
- Logo placement on registration landing page
- Logo placement on the registration site, confirmation email to every attendee, joining information email
- 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
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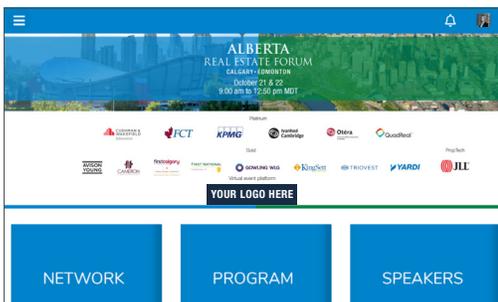
May 26 & 27, 2021

## VIRTUAL EVENT PLATFORM

\$3,500 / Sponsor  
3 Opportunities

### VALUE ADDED BENEFITS

- Three complimentary Forum registrations (\$975 value)
- Your corporate branding prominently showcased in the event virtual platform that will be used by every participant
- Your logo on home screen page of the entire Forum, capturing attendees' attention as soon as they access event platform
- The platform will be promoted in; social media push notifications, the event website, and emails to all prospects and registrants
- Logo on static or rotating banner on home page of virtual platform
- The platform will be available to computers, smartphones and tablets
- 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



## PODCAST

\$3,250 / Sponsor  
3 Opportunities

### VALUE ADDED BENEFITS

- Three complimentary Forum registrations (\$975 value)
- Your corporate logo showcased in the podcast series section on the Canadian Real Estate Forum Portal
- Podcasts will be hosted on the Real Estate Forums Portal and promoted through various channels including the web portal, emails, newsletter, social media channels, etc.
- 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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# EDMONTON REAL ESTATE FORUM

May 26 & 27, 2021

## SPEAKER VIDEO SERIES

\$3,250 / Sponsor  
3 Opportunities

### VALUE ADDED BENEFITS

- Three complimentary Forum registrations (\$975 value)
- Your corporate logo showcased at the beginning of each video
- Speaker Video Series will be placed on the Canadian Real Estate Forum Portal
- Step and repeat banner with corporate logo on video backdrop visible to all viewers
- Videos will be hosted on the Canadian Real Estate Forums YouTube channel and promoted through various channels including the web portal, emails, newsletter, social media channels, etc.
- 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
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- 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

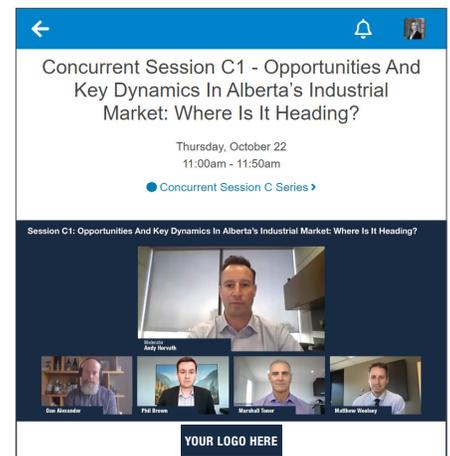


## CONCURRENT SESSION

\$3,000 / Sponsor  
9 Opportunities

### VALUE ADDED BENEFITS

- Three complimentary Forum registrations (\$975 value)
- 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 months. Since all sessions will be recorded and available on demand
- Verbal acknowledgement of your sponsorship by the Forum Chair, their designate or panel moderator
- 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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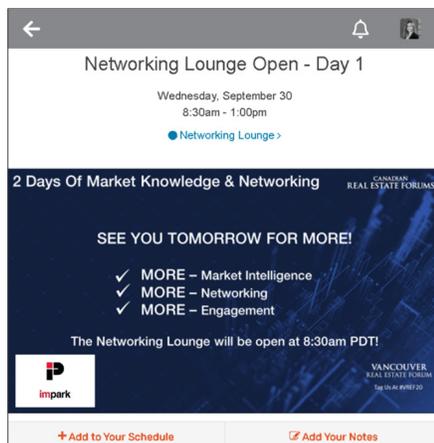
May 26 & 27, 2021

## ONLINE DAILY ATTENDEE POLL

\$3,000 / Sponsor  
2 Opportunities

### VALUE ADDED BENEFITS

- Three complimentary Forum registrations (\$975 value)
- Verbal reference to your sponsorship by the Chair and logo
- Acknowledgement by Chair and on PowerPoint slides as applicable
- Results delivered at end of each day in the Networking Zoom Lounge - with sponsor acknowledgement
- 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



## SIGNATURE

\$2,750 / Sponsor  
9 Opportunities

### VALUE ADDED BENEFITS

- Three complimentary Forum registrations (\$975 value)
- 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
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