

OTTAWA
REAL ESTATE FORUM

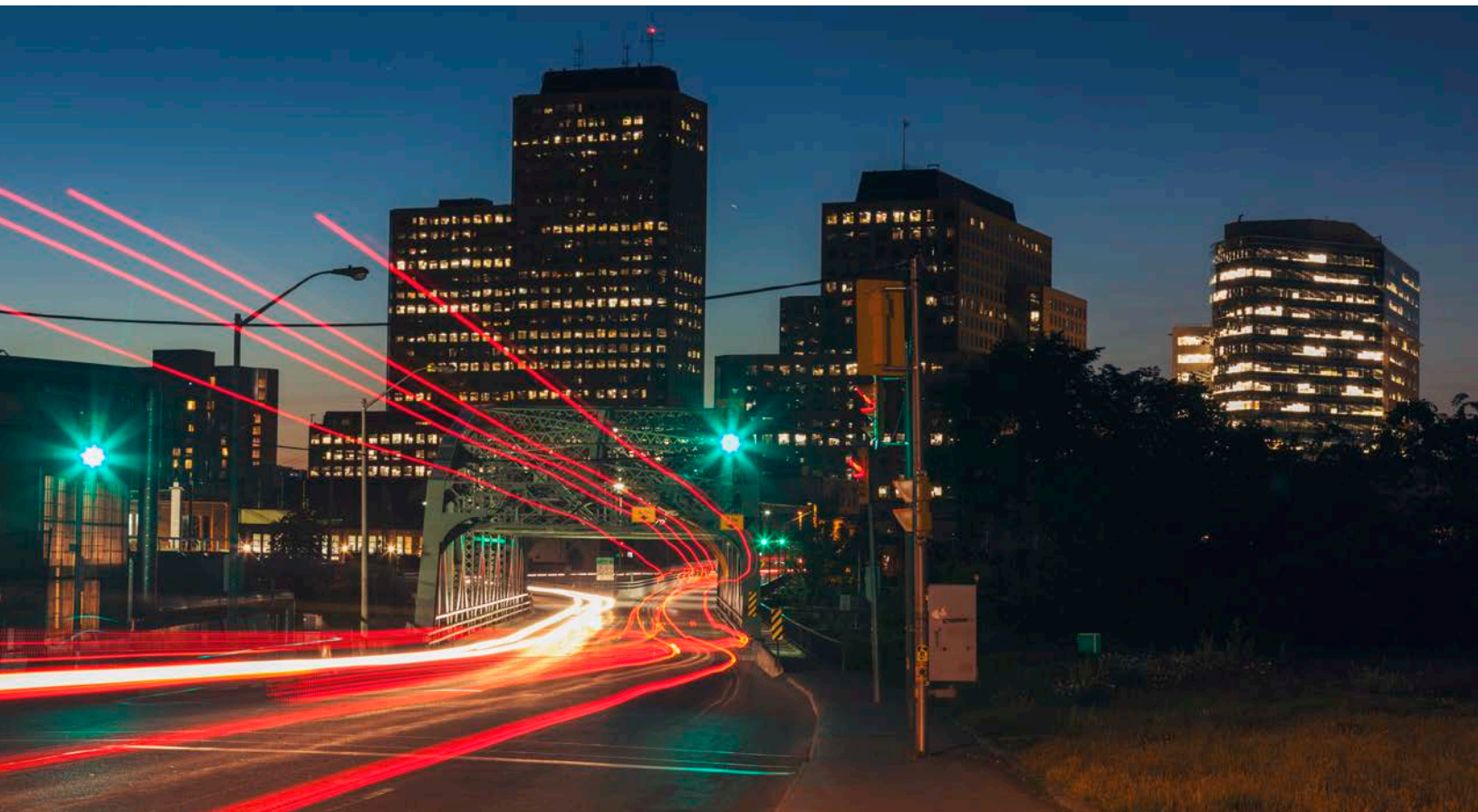
2021

October 13 & 14, 2021

How Has the Ottawa Market Performed
Through the Pandemic?

**CORPORATE
SPONSORSHIP
PROGRAM**

realestateforums.com



THE NATIONAL CAPITAL REGION REAL ESTATE MARKET: HOW HAS IT PERFORMED THROUGH COVID-19 BETTER THAN YOU THINK?

The 27th annual **Ottawa Real Estate Forum** will continue the tradition of providing valuable insights on the market trends, issues, strategies, and opportunities in Canada's National Capital Region.

The impact of the COVID-19 pandemic across the real estate property classes and the market overall will be integrated throughout the Forum.

Discussion will focus on how has Canada's sixth largest real estate market responded to the unprecedented health crisis, what are the growth prospects for the Region, and how it is continuing to perform from a leasing, investment and development perspective.

The program will focus on both Ottawa and Gatineau, offering a range of panel discussions and sessions on the transformational office market; the federal government's real estate strategies; the continuation of development activity; the significant challenges facing retail; and how the industrial, apartment and condominium markets are performing.

Discussion will also focus on what engines of the local economy are creating job growth and real estate demand in both the Ottawa and Gatineau markets.

The Forum will be targeted to meet the needs of real estate executives, brokers, developers, investors, asset managers, and other professionals active in the acquisition, leasing, financing, management, and marketing of office, industrial, retail, and multi-unit residential real estate.

We hope you will take advantage of a sponsorship and the unique marketing opportunity that this high value and very informative program that the Forum will provide along with an audience of decision-makers in the National Capital Region.

WHAT IS THE INDUSTRY SAYING ABOUT THE VIRTUAL EXPERIENCE?

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

"The technology was amazing. There were games, networking, breakout rooms a database of important information. I don't think I even found all of the features that were available. It really was very good and I would prefer to have had a tutorial to learn where things were and how to access them a week before the next event."

"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."

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.

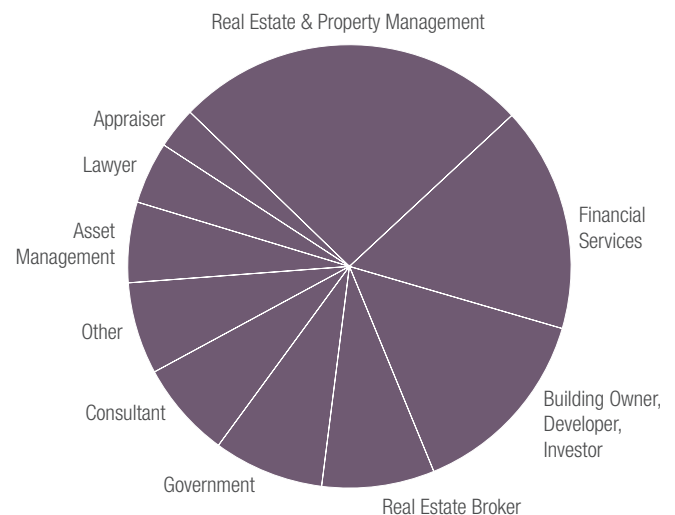
This conference is being designed to ensure that sponsors receive maximum corporate exposure to all of the attendees at the event. Each sponsorship level will offer a different package of value-added benefits for a participating corporation.

The 2021 sponsorship program represents a unique marketing opportunity for companies that want to reach the "who's who" of this significant asset class.

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 multi-residential markets across 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.

WHO WILL ATTEND



MORE INFORMATION

Frank Scalisi
Director of Sales

Email: frank.scalisi@informa.com

Tel: 416.512.3815

Website: realestateforums.com

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THANK YOU TO THE ONGOING COMMITMENT FROM OUR SPONSORS
A LIST OF LAST YEAR'S SPONSORS

Platinum



Principal



Gold



Mobile App



Closing Roundtable



Keynote Interview



Journal



Pens



Presenter Biographies



Face Mask



Plenary Sessions



Concurrent Sessions



Networking Lounge



Post Notes



Young Leaders



Speaker Video Series



Signature



Media



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2021 CORPORATE SPONSORSHIP PROGRAM

LEVEL	# OPPORTUNITIES	COMMITMENT
Platinum	5 Opportunities	\$5,000 each
Gold	8 Opportunities	\$4,250 each
Facial Mask	1 Exclusive Opportunity	\$4,000
Live - Happening Now	1 Exclusive Opportunity	\$4,000
Young Leaders	1 Exclusive Opportunity	\$4,000
Swag Bag	2 Opportunities	\$3,750 each
Closing Roundtable	1 Exclusive Opportunity	\$3,500
Hand Sanitizer	1 Exclusive Opportunity	\$3,500
Journal	2 Opportunities	\$3,500 each
Mints	1 Exclusive Opportunity	\$3,500
Mobile Screen Cleaner	1 Exclusive Opportunity	\$3,500
Networking Lounge	2 Opportunities	\$3,500 each
Pen	1 Exclusive Opportunity	\$3,500
Touch Free Key	1 Exclusive Opportunity	\$3,500
Virtual Event Platform	3 Opportunities	\$3,500 each
Keynote Speaker - Day 1	1 Exclusive Opportunity	\$3,250
Keynote Speaker - Day 2	1 Exclusive Opportunity	\$3,250
Opening Economist Keynote	1 Exclusive Opportunity	\$3,250
Post Notes	2 Opportunities	\$3,250 each
Presenter Biographies	1 Exclusive Opportunity	\$3,250
Plenary Session	3 Opportunities	\$3,000 each
Registration	1 Exclusive Opportunity	\$3,000
Speaker Video Series	2 Opportunities	\$2,750 each
Post-Forum Survey	1 Exclusive Opportunity	\$2,750
Podcast	2 Opportunities	\$2,750 each
Concurrent Session	9 Opportunities	\$2,750 each
Signature	4 Opportunities	\$2,500 each

PLATINUM

\$5,000 / Sponsor • 5 Opportunities

OTTAWA REAL ESTATE FORUM

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VALUE ADDED BENEFITS

- Highest level of sponsorship visibility
- Six complimentary conference registrations (a value of \$2,070)
- Logo placement on promotional & registration emails (prior to and following the conference) with a total distribution of over 110,000
- Placement of your corporate logo in a bimonthly national digital newsletter when conference is advertised - a distribution of 16,500
- Logo placement with sponsor level acknowledgement in the Canadian Real Estate Forum Magazine Fall 2021 Edition
- Social media mentions across Twitter and LinkedIn posts associated with the conference
- Significantly more logo exposure, on website and on the virtual conference app and 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
 - Registration
 - Advisory Council
 - Education Credits
 - Program (current year)
 - Publications
 - Speakers
 - Contact Us
 - Sponsors
- Logo placement with sponsor level acknowledgement on Canadian Real Estate Forums portal “Hero Banner” on run up to event with it is being advertised
- Verbal acknowledgement at the conference of your sponsorship level by Chair or their representative
- 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
- 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 conference in 2022
- Database of all conference 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 **Frank Scalisi**

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GOLD

\$4,250 / Sponsor • 8 Opportunities

OTTAWA REAL ESTATE FORUM

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VALUE ADDED BENEFITS

- High level of sponsorship visibility
- Five complimentary conference registrations (a value of \$1,725)
- Logo placement on promotional & registration emails (prior to and following the conference) with a total distribution of over 110,000
- Placement of your corporate logo in a bimonthly national digital newsletter when conference is advertised - a distribution of 16,500
- Logo placement with sponsor level acknowledgement in the Canadian Real Estate Forum Magazine Fall 2021 Edition
- 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 conference
- 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 on the virtual conference app and 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
 - Registration
 - Advisory Council
 - Education Credits
 - Program (current year)
 - Publications
 - Speakers
 - Contact Us
 - Sponsors
- Logo placement with sponsor level acknowledgement on Canadian Real Estate Forums portal “Hero Banner” on run up to event with it is being advertised
- Verbal acknowledgement at the conference by Chair or their representative
- 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
- 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 conference in 2022
- Database of all conference 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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FACIAL MASK

\$4,000 / Sponsor • 1 Exclusive Opportunity

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VALUE ADDED BENEFITS

- Three complimentary conference registrations (\$1,035 value)
- Logo placement with sponsor level acknowledgement in the Canadian Real Estate Forum Magazine Fall 2021 Edition
- 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 conference in 2022
- 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
- Database of all conference 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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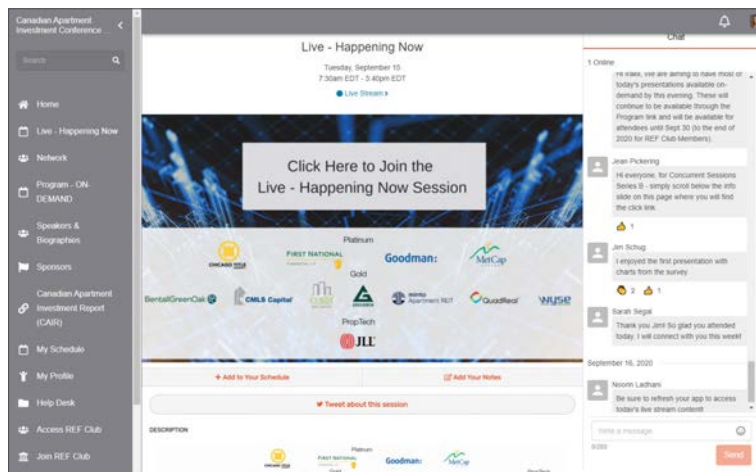
LIVE - HAPPENING NOW

\$4,000 / Sponsor • 1 Exclusive Opportunity

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VALUE ADDED BENEFITS

- Three complimentary conference registrations (\$1,035 value)
- Logo placement with sponsor level acknowledgement in the Canadian Real Estate Forum Magazine Fall 2021 Edition
- 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 with sponsor level acknowledgement in the Canadian Real Estate Forum Magazine Fall 2021 Edition
- 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 conference in 2022
- Database of all conference 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

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VALUE ADDED BENEFITS

- Two complimentary Forum registrations for your organization and eight complimentary registrations for deserving Young Leaders in the industry (\$1,035 value)
- Logo placement with sponsor level acknowledgement in the Canadian Real Estate Forum Magazine Fall 2021 Edition
- 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 conference in 2022
- 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
- Database of all conference 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

\$3,750 / Sponsor • 2 Opportunities

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- Three complimentary conference registrations (\$1,035 value)
- Logo placement with sponsor level acknowledgement in the Canadian Real Estate Forum Magazine Fall 2021 Edition
- 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 conference in 2022
- 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
- Database of all conference 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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CLOSING ROUNDTABLE

\$3,500 / Sponsor • 1 Exclusive Opportunity

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VALUE ADDED BENEFITS

- Three complimentary conference registrations (\$1,035 value)
- Logo placement with sponsor level acknowledgement in the Canadian Real Estate Forum Magazine Fall 2021 Edition
- Logo placement on conference website on the “thank you to sponsors” page for a nine month period
- Verbal acknowledgement at the conference 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 conference in 2022
- 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
- Database of all conference 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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HAND SANITIZER

\$3,500 / Sponsor • 1 Exclusive Opportunity

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- Three complimentary conference registrations (\$1,035 value)
- Logo placement with sponsor level acknowledgement in the Canadian Real Estate Forum Magazine Fall 2021 Edition
- 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 conference in 2022
- 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
- Database of all conference 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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JOURNAL

\$3,500 / Sponsor • 2 Opportunities

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- Three complimentary conference registrations (\$1,035 value)
- Logo placement with sponsor level acknowledgement in the Canadian Real Estate Forum Magazine Fall 2021 Edition
- 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 conference in 2022
- 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
- Database of all conference 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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MINTS

\$3,500 / Sponsor • 1 Exclusive Opportunity

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- Three complimentary conference registrations (\$1,035 value)
- Logo placement with sponsor level acknowledgement in the Canadian Real Estate Forum Magazine Fall 2021 Edition
- 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 sponsor level acknowledgement in the Canadian Real Estate Forum Magazine Fall 2021 Edition
- 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 conference in 2022
- 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
- Database of all conference 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

\$3,500 / Sponsor • 1 Exclusive Opportunity

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- Three complimentary conference registrations (\$1,035 value)
- Logo placement with sponsor level acknowledgement in the Canadian Real Estate Forum Magazine Fall 2021 Edition
- 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 conference in 2022
- 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
- Database of all conference 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 **Frank Scalisi**

Tel: 416.512.3815 • **Email:** frank.scalisi@informa.com • **Website:** realestateforums.com

NETWORKING LOUNGE

\$3,500 / Sponsor • 2 Opportunities

OTTAWA
REAL ESTATE FORUM

October 13 & 14, 2021

VALUE ADDED BENEFITS

- Three complimentary conference registrations (\$1,035 value)
- Logo placement with sponsor level acknowledgement in the Canadian Real Estate Forum Magazine Fall 2021 Edition
- 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 conference in 2022
- 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
- Database of all conference 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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PEN

\$3,500 / Sponsor • 1 Exclusive Opportunity

OTTAWA REAL ESTATE FORUM

October 13 & 14, 2021

VALUE ADDED BENEFITS

- Three complimentary conference registrations (\$1,035 value)
- Logo placement with sponsor level acknowledgement in the Canadian Real Estate Forum Magazine Fall 2021 Edition
- 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 conference in 2022
- 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
- Database of all conference 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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TOUCH FREE KEY

\$3,500 / Sponsor • 1 Exclusive Opportunity

OTTAWA
REAL ESTATE FORUM

October 13 & 14, 2021

VALUE ADDED BENEFITS

- Three complimentary conference registrations (\$1,035 value)
- Logo placement with sponsor level acknowledgement in the Canadian Real Estate Forum Magazine Fall 2021 Edition
- 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 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 conference in 2022
- Database of all conference 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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VIRTUAL EVENT PLATFORM

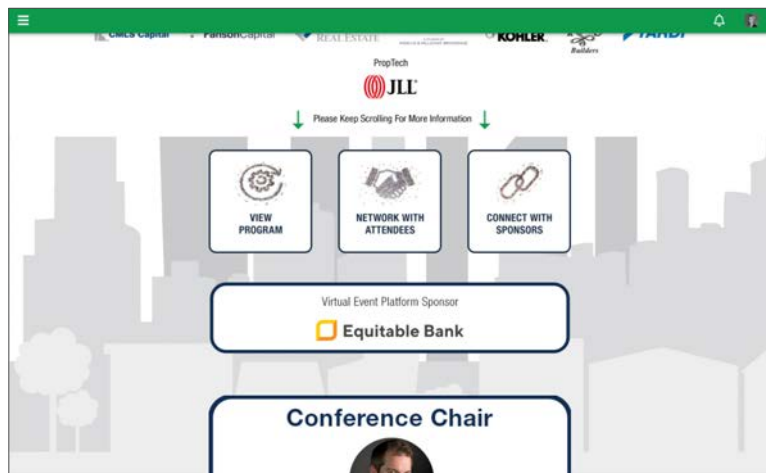
\$3,500 / Sponsor • 3 Opportunities

OTTAWA
REAL ESTATE FORUM

October 13 & 14, 2021

VALUE ADDED BENEFITS

- Three complimentary conference registrations (\$1,035 value)
- Logo placement with sponsor level acknowledgement in the Canadian Real Estate Forum Magazine Fall 2021 Edition
- 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 conference in 2022
- Database of all conference 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 SPEAKER - DAY 1

\$3,250 / Sponsor • 1 Exclusive Opportunity

OTTAWA
REAL ESTATE FORUM

October 13 & 14, 2021

VALUE ADDED BENEFITS

- Three complimentary conference registrations (\$1,035 value)
- Logo placement on conference website on the program and “thank you to sponsors” pages for a nine month period
- Verbal acknowledgement at the conference of your sponsorship level by Chair or their representative prior to the start and again at the conclusion of the opening keynote speaker presentation
- 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 opening keynote
 - on the sponsor page of the conference platform
 - on the program sponsored keynote detail page
 - networking lounge landing page where the opening keynote is mentioned (prior to entering the lounge)
 - on any directional slides that mention the opening keynote
 - 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 conference in 2022
- 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
- Logo exposure on conference website for a nine-month period sponsor and program pages
- Database of all conference 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 SPEAKER - DAY 2

\$3,250 / Sponsor • 1 Exclusive Opportunity

OTTAWA
REAL ESTATE FORUM

October 13 & 14, 2021

VALUE ADDED BENEFITS

- Three complimentary conference registrations (\$1,035 value)
- Logo placement on conference website on the program and “thank you to sponsors” pages for a nine month period
- Verbal acknowledgement at the conference of your sponsorship level by Chair or their representative prior to the start and again at the conclusion of the opening keynote speaker presentation
- 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 opening keynote
 - on the sponsor page of the conference platform
 - on the program sponsored keynote detail page
 - networking lounge landing page where the opening keynote is mentioned (prior to entering the lounge)
 - on any directional slides that mention the opening keynote
 - 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 conference in 2022
- 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
- Logo exposure on conference website for a nine-month period sponsor and program pages
- Database of all conference 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 ECONOMIST KEYNOTE

\$3,250 / Sponsor • 1 Exclusive Opportunity

OTTAWA
REAL ESTATE FORUM

October 13 & 14, 2021

VALUE ADDED BENEFITS

- Three complimentary conference registrations (\$1,035 value)
- Logo placement on conference website on the program and “thank you to sponsors” pages for a nine month period
- Verbal acknowledgement at the conference of your sponsorship level by Chair or their representative prior to the start and again at the conclusion of the opening keynote speaker presentation
- 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 opening keynote
 - on the sponsor page of the conference platform
 - on the program sponsored keynote detail page
 - networking lounge landing page where the opening keynote is mentioned (prior to entering the lounge)
 - on any directional slides that mention the opening keynote
 - 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 conference in 2022
- 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
- Logo exposure on conference website for a nine-month period sponsor and program pages
- Database of all conference 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

\$3,250 / Sponsor • 2 Opportunities

OTTAWA
REAL ESTATE FORUM

October 13 & 14, 2021

VALUE ADDED BENEFITS

- Three complimentary conference registrations (\$1,035 value)
- Logo placement with sponsor level acknowledgement in the Canadian Real Estate Forum Magazine Fall 2021 Edition
- 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)
- 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 conference in 2022
- 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
- Database of all conference 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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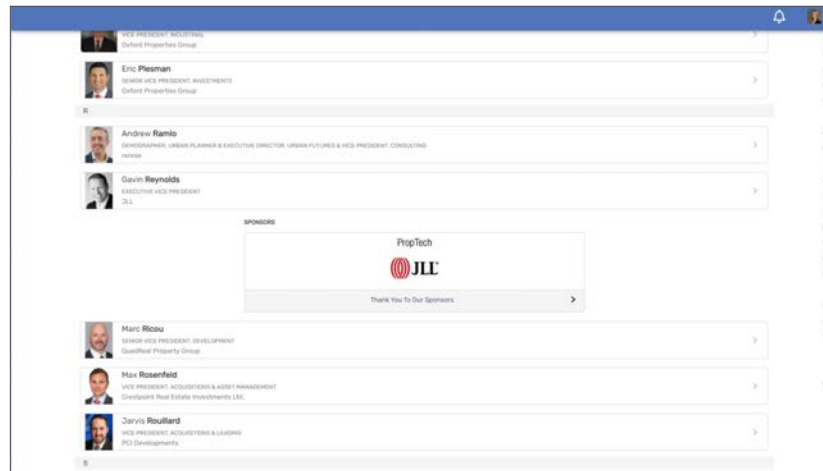
PRESENTER BIOGRAPHIES

\$3,250 / Sponsor • 1 Exclusive Opportunity

OTTAWA
REAL ESTATE FORUM
October 13 & 14, 2021

VALUE ADDED BENEFITS

- Three complimentary conference registrations (\$1,035 value)
- Logo placement with sponsor level acknowledgement in the Canadian Real Estate Forum Magazine Fall 2021 Edition
- 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 conference in 2022
- Logo rotating on home page of the virtual conference platform together with Platinum & Gold sponsors
- Database of all conference 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

\$3,000 / Sponsor • 3 Opportunities

OTTAWA
REAL ESTATE FORUM

October 13 & 14, 2021

VALUE ADDED BENEFITS

- Three complimentary conference registrations (\$1,035 value)
- Logo placement with sponsor level acknowledgement in the Canadian Real Estate Forum Magazine Fall 2021 Edition
- Logo placement on conference website on the program and “thank you to sponsors” pages for a nine month period
- Verbal acknowledgement at the conference 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 conference in 2022
- 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
- Database of all conference 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

\$3,000 / Sponsor • 1 Exclusive Opportunity

OTTAWA
REAL ESTATE FORUM

October 13 & 14, 2021

VALUE ADDED BENEFITS

- Three complimentary conference registrations (\$1,035 value)
- Logo placement with sponsor level acknowledgement in the Canadian Real Estate Forum Magazine Fall 2021 Edition
- 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 on the conference website registration page
- 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 conference in 2022
- Database of all conference 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

\$2,750 / Sponsor • 2 Opportunities

OTTAWA
REAL ESTATE FORUM

October 13 & 14, 2021

VALUE ADDED BENEFITS

- Three complimentary conference registrations (\$1,035 value)
- Logo placement with sponsor level acknowledgement in the Canadian Real Estate Forum Magazine Fall 2021 Edition
- 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 conference
- 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 conference in 2022
- Database of all conference 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-FORUM SURVEY

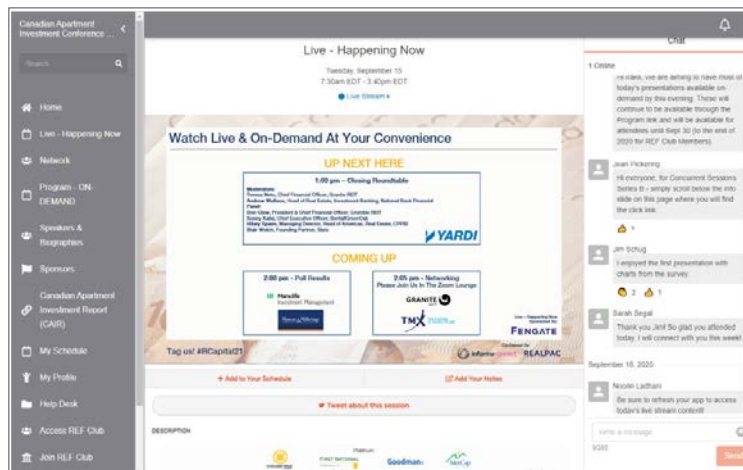
\$2,750 / Sponsor • 1 Exclusive Opportunity

OTTAWA
REAL ESTATE FORUM

October 13 & 14, 2021

VALUE ADDED BENEFITS

- This sponsorship is per day (one sponsor per day)
- Logo placement with sponsor level acknowledgement in the Canadian Real Estate Forum Magazine Fall 2021 Edition
- Logo placement on conference website on the “thank you to sponsors” page for a nine month period
- Three complimentary conference registrations (\$1,035 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 conference in 2022
- 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
- Database of all conference 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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PODCAST

\$2,750 / Sponsor • 2 Opportunities

OTTAWA REAL ESTATE FORUM

October 13 & 14, 2021

VALUE ADDED BENEFITS

- Three complimentary conference registrations (\$1,035 value)
- Logo placement with sponsor level acknowledgement in the Canadian Real Estate Forum Magazine Fall 2021 Edition
- 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 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 conference in 2022
- Database of all conference 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 **Frank Scalisi**

Tel: 416.512.3815 • **Email:** frank.scalisi@informa.com • **Website:** realestateforums.com

CONCURRENT SESSION

\$2,750 / Sponsor • 9 Opportunities

OTTAWA
REAL ESTATE FORUM

October 13 & 14, 2021

VALUE ADDED BENEFITS

- Three complimentary conference registrations (\$1,035 value)
- Logo placement with sponsor level acknowledgement in the Canadian Real Estate Forum Magazine Fall 2021 Edition
- Logo placement on conference website on the program and “thank you to sponsors” pages for a nine month period
- Verbal acknowledgement at the conference 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 conference in 2022
- 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
- Database of all conference 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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SIGNATURE

\$2,500 / Sponsor • 4 Opportunities

OTTAWA
REAL ESTATE FORUM

October 13 & 14, 2021

VALUE ADDED BENEFITS

- Three complimentary conference registrations (\$1,035 value)
- Logo placement with sponsor level acknowledgement in the Canadian Real Estate Forum Magazine Fall 2021 Edition
- 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
 - 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 conference in 2022
- Database of all conference 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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