

RealCapital

February 23 and 24, 2021

www.realestateforums.com

2021 CORPORATE SPONSORSHIP PROGRAM



Focus on Public & Private Debt & Equity Markets

A NEW APPROACH THAT FITS UNPRECEDENTED TIMES

Experience the RealCapital Conference Reimagined Virtually

We are strongly motivated and committed to provide a high quality experience that you have come to expect from the RealCapital Conference over the past twenty years – in a dynamic virtual format.

Sustainable, safe and loaded with even more value, the RealCapital 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 these themes, address key issues, assess emerging trends, and discuss effective strategies for real estate investment and financing for office, industrial, retail, and multi-residential sectors in the current environment across the country.

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!”

MORE INFORMATION

Frank Scalisi
Director of Sales

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

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

Expand Your Network – With No Travel Costs

Engage in business discussions, chat directly with industry leaders, and make the connections you need to thrive as the Canadian real estate market continues rapidly evolves. 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.

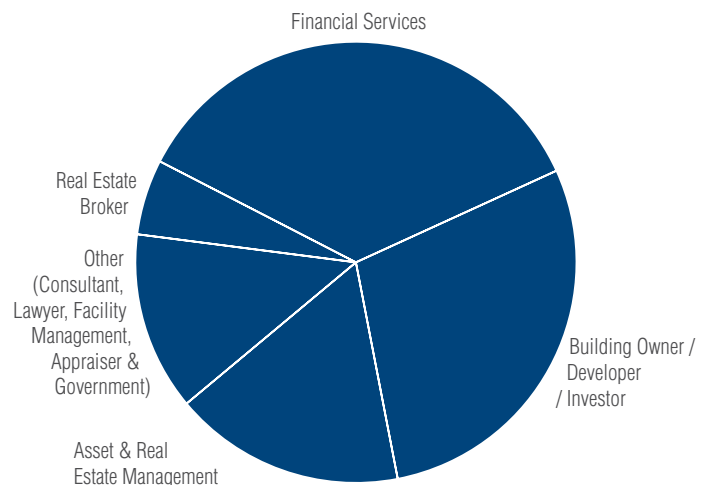
The RealCapital Conference is designed to ensure that sponsors receive maximum corporate exposure to participants at the event. Each sponsorship level will offer a different package of value-added benefits for a participating corporation.

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 owners and investors with sources of public and private equity and debt financing in the Canadian 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



RealCapital

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THANK YOU TO THE ONGOING COMMITMENT FROM OUR SPONSORS
2020 SPONSORS

Title



Co-Owned By



Platinum



Gold



Lanyard



Pen



Luncheon



Plenary Session



Journal



Luncheon Refreshments



Presenter Biographies



Hydration Stations



Post Notes



Speaker Video Series



InCharge Keyring Cable



Mints



Hand Sanitizer



Mobile Screen Cleaner



Concurrent Sessions



Wireless Survey



Networking Reception



Morning Refreshments



Afternoon Refreshments



Media



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2021 CORPORATE SPONSORSHIP PROGRAM

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

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PLATINUM

\$5,000 / Sponsor
4 Opportunities

VALUE ADDED BENEFITS

- Highest level of sponsorship visibility
- Six complimentary Conference registrations (a value of \$2,160)
- 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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GOLD

\$4,500 / Sponsor
7 Opportunities

VALUE ADDED BENEFITS

- Five complimentary Conference registrations (a value of \$1,800)
- 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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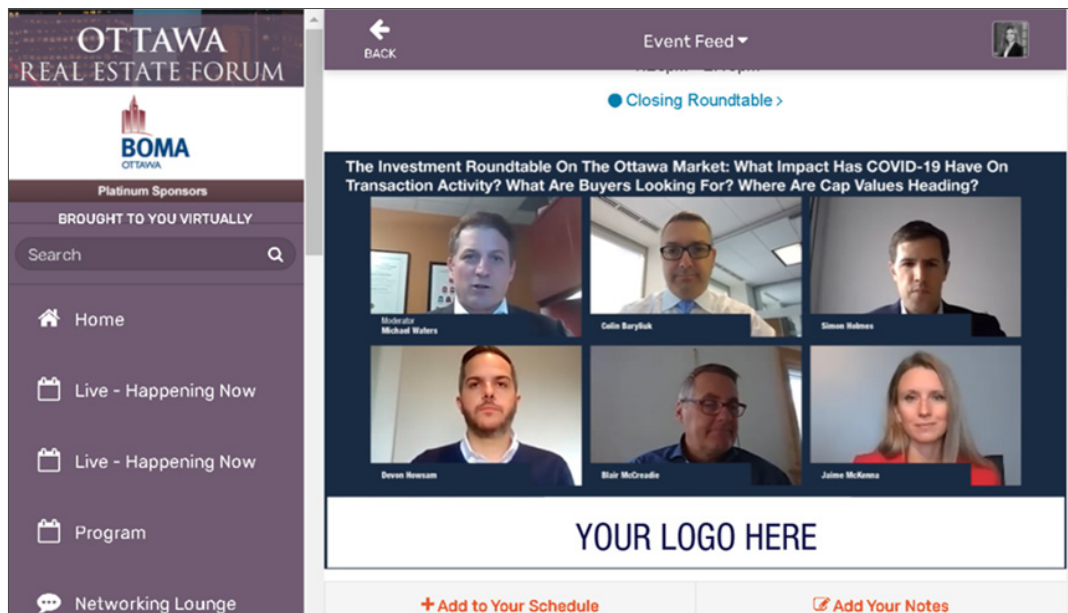
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CLOSING ROUNDTABLE

\$4,000 / Sponsor
1 Exclusive Opportunity

VALUE ADDED BENEFITS

- Three complimentary Conference registrations (\$1,080 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
- 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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HAND SANITIZER

\$4,000 / Sponsor

1 Exclusive Opportunity

VALUE ADDED BENEFITS

- Three complimentary Conference registrations (\$1,080 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
- A custom wrap up report outlining all deliverables of your sponsorship and related analytics will be provided on request



JOURNAL

\$4,000 / Sponsor

2 Opportunities

VALUE ADDED BENEFITS

- Three complimentary Conference registrations (\$1,080 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
- A custom wrap up report outlining all deliverables of your sponsorship and related analytics will be provided on request



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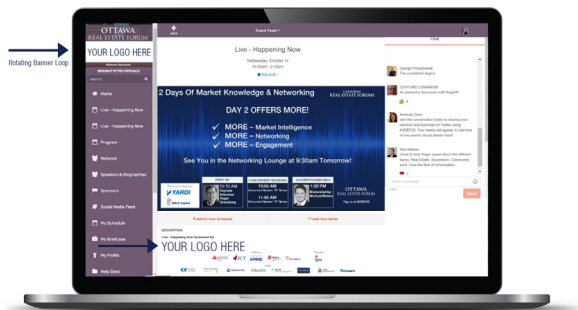
LIVE - HAPPENING NOW

\$4,000 / Sponsor

1 Exclusive Opportunity

VALUE ADDED BENEFITS

- Three complimentary conference registrations (\$1,080 value)
- Live – Happening Now is where all the conference plenary sessions take place
- Logo placement on the Live – Happening Now site
- Inclusion on PowerPoint directional slides when appropriate (in Live – Happening Now and the landing page of the Networking Lounge)
- Build your own corporate sponsor page – it's possible to include research reports, literature and other corporate materials for attendees to download, list point of contact staff at the event so attendees can easily connect, provide website and social media links you can even include a pre-recorded information video to run throughout the event on a loop
- Attendees will be incentivized to visit your corporate sponsor page through Engage to Win. Your page will have its own Engage to Win code (predetermined by the organizers) that attendees will collect to boost their Engage to Win score and their chances of winning a prize – which will include a complimentary registration to the 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



MINTS

\$4,000 / Sponsor

1 Exclusive Opportunity

VALUE ADDED BENEFITS

- Three complimentary Conference registrations (\$1,080 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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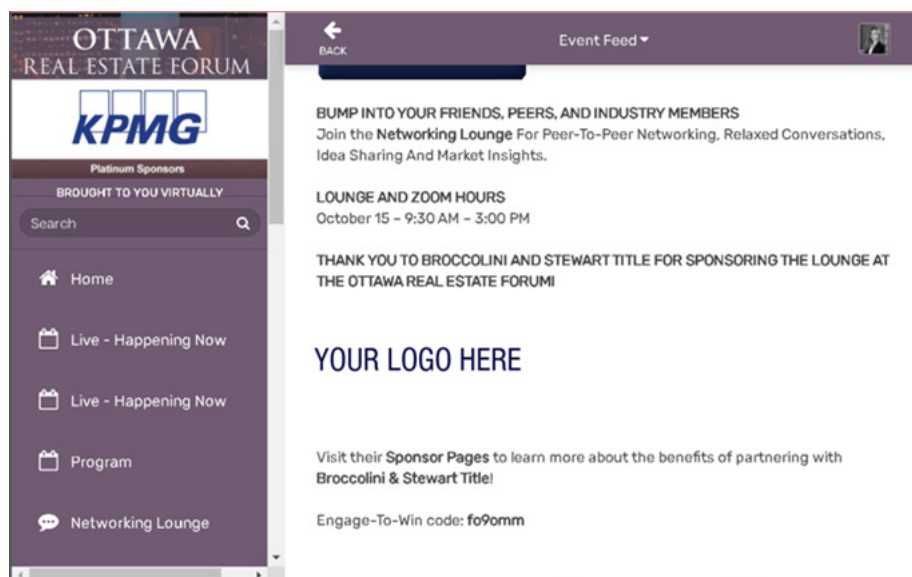
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NETWORKING LOUNGE

\$4,000 / Sponsor
2 Opportunities

VALUE ADDED BENEFITS

- Three complimentary conference registrations (\$1,080 value)
- 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 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
- Inclusion on PowerPoint directional slides when appropriate (in Live – Happening Now, in the landing page of the Networking Lounge and in the Zoom Lounge where live networking takes place)
- Build your own corporate sponsor page – it's possible to include research reports, literature and other corporate materials for attendees to download, list point of contact staff at the event so attendees can easily connect, provide website and social media links you can even include a pre-recorded information video to run throughout the event on a loop
- Attendees will be incentivized to visit your corporate sponsor page through Engage to Win. Your page will have its own Engage to Win code (predetermined by the organizers) that attendees will collect to boost their Engage to Win score and their chances of winning a prize – which will include a complimentary registration to the 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

\$4,000 / Sponsor

1 Exclusive Opportunity

VALUE ADDED BENEFITS

- Three complimentary Conference registrations (\$1,080 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
- A custom wrap up report outlining all deliverables of your sponsorship and related analytics will be provided on request



PPE FACIAL MASK

\$4,000 / Sponsor

1 Exclusive Opportunity

VALUE ADDED BENEFITS

- Three complimentary Conference registrations (\$1,080 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



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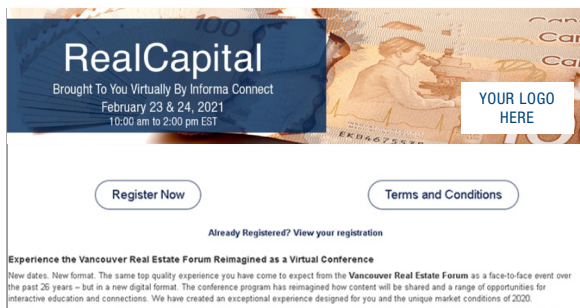
REGISTRATION

\$4,000 / Sponsor

1 Exclusive Opportunity

VALUE ADDED BENEFITS

- Three complimentary Conference registrations (\$1,080 value)
- 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
- 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



SWAG BAG

\$4,000 / Sponsor

2 Opportunities

VALUE ADDED BENEFITS

- Three complimentary Conference registrations (\$1,080 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
- 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



Contents intended to demonstrate size of bag only

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VIRTUAL EVENT PLATFORM

\$3,500 / Sponsor
3 Opportunities

VALUE ADDED BENEFITS

- Three complimentary Conference registrations (\$1,080 value)
- Your corporate branding prominently showcased in the event virtual platform that will be used by every participant
- Your logo on home screen page of the entire Conference, capturing attendees' attention as soon as they access event platform
- The platform will be promoted in; social media push notifications, the event website, and emails to all prospects and registrants
- Logo on static or rotating banner on home page of virtual platform
- The platform will be available to computers, smartphones and tablets
- Build your own corporate sponsor page – it's possible to include research reports, literature and other corporate materials for attendees to download, list point of contact staff at the event so attendees can easily connect, provide website and social media links you can even include a pre-recorded information video to run throughout the event on a loop
- Attendees will be incentivized to visit your corporate sponsor page through Engage to Win. Your page will have its own Engage to Win code (predetermined by the organizers) that attendees will collect to boost their Engage to Win score and their chances of winning a prize – which will include a complimentary registration to the 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



MOBILE SCREEN CLEANER

\$3,500 / Sponsor
1 Exclusive Opportunity

VALUE ADDED BENEFITS

- Three complimentary Conference registrations (\$1,080 value)
- Your logo prominently placed on a mobile screen cleaner (also super for cleaning spectacles) that will be couriered to attendees in a “swag bag” several days prior to the 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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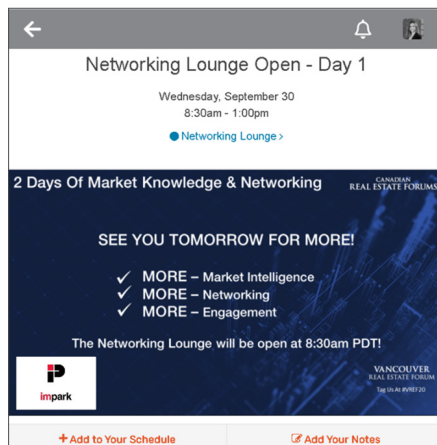
February 23 & 24, 2021

ONLINE DAILY ATTENDEE POLL

\$3,500 / Sponsor
2 Opportunities

VALUE ADDED BENEFITS

- Three complimentary Conference registrations (\$1,080 value)
- Verbal reference to your sponsorship by the Chair and logo
- Acknowledgement by Chair and on PowerPoint slides as applicable
- Results delivered at end of each day in the Networking Zoom Lounge - with sponsor acknowledgement
- Build your own corporate sponsor page – it's possible to include research reports, literature and other corporate materials for attendees to download, list point of contact staff at the event so attendees can easily connect, provide website and social media links you can even include a pre-recorded information video to run throughout the event on a loop
- Attendees will be incentivized to visit your corporate sponsor page through Engage to Win. Your page will have its own Engage to Win code (predetermined by the organizers) that attendees will collect to boost their Engage to Win score and their chances of winning a prize – which will include a complimentary registration to the 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



POST NOTES

\$3,500 / Sponsor
2 Opportunities

VALUE ADDED BENEFITS

- Three complimentary Conference registrations (\$1,080 value)
- Your logo prominently placed on a post note booklet that will be couriered to attendees in a "swag bag" several days prior to the 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
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- 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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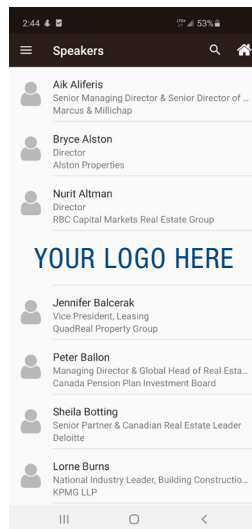
PRESENTER BIOGRAPHIES

\$3,500 / Sponsor

1 Exclusive Opportunity

VALUE ADDED BENEFITS

- Three complimentary Conference registrations (\$1,080 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
- A custom wrap up report outlining all deliverables of your sponsorship and related analytics will be provided on request



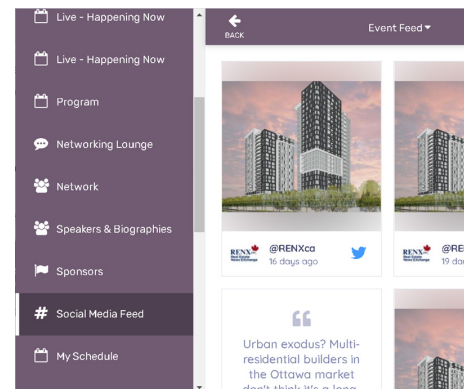
SOCIAL MEDIA WALL

\$3,500 / Sponsor

2 Opportunities

VALUE ADDED BENEFITS

- Three complimentary Real Estate Forum registrations
- Your corporate logo on emails with a honed focus on social media
- Your organization recognized as the social media sponsor through the Real Estate Forum's social media channels; Twitter and LinkedIn
- Your social media conversation showcased in the social media feed in the virtual event environment using a dedicated hashtag
- Build your own corporate sponsor page – it's possible to include research reports, literature and other corporate materials for attendees to download, list point of contact staff at the event so attendees can easily connect, provide website and social media links you can even include a pre-recorded information video to run throughout the event on a loop
- Attendees will be incentivized to visit your corporate sponsor page through Engage to Win. Your page will have its own Engage to Win code (predetermined by the organizers) that attendees will collect to boost their Engage to Win score and their chances of winning a prize – which will include a complimentary registration to the 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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TOUCH FREE KEY

\$3,500 / Sponsor

1 Exclusive Opportunity

VALUE ADDED BENEFITS

- Three complimentary Conference registrations (\$1,080 value)
- Reduce COVID exposure and contamination to COVID with this contactless key
- Use for pushing buttons for elevators, ATM machines, buses, trains, gas stations, grocery store, and opening doors
- Easily fits on your key chain or on any key tool or carabiner
- Logo placement on one side of the touch free key
- 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



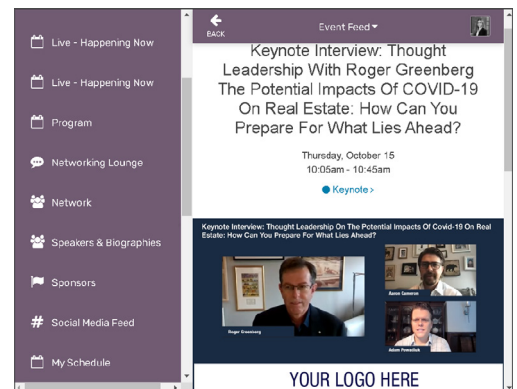
PLENARY SESSION

\$3,250 / Sponsor

2 Opportunities

VALUE ADDED BENEFITS

- Three complimentary Conference registrations (\$1,080 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
- 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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SPEAKER VIDEO SERIES

\$3,250 / Sponsor
3 Opportunities

VALUE ADDED BENEFITS

- Three complimentary Conference registrations (\$1,080 value)
- Your corporate logo showcased at the beginning of each video
- Speaker Video Series will be placed on the Canadian Real Estate Conference Portal
- Step and repeat banner with corporate logo on video backdrop visible to all viewers
- Videos will be hosted on the Canadian Real Estate Forums YouTube channel and promoted through various channels including the web portal, emails, newsletter, social media channels, etc.
- Build your own corporate sponsor page – it's possible to include research reports, literature and other corporate materials for attendees to download, list point of contact staff at the event so attendees can easily connect, provide website and social media links you can even include a pre-recorded information video to run throughout the event on a loop
- Attendees will be incentivized to visit your corporate sponsor page through Engage to Win. Your page will have its own Engage to Win code (predetermined by the organizers) that attendees will collect to boost their Engage to Win score and their chances of winning a prize – which will include a complimentary registration to the 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



PODCAST

\$3,000 / Sponsor
2 Opportunities

VALUE ADDED BENEFITS

- Three complimentary Conference registrations (\$1,080 value)
- Your corporate logo showcased in the podcast series section on the Canadian Real Estate Conference Portal
- Podcasts will be hosted on the Real Estate Forums Portal and promoted through various channels including the web portal, emails, newsletter, social media channels, etc.
- Build your own corporate sponsor page – it's possible to include research reports, literature and other corporate materials for attendees to download, list point of contact staff at the event so attendees can easily connect, provide website and social media links you can even include a pre-recorded information video to run throughout the event on a loop
- Attendees will be incentivized to visit your corporate sponsor page through Engage to Win. Your page will have its own Engage to Win code (predetermined by the organizers) that attendees will collect to boost their Engage to Win score and their chances of winning a prize – which will include a complimentary registration to the 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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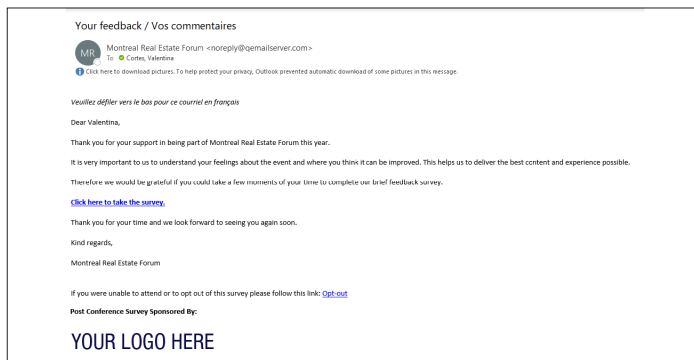
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POST CONFERENCE SURVEY

\$3,000 / Sponsor
1 Opportunity

VALUE ADDED BENEFITS

- Three complimentary Conference registrations (\$1,080 value)
- Post Conference survey will be emailed twice to all participants - an initial and a reminder to please provide feedback. Your logo prominently featured on the email
- Logo prominently placed on landing page of post conference survey
- 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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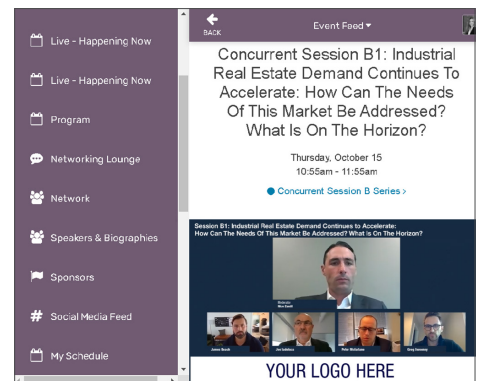


CONCURRENT SESSION

\$2,750 / Sponsor
9 Opportunities

VALUE ADDED BENEFITS

- Three complimentary Conference registrations (\$1,080)
- 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
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SIGNATURE

\$2,500 / Sponsor
3 Opportunities

VALUE ADDED BENEFITS

- Three complimentary Conference registrations (\$1,080 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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