



Canadian Real Estate Forums

2025 Corporate Sponsorship Program

Band 2

RealCapital, Vancouver Real Estate Forum, Edmonton Real Estate Forum, Land & Development, Montréal Real Estate Forum, Canadian Apartment Investment Conference, Ottawa Real Estate Forum, Calgary Real Estate Forum

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What are the Real Estate Forums?

The Real Estate Forums are a series of events for over 15,000 leading professionals from the commercial real estate industry, focusing on leasing, investment, development and financing across Canada.

Our forums provide a rich environment for forming and strengthening industry relationships, enhancing participant visibility, and fostering community engagement.



2025

CANADA'S LEADING CRE FORUMS & CONFERENCES

INDUSTRY LEADER
INSIGHT
LATEST TRENDS & STRATEGIES
NETWORKING

BAND 2

RealCAPITAL

February 25
Metro Toronto
Convention Centre
(North)

Montréal Real Estate Forum

June 17-18
Palais des congrès
de Montréal

Vancouver Real Estate Forum

April 23-24
Vancouver
Convention Centre
(West)

Canadian Apartment Investment Conference

September 11
Metro Toronto
Convention Centre
(North)

Edmonton Real Estate Forum

May 27
Edmonton
Convention Centre

Ottawa Real Estate Forum

October 9
Rogers Centre

Land & Development

Residential | Office | Retail | Industrial

June 5
Metro Toronto
Convention Centre
(North)

Calgary Real Estate Forum

October 29
Calgary TELUS
Convention Centre

Who attends?

15,000+

Attendees

8,000+

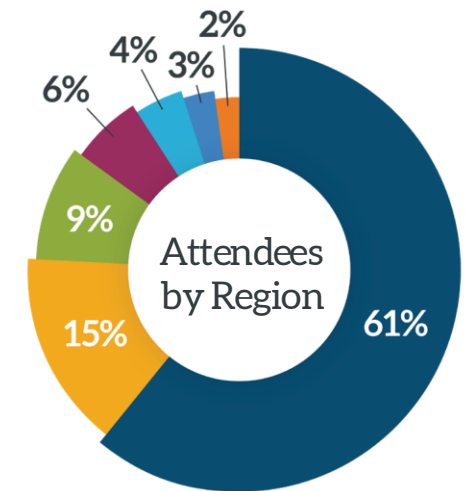
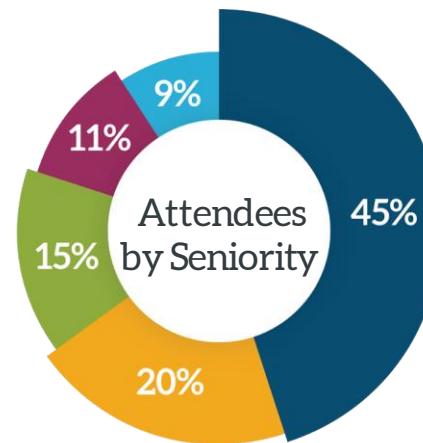
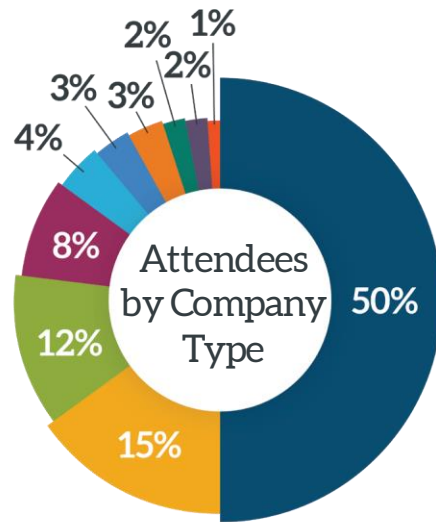
C-Level & V-Level attendees

6,000+

Building owners, developers, investors

1,000+

Expert speakers



Sponsorship opportunities



Hospitality

This sponsorship opportunity allows your organization to prominently feature your brand during key refreshment periods, such as breakfasts, lunches, and coffee breaks. Your company logo will be strategically placed on dining tables, food stations, and signage, ensuring high visibility among attendees during these essential networking times.



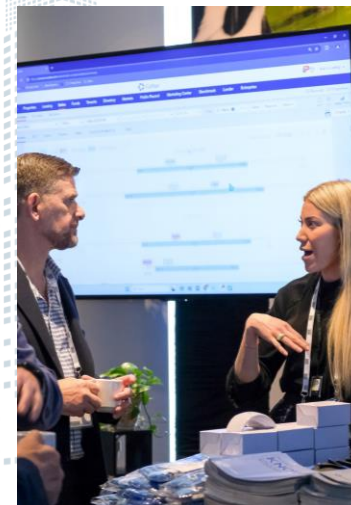
Thought leadership

This premium opportunity allows your organization to choose from commencing the event on stage, participating in high-profile panel discussions, or introducing keynote speakers, establishing your company as a leading industry voice.



Promotional items

This sponsorship opportunity allows your organization to provide branded giveaways that attendees will use during and after the event. These items can prominently feature your logo, ensuring that your brand remains top-of-mind long after the conference ends.



Conference zones

This exclusive sponsorship offers your organization a dedicated zone to showcase your services, brand, and offerings to an engaged audience of industry professionals, creating an informative and interactive experience.

Sponsorship opportunities



Sustainability

Attach your name to key initiatives like ESG programs, hydration stations, and sustainable signage, showcasing your commitment to eco-friendly practices.



Engagement

This sponsorship opportunity allows your organization to sponsor key engagement tools such as conference WiFi, the bespoke ConnectMe mobile app, attendee polling, post-conference surveys, and a speaker video series. Your brand will be prominently featured, ensuring high visibility as attendees utilize these essential resources throughout the event.



Sessions

This sponsorship opportunity allows your organization's logo to be prominently displayed on signage announcing each of our conference sessions. With your branding visible at the entrance of every session and acknowledgment from our conference chairs or session moderators, your company gains consistent exposure throughout the event.



Digital

Select from an extensive array of digital services to augment an existing sponsorship or combine them in a cumulative bundle for a distinct package. Our digital strategies encompass a variety of components including press releases, strategic branding, target marketing campaigns, increased product visibility, amplified speaker profiles and much more.

For more information on all sponsorship opportunities, please go to pages xx-xx

Testimonials

“

These events give us an opportunity to reconnect with old clients and new clients. It brings together the right people that make a difference in our industry.

Mark Sinnett

Executive Vice President, Head of Financial Markets,
Quebec Avison Young

“

It's a place for connection. The togetherness of the event and the effect of sharing and quickly finding a solution is essential.

Thierry Samlal

Executive Vice President, Real Estate Broker
PMML

“

It's more important than ever to have these events. To come, to share, to meet people; it's a great opportunity. The event speaks for itself – there's more people every year.

Karim Farouk

Vice-President, Operations
CAPREIT

“

Highly concentrated conference about the relevant and contemporary issues we deal with.

Naama Blonder

Architect & Urban Planner
Smart Density

“

It is the place to network, connect, and build relationships with all the key players in the industry. It's a must-attend.

Annie Houle

Head of Canada
Ivanhoé Cambridge

You're in good company

A snapshot of our 2024 sponsors



For all inquiries regarding partnership opportunities, please contact
SponsorREForums@informa.com | 416-960-4509

Thought Leadership

Price Range: \$15,000 to \$25,000 CAD

Exposure	
Title	<ul style="list-style-type: none"> • Welcome and Chair's Introduction at the beginning of the associated event. • Top logo positioning at the event and online.
Platinum	<ul style="list-style-type: none"> • Panel participation in a plenary session at the associated event.* • Second highest logo positioning at the event and online.
Gold	<ul style="list-style-type: none"> • Panel participation in a concurrent session at the associated event.* • Premium logo positioning at the event and online.
Chairs' Reception	<ul style="list-style-type: none"> • Panel participation in a concurrent session at the associated event.* • Logo and sponsorship acknowledgment on invitations to the Chair's Reception, emailed to all attendees, speakers, when the majority of those that will attend the Forum are registered. • Extensive logo exposure at the reception on registration counters, signage - directional, inside the registration area and inside the reception room - on bar signage, napkins, on food stations, cruiser tables, etc.

Thought Leadership opportunities include:

- An additional complimentary event registration (three total).
- Logo placement on the main stage banner and/or the picture-in-picture PowerPoint display.

Included in all packages

- Two complimentary event registrations.
- Logo on the event website's Sponsors page.
- Logo on the "Thank You to Our Sponsors" onsite signage.
- Logo and profile listed in the Sponsors section of the event's mobile app.

Select Events

- Logo on the "Thank You to Our Sponsors" page in the Spring Issue or Fall Issue of Real Estate Forums Magazine.



* participation subject to production approval

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Conference Zones

Price Range: \$7,000 to \$30,000 CAD

	Exposure
Market Intelligence Zone	<ul style="list-style-type: none"> • Prime location for the zone in a high traffic area of the conference (10x20). • Four tables/screens (space-dependent).
VIP & Speaker Lounge	<ul style="list-style-type: none"> • Private lounge adjacent to prefunction area. • Two TVs, couches, and tables. • Barista or smoothie bar. • Privately catered food and beverage services.
Designated Meeting Space	<ul style="list-style-type: none"> • Dedicated meeting space for the duration of the event. • Logo on directional signage and adjacent to offering.
RealConnection Zone	<ul style="list-style-type: none"> • Prime location for the zone in a high traffic area of the conference (5x10 or 10x10). • One table, two chairs. • Two staff passes (no access to sessions, lunch provided).
Registration	<ul style="list-style-type: none"> • Logo on the event website's registration page and registration platform. • Logo on onsite registration signage and counters. • Logo on registration confirmation emails.

All Conference Zones receive the following:

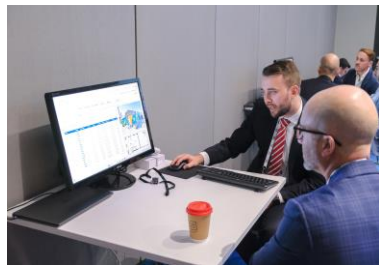
- Logo on promotional emails before the event.
- Logo on delegate emails before the event.

Included in all packages

- Two complimentary event registrations.
- Logo on the event website's Sponsors page.
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- Logo and profile listed in the Sponsors section of the event's mobile app.

Select Events:

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* additional discount available for multi-sponsorship opportunities

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Hospitality

Price Range: \$7,000 to \$8,500 CAD

	Exposure
Coffee + tea on arrival	<ul style="list-style-type: none"> • Logo on loop on the main screen of the plenary room during the walk-in.
Breakfast	<ul style="list-style-type: none"> • Logo on loop on the main screen of the plenary room during the walk-in.
Morning refreshments	<ul style="list-style-type: none"> • Logo on signage adjacent to offerings.
Luncheon	<ul style="list-style-type: none"> • Logo on loop on the main screen of the plenary room during the walk-in.
Luncheon refreshments	<ul style="list-style-type: none"> • Logo on loop on the main screen of the plenary room during the walk-in. • Logo on drink tickets provided to each attendee.
Afternoon refreshments	<ul style="list-style-type: none"> • Logo on signage adjacent to offerings.
Networking reception	<ul style="list-style-type: none"> • Logo on drink tickets provided to each attendee.

All Hospitality opportunities receive the following:

- Logo on signage adjacent to offerings.
- Logo on the agenda page of the event website.
- Verbal acknowledgment prior to availability.

Included in all packages

- Two complimentary event registrations.
- Logo on the event website's Sponsors page.
- Logo on the "Thank You to Our Sponsors" onsite signage.
- Logo and profile listed in the Sponsors section of the event's mobile app.

Select Events

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* additional discount available for multi-sponsorship opportunities / ** only available at specific events

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Promotional Items

Price Range: \$7,500 to \$9,000 CAD

Logo or other branding on promotional items available at the event.		
Lanyard	Post Notes	Mobile Screen Cleaner
Pen	Mints	Mobile Charging Devices
	Journal	

Included in all packages

- Two complimentary event registrations.
- Logo on the event website's Sponsors page.
- Logo on the "Thank You to Our Sponsors" onsite signage.
- Logo and profile listed in the Sponsors section of the event's mobile app.

Select Events

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** additional discount available for multi-sponsorship opportunities*



Sustainability

Price Range: \$7,000 to \$10,000 CAD

	Exposure
ESG	<ul style="list-style-type: none"> • Logo on promotional emails for the event. • Logo on delegate emails for the event. • Logo on the event website's homepage and agenda page. • Logo in the Mobile App's ESG banner that provides information on Informa's efforts at this event - logo on banner with other applicable sponsors. • Sponsorship acknowledgment on the post-event "Thank You" email to attendees.
Hydration	<ul style="list-style-type: none"> • Logo displayed on signage adjacent to hydration stations. • Logo on tent cards in the plenary room until the luncheon. • Logo on delegate emails for water bottle reminders.
Sustainable Signage	<ul style="list-style-type: none"> • Logo on loop as attendees walk into the plenary room in the morning and verbal thank you by the Chair for supporting the organizers with their ESG Faster Forward initiative.

All Sustainability receive the following:

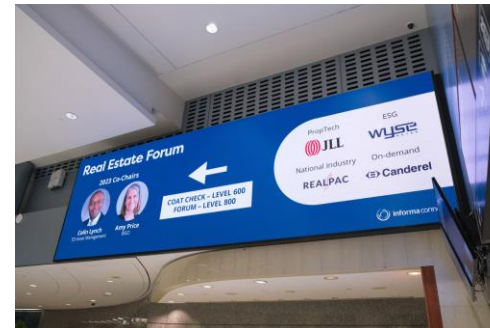
- Logo on the sustainability page on the event website.
- Logo prominently displayed in registration area on screen in a rotating loop with other sponsors.

Included in all packages

- Two complimentary event registrations.
- Logo on the event website's Sponsors page.
- Logo on the "Thank You to Our Sponsors" onsite signage.
- Logo and profile listed in the Sponsors section of the event's mobile app.

Select Events

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Sessions*

Price Range: \$7,500 to \$8,500 CAD

Exposure

Keynote

Closing Roundtable

Plenary Session

Concurrent Session

Opening or Closing Remarks

- Logo on social media posts if the session is mentioned.
- Logo on promotional emails if the session is mentioned.
- Logo on the agenda page of the event website.
- The sponsor of the session will be thanked twice by a conference chair or panel moderator with their logo on screen – as speaker(s) are introduced and again at the close of the session.
- The sponsor logo will also appear on the screen for the duration of the session except when the presenter has a PowerPoint or video presentation.

Included in all packages

- Two complimentary event registrations.
- Logo on the event website's Sponsors page.
- Logo on the "Thank You to Our Sponsors" onsite signage.
- Logo and profile listed in the Sponsors section of the event's mobile app.

Select Events

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* Please note that Session sponsorship does not include any speaking opportunities, please see Thought Leadership for more information.

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Engagement

Price Range: \$7,000 to \$9,000 CAD

Exposure	
ConnectMe Mobile App	<ul style="list-style-type: none"> • Logo on delegate emails when the mobile app for the event is mentioned. • Logo on signage at the dedicated help desk at the event. • Logo on tent cards with a QR code for easy downloads. • Logo on the landing page of the mobile app. • Logo on additional mobile app signage at the event.
WiFi	<ul style="list-style-type: none"> • Logo on back of back of name badge with connection details. • Logo on the landing page displayed when connected. • Logo on additional WiFi signage at the event.
Presenter Biographies	<ul style="list-style-type: none"> • Verbal acknowledgement of the sponsorship by the chair of the conference with logo on screen. • Sponsor dedicated tab down page with logo on the ConnectMe app.
Post Conference Survey	<ul style="list-style-type: none"> • Sponsor acknowledgement and mention by conference chair with logo on screen. • Logo on post-conference "Thank You" email and landing page of the survey.
Speaker Video Series	<ul style="list-style-type: none"> • Acknowledgement and logo on social media posts made across LinkedIn (17,000+ followers) once videos are available on the Canadian Real Estate Forums Portal. • Acknowledgement and logo on promotional emails once the videos are launched.
Simultaneous Interpretation**	<ul style="list-style-type: none"> • Verbal acknowledgement of the sponsorship with logo on screen. • Logo on signage at the headset collection desk in the registration area. • Logo on tent cards on all tables in the plenary room for the duration of the day acknowledging sponsorship (indicating which channel to use for preferred language – French or English). • Logo on signage in all concurrent sessions at the front of the room (also indicating which channel to use for preferred language).
Attendee Poll	<ul style="list-style-type: none"> • Logo on tent cards providing details of how to access the attendee poll on all tables in the plenary room from morning until the poll has been delivered.

* additional discount available for multi-sponsorship opportunities

** Not applicable for all listed events

Included in all packages

- Two complimentary event registrations.
- Logo on the event website's Sponsors page.
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Digital Opportunities

Available as add-ons to existing sponsorships, as well as individually or in a package

Description	
CRE Portal	• Advertise on the Canadian Real Estate Forums portal for 1 month or more, with up to 25% rotation
eNewsletters	• Advertise in our bi-weekly eNewsletters with a display advert, educational content or announcements
Magazines	• Advertise in our Canadian Real Estate Forums Magazine, Canadian Apartment Investment Report or our ReallInsights series
Social Media Posts	• Post informative content on our LinkedIn, X or Youtube
Video Interview	• Interview virtually or in person with the backdrop of our events to boost your speaker profile
Podcast	• Interview or advertise on our Commercial Real Estate Podcast
Webinar	• Create a webinar or round table to capture leads and educate our audience
Bespoke Emails	• Utilize our database for strategic marketing emails, with the ability to segment into your target audience
Session Recordings	• Record your session at our conference, and receive the footage for your own marketing purposes

Included in all packages over \$7,000:

- Two complimentary event registrations.
- Logo on the event website's Sponsors page.
- Logo on the "Thank You to Our Sponsors" onsite signage.
- Logo and profile listed in the Sponsors section of the event's mobile app.

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Some of the numbers:

- 30,000+ Email Database
- 60,000+ annual Portal visitors
- 12,600+ video view per year
- 8,700+ average podcast listeners per episode
- 9,000+ eNewsletter Recipients
- 25,000+ social media followers
- Up to 93% Magazine engagement

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Canadian Real Estate Forums

Tell us your business goals and we'll help you achieve them

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Atlantic Real Estate Forum

November 4
Halifax Convention
Centre

Western Canada Apartment Investment Conference Calgary | Edmonton | Vancouver

April 22
Vancouver
Convention Centre
(West)

RealREIT

September 10
Metro Toronto
Convention Centre
(North)

Global Property Market

December 2
Metro Toronto
Convention Centre
(South)

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October 16
TCU Place, Saskatoon

Real Estate Forum

December 3-4
Metro Toronto
Convention Centre
(South)

For details on these events and the REF Club, visit realestateforums.com

Canadian
Real Estate Forums

