

QUÉBEC

APARTMENT INVESTMENT
CONFERENCE

March 23 & 24, 2021

www.realestateforums.com

2021 CORPORATE SPONSORSHIP PROGRAM



The Largest Annual Conference on
the Very Significant Montréal Apartment Market

A NEW APPROACH THAT FITS UNPRECEDENTED TIMES

Experience the Québec Apartment Investment Conference Reimagined Virtually

We are strongly motivated and committed to provide a high quality experience that you have come to expect from the Québec Apartment Investment Conference – in a dynamic virtual format.

Sustainable, safe and loaded with even more value, the 18th annual Québec Apartment Investment virtual conference means deeper access to compelling topics, market intelligence on demand that fits your schedule, and multiple dynamic opportunities for connecting prior to the conference, throughout the two days, and following the event.

The program will provide a unique, high-level business forum that will examine the multi-unit residential market in Québec, a highly informative event that will provide valuable insights and where this asset class is heading from the perspectives of owners, developers, investors, and lenders who will provide valuable Insights on Trends, Issues, Strategies and Opportunities in this unique multi-residential market.

Who Attends?

CEOs, CFOs and other senior executives of large and small firms that own apartment buildings will be joined by public and private equity investors, pension funds, financial institutions, lenders, commercial real estate brokers, lawyers, accountants, appraisers, and other specialists in real estate finance and valuation.

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

Comments On Real Estate Virtual Event Space:

"Great conversation. Virtual experience was great. I did not have any expectations of how the virtual experience would play out but it was great and didn't feel like I missed out on anything compared to the in-person."

"Loved the online format. I attended far more sessions than I would have, had the conference 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."

Comments On Overall Experience:

"I was lukewarm on attending this year but am very happy I did! Great job and thank you."

"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."

"Given the pandemic challenges it was fantastic that we had the event at all and those that participated seem to enjoy themselves."

Comments On Thought Leadership:

"Appreciated the effort and initiative it took to organize and deliver the Forum under such difficult conditions and found the speakers and the market knowledge they were able to convey in these difficult times very valuable. Thank you for your efforts."

"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."

"This year's virtual conference was informative and very helpful to navigate a positive mindset for the next 6 months. It is always comforting to know you are not alone delivering services during a crisis. Our industry certainly pulled together during this global pandemic. Better days ahead!"

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. Populate a fully branded sponsorship page dedicated to your organization. Here you can insert an overview of your organization and its mission and or offering, load an informational video, published research, brochures, website and social media links, add appropriate staff contact details making it easy for participants to connect organize meetings, 1:1's and collaborate with the right people on your team.

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.

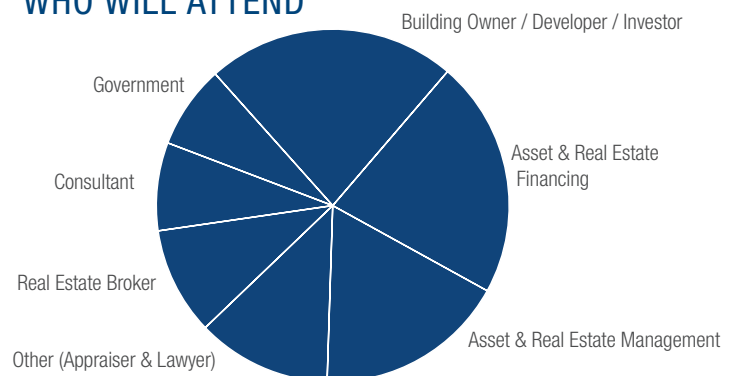
The Québec Apartment Investment Conference is designed to ensure that sponsors receive maximum corporate exposure to participants at the event. Each sponsorship level will offer a different package of value-added benefits for a participating corporation.

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

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 by bringing together bringing together owners, managers, developers, investors and lenders to provide valuable insights into this multi-unit residential market in the Québec real estate market.

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, you will receive a number of complimentary access passes to allocate to colleagues. 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
2020 SPONSORS

Title

CBRE

Platinum

FIRST NATIONAL
FINANCIAL LP

MetCap
LIVING

PMML

Gold

building stack
PROPERTY MANAGEMENT SOFTWARE

cogir
REAL ESTATE

CMLS Capital

demersbeaulne db
allies in your success

FONDS
immobilier de solidarité FTQ

Ivanhoé Cambridge

Pen

**LCB LEROUX CÔTÉ
BURROGANO**
LAWYERS • NOTAIRES

Lanyard

kangalou

Presenter Biographies

MCAP

Journal

FASKEN

**LAURENTIAN
BANK**

Hydration Stations

Marcus & Millichap

Luncheon

**ATWATER
PROPERTIES**

**BuildingLink
Canada**

Breakfast

Armco
IMMOBILIER

BLG

Luncheon Refreshments

**CHICAGO TITLE
CANADA**

Welcome & Opening Remarks

emo batimo
CONSTRUCTION PROMOTEUR ET GESTIONNAIRE IMMOBILIER

Morning Refreshments

stewart
TITLE

Plenary Session

Peoples Group
It's about you

WIFIPLEX

YARDI

AltusGroup

CMHC SCHL

energir

greniergagnon
ETUDE NOTAIRES - LAW OFFICE NOTAIRES

Concurrent Sessions

Supporting Association

CORPQ
LE CHOIX DES
PROPRIETAIRES DU QUÉBEC

Media

**immobilier
commercial**

RENX.ca Real Estate
News Exchange

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2021 CORPORATE SPONSORSHIP PROGRAM

LEVEL	# OPPORTUNITIES	COMMITMENT
Title	1 exclusive opportunity	Sold
Platinum	4 opportunities	\$4,500 each
Gold	8 opportunities	\$3,850 each
PPE Facial Mask	1 exclusive opportunity	\$3,750
Hand Sanitizer	1 exclusive opportunity	\$3,500
Journal	2 opportunities	\$3,500 each
Mints	1 exclusive opportunity	\$3,500
Pen	1 exclusive opportunity	\$3,500
Simultaneous Interpretation	2 opportunities	\$3,500 each
Swag Bag	1 exclusive opportunity	\$3,500
Presenter Biographies	1 exclusive opportunity	\$3,250
Closing Roundtable	1 exclusive opportunity	\$3,000
Plenary Sessions	4 opportunities	\$2,750
Concurrent Session	8 opportunities	\$2,300 each
Signature	4 opportunities	\$2,000 each



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QUÉBEC APARTMENT INVESTMENT CONFERENCE

March 23 & 24, 2021

TITLE SOLD

1 Exclusive Opportunity

VALUE ADDED BENEFITS

- Highest level of sponsorship visibility
- Six complimentary Conference registrations (a value of \$1,770)
- Logo placement on promotional 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 with a distribution of 16,500
- Social media mentions across Twitter and LinkedIn posts associated with the conference
- Highest profile on the conference website (including rotating logos on the home page)
- Logo rotating on home page of the virtual conference platform and numerous other highly visible locations
- Logo placement with sponsor level acknowledgement on conference landing page on conference website
- Logo placement with sponsor level acknowledgement on program page on conference 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 conference in 2022
- Significantly more placements of logo, on website and on the virtual Conference app and platform than other sponsors
- 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
- Most prominent sponsor logo exposure on Conference website for a nine-month period
- Database of all Conference 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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APARTMENT INVESTMENT CONFERENCE

March 23 & 24, 2021

PLATINUM

\$4,500 / Sponsor
4 Opportunities

VALUE ADDED BENEFITS

- Highest level of sponsorship visibility
- Six complimentary Conference registrations (a value of \$1,770)
- Logo placement on promotional 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 with a distribution of 16,500
- Social media mentions across Twitter and LinkedIn posts associated with the conference
- Highest profile on the conference website (including rotating logos on the home page)
- Logo rotating on home page of the virtual conference platform and numerous other highly visible locations
- Logo placement with sponsor level acknowledgement on conference landing page on conference website
- Logo placement with sponsor level acknowledgement on program page on conference 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 conference in 2022
- Significantly more placements of logo, on website and on the virtual Conference app and platform than other sponsors
- 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
- Most prominent sponsor logo exposure on Conference website for a nine-month period
- Database of all Conference delegates (no emails) will be provided immediately prior to as well as following the event
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GOLD

\$3,850 / Sponsor
8 Opportunities

VALUE ADDED BENEFITS

- Five complimentary Conference registrations (a value of \$1,475)
- Logo placement on promotional 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 with a distribution of 16,500
- Social media mentions across Twitter and LinkedIn posts associated with the conference
- Highest profile on the conference website
- Logo rotating on home page of the virtual conference platform and numerous other highly visible locations
- Logo placement with sponsor level acknowledgement on conference landing page on conference website
- Logo placement with sponsor level acknowledgement on program page on conference 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 conference in 2022
- Significantly more placements of logo, on website and on the virtual Conference app and platform than most other sponsors
- 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
- Prominent sponsor logo exposure on Conference website for a nine-month period
- Database of all Conference 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 FACIAL MASK

\$3,750 / Sponsor

1 Exclusive Opportunity

VALUE ADDED BENEFITS

- Three complimentary Conference registrations (\$885 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 Conference (i.e. the organizers will establish if the address for delivery is different to that registered to take into account remote working)
- 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 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
- Database of all Conference 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

HAND SANITIZER

\$3,500 / Sponsor

1 Exclusive Opportunity

VALUE ADDED BENEFITS

- Three complimentary Conference registrations (\$885 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 Conference (i.e. the organizers will establish if the address for delivery is different to that registered to take into account remote working)
- 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 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
- Database of all Conference delegates (no emails) will be provided immediately prior to as well as following the event
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JOURNAL

\$3,500 / Sponsor
2 Opportunities

VALUE ADDED BENEFITS

- Three complimentary Conference registrations (\$885 value)
- Your logo prominently placed on a quality journal that will be couriered to attendees in the “swag package” several days prior to the Conference (i.e. the organizers will establish if the address for delivery is different to that registered to take into account remote working)
- 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 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
- Database of all Conference delegates (no emails) will be provided immediately prior to as well as following the event
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MINTS

\$3,500 / Sponsor
1 Exclusive Opportunity

VALUE ADDED BENEFITS

- Three complimentary Conference registrations (\$885 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 Conference (i.e. the organizers will establish if the address for delivery is different to that registered to take into account remote working)
- 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 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
- Database of all Conference 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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PEN

\$3,500 / Sponsor
1 Exclusive Opportunity

VALUE ADDED BENEFITS

- Three complimentary Conference registrations (\$885 value)
- Your logo prominently placed on a quality pen that will be couriered to attendees in a “swag bag” several days prior to the Conference (i.e. the organizers will establish if the address for delivery is different to that registered to take into account remote working)
- 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 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
- Database of all Conference delegates (no emails) will be provided immediately prior to as well as following the event
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SIMULTANEOUS INTERPRETATION

\$3,500 / Sponsor
2 Opportunities

VALUE ADDED BENEFITS

- Three complimentary conference registrations (\$885 value)
- Logo placement on the virtual platform plenary page where sessions have simultaneous interpretation included
- Logo placement on the virtual platform concurrent session pages where sessions have simultaneous interpretation provided
- Acknowledgement by the Chair of the virtual conference of sponsorship level
- Acknowledgement on power point slides as appropriate
- 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 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
- Database of all Conference 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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SWAG BAG

\$3,500 / Sponsor

1 Exclusive Opportunity

VALUE ADDED BENEFITS

- Three complimentary Conference registrations (\$885 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 Conference (i.e. the organizers will establish if the address for delivery is different to that registered to take into account remote working)
- 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 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
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Contents intended to demonstrate size of bag only

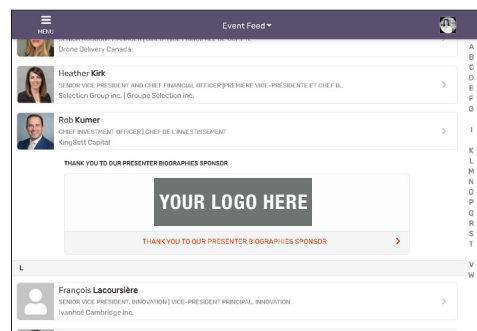
PRESENTER BIOGRAPHIES

\$3,250 / Sponsor

1 Exclusive Opportunity

VALUE ADDED BENEFITS

- Three complimentary Conference registrations (\$885 value)
- Logo placement on the Live – Happening Now site
- Verbal acknowledgment of this sponsorship by the Conference Chair
- Logo placement on rotating banner that is shown on the virtual conference 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 conference in 2022
- Logo rotating on home page of the virtual conference platform together with Platinum & Gold sponsors
- 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
- Database of all Conference delegates (no emails) will be provided immediately prior to as well as following the event
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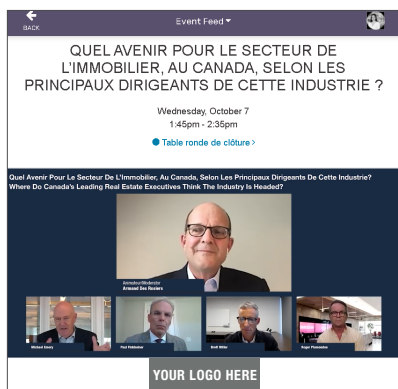
CLOSING ROUNDTABLE

\$3,000 / Sponsor

1 Exclusive Opportunity

VALUE ADDED BENEFITS

- Three complimentary Conference registrations (\$885 value)
- Verbal acknowledgment by the Conference 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
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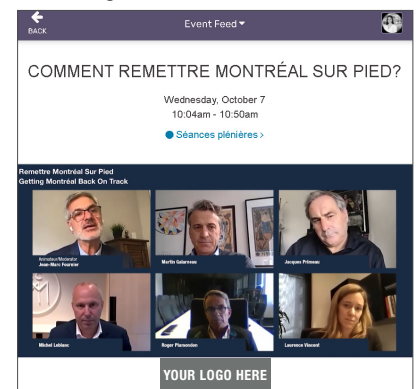
PLENARY SESSION

\$2,750 / Sponsor

4 Opportunities

VALUE ADDED BENEFITS

- Three complimentary Conference registrations (\$885 value)
- Sponsorship acknowledgement on screen during entire session both at the Conference and on-demand for 2 weeks for regular attendees and to the end of the current year for REF Club Members following the conference. Since all sessions will be recorded and available on demand
- Verbal acknowledgement of your sponsorship by the Conference 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
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Tel: 416.512.3815 • **Email:** frank.scalisi@informa.com • **Website:** realestateforums.com

QUÉBEC

APARTMENT INVESTMENT CONFERENCE

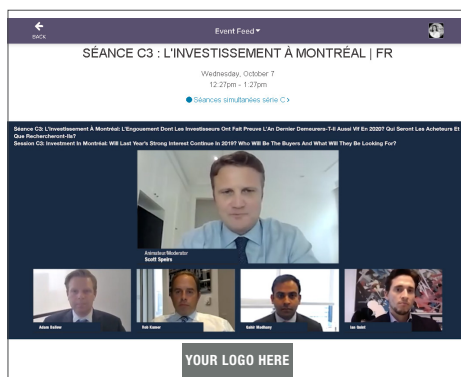
March 23 & 24, 2021

CONCURRENT SESSION

\$2,300 / Sponsor
8 Opportunities

VALUE ADDED BENEFITS

- Three complimentary Conference registrations (\$885 value)
- Sponsorship acknowledgement on screen during entire session both at the Conference 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 Conference 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 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
- Database of all Conference 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

\$2,000 / Sponsor
4 Opportunities

VALUE ADDED BENEFITS

- Three complimentary Conference registrations (\$885 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
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