

SASKATCHEWAN REAL ESTATE UPDATE

6th Edition Held Virtually • May 6 2021, 9:00 am to 12:45 pm (CT)

www.realestateforums.com

2021 CORPORATE SPONSORSHIP PROGRAM



How is Saskatchewan's Diverse Economy and
Real Estate Market Performing

HOW ARE THE SASKATCHEWAN MARKET PERFORMING DURING THESE CHALLENGING TIMES?

The Saskatchewan Real Estate Market Update replaces the 6th biennial Forum.

The program will be held virtually in response to numerous requests from the real estate industry. An abridged version of the Forum is being offered to provide market intelligence, information sharing and facilitating connections for those active and interested in Regina, Saskatoon and other secondary markets in this province.

The Market Update will provide a much-needed overview with valuable insights on the trends, issues and opportunities in one of Canada's provinces during these unusual times.

Sponsors of this Market Update will be intrinsic to its success since attendance – for this year only – will be free of charge to owners, investors, developers, asset managers, brokers, lenders, lawyers and other professionals active in the acquisition, leasing, financing, management, and marketing of office, industrial, retail, and multi-unit residential real estate in the Saskatchewan market.

The information presented will provide valuable tools to attendees to help them navigate the next phase of the pandemic and plan strategies to follow for 2021 and beyond.

Sponsors will be provided with wide exposure during the promotion leading up to the program and on the virtual event platform.

We sincerely hope that you will take advantage of one or more of these sponsorship opportunities and support us in our endeavours to deliver information to this market together with a wide range of networking opportunities.

AN INSIGHTFUL PROGRAM IS BEING FINALIZED

We are delighted to advise that **Brad Wall** will participate in a candid interview where he will share his current thoughts on **the future of the energy sector in Saskatchewan**. This is in addition to the following key elements of the program:

An economic update – looking at the major drivers and outlook through 2021 and beyond

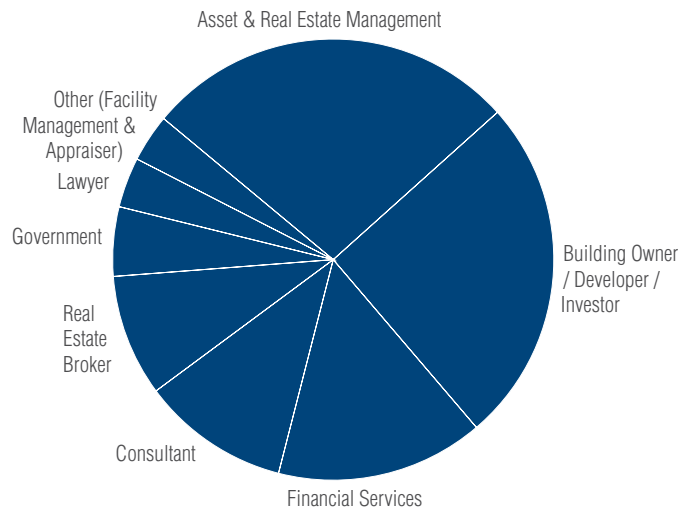
Keynotes interviews focusing on the two major contributors to the Saskatchewan economy: the agri business and minerals and mining, How are they performing? What are the prospects for future growth in each of these key industry sectors where Saskatchewan is a world leader?

Live and interactive broker dialogue featuring four of the leading firms in the province participating in a candid discussion on Saskatoon, Regina and secondary market performance since the pandemic hit.

Closing Executive Round Table on real estate investment and development in an unpredictable environment. With insightful discussion on office vs. industrial vs. retail vs. residential

The update is a valuable opportunity for those in the industry to actively network and be informed during a time of pandemic induced disconnect and for sponsors to align themselves with an excellent program packed with relevant content and connections

WHO WILL ATTEND



MORE INFORMATION

Frank Scalisi
Director of Sales

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

SASKATCHEWAN REAL ESTATE UPDATE

May 6, 2021

THANK YOU TO OUR SPONSORS IN 2019 IN SASKATOON

Chair's Reception

CONCORDE
PROPERTIES



Platinum



Gold



Lanyard

Pen

Presenter Biographies

Luncheon Keynote Speaker

Closing Roundtable



Journal

Post Notes

Mints



Speaker Video Series

Silver

Plenary Sessions



Breakfast

Networking Reception

Bronze



Concurrent Sessions



Media

Supporting Associations



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SASKATCHEWAN REAL ESTATE UPDATE

May 6, 2021

2021 CORPORATE SPONSORSHIP PROGRAM

LEVEL	# OPPORTUNITIES	COMMITMENT
Platinum	4 opportunities	\$3,250 each
Gold	8 opportunities	\$3,000 each
Keynote Interview (Brad Wall)	2 opportunities	\$3,000 each
Live - Happening Now	1 exclusive opportunity	\$3,000
Brokers' Roundtable	2 opportunities	\$2,750
Closing Roundtable	2 opportunities	\$2,750
Interviews	2 opportunities	\$2,500 each
Networking Lounge	2 opportunities	\$2,500 each
Registration	1 exclusive opportunity	\$2,500 each
Signature	4 opportunities	\$1,750



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SASKATCHEWAN REAL ESTATE UPDATE

May 6, 2021

PLATINUM

\$3,250 / Sponsor
4 Opportunities

VALUE ADDED BENEFITS

- Highest level of sponsorship visibility
- Logo placement on promotional emails (prior to and following the Market Update) 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 Market Update
- Highest profile on the Market Update website, including logo placement on rotating logo at the top of the home page drop down navigation menu
- Logo rotating on home page of the virtual Market Update platform and numerous other highly visible locations
- Logo placement with sponsor level acknowledgement on Market Update landing page on Market Update website
- Logo placement with sponsor level acknowledgement on program page on Market Update 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 Forum in 2023
- Significantly more placements of logo, on website and on the virtual Market Update app and platform than other sponsors
- Placement of your logo on the home screen widget page of the entire Market Update, capturing attendees attention as soon as they access the event platform
- Most prominent sponsor logo exposure on Market Update website for up to a twenty-four-month period
- Database of all Market Update attendees (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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SASKATCHEWAN REAL ESTATE UPDATE

May 6, 2021

GOLD

\$3,000 / Sponsor
8 Opportunities

VALUE ADDED BENEFITS

- Logo placement on promotional emails (prior to and following the Market Update) 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 Market Update
- Highest profile on the Market Update website
- Logo placement on rotating logo at the top of the home page drop down navigation menu
- Logo on home page of the virtual Market Update platform and numerous other highly visible locations
- Logo placement with sponsor level acknowledgement on Market Update landing page on Market Update website
- Logo placement with sponsor level acknowledgement on program page on Market Update 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
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- Significantly more placements of logo, on website and on the virtual Market Update app and platform than most other sponsors
- Placement of your logo on the home screen widget page of the entire Market Update, capturing attendees attention as soon as they access the event platform
- Prominent sponsor logo exposure on Market Update website for up to a twenty-four-month period
- Database of all Market Update 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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May 6, 2021

KEYNOTE INTERVIEW (BRAD WALL)

\$3,000 / Sponsor
2 Opportunities

VALUE ADDED BENEFITS

- Sponsorship acknowledgement on screen during entire session both at the Market Update and on-demand for 2 weeks for regular attendees and to the end of the year for REF Club Members. Since all sessions will be recorded and available on demand
- Verbal acknowledgement of your sponsorship prior to the Keynote interview starting
- 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 Forum in 2023
- Logo rotating on home page of the virtual Market Update platform together with Platinum & Gold sponsors
- Placement of your logo on the home screen widget page of the entire Market Update, capturing attendees' attention as soon as they access the event platform
- Logo exposure on Market Update website for up to a twenty-four-month period
- Database of all Market Update 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



LIVE - HAPPENING NOW

\$3,000 / Sponsor
1 Exclusive Opportunity

VALUE ADDED BENEFITS

- Live – Happening Now is where all the Market Update interviews, panel discussions and presentations 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 Forum in 2023
- Placement of your logo on the home screen widget page of the entire Market Update, capturing attendees' attention as soon as they access the event platform
- Logo exposure on Market Update website for up to a twenty-four-month period
- Database of all Market Update 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

LIVE - HAPPENING NOW - DAY 2

Thursday, October 29
8:30am - 1:30pm

That's A Wrap!

CONAN REAL ESTATE FORUMS

We would like to say a very special
THANK YOU
to all Speakers, Sponsors & Participants

Missed Something? You Have On-Demand Access
UP UNTIL NOV. 12: Participants, Speakers, Sponsors
UP UNTIL DEC. 31: REF Club Members

UP NEXT

The 29th Annual Toronto Real Estate Forum
Dec 2 & 3

WINNIPEG
REAL ESTATE FORUMS

YOUR LOGO HERE

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SASKATCHEWAN REAL ESTATE UPDATE

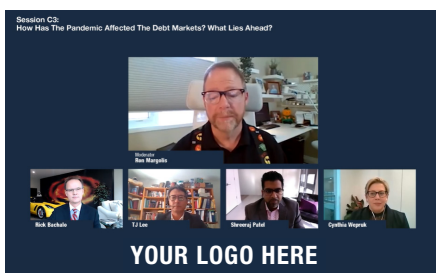
May 6, 2021

BROKERS' ROUNDTABLE

\$2,750 / Sponsor
2 Opportunities

VALUE ADDED BENEFITS

- Sponsorship acknowledgement on screen during entire roundtable and on-demand for 2 weeks for regular attendees and to the end of the year for REF Club Members. Since all sessions will be recorded and available on demand
- Verbal acknowledgement of your sponsorship prior to the dialogue commencing
- 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 Forum in 2023
- Logo rotating on home page of the virtual Market Update platform together with Platinum & Gold sponsors
- Placement of your logo on the home screen widget page of the entire Market Update, capturing attendees' attention as soon as they access the event platform
- Logo exposure on the event website for up to a twenty-four-month period
- Database of all Market Update 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

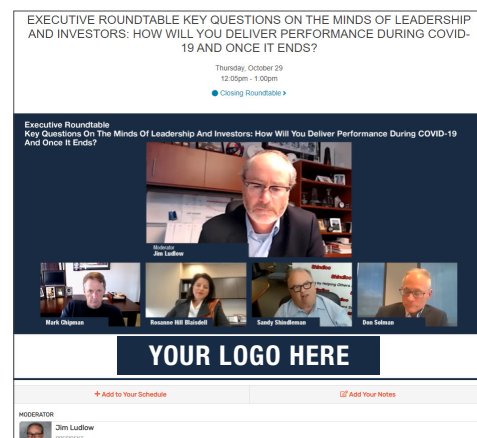


CLOSING ROUNDTABLE

\$2,750 / Sponsor
2 Opportunities

VALUE ADDED BENEFITS

- Verbal acknowledgment 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 Forum in 2023
- Placement of your logo on the home screen widget page of the entire Market Update, capturing attendees' attention as soon as they access the event platform
- Logo exposure on Market Update website for up to a twenty-four-month period
- Database of all Market Update 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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May 6, 2021

INTERVIEWS

\$2,500 / Sponsor
2 Opportunities

VALUE ADDED BENEFITS

- Sponsorship acknowledgement on screen during entire session both at the Market Update and on-demand for 2 weeks for regular attendees and to the end of the current year for REF Club Members following the Market Update. Since all sessions will be recorded and available on demand
- Verbal acknowledgement of your sponsorship at the start of the session
- 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 Forum in 2023
- Placement of your logo on the home screen widget page of the entire Market Update, capturing attendees' attention as soon as they access the event platform
- Logo exposure on Market Update website for up to a twenty-four-month period
- Database of all Market Update 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

NETWORKING LOUNGE

\$2,500 / Sponsor
2 Opportunities

VALUE ADDED BENEFITS

- The primary networking lounge of the Market Update 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 one of the most visited component of the platform during a virtual event
- Verbal acknowledgment of this sponsorship the morning of the event
- 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 Forum in 2023
- Placement of your logo on the home screen widget page of the entire Market Update, capturing attendees' attention as soon as they access the event platform
- Logo exposure on the event website for up to a twenty-four-month period
- Database of all Market Update 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

The Economic Outlook For The Winnipeg Market: Has COVID-19 Altered It's Previous Course?

Tendency For Forecasters to Be Too Pessimistic Thus Far

Real GDP (\$ Bn, Chained 2012 Dollars)

Year	Real GDP (\$ Bn, Chained 2012 Dollars)
2019 Q4	~2000
2020 Q1	~1800
2020 Q2	~1600
2020 Q3	~1800
2020 Q4	~1900

Andrew Grantham

YOUR LOGO HERE

DESCRIPTION

BUMP INTO YOUR FRIENDS, PEERS, AND INDUSTRY MEMBERS
Join the **Networking Lounge** For Peer-To-Peer Networking, Relaxed Conversations, Idea Sharing And Market Insights.

Join the Conversation in the ZOOM Lounge

LOUNGE AND ZOOM HOURS
October 28 - 8:30 AM - 1:00 PM
October 29 - 8:30 AM - 1:30 PM

THANK YOU TO EQUITABLE BANK AND STEWART TITLE FOR SPONSORING THE LOUNGE

YOUR LOGO HERE

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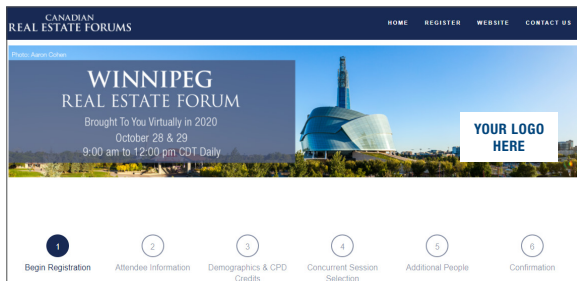
May 6, 2021

REGISTRATION

\$2,500 / Sponsor
1 Exclusive Opportunity

VALUE ADDED BENEFITS

- Logo placement on the Market Update website registration page (unique opportunity since this year only registration to this event will be free of charge to attendees)
- Logo placement in sponsors section of Market Update website
- Logo placement on registration landing page
- Logo placement on 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 Forum in 2023
- Placement of your logo on the home screen widget page of the entire Market Update, capturing attendees' attention as soon as they access the event platform
- Logo exposure on Market Update website for up to a twenty-four-month period
- Database of all Market Update delegates (no emails) will be provided immediately prior to as well as following the event
- A custom wrap up report outlining all deliverables of your sponsorship and related analytics will be provided on request



SIGNATURE

\$1,750 / Sponsor
4 Opportunities

VALUE ADDED BENEFITS

- 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 membership to REF Club to end 2021.
- Placement of your logo on the home screen widget page of the entire Forum, capturing attendees' attention as soon as they access the event platform
- Logo exposure on Forum website for a nine-month period
- Database of all Forum 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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