

# RealCAPITAL

Tuesday, February 28, 2023

Metro Toronto Convention Centre, North Building

## 2023 CORPORATE SPONSORSHIP PROGRAM

[informaconnect.com/realcapital-conference](http://informaconnect.com/realcapital-conference)

What is the New Reality for Liquidity? Challenges vs. Opportunities  
The Cost and Availability of Construction, Debt & Equity Financing  
Timely Issues for Lenders, Borrowers and Investors



## THE EVENT

### What is the New Reality for Liquidity? Challenges vs. Opportunities Bringing Together Users of Capital with Sources of Capital

**RealCapital** will provide an update on the turbulent environment for public and private debt and equity capital in 2023. What issues are lenders facing at this time as the pandemic recedes but the economy is impacted by higher interest rates, inflation, and a potential recession? What are lender strategies under these market conditions? How are they approaching transactions in today's market? How much risk are they pricing into deals? What are the challenges that buyers and sellers face with valuation and underwriting in today's market?

What are the optimum capital structure and strategies for a real estate entity in today's market? How are CFOs accessing debt, raising equity and recycling capital from the perspectives of institutional investors, REITs, private equity funds, and other real estate owners? How are they managing their balance sheets in this turbulent interest rate and economic environment?



#### Christina Iacucci

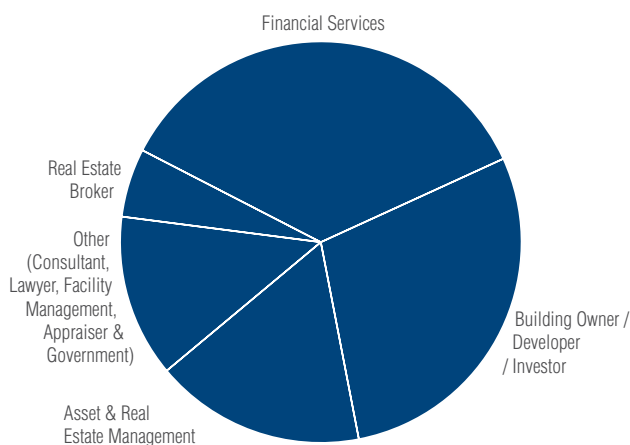
Managing Partner &  
Canadian Chief Investment Officer  
BentallGreenOak



#### Blair McCreadie

Head of Canadian Real Estate  
Fiera Real Estate

## WHO WILL ATTEND



## THE OPPORTUNITY TO BE FRONT AND CENTRE

The **RealCapital** Sponsorship Program has been designed to ensure that companies receive maximum corporate exposure to all of the attendees at the event.

The 2022 sponsorship program represents a unique marketing opportunity for companies that want to reach the "who's who" of the real estate industry responsible for debt and equity capital transactions and management.

## MANY BENEFITS FOR SPONSORS

Increase brand awareness, raise your corporate profile and reinforce your organization's reputation to your target clients and partners by aligning your brand alongside the #1 real estate conference focused on the users and sources of capital in Canada.

Sponsorship packages are designed to fit every budget and provide strong value – not only will you have onsite and **ongoing benefits**, but in addition sponsors receive **complimentary tickets** to the conference and the **attendee database**.

See the following pages for full details.

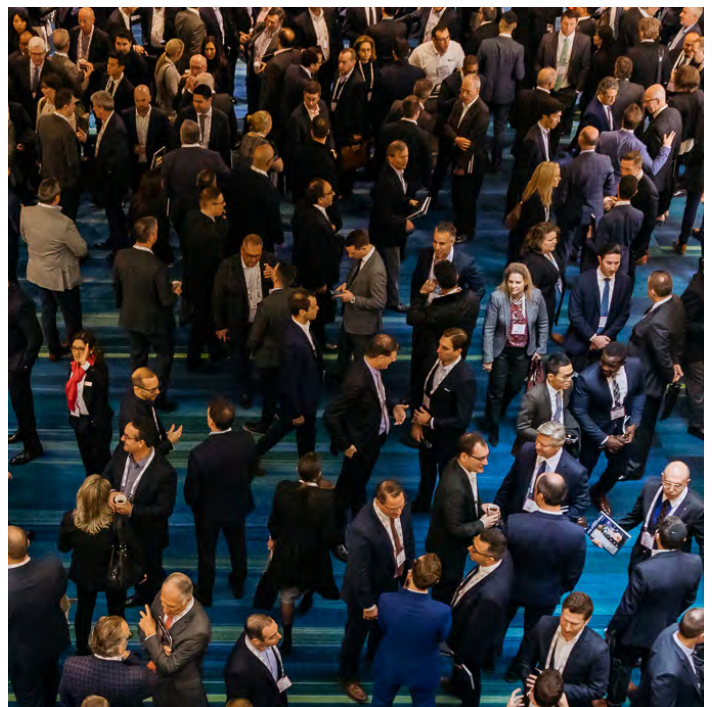
## MORE INFORMATION

### Frank Scalisi Director of Sales

**Email:** frank.scalisi@informa.com

**Tel:** 416.512.3813

**Website:** realestateforums.com



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THANK YOU TO OUR 2021 SPONSORS WHEN REALCAPITAL WAS PRODUCED VIRTUALLY

Title

**CBRE**



CHICAGO TITLE  
CANADA

Platinum



CMLS Capital

**FENGATE**

Gold



Co-Owned By



PropTech



Live - Happening Now



Virtual Event Platform



Facial Mask



Presenter Biographies



Journal



Pen



Post Notes



Hand Sanitizer



Mints



Touch Free Key



Registration



Networking Lounge



Plenary Session



Closing Roundtable



Concurrent Session



Attendee Poll



Speaker Video Series



Signature



Media



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## 2023 CORPORATE SPONSORSHIP PROGRAM

LEVEL	# OPPORTUNITIES	COMMITMENT
Title	1 exclusive opportunity	\$6,250
Platinum	3 opportunities	\$5,750 each
Gold	10 opportunities	\$5,250 each
ESG	1 exclusive opportunity	\$5,250
ConnectMe Networking App	1 exclusive opportunity	\$5,000
On Demand	1 exclusive opportunity	\$5,000
Lanyard	1 exclusive opportunity	\$4,750
Pen	1 exclusive opportunity	\$4,750
Luncheon	2 opportunities	\$4,500 each
Presenter Biographies	1 exclusive opportunity	\$4,500
Closing Roundtable	1 exclusive opportunity	\$4,250
Hand Sanitizer	1 exclusive opportunity	\$4,000
Hydration	1 exclusive opportunity	\$4,000
Journal	2 opportunities	\$4,000 each
Mints	1 exclusive opportunity	\$4,000
Mobile Charging Devices	1 exclusive opportunity	\$4,000
Mobile Screen Cleaner	1 exclusive opportunity	\$4,000
Networking Reception	2 opportunities	\$4,000 each
Post Notes	2 opportunities	\$4,000 each
Plenary Session	1 exclusive opportunity	\$3,850
Luncheon Refreshment	2 opportunity	\$3,750 each
Breakfast	2 opportunities	\$3,500 each

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## 2023 CORPORATE SPONSORSHIP PROGRAM

LEVEL	# OPPORTUNITIES	COMMITMENT
Coffee & Tea on Arrival	1 exclusive opportunity	\$3,500
Concurrent Session	12 Opportunities	\$3,500 each
Morning Refreshments	1 exclusive opportunity	\$3,500
Registration	1 exclusive opportunity	\$3,500
Speaker Video Series	3 opportunities	\$3,500 each
Afternoon Refreshments	1 exclusive opportunity	\$3,250
Attendee Poll	2 opportunities	\$3,250 each
Podcast	2 opportunities	\$3,250 each
Post Conference Survey	1 exclusive opportunity	\$3,250
Signature	4 opportunities	\$3,000 each



# TITLE

\$6,250 / Sponsor • 1 Exclusive Opportunity

Feb. 28, 2023  
Metro Toronto Convention Centre (North)

# RealCAPITAL

## UNIQUE TO THIS SPONSORSHIP

Prestigious sponsorship with extensive brand and logo exposure throughout the marketing of the Conference together with onsite

Sponsor verbal acknowledgement by the Chair of the conference

Highest level of visibility during the event promotion campaign and during the Conference

Extensive logo exposure, on website, Canadian Real Estate Forum portal, emails, social media and printed materials positioned first or above other premium sponsors

Enjoy a high profile on promotional materials and the ConnectMe app before and during the event

## REGISTRATION

Three Real Capital Conference Registrations - (value \$1,875)



Images shown are for illustration purposes only and may change for a similar item without notice.

To reserve your corporate sponsorship, contact **Frank Scalisi**

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

# TITLE

\$6,250 / Sponsor • 1 Exclusive Opportunity

Feb. 28, 2023  
Metro Toronto Convention Centre (North)

# RealCAPITAL

## VALUE ADDED BENEFITS

- Prominent logo placement
  - on the front cover of the mailed promotional brochure
  - on the front cover of the onsite program handout
  - on the landing page of the event Connect Me app
  - on all promotional email footers
- Logo exposure on PowerPoint presentations at the conference
  - On loops whilst attendees are taking their seats for the conference and during lunch
  - On picture in picture at the bottom of the plenary room screen or stage banners
- Placement of your logo first and at the top of thank you to sponsor signage at the conference
- Logo exposure on the RealCapital website for a nine-month period

## Social Media

- Acknowledgement and logo on social media posts made across LinkedIn (12,000+ followers)

## E-Marketing

- on promotional email footers with other premium sponsors with a total distribution of over 110,000
- on RealNews the Canadian Real Estate Forums national digital newsletter when the conference is advertised - a distribution of 16,500
- in an exclusive banner on a number of promotional emails

## Canadian Real Estate Forums Portal

- Logo placement first on sponsor level acknowledgement on Canadian Real Estate Forums portal "Hero Banner" on run up to event when this event is being promoted

## Website

High profile logo placement with sponsor acknowledgement on the Conference website first before Platinum, Gold and other premium sponsors for a nine month period on the following pages:

- Home
- Sponsors
- Outside Front Cover and Sponsor page of digital promotional brochure downloadable from Conference website

## ConnectMe App

Exposure on the ConnectMe App - under the Sponsors tab - sponsors have the opportunity to build their profile, as follows:

Add:

- promotional videos
- research reports
- literature
- other appropriate digital materials

Also:

- List point of contact at the event so attendees can easily connect (suggest sponsor complimentary registrations are used for these staff members)
- Provide website and social media links

## Onsite

Prominently displayed in the main plenary room on signage, and more throughout the Conference (see value added benefits for more information)

## Print Material

- On the front cover of the promotional brochure mailed out in December to over 5,000 industry professionals
- On the Outside Front Cover and Sponsor page of the onsite program provided for attendees at the conference
- At the top of "Thank You to Sponsors" signage displayed prominently at the venue
- If plated served lunch on back cover of the Luncheon Menu

## Database of Conference Delegates

A database of all Conference attendees (excluding email address) will be provided immediately prior to as well as following the event. This list is for your company's use only and not to be distributed, recirculated, shared or used along with any other third party organization or event.

## Reporting

A custom report outlining deliverables of your sponsorship will be made available upon request.

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# PLATINUM

\$5,750 / Sponsor • 3 Opportunities

Feb. 28, 2023  
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# RealCAPITAL

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\$5,750 / Sponsor • 3 Opportunities

Feb. 28, 2023  
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# RealCAPITAL

## UNIQUE TO THIS SPONSORSHIP

Prestigious sponsorship with extensive brand and logo exposure throughout the marketing of the Conference together with onsite

Sponsor verbal acknowledgement by the Chair of the conference

High level of visibility during the event promotion campaign and during the Conference

Extensive logo exposure, on website, Canadian Real Estate Forum portal, emails, social media and printed materials positioned above other premium sponsors after Title

Enjoy a high profile on promotional materials and the ConnectMe app before and during the event

## REGISTRATION

Three Real Capital Conference Registrations - (value \$1,875)

## VALUE ADDED BENEFITS

- Prominent logo placement
  - on the front cover of the mailed promotional brochure
  - on the front cover of the onsite program handout
  - on the landing page of the event Connect Me app
  - on all promotional email footers
- Logo exposure on PowerPoint presentations at the conference
  - On loops whilst attendees are taking their seats for the conference and during lunch
  - On picture in picture at the bottom of the plenary room screen or stage banners
- Placement of your logo at the top of thank you to sponsor signage at the conference after Title sponsor
- Logo exposure on the RealCapital website for a nine-month period

## Social Media

- Acknowledgement and logo on social media posts made across LinkedIn (12,000+ followers)

## E-Marketing

- on promotional email footers with other premium sponsors with a total distribution of over 110,000
- on RealNews the Canadian Real Estate Forums national digital newsletter when the conference is advertised - a distribution of 16,500
- in an exclusive banner on a number of promotional emails

## Canadian Real Estate Forums Portal

- Logo placement on sponsor level acknowledgement on Canadian Real Estate Forums portal "Hero Banner" on run up to event when this event is being promoted after Title sponsor

## Website

High profile logo placement with sponsor acknowledgement on the Conference website with other premium sponsors for a nine month period on the following pages:

- Home
- Sponsors
- Outside Front Cover and Sponsor page of digital promotional brochure downloadable from Conference website

## ConnectMe App

Exposure on the ConnectMe App - under the Sponsors tab - sponsors have the opportunity to build their profile, as follows:

Add:

- promotional videos
- research reports
- literature
- other appropriate digital materials

Also:

- List point of contact at the event so attendees can easily connect (suggest sponsor complimentary registrations are used for these staff members)
- Provide website and social media links

## Onsite

Prominently displayed in the main plenary room on signage, and more throughout the Conference (see value added benefits for more information)

## Print Material

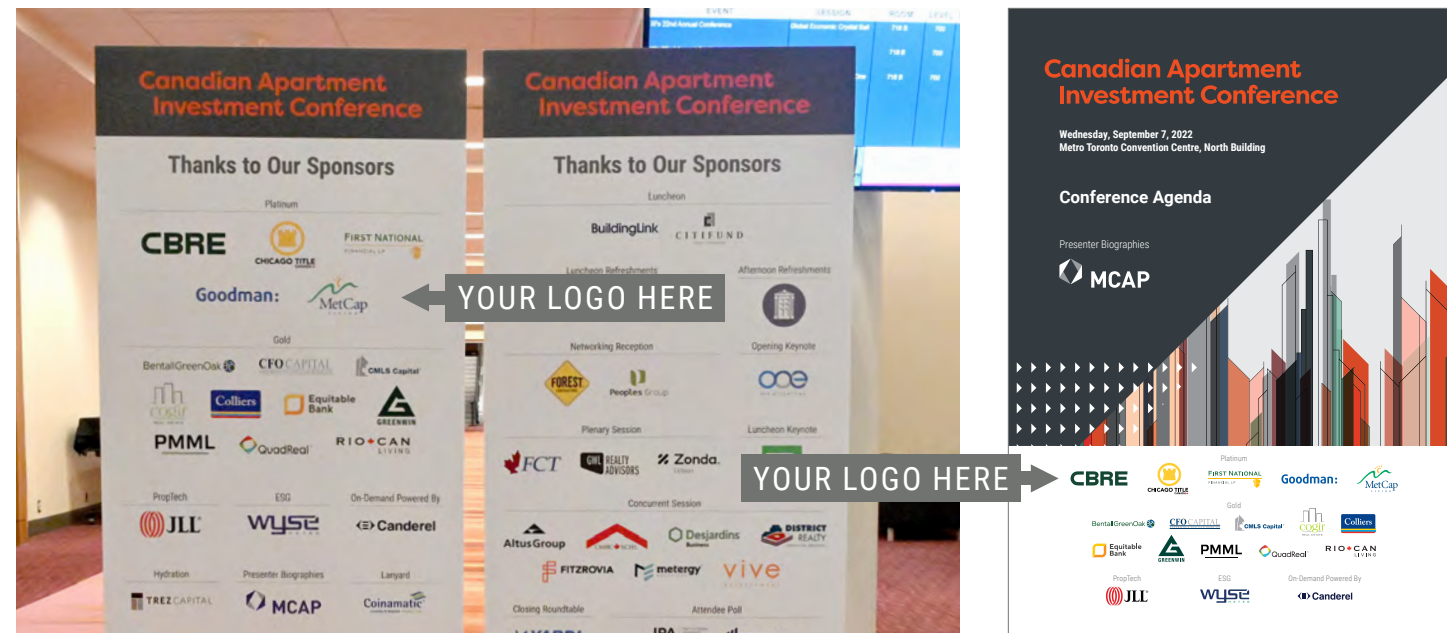
- On the front cover of the promotional brochure mailed out in December to over 5,000 industry professionals
- On the Outside Front Cover and Sponsor page of the onsite program provided for attendees at the conference
- At the top of "Thank You to Sponsors" signage displayed prominently at the venue
- If plated served lunch on back cover of the Luncheon Menu

## Database of Conference Delegates

A database of all Conference attendees (excluding email address) will be provided immediately prior to as well as following the event. This list is for your company's use only and not to be distributed, recirculated, shared or used along with any other third party organization or event.

## Reporting

A custom report outlining deliverables of your sponsorship will be made available upon request.



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# GOLD

\$5,250 / Sponsor • 10 Opportunities

Feb. 28, 2023  
Metro Toronto Convention Centre (North)

# RealCAPITAL

## UNIQUE TO THIS SPONSORSHIP

Prestigious sponsorship with extensive brand and logo exposure throughout the marketing of the Conference together with onsite

Sponsor verbal acknowledgement by the Chair of the conference

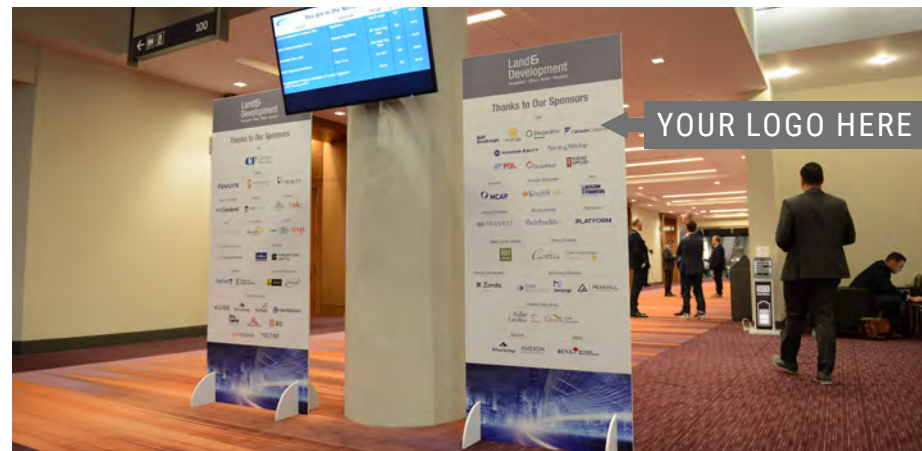
High level of visibility during the event promotion campaign and during the Conference.

Extensive logo exposure, on website, Canadian Real Estate Forum portal, emails, social media and printed materials positioned with other premium sponsors.

Enjoy a high profile on promotional materials before and during the event.

## REGISTRATION

Three Real Capital Conference Registrations - (value \$1,875)



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# GOLD

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# RealCAPITAL

## VALUE ADDED BENEFITS

- Prominent logo placement
  - on the front cover of the mailed promotional brochure
  - on the front cover of the onsite program handout
  - on all promotional email footers
- Logo exposure on PowerPoint presentations at the conference
  - On loops whilst attendees are taking their seats for the conference and during lunch
  - On picture in picture at the bottom of the plenary room screen or stage banners
- Placement of your logo at the on sponsor signage at the conference with other premium sponsors
- Logo exposure on the RealCapital website for a nine-month period

## Social Media

- Acknowledgement and logo on social media posts made across LinkedIn (12,000+ followers)

## E-Marketing

- on promotional email footers with other premium sponsors with a total distribution of over 110,000
- on RealNews the Canadian Real Estate Forums national digital newsletter when the conference is advertised - a distribution of 16,500
- in an exclusive banner on a number of promotional emails

## Canadian Real Estate Forums Portal

- Logo placement on Canadian Real Estate Forums portal "Hero Banner" with other prestigious sponsors on run up to event when this event is being promoted

## Website

High profile logo placement with sponsor acknowledgement on the Conference website with other premium sponsors for a nine month period on the following pages:

- Home
- Sponsors
- Outside Front Cover and Sponsor page of digital promotional brochure downloadable from Conference website

## ConnectMe App

Exposure on the ConnectMe App - under the Sponsors tab - sponsors have the opportunity to build their profile, as follows:

Add:

- promotional videos
- research reports
- literature
- other appropriate digital materials

Also:

- List point of contact at the event so attendees can easily connect (suggest sponsor complimentary registrations are used for these staff members)
- Provide website and social media links

## Onsite

Prominently displayed in the main plenary room on signage, and more throughout the Conference (see value added benefits for more information)

## Print Material

- On the front cover of the promotional brochure mailed out in December to over 5,000 industry professionals on the front cover of the mailed promotional brochure (if sponsorship is secured in time)
- On the Outside Front Cover and Sponsor page of the onsite program provided for attendees at the conference
- With other premium sponsors on "Thank You to Sponsors" signage displayed prominently at the venue
- If plated served lunch on back cover of the Luncheon Menu

## Database of Conference Delegates

A database of all Conference attendees (excluding email address) will be provided immediately prior to as well as following the event. This list is for your company's use only and not to be distributed, recirculated, shared or used along with any other third party organization or event.

## Reporting

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# ESG

\$5,250 / Sponsor • 1 Exclusive Opportunity

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## UNIQUE TO THIS SPONSORSHIP

The organizer Informa Connect has an undertaking to help meet the urgent challenges of a changing world, this means taking accelerated steps to reduce our carbon and waste footprint with the aim of becoming a zero waste and net zero carbon business by 2030

The sponsor of this prestigious offering will have similar values and will be endorsed as supporting mission as a partnership together with their own values

Extensive brand and logo exposure throughout the marketing of the Conference together with onsite

Sponsor verbal acknowledgement by the Chair of the conference.

High level of visibility during the event promotion campaign and during the Conference

Extensive logo exposure, on conference website (acknowledgement on landing page), emails, social media and printed materials positioned with other premium sponsors

Enjoy a high profile on promotional materials before, during and after the event

Note: We will be reaching out to sponsors for a commitment to ESG for all events going forward and, although a sponsor may pick up this as a single event sponsorship, ESG sponsorship lends itself to a National Sponsorship – where the sponsor would be promoted at all events across Canada as National ESG Sponsor – please let us know if this national exposure is something that your organization would be interested in pursuing. National sponsorship would also include exposure in the Canadian Real Estate Forum Spring, Summer & Winter Magazine and the two Canadian Apartment Investment Reports

## REGISTRATION

Two Real Capital Conference Registrations - (value \$1,250)



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# ESG

\$5,250 / Sponsor • 1 Exclusive Opportunity

Feb. 28, 2023  
Metro Toronto Convention Centre (North)

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## VALUE ADDED BENEFITS

- Prominent logo placement
  - on the front cover of the mailed promotional brochure (if sponsorship is secured in time)
  - on the front cover of the onsite program handout
  - on all promotional email footers
- Logo exposure on PowerPoint presentations at the conference
  - On loop whilst attendees are taking their seats for the conference in the morning and during lunch
  - On picture in picture at the bottom of the plenary room screen or stage banners
- Placement of your logo with other prestigious sponsors on signage at the conference
- Logo exposure on the RealCapital website for a nine-month period

## Social Media

- Acknowledgement and logo on social media posts made across LinkedIn (12,000+ followers)

## E-Marketing

- on promotional email footers with other premium sponsors with a total distribution of over 110,000
- on RealNews the Canadian Real Estate Forums national digital newsletter when the conference is advertised - a distribution of 16,500
- in an exclusive banner on a number of promotional emails

## Canadian Real Estate Forums Portal

- Logo placement on Canadian Real Estate Forums portal "Hero Banner" with other prestigious sponsors on run up to event when this event is being promoted

## Website

High profile logo placement with sponsor acknowledgement on the Conference website with other premium sponsors for a nine month period on the following pages:

- Home
- Sponsors
- Outside Front Cover and Sponsor page of digital promotional brochure downloadable from Conference website

## ConnectMe App

Exposure on the ConnectMe App

- in a banner (first logo) together with other sustainability related sponsors
- under the Sponsors tab – sponsors have the opportunity to build their profile, as follows:

Add:

- promotional videos
- research reports
- literature
- other appropriate digital materials

Also:

- List point of contact at the event so attendees can easily connect (suggest sponsor complimentary registrations are used for these staff members)
- Provide website and social media links

## Onsite

Prominently displayed in the main plenary room on signage, and more throughout the Conference (see value added benefits for more information)

## Print Material

- On the front cover of the promotional brochure mailed out to over 5,000 industry professionals
- On the Outside Front Cover and Sponsor page of the onsite program provided for attendees at the conference
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## Database of Conference Delegates

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# CONNECTME NETWORKING APP

\$5,000 / Sponsor • 1 Exclusive Opportunity

Feb. 28, 2023  
Metro Toronto Convention Centre (North)  
**RealCAPITAL**

## UNIQUE TO THIS SPONSORSHIP

Premium sponsorship with extensive brand/logo exposure - your organization showcased as "ConnectMe sponsored by - **sponsor logo/name**"

High level of visibility during the event promotion campaign and during the Conference

Extensive logo exposure, on conference website (acknowledgement on landing page), emails, social media and printed materials positioned with other premium sponsors

Enjoy this high profile on promotional materials before, during and after the event, and in addition:

- Organizer representatives at a ConnectMe app desk assisting attendees with any questions they might have about the app and it's functionality
  - ConnectMe app signage- logo on signage
- On tent card on all tables in the plenary room with a QR code to download the ConnectMe App Sponsor verbal acknowledgement by the Chair of the conference
- Logo on PowerPoint when acknowledgement is made
- On the ConnectMe app navigation page
  - launched 5 working days pre event (for attendees to start networking with attendees, speaker and sponsors, also find pertinent info on the event)
  - during the event - (same as above - in addition push notifications, and the attendee poll)
  - available 10 working days post event (with on demand plenary videos and PowerPoints)

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# CONNECTME NETWORKING APP

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- Prominent logo placement
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  - on the front cover of the onsite program handout
  - on all promotional email footers
- Logo exposure on PowerPoint presentations at the conference
  - On loop whilst attendees are taking their seats for the conference in the morning & during lunch
  - On picture in picture at the bottom of the plenary room screen or stage banners
- Placement of your logo with other prestigious sponsors on signage at the conference
- Logo exposure on the event website for a nine-month period

## Social Media

- Acknowledgement and logo on social media posts made across LinkedIn when the ConnectMe app is mentioned (12,000+ followers)

## E-Marketing

- on promotional email footers with other premium sponsors with a total distribution of over 110,000
- on RealNews the Canadian Real Estate Forums national digital newsletter when the conference is advertised - a distribution of 16,500
- in an exclusive banner on a number of promotional emails

## Canadian Real Estate Forums Portal

- Logo placement on Canadian Real Estate Forums portal "Hero Banner" with other prestigious sponsors on run up to event when this event is being promoted

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# ON DEMAND

\$5,000 / Sponsor • 1 Exclusive Opportunity

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## RealCAPITAL

### UNIQUE TO THIS SPONSORSHIP

Premium sponsorship with extensive brand/logo exposure - your organization showcased as "On-Demand Powered By – **sponsor logo/name**"

High level of visibility during the event promotion campaign and during the Conference

Extensive logo exposure, on conference website (acknowledgement on landing page), emails, social media and printed materials positioned with other premium sponsors

Enjoy this high profile on promotional materials before, during and after the event, and in addition:

- On tent card on all tables in the plenary room with a QR code to download the ConnectMe App (through which On-Demand is reached)
- Sponsor verbal acknowledgement by the Chair of the conference
- Logo on PowerPoint when acknowledgement is made
- On the ConnectMe app navigation page
  - launched 5 working days pre event (for attendees to start networking with attendees, speaker and sponsors, also find pertinent info on the event)
  - during the event – (same as above – in addition push notifications, and the attendee poll)
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- other appropriate digital materials

Also:

- List point of contact at the event so attendees can easily connect (suggest sponsor complimentary registrations are used for these staff members)
- Provide website and social media links

### Onsite

Prominently displayed in the main plenary room on signage, and more throughout the Conference (see value added benefits for more information)

### Print Material

- In the promotional brochure mailed out to over 5,000 industry professionals
- On the Sponsor page of the onsite program provided for attendees at the conference
- With other premium sponsors on "Thank You to Sponsors" signage displayed prominently at the venue

### Database of Conference Delegates

A database of all Conference attendees (excluding email address) will be provided immediately prior to as well as following the event. This list is for your company's use only and not to be distributed, recirculated, shared or used along with any other third party organization or event.

### Reporting

A custom report outlining deliverables of your sponsorship will be made available upon request.

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To reserve your corporate sponsorship, contact **Frank Scalisi**

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

# LANYARD

\$4,750 / Sponsor • 1 Exclusive Opportunity

Feb. 28, 2023  
Metro Toronto Convention Centre (North)

# RealCAPITAL

## UNIQUE TO THIS SPONSORSHIP

Your logo prominently placed on the lanyard that all attendees will receive when they pick up their delegate badge onsite at the event.

## REGISTRATION

Two Real Capital Conference Registrations - (value \$1,250)

## VALUE ADDED BENEFITS

- Prominent logo placement
  - in mailed promotional brochure (if sponsorship is secured in time for the mailing)
  - in the onsite program handout – sponsor page
- Logo exposure on the event website for a nine-month period

## Website

Logo placement with sponsor acknowledgement on the Conference website with for a nine month period on the following page:

- Sponsors

## ConnectMe App

Exposure on the ConnectMe App

- in a banner (first logo) together with other sustainability related sponsors

- under the Sponsors tab – sponsors have the opportunity to build their profile, as follows:

Add:

- promotional videos
- research reports
- literature
- other appropriate digital materials

Also:

- List point of contact at the event so attendees can easily connect (suggest sponsor complimentary registrations are used for these staff members)
- Provide website and social media links

## Onsite

On “thank you to sponsor” signage at the event

## Database of Conference Delegates

A database of all Conference attendees (excluding email address) will be provided immediately prior to as well as following the event. This list is for your company’s use only and not to be distributed, recirculated, shared or used along with any other third party organization or event.

## Reporting

A custom report outlining deliverables of your sponsorship will be made available upon request.



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# PEN

\$4,750 / Sponsor • 1 Exclusive Opportunity

Feb. 28, 2023  
Metro Toronto Convention Centre (North)

# RealCAPITAL

## UNIQUE TO THIS SPONSORSHIP

Your logo prominently placed a quality pen available to attendees at the registration desk when they pick up their delegate badge onsite at the event

## REGISTRATION

Two Real Capital Conference Registrations - (value \$1,250)

## VALUE ADDED BENEFITS

- Prominent logo placement
  - in mailed promotional brochure (if sponsorship is secured in time for the mailing)
  - in the onsite program handout – sponsor page
- Logo exposure on the event website for a nine-month period

## Website

Logo placement with sponsor acknowledgement on the Conference website with for a nine month period on the following page:

- Sponsors

## ConnectMe App

Exposure on the ConnectMe App

- in a banner (first logo) together with other sustainability related sponsors

- under the Sponsors tab – sponsors have the opportunity to build their profile, as follows:

Add:

- promotional videos
- research reports
- literature
- other appropriate digital materials

Also:

- List point of contact at the event so attendees can easily connect (suggest sponsor complimentary registrations are used for these staff members)
- Provide website and social media links

## Onsite

On “thank you to sponsor” signage at the event

## Database of Conference Delegates

A database of all Conference attendees (excluding email address) will be provided immediately prior to as well as following the event. This list is for your company’s use only and not to be distributed, recirculated, shared or used along with any other third party organization or event.

## Reporting

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# LUNCHEON

\$4,500 / Sponsor • 2 Opportunities

Feb. 28, 2023  
Metro Toronto Convention Centre (North)

# RealCAPITAL

## UNIQUE TO THIS SPONSORSHIP

- Verbal thank you by Chair
- Logo on screen in plenary room during the thank you
- Logo prominently placed on table luncheon menus if plated lunch / and on stations if buffet lunch

## REGISTRATION

Two Real Capital Conference Registrations - (value \$1,250)

## VALUE ADDED BENEFITS

- Prominent logo placement
  - in mailed promotional brochure (if sponsorship is secured in time for the mailing)
  - in the onsite program handout – sponsor page
- Logo exposure on PowerPoint presentations at the conference
  - On loops whilst attendees are taking their seats for and during lunch
- Logo exposure on the event website for a nine-month period

## Website

Logo placement with sponsor acknowledgement on the Conference website with for a nine month period on the following page:

- Sponsors

## ConnectMe App

Exposure on the ConnectMe App

- in a banner (first logo) together with other sustainability related sponsors
- under the Sponsors tab – sponsors have the opportunity to build their profile, as follows:

Add:

- promotional videos
- research reports
- literature
- other appropriate digital materials

Also:

- List point of contact at the event so attendees can easily connect (suggest sponsor complimentary registrations are used for these staff members)
- Provide website and social media links

## Onsite

On “thank you to sponsor” signage at the event

## Database of Conference Delegates

A database of all Conference attendees (excluding email address) will be provided immediately prior to as well as following the event. This list is for your company's use only and not to be distributed, recirculated, shared or used along with any other third party organization or event

## Reporting

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# PRESENTER BIOGRAPHIES

\$4,500 / Sponsor • 1 Exclusive Opportunity

Feb. 28, 2023  
Metro Toronto Convention Centre (North)

# RealCAPITAL

## UNIQUE TO THIS SPONSORSHIP

Verbal acknowledgement of by the Chair with logo on screen in plenary room

Logo placement on front cover of onsite program with Title, Platinum, Gold and other major sponsors

A full page (four colour) advertisement outside back cover of the onsite program

## REGISTRATION

Two Real Capital Conference Registrations - (value \$1,250)

## VALUE ADDED BENEFITS

- Prominent logo placement
  - in mailed promotional brochure (if sponsorship is secured in time for the mailing)
  - in the onsite program handout – sponsor page
- Logo exposure on the event website for a nine-month period

## Website

Logo placement with sponsor acknowledgement on the Conference website with for a nine month period on the following page:

- Sponsors

## ConnectMe App

Exposure on the ConnectMe App

- in a banner (first logo) together with other sustainability related sponsors

- under the Sponsors tab – sponsors have the opportunity to build their profile, as follows:

Add:

- promotional videos
- research reports
- literature
- other appropriate digital materials

Also:

- List point of contact at the event so attendees can easily connect (suggest sponsor complimentary registrations are used for these staff members)
- Provide website and social media links

## Onsite

On “thank you to sponsor” signage at the event

## Database of Conference Delegates

A database of all Conference attendees (excluding email address) will be provided immediately prior to as well as following the event. This list is for your company’s use only and not to be distributed, recirculated, shared or used along with any other third party organization or event.

## Reporting

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# CLOSING ROUNDTABLE

\$4,250 / Sponsor • 1 Exclusive Opportunity

Feb. 28, 2023  
Metro Toronto Convention Centre (North)

## RealCAPITAL

### UNIQUE TO THIS SPONSORSHIP

Acknowledgement of Sponsorship by Chair (in plenary room) at the introduction and at the close of the event

Closing Round Table Logo on PowerPoint slide during mention and on screen for the duration of the session

Logo in agenda section of promotional brochure and onsite brochure

### REGISTRATION

Two Real Capital Conference Registrations - (value \$1,250)

### VALUE ADDED BENEFITS

- Prominent logo placement
  - in mailed promotional brochure (if sponsorship is secured in time for the mailing)
  - in the onsite program handout – sponsor page
- Logo exposure on the event website for a nine-month period

### Website

Logo placement with sponsor acknowledgement on the Conference website with for a nine month period on the following page:

- Sponsors

### ConnectMe App

Exposure on the ConnectMe App

- in a banner (first logo) together with other sustainability related sponsors

- under the Sponsors tab – sponsors have the opportunity to build their profile, as follows:

Add:

- promotional videos
- research reports
- literature
- other appropriate digital materials

Also:

- List point of contact at the event so attendees can easily connect (suggest sponsor complimentary registrations are used for these staff members)
- Provide website and social media links

### Onsite

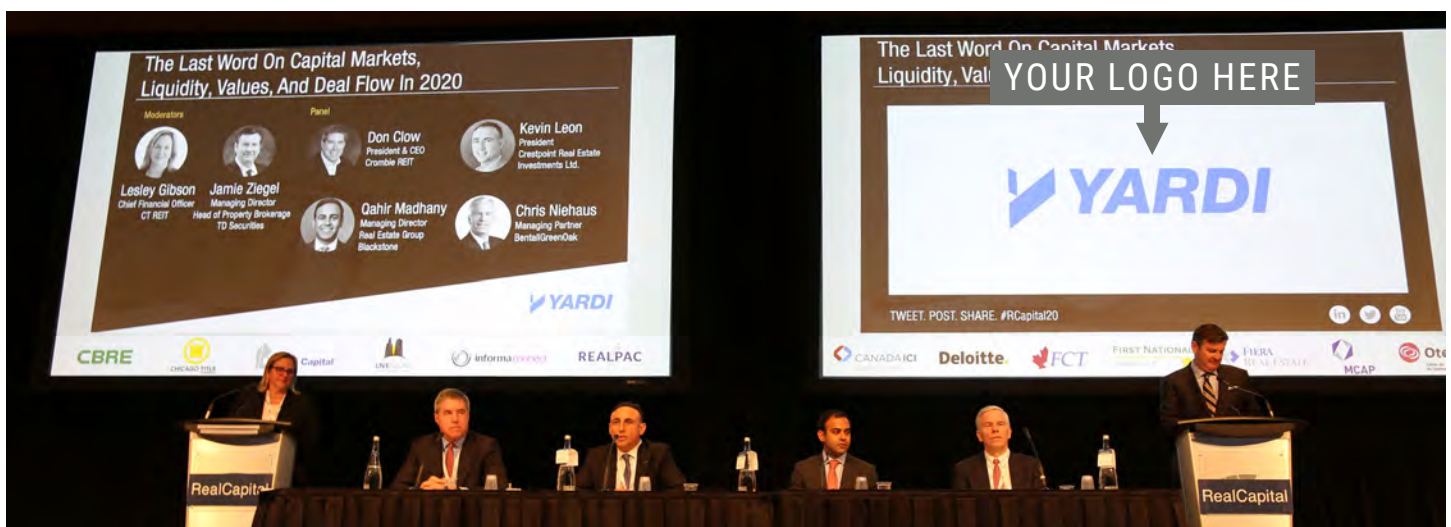
On “thank you to sponsor” signage at the event

### Database of Conference Delegates

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### Reporting

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# HAND SANITIZER

\$4,000 / Sponsor • 1 Exclusive Opportunity

Feb. 28, 2023  
Metro Toronto Convention Centre (North)

## RealCAPITAL

### UNIQUE TO THIS SPONSORSHIP

Logo placement on pocket sized hand sanitizer bottle available to attendees at the registration desk at the Conference

### REGISTRATION

Two Real Capital Conference Registrations - (value \$1,250)

### VALUE ADDED BENEFITS

- Prominent logo placement
  - in mailed promotional brochure (if sponsorship is secured in time for the mailing)
  - in the onsite program handout – sponsor page
- Logo exposure on the event website for a nine-month period

### Website

Logo placement with sponsor acknowledgement on the Conference website with for a nine month period on the following page:

- Sponsors

### ConnectMe App

Exposure on the ConnectMe App

- in a banner (first logo) together with other sustainability related sponsors

- under the Sponsors tab – sponsors have the opportunity to build their profile, as follows:

Add:

- promotional videos
- research reports
- literature
- other appropriate digital materials

Also:

- List point of contact at the event so attendees can easily connect (suggest sponsor complimentary registrations are used for these staff members)
- Provide website and social media links

### Onsite

On “thank you to sponsor” signage at the event

### Database of Conference Delegates

A database of all Conference attendees (excluding email address) will be provided immediately prior to as well as following the event. This list is for your company’s use only and not to be distributed, recirculated, shared or used along with any other third party organization or event.

### Reporting

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# HYDRATION

\$4,000 / Sponsor • 1 Exclusive Opportunity

Feb. 28, 2023  
Metro Toronto Convention Centre (North)

## RealCAPITAL

### UNIQUE TO THIS SPONSORSHIP

Verbal thank you by the Chair as supporting the event with ESG mission – logo on screen during mention

Special mention in the ConnectMe app as supporting ESG at the event by providing water for attendees to fill their reusable water bottles

Pitchers of citrus, cucumber & mint, cranberry & orange or similar iced water, with tent card acknowledging your sponsorship, on all tables as attendees arrive in the morning

Hydration stations with citrus, cucumber & mint, cranberry & orange or similar iced water placed in registration area for the duration of the conference – attendees can fill their water bottles or take a glass of water during the course of the day

Signage on stations acknowledging sponsorship

Note: We will be reaching out to sponsors for a commitment to ESG for all events going forward and, although a sponsor may pick up this as a single event sponsorship, ESG sponsorship lends itself to a National Sponsorship – where the sponsor would be promoted at all events across Canada as National ESG Sponsor – please let us know if this national exposure is something that your organization would be interested in pursuing. National sponsorship would also include exposure in the Canadian Real Estate Forum Spring, Summer & Winter Magazine and the two Canadian Apartment Investment Reports

### REGISTRATION

Two Real Capital Conference Registrations - (value \$1,250)

### VALUE ADDED BENEFITS

- Prominent logo placement
  - in mailed promotional brochure (if sponsorship is secured in time for the mailing)
  - in the onsite program handout – sponsor page
- Logo exposure on PowerPoint presentations at the conference
  - On loops whilst attendees are taking their seats for the conference and during breakfast
- Logo exposure on the event website for a nine-month period

### Website

Logo placement with sponsor acknowledgement on the Conference website with for a nine month period on the following page:

- Sponsors

### ConnectMe App

Exposure on the ConnectMe App

- in a banner (first logo) together with other sustainability related sponsors
- under the Sponsors tab – sponsors have the opportunity to build their profile, as follows:

Add:

- promotional videos
- research reports
- literature
- other appropriate digital materials

Also:

- List point of contact at the event so attendees can easily connect (suggest sponsor complimentary registrations are used for these staff members)
- Provide website and social media links

### Onsite

On “thank you to sponsor” signage at the event

### Database of Conference Delegates

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# JOURNAL

\$4,000 / Sponsor • 2 Opportunities

Feb. 28, 2023  
Metro Toronto Convention Centre (North)

# RealCAPITAL

## UNIQUE TO THIS SPONSORSHIP

Logo placement on quality journal available to attendees at the registration desk at the Conference

## REGISTRATION

Two Real Capital Conference Registrations - (value \$1,250)

## VALUE ADDED BENEFITS

- Prominent logo placement
  - in mailed promotional brochure (if sponsorship is secured in time for the mailing)
  - in the onsite program handout – sponsor page
- Logo exposure on the event website for a nine-month period

## Website

Logo placement with sponsor acknowledgement on the Conference website with for a nine month period on the following page:

- Sponsors

## ConnectMe App

Exposure on the ConnectMe App

- in a banner (first logo) together with other sustainability related sponsors

- under the Sponsors tab – sponsors have the opportunity to build their profile, as follows:

Add:

- promotional videos
- research reports
- literature
- other appropriate digital materials

Also:

- List point of contact at the event so attendees can easily connect (suggest sponsor complimentary registrations are used for these staff members)
- Provide website and social media links

## Onsite

On “thank you to sponsor” signage at the event

## Database of Conference Delegates

A database of all Conference attendees (excluding email address) will be provided immediately prior to as well as following the event. This list is for your company’s use only and not to be distributed, recirculated, shared or used along with any other third party organization or event.

## Reporting

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# MINTS

\$4,000 / Sponsor • 1 Exclusive Opportunity

Feb. 28, 2023  
Metro Toronto Convention Centre (North)

# RealCAPITAL

## UNIQUE TO THIS SPONSORSHIP

Logo placement on a handy tin of mints available to attendees at the registration desk at the Conference

## REGISTRATION

Two Real Capital Conference Registrations - (value \$1,250)

## VALUE ADDED BENEFITS

- Prominent logo placement
  - in mailed promotional brochure (if sponsorship is secured in time for the mailing)
  - in the onsite program handout – sponsor page
- Logo exposure on the event website for a nine-month period

## Website

Logo placement with sponsor acknowledgement on the Conference website with for a nine month period on the following page:

- Sponsors

## ConnectMe App

Exposure on the ConnectMe App

- in a banner (first logo) together with other sustainability related sponsors

- under the Sponsors tab – sponsors have the opportunity to build their profile, as follows:

Add:

- promotional videos
- research reports
- literature
- other appropriate digital materials

Also:

- List point of contact at the event so attendees can easily connect (suggest sponsor complimentary registrations are used for these staff members)
- Provide website and social media links

## Onsite

On “thank you to sponsor” signage at the event

## Database of Conference Delegates

A database of all Conference attendees (excluding email address) will be provided immediately prior to as well as following the event. This list is for your company’s use only and not to be distributed, recirculated, shared or used along with any other third party organization or event.

## Reporting

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# MOBILE CHARGING DEVICES

\$4,000 / Sponsor • 1 Exclusive Opportunity

Feb. 28, 2023  
Metro Toronto Convention Centre (North)

## RealCAPITAL

### UNIQUE TO THIS SPONSORSHIP

An easy to handle, functional, mobile charger that attendees can loan on site to charge their cell phones at the conference

Logo on all mobile charging devices

Logo on signage acknowledging sponsorship of the mobile charging devices

Hostess for distribution management of charging devices to attendees

### REGISTRATION

Two Real Capital Conference Registrations - (value \$1,250)

### VALUE ADDED BENEFITS

- Prominent logo placement
  - in mailed promotional brochure (if sponsorship is secured in time for the mailing)
  - in the onsite program handout – sponsor page
- Logo exposure on the event website for a nine-month period

### Website

Logo placement with sponsor acknowledgement on the Conference website with for a nine month period on the following page:

- Sponsors

### ConnectMe App

Exposure on the ConnectMe App

- in a banner (first logo) together with other sustainability related sponsors

- under the Sponsors tab – sponsors have the opportunity to build their profile, as follows:

Add:

- promotional videos
- research reports
- literature
- other appropriate digital materials

Also:

- List point of contact at the event so attendees can easily connect (suggest sponsor complimentary registrations are used for these staff members)
- Provide website and social media links

### Onsite

On “thank you to sponsor” signage at the event

### Database of Conference Delegates

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### Reporting

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# MOBILE SCREEN CLEANER

\$4,000 / Sponsor • 1 Exclusive Opportunity

Feb. 28, 2023  
Metro Toronto Convention Centre (North)

## RealCAPITAL

### UNIQUE TO THIS SPONSORSHIP

Logo placement on a mobile screen cleaner (also spectacle glass cleaner) available to attendees at the registration desk at the Conference

### REGISTRATION

Two Real Capital Conference Registrations - (value \$1,250)

### VALUE ADDED BENEFITS

- Prominent logo placement
  - in mailed promotional brochure (if sponsorship is secured in time for the mailing)
  - in the onsite program handout – sponsor page
- Logo exposure on the event website for a nine-month period

### Website

Logo placement with sponsor acknowledgement on the Conference website with for a nine month period on the following page:

- Sponsors

### ConnectMe App

Exposure on the ConnectMe App

- in a banner (first logo) together with other sustainability related sponsors

- under the Sponsors tab – sponsors have the opportunity to build their profile, as follows:

Add:

- promotional videos
- research reports
- literature
- other appropriate digital materials

Also:

- List point of contact at the event so attendees can easily connect (suggest sponsor complimentary registrations are used for these staff members)
- Provide website and social media links

### Onsite

On “thank you to sponsor” signage at the event

### Database of Conference Delegates

A database of all Conference attendees (excluding email address) will be provided immediately prior to as well as following the event. This list is for your company’s use only and not to be distributed, recirculated, shared or used along with any other third party organization or event

### Reporting

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# NETWORKING RECEPTION

\$4,000 / Sponsor • 2 Opportunities

Feb. 28, 2023  
Metro Toronto Convention Centre (North)

## RealCAPITAL

### UNIQUE TO THIS SPONSORSHIP

Acknowledgement of Sponsorship by Chair (in plenary room) or all Moderators (in concurrent sessions)

Logo on PowerPoint slide on screen in plenary room as Chair/Moderator announces the reception

Logo on signage on all bars Logo on drinks tickets that attendees hand to the bar tender in exchange for their drink (alcoholic, sodas and water)

### REGISTRATION

Two Real Capital Conference Registrations - (value \$1,250)

### VALUE ADDED BENEFITS

- Prominent logo placement
  - in mailed promotional brochure (if sponsorship is secured in time for the mailing)
  - in the onsite program handout – sponsor page
- Logo exposure on the event website for a nine-month period

### Website

Logo placement with sponsor acknowledgement on the Conference website with for a nine month period on the following page:

- Sponsors

### ConnectMe App

Exposure on the ConnectMe App

- in a banner (first logo) together with other sustainability related sponsors
- under the Sponsors tab – sponsors have the opportunity to build their profile, as follows:

Add:

- promotional videos
- research reports
- literature
- other appropriate digital materials

Also:

- List point of contact at the event so attendees can easily connect (suggest sponsor complimentary registrations are used for these staff members)
- Provide website and social media links

### Onsite

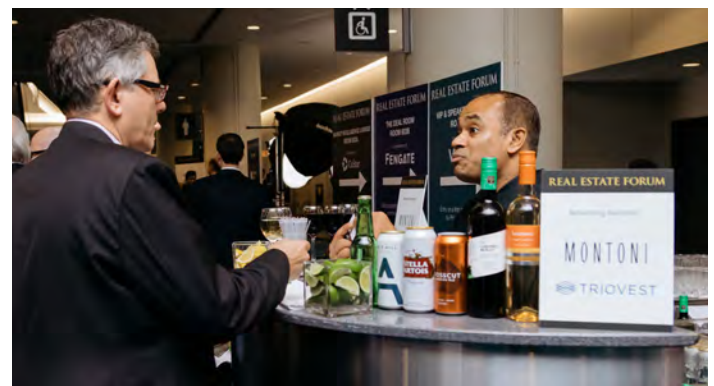
On “thank you to sponsor” signage at the event

### Database of Conference Delegates

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### Reporting

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# POST NOTES

\$4,000 / Sponsor • 2 Opportunities

Feb. 28, 2023  
Metro Toronto Convention Centre (North)

## RealCAPITAL

### UNIQUE TO THIS SPONSORSHIP

Logo placement on handy post note pack available to attendees at the registration desk at the Conference

### REGISTRATION

Two Real Capital Conference Registrations - (value \$1,250)

### VALUE ADDED BENEFITS

- Prominent logo placement
  - in mailed promotional brochure (if sponsorship is secured in time for the mailing)
  - in the onsite program handout – sponsor page
- Logo exposure on the event website for a nine-month period

### Website

Logo placement with sponsor acknowledgement on the Conference website with for a nine month period on the following page:

- Sponsors

### ConnectMe App

Exposure on the ConnectMe App

- in a banner (first logo) together with other sustainability related sponsors

- under the Sponsors tab – sponsors have the opportunity to build their profile, as follows:

Add:

- promotional videos
- research reports
- literature
- other appropriate digital materials

Also:

- List point of contact at the event so attendees can easily connect (suggest sponsor complimentary registrations are used for these staff members)
- Provide website and social media links

### Onsite

On “thank you to sponsor” signage at the event

### Database of Conference Delegates

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# PLENARY SESSION

\$3,850 / Sponsor • 1 Exclusive Opportunity

Feb. 28, 2023  
Metro Toronto Convention Centre (North)

# RealCAPITAL

## UNIQUE TO THIS SPONSORSHIP

Thank You from the Chair or Moderator before and following the sponsored session

Logo on PowerPoint slide during mention and on screen for the duration of the session

## REGISTRATION

Two Real Capital Conference Registrations - (value \$1,250)

## VALUE ADDED BENEFITS

- Prominent logo placement
  - in mailed promotional brochure (if sponsorship is secured in time for the mailing)
  - in the onsite program handout – sponsor page
- Logo exposure on the event website for a nine-month period

## Website

Logo placement with sponsor acknowledgement on the Conference website with for a nine month period on the following page:

- Sponsors

## ConnectMe App

Exposure on the ConnectMe App

- in a banner (first logo) together with other sustainability related sponsors

- under the Sponsors tab – sponsors have the opportunity to build their profile, as follows:

Add:

- promotional videos
- research reports
- literature
- other appropriate digital materials

Also:

- List point of contact at the event so attendees can easily connect (suggest sponsor complimentary registrations are used for these staff members)
- Provide website and social media links

## Onsite

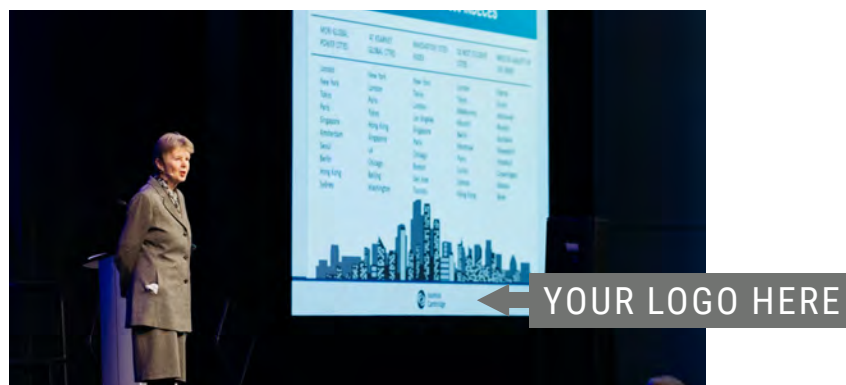
On “thank you to sponsor” signage at the event

## Database of Conference Delegates

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## Reporting

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# LUNCHEON REFRESHMENTS

\$3,750 / Sponsor • 2 Opportunities

Feb. 28, 2023  
Metro Toronto Convention Centre (North)

## RealCAPITAL

### UNIQUE TO THIS SPONSORSHIP

Acknowledgement of Sponsorship by Chair (in plenary room) or all Moderators (in concurrent sessions) prior to lunch

Logo scrolling loop during lunch

Logo on bar signage

Logo on drinks tickets (to hand to the bar tender in exchange for a drink, beer, wine, soft drinks, sodas, etc)

### REGISTRATION

Two Real Capital Conference Registrations - (value \$1,250)

### VALUE ADDED BENEFITS

- Prominent logo placement
  - in mailed promotional brochure (if sponsorship is secured in time for the mailing)
  - in the onsite program handout – sponsor page
- Logo exposure on PowerPoint presentations at the conference
  - On loops whilst attendees are taking their seats for the conference and during lunch
- Logo exposure on the event website for a nine-month period

### Website

Logo placement with sponsor acknowledgement on the Conference website with for a nine month period on the following page:

- Sponsors

### ConnectMe App

Exposure on the ConnectMe App

- in a banner (first logo) together with other sustainability related sponsors
- under the Sponsors tab – sponsors have the opportunity to build their profile, as follows:

Add:

- promotional videos
- research reports
- literature
- other appropriate digital materials

Also:

- List point of contact at the event so attendees can easily connect (suggest sponsor complimentary registrations are used for these staff members)
- Provide website and social media links

### Onsite

On “thank you to sponsor” signage at the event

### Database of Conference Delegates

A database of all Conference attendees (excluding email address) will be provided immediately prior to as well as following the event. This list is for your company's use only and not to be distributed, recirculated, shared or used along with any other third party organization or event.

### Reporting

A custom report outlining deliverables of your sponsorship will be made available upon request.



*Images shown are for illustration purposes only and may change for a similar item without notice.*

To reserve your corporate sponsorship, contact **Frank Scalisi**

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

# BREAKFAST

\$3,500 / Sponsor • 2 Opportunities

Feb. 28, 2023  
Metro Toronto Convention Centre (North)

# RealCAPITAL

## UNIQUE TO THIS SPONSORSHIP

Verbal thank you and acknowledgment of sponsorship by the Chair – with logo on screen during this

Logo on screen loop during attendee arrival until Chairs' opening remarks

A good selection of breakfast pastries, yoghurt, fruits, etc., will be available for attendees as they arrive

High profile signage on the breakfast buffet showcasing the breakfast sponsor

## REGISTRATION

Two Real Capital Conference Registrations - (value \$1,250)

## VALUE ADDED BENEFITS

- Prominent logo placement
  - in mailed promotional brochure (if sponsorship is secured in time for the mailing)
  - in the onsite program handout – sponsor page
- Logo exposure on PowerPoint presentations at the conference
  - On loop whilst attendees are taking their seats for the conference and during breakfast
- Logo exposure on the event website for a nine-month period

## Website

Logo placement with sponsor acknowledgement on the Conference website with for a nine month period on the following page:

- Sponsors

## ConnectMe App

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# COFFEE & TEA ON ARRIVAL

\$3,500 / Sponsor • 1 Exclusive Opportunity

Feb. 28, 2023  
Metro Toronto Convention Centre (North)

## RealCAPITAL

### UNIQUE TO THIS SPONSORSHIP

Verbal mention by the Chair with thanks for sponsoring coffee & tea on arrival

Logo on plenary screen loop during attendee arrival

Thermos of coffee on all tables in the plenary room or coffee stations

Tent card acknowledging sponsorship includes sponsor logo, on all tables in plenary room – these remain until morning refreshment break

### REGISTRATION

Two Real Capital Conference Registrations - (value \$1,250)

### VALUE ADDED BENEFITS

- Prominent logo placement
  - in mailed promotional brochure (if sponsorship is secured in time for the mailing)
  - in the onsite program handout – sponsor page
- Logo exposure on PowerPoint presentations at the conference
  - On loops whilst attendees are taking their seats for the conference and during breakfast
- Logo exposure on the event website for a nine-month period

### Website

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- Sponsors

### ConnectMe App

Exposure on the ConnectMe App

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Also:

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# CONCURRENT SESSION

\$3,500 / Sponsor • 12 Opportunities

Feb. 28, 2023  
Metro Toronto Convention Centre (North)

# RealCAPITAL

## UNIQUE TO THIS SPONSORSHIP

Logo on screen as attendees walk into the concurrent session room

Logo in agenda section of the brochure, website, onsite program under the session sponsored

The sponsor will be thanked by the moderator twice - as speakers are introduced and again at the close of the session

## REGISTRATION

Two Real Capital Conference Registrations - (value \$1,250)

## VALUE ADDED BENEFITS

- Prominent logo placement
  - in mailed promotional brochure (if sponsorship is secured in time for the mailing)
  - in the onsite program handout – sponsor page
- Logo exposure on the event website for a nine-month period

## Website

Logo placement with sponsor acknowledgement on the Conference website with for a nine month period on the following page:

- Sponsors

## ConnectMe App

Exposure on the ConnectMe App

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- research reports
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- other appropriate digital materials

Also:

- List point of contact at the event so attendees can easily connect (suggest sponsor complimentary registrations are used for these staff members)
- Provide website and social media links

## Onsite

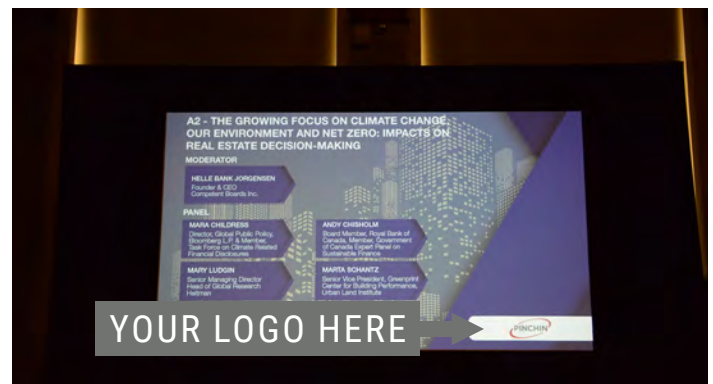
On “thank you to sponsor” signage at the event

## Database of Conference Delegates

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# MORNING REFRESHMENTS

\$3,500 / Sponsor • 1 Exclusive Opportunity

Feb. 28, 2023  
Metro Toronto Convention Centre (North)

## RealCAPITAL

### UNIQUE TO THIS SPONSORSHIP

Sponsorship of refreshments during morning break in prefunction area

Logo prominently placed on a signage on all refreshment stations during the sponsored break

Verbal mention by the Chair or Moderator with thanks for sponsoring morning refreshments

Logo on screen during the mention

### REGISTRATION

Two Real Capital Conference Registrations - (value \$1,250)

### VALUE ADDED BENEFITS

- Prominent logo placement
  - in mailed promotional brochure (if sponsorship is secured in time for the mailing)
  - in the onsite program handout – sponsor page
- Logo exposure on the event website for a nine-month period

### Website

Logo placement with sponsor acknowledgement on the Conference website with for a nine month period on the following page:

- Sponsors

### ConnectMe App

Exposure on the ConnectMe App

- in a banner (first logo) together with other sustainability related sponsors

- under the Sponsors tab – sponsors have the opportunity to build their profile, as follows:

Add:

- promotional videos
- research reports
- literature
- other appropriate digital materials

Also:

- List point of contact at the event so attendees can easily connect (suggest sponsor complimentary registrations are used for these staff members)
- Provide website and social media links

### Onsite

On “thank you to sponsor” signage at the event

### Database of Conference Delegates

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# REGISTRATION

\$3,500 / Sponsor • 1 Exclusive Opportunity

Feb. 28, 2023  
Metro Toronto Convention Centre (North)

# RealCAPITAL

## UNIQUE TO THIS SPONSORSHIP

A high exposure opportunity that provides a lot of visibility

Your corporate logo will appear on the website registration page and registration platform landing page

Logo will also be included on every registration confirmation email and joining information email

Your logo will also be visible on prominent signage the at registration desk for the duration of the event

## REGISTRATION

Two Real Capital Conference Registrations - (value \$1,250)

## VALUE ADDED BENEFITS

- Prominent logo placement
  - in mailed promotional brochure (if sponsorship is secured in time for the mailing)
  - in the onsite program handout – sponsor page
- Logo exposure on the event website for a nine-month period

## Website

Logo placement with sponsor acknowledgement on the Conference website with for a nine month period on the following page:

- Sponsors

## ConnectMe App

Exposure on the ConnectMe App

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Also:

- List point of contact at the event so attendees can easily connect (suggest sponsor complimentary registrations are used for these staff members)
- Provide website and social media links

## Onsite

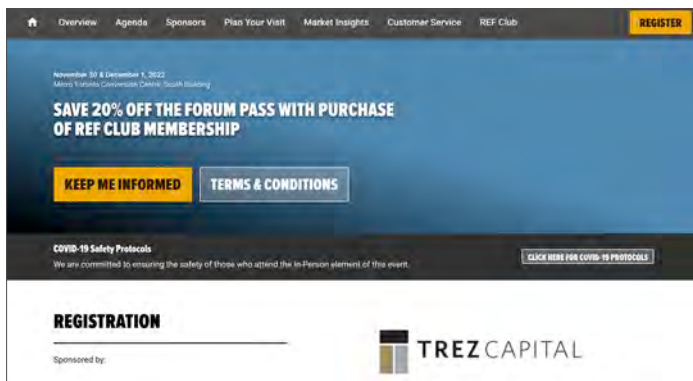
On “thank you to sponsor” signage at the event

## Database of Conference Delegates

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# SPEAKER VIDEO SERIES

\$3,500 / Sponsor • 3 Opportunities

Feb. 28, 2023  
Metro Toronto Convention Centre (North)

# RealCAPITAL

## UNIQUE TO THIS SPONSORSHIP

Select speakers (at least three) will be interviewed for 30 minutes onsite at the event or virtually when live is not possible

The logos of the sponsors showcased next to the recording area

The logos will also be included on a title slide per interview video that will be hosted on Canadian Real Estate Forum platforms

The interviews will be promoted through various channels including the web portal, emails, newsletter (distribution of 16,500) and in addition social media.

After 8 weeks the interviews will be flipped to a podcast with associated promotion

## REGISTRATION

Two Real Capital Conference Registrations - (value \$1,250)

## VALUE ADDED BENEFITS

- Prominent logo placement
  - in mailed promotional brochure (if sponsorship is secured in time for the mailing)
  - in the onsite program handout – sponsor page
- Logo exposure on the event website for a nine-month period

## Website

Logo placement with sponsor acknowledgement on the Conference website with for a nine month period on the following page:

- Sponsors



## ConnectMe App

Exposure on the ConnectMe App

- in a banner (first logo) together with other sustainability related sponsors
- under the Sponsors tab – sponsors have the opportunity to build their profile, as follows:

Add:

- promotional videos
- research reports
- literature
- other appropriate digital materials

Also:

- List point of contact at the event so attendees can easily connect (suggest sponsor complimentary registrations are used for these staff members)
- Provide website and social media links

## Onsite

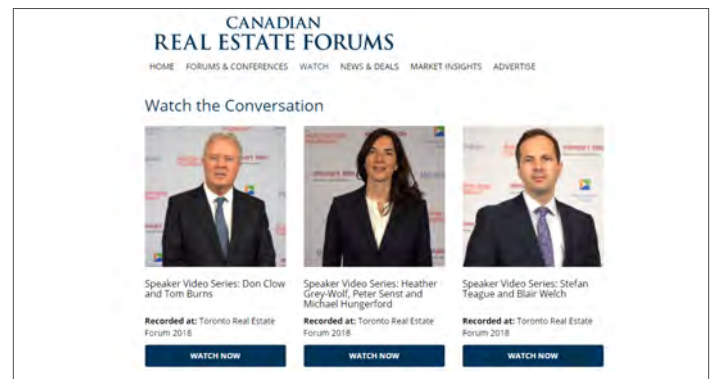
On “thank you to sponsor” signage at the event

## Database of Conference Delegates

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## Reporting

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# AFTERNOON REFRESHMENTS

\$3,250 / Sponsor • 1 Exclusive Opportunity

Feb. 28, 2023  
Metro Toronto Convention Centre (North)

## RealCAPITAL

### UNIQUE TO THIS SPONSORSHIP

Sodas and bottled water will be available for attendees to pick up from stations outside the plenary room

Logo prominently placed on a signage on all refreshment stations

Verbal mention by the Chair or Moderator with thanks for sponsoring the afternoon refreshments

Logo on screen during the mention

### REGISTRATION

Two Real Capital Conference Registrations - (value \$1,250)

### VALUE ADDED BENEFITS

- Prominent logo placement
  - in mailed promotional brochure (if sponsorship is secured in time for the mailing)
  - in the onsite program handout – sponsor page
- Logo exposure on the event website for a nine-month period

### Website

Logo placement with sponsor acknowledgement on the Conference website with for a nine month period on the following page:

- Sponsors

### ConnectMe App

Exposure on the ConnectMe App

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Add:

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- literature
- other appropriate digital materials

Also:

- List point of contact at the event so attendees can easily connect (suggest sponsor complimentary registrations are used for these staff members)
- Provide website and social media links

### Onsite

On “thank you to sponsor” signage at the event

### Database of Conference Delegates

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### Reporting

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# ATTENDEE POLL

\$3,250 / Sponsor • 2 Opportunities

Feb. 28, 2023  
Metro Toronto Convention Centre (North)

# RealCAPITAL

## UNIQUE TO THIS SPONSORSHIP

Verbal mention by the chair of the sponsoring company – with logo on plenary screen

Logo on tent card on all tables in the plenary room until the Attendee Polls are complete

Logo on the screen for the duration of the polls

## REGISTRATION

Two Real Capital Conference Registrations - (value \$1,250)

## VALUE ADDED BENEFITS

- Prominent logo placement
  - in mailed promotional brochure (if sponsorship is secured in time for the mailing)
  - in the onsite program handout – sponsor page
- Logo exposure on the event website for a nine-month period

## Website

Logo placement with sponsor acknowledgement on the Conference website with for a nine month period on the following page:

- Sponsors

## ConnectMe App

Exposure on the ConnectMe App

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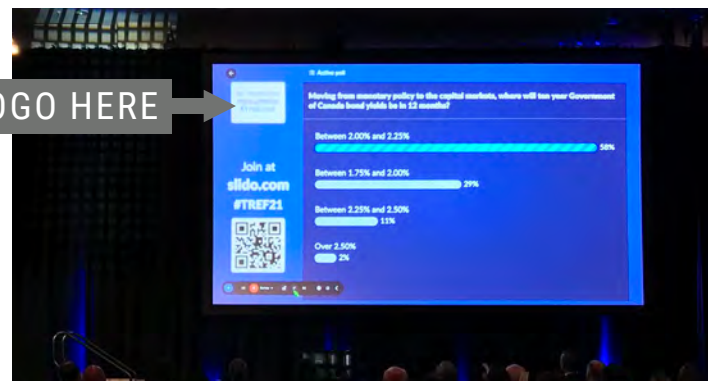
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# PODCAST

\$3,250 / Sponsor • 2 Opportunities

Feb. 28, 2023  
Metro Toronto Convention Centre (North)

# RealCAPITAL

## UNIQUE TO THIS SPONSORSHIP

Select speakers (at least three) will be interviewed for 30 minutes onsite at the event or virtually when live is not possible. The podcast will be released following the conference.

The logos of the two sponsors showcased next to the recording area

The podcast will be hosted on Canadian Real Estate Forum platforms

The interviews will be promoted through various channels including the web portal, emails, newsletter (distribution of 16,500) and in addition social media.

## REGISTRATION

Two Real Capital Conference Registrations - (value \$1,250)

## VALUE ADDED BENEFITS

- Prominent logo placement
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## ConnectMe App

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# POST CONFERENCE SURVEY

\$3,250 / Sponsor • 1 Exclusive Opportunity

Feb. 28, 2023  
Metro Toronto Convention Centre (North)

# RealCAPITAL

## UNIQUE TO THIS SPONSORSHIP

Exclusive sponsorship of the valued attendee feedback survey

Logo included in thank you for attending email sent to all attendees post event

Sponsor acknowledgement and mention by Chair during closing comments

Sponsor Logo on the emails and on landing page of the survey with sponsor acknowledgement

## REGISTRATION

Two Real Capital Conference Registrations - (value \$1,250)

## VALUE ADDED BENEFITS

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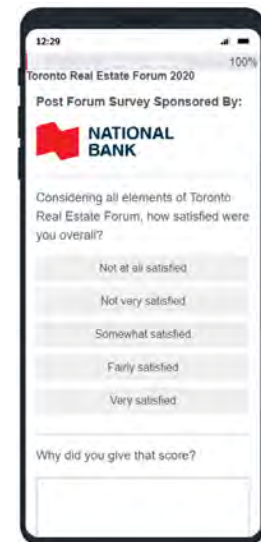
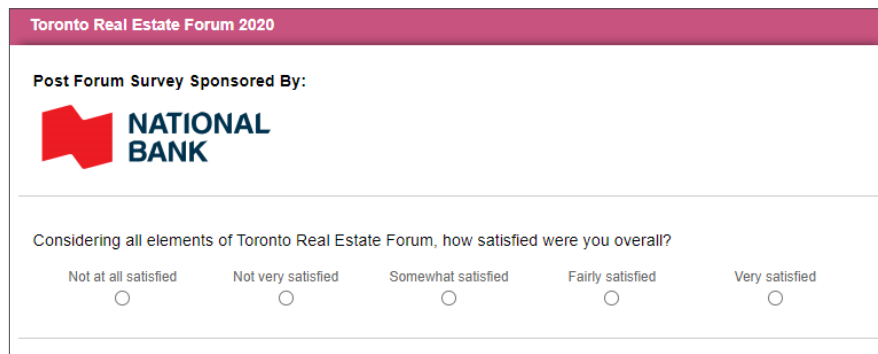
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# SIGNATURE

\$3,000 / Sponsor • 4 Opportunities

Feb. 28, 2023  
Metro Toronto Convention Centre (North)

# RealCAPITAL

Perfect way to gain exposure to a large audience with a conservative budget in mind

## REGISTRATION

Two Real Capital Conference Registrations - (value \$1,250)

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