



Hybrid Format - December 1 & 2, 2021

Fairmont Royal York Toronto - In-Person

Virtual Platform - Remote Attendees

From Transformative Trends & Challenges To
Emerging Opportunities & Strategies:
What Will Be the Path Forward in 2022?

**CORPORATE
SPONSORSHIP
PROGRAM**

realestateforums.com

FROM TRANSFORMATIVE TRENDS & CHALLENGES TO EMERGING OPPORTUNITIES AND STRATEGIES

In 1992, the Canadian Real Estate Forums were launched to meet need for the commercial real estate sector to congregate, share ideas and market intelligence, discuss issues and how to strategically address them, and – most importantly – network from across the country in one location.

The Canadian Real Estate Forum vision has been championed from the beginning with very generous input to us from many industry leaders. The original national conference has grown from a single day event with an audience of 311 to a major multi-day Forum that – prior to the pandemic – sold out for twelve consecutive years with almost 2,700 annual attendees.

Over the past 30 years, the portfolio of events has grown with the addition of eighteen more Forums and Conferences across Canada, the Real Estate Forums Club (REF Club – the 365 days networking and information hub), newsletters, educational webinars and podcasts, and a following of over 20,000 industry professionals nationally and globally.

Although our events this Fall will continue to be virtual – the 30th anniversary edition of the original Real Estate Forum we believe is the appropriate time to plan for and begin the transition from almost two traumatic and exhausting years of COVID-19 pandemic that rendered face to face physical events impossible to be held.

After considerable discussion with industry leaders and health and safety research, The Real Estate Forum in Toronto will be our inaugural hybrid conference. We are planning for 700 people attending In-Person on December 1 and 2 at the Fairmont Royal York while over 1,500 will be able to participate in the same program virtually across Canada and in other countries.

We will be drawing upon the skills that our team has developed over the past two years (in becoming experts in delivering virtual events) to make this a memorable and worthwhile experience for everyone. Health and safety protocols will be followed with no exceptions onsite. This will include attendees providing evidence of being fully vaccinated or negative results from a rapid COVID test within the previous 24 hours.

We invite you to take advantage of the unique sponsorship opportunity to raise your corporate profile at two events simultaneously – the live version at the hotel and the virtual conference on its unique platform.

INTRODUCING THE HYBRID CONFERENCE EXPERIENCE

With much thought and preparation being committed to the planning of this unique event, we are extremely excited to bring to the industry:

The Real Estate Forum (Toronto)
December 1 & 2, 2021
Fairmont Royal York Hotel

Most sponsors will be entitled to:

One complimentary registration to attend the Forum at Fairmont Royal York

Three to Six complimentary virtual registrations

Please find on the following pages all the sponsorship opportunities that have been designed to provide you with maximum exposure:

- In-Person & virtual combined opportunities
(sponsorships that bridge both In-Person and virtual aspects of the Forum)
- In-Person opportunities
(that can only be onsite at the Fairmont Royal York – those that are not applicable to virtual)
- Virtual opportunities
(that are pertinent to the virtual experience and platform only)

All sponsors will be acknowledged in the Canadian Real Estate Forum magazine (winter edition) with a circulation of over 16,500 real estate professionals.

MORE INFORMATION

George Przybylowski
Vice President, Real Estate

Email: george.przybylowski@informa.com • **Tel:** 416.512.3813 • **Website:** realestateforums.com

Co-Chaired by:



Sonny Kalsi
Chief Executive Officer
BentallGreenOak



Allison Wolfe
Chief Financial Officer & Global Head of Portfolio Management
Oxford Properties Group

Keynote speakers will include:



Benjamin Tal
Deputy Chief Economist
CIBC World Markets



Don Tapscott
one of the world's leading authorities on the impact of technology on business and society, authored 16 widely read books including the market redefining Paradigm Shift



Richard Florida
a renowned urbanist and author of The Rise of the Creative Class and The New Urban Crisis will discuss his vision for the post-pandemic city

Keynote Interviews will include:



Jonathan Gray
President & COO
Blackstone by Blake
Hutcheson
OMERS



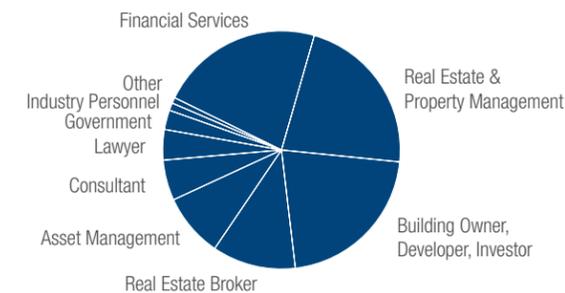
Frank McKenna
Deputy Chair
TD Bank Financial Group by Andrew Phillips
TD Securities

Anticipated attendees:

| | |
|---|-------|
| In-Person at the Fairmont Royal York | 700* |
| Virtual attendees across Canada and RoW | 1,500 |

* maximum numbers will depend on government social distancing requirements and vaccination certificates maybe required including QR code scan

WHO WILL ATTEND



REAL ESTATE FORUM

December 1 & 2, 2021

THANK YOU TO THE ONGOING COMMITMENT FROM THE INDUSTRY
PREVIOUS SPONSORS INCLUDE

Platinum



Proptech



Gold



National Industry



Pen



Closing Roundtable



High Profile Keynote Speaker

Morning Keynote



Mints

PPE Facial Mask



PPE Touch Free Key



Presenter Biographies



Keynote Speaker



Hand Sanitizer



Post Notes



Live Happening Now



Anchor Desk



Networking Lounge



Swag Bag

USB Key



Plenary Session



Closing Remarks



Social Media Wall



Journal



Online Survey



Opening Session

Registration



Mobile App

Podcast



Signature



Media



REAL ESTATE FORUM

December 1 & 2, 2021

2021 CORPORATE SPONSORSHIP PROGRAM

| LEVEL | # OPPORTUNITIES | COMMITMENT | PAGE # |
|--|--|--------------------|--------|
| Platinum | 5 Opportunities | \$10,000 | 7 |
| Gold | 10 Opportunities | \$9,500 | 9 |
| Keynote Interview Jonathan Gray, President & COO, Blackstone interviewed by Blake Hutcheson, President & CEO, OMERS | 1 Exclusive Opportunity | \$9,000 | 11 |
| Live - Happening Now | 1 Exclusive Opportunity | \$9,000 | 13 |
| Pen | 1 Exclusive Opportunity | \$9,000 | 15 |
| Audio-Visuals | 2 Opportunities | \$8,500 | 17 |
| Closing Roundtable | 1 Exclusive Opportunity | \$8,500 | 19 |
| Digital Display Podium | 1 Exclusive Opportunity | \$8,500 | 21 |
| High Profile Keynote Speaker Don Tapscott, Author & World Leading Authority on the Impact of Technology on Business and Society | 5 Opportunities | \$8,500 | 23 |
| Virtual Event Platform | 2 Opportunities | \$8,500 | 25 |
| Facial Mask | 1 Exclusive Opportunity | \$8,000 | 27 |
| Hand Sanitizer | 1 Exclusive Opportunity | \$8,000 | 29 |
| Mints | 1 Exclusive Opportunity | \$8,000 | 31 |
| Mobile Screen Cleaner | 1 Exclusive Opportunity | \$8,000 | 33 |
| Presenter Biographies | 1 Exclusive Opportunity | \$8,000 | 35 |
| Smart Wallet | 1 Exclusive Opportunity | \$8,000 | 37 |
| Touch Free Key | 1 Exclusive Opportunity | \$8,000 | 39 |
| Keynote Speakers/Sessions <ul style="list-style-type: none">The Honourable Frank McKenna, Deputy Chair, TD BankRichard Florida, Urbanist, Author and ProfessorBenjamin Tal, Deputy Chief Economist, CIBCREALPAC CEO RoundtableUnderstanding the ESG Imperative | 7 Opportunities | \$7,500 | 41 |
| Concurrent Plenary Session - Day 1 A1 - Where is the Investment Market Heading? A2 - Climate Change and Its Impact on Real Estate | 2 Opportunities (1 per Session) | \$7,000 | 43 |
| Registration | 1 Exclusive Opportunity | \$7,000 | 45 |
| USB Flash Drive | 2 Opportunities | \$7,000 | 47 |
| Continuous Attendee Coffee & Tea – Day 1 or Day 2 | 1 Exclusive Opportunity Day 1 1 Exclusive Opportunity Day 2 | \$6,500 \$6,000 | 49 |

REAL ESTATE FORUM

December 1 & 2, 2021

2021 CORPORATE SPONSORSHIP PROGRAM

| LEVEL | # OPPORTUNITIES | COMMITMENT | PAGE # |
|---|--|--------------------|---------------|
| Lanyards | 1 Exclusive Opportunity | \$6,500 | 51 |
| Lunch – Day 1 or Day 2 | 4 Opportunities (2 per Day) | \$6,500 | 53 |
| Networking Reception - Day 1 | 3 Opportunities | \$6,500 | 55 |
| Refreshing Hydration Station - Day 1 or Day 2 | 1 Exclusive Opportunity Day 1 1 Exclusive Opportunity Day 2 | \$6,500 \$6,000 | 57 |
| Shoeshine – Day 1 or Day 2 | 1 Exclusive Opportunity Day 1 1 Exclusive Opportunity Day 2 | \$6,500 \$6,000 | 59 |
| Coffee & Tea On Arrival – Day 1 or Day 2 | 4 Opportunities (2 per Day) | \$6,000 | 61 |
| Journal | 4 Opportunities | \$6,000 | 63 |
| Luncheon Refreshments – Day 1 or Day 2 | 4 Opportunities (2 per Day) | \$6,000 | 65 |
| Post Notes | 2 Opportunities | \$6,000 | 67 |
| Swag Pouch | 2 Opportunities | \$6,000 | 69 |
| Concurrent Session - Day 2 | 10 Opportunities | \$5,500 | 71 |
| Daily Attendee Poll – Day 1 or Day 2 | 4 Opportunities (2 per Day) | \$5,500 | 73 |
| Networking Lounge (Virtual) | 2 Opportunities | \$5,500 | 75 |
| Opening Remarks Day 1 & Closing Remarks Day 2 | 2 Opportunities | \$5,500 | 77 |
| Opening Video – 30th Anniversary Edition | 1 Exclusive Opportunity | \$5,500 | 79 |
| Attendee Feedback Survey | 1 Exclusive Opportunity | \$5,500 | 81 |
| Tote Bag | 2 Opportunities | \$5,500 | 83 |
| Speaker Video Series | 4 Opportunities | \$4,750 | 85 |
| Podcast | 2 Opportunities | \$4,500 | 87 |
| Signature | 5 Opportunities | \$4,000 | 89 |

PLATINUM

\$10,000 / Sponsor • 5 Opportunities

DESCRIPTION AND SPONSOR BENEFITS

Highest level of visibility during the event promotion campaign and during the Forum. Significantly more logo exposure, on website and on the virtual Forum platform than other sponsor levels.

COMPLIMENTARY REGISTRATIONS

One complimentary Real Estate Forum registration – In-Person element at the Fairmont Royal York (a value of \$795)

- includes access to all In-Person elements at the Forum venue (Fairmont Royal York)
- includes access to attendees, speakers and sponsors on the virtual platform one week prior to the Forum
- includes On-Demand access (sessions only) to end December 2021
- does not include access to virtual platform or sessions being streamed on December 1 & 2

Six complimentary Real Estate Forum registrations – virtual event platform (a value of \$450 x 6 = \$2,700)

- includes access to the virtual platform and sessions, networking and activities being streamed
- includes access to attendees, speakers and sponsors on the virtual platform one week prior to the Forum
- includes access to the virtual platform, with all sessions, to end December 2021
- does not include access to any In-Person activities at the Forum venue (Fairmont Royal York)

YOUR CORPORATE LOGO WILL BE GIVEN EXPOSURE AS FOLLOWS:

E-Marketing

- on promotional emails with a total distribution of over 110,000
- on bi-monthly national digital newsletter when Forum is advertised - a distribution of 16,500
- in banner on a number of promotional emails

Website

- Highest profile logo placement with sponsor acknowledgement on the Forum website with other Platinum, Gold and other premium sponsors for up to a nine month period on the following pages:
 - Home page
 - Program
 - Sponsors
- on outside front cover and Sponsor page of digital promotional brochure downloadable from Forum website
- placement with sponsor level acknowledgement on Canadian Real Estate Forums portal “Hero Banner” on run up to event when this event is being promoted

Social Media

- number of social media posts made across Twitter and LinkedIn

Print Material

- on the outside front cover and Sponsor page of the onsite program handout – provided to all In-Person attendees at the Forum at the Fairmont Royal York
- on the “Thank You to Sponsors” page of Winter 2021, 30th anniversary edition, of Canadian Real Estate Forums magazine – provided to all In-Person attendees at the Forum
- at the top of “Thank You to Sponsors” signage displayed prominently at the Fairmont Royal York
- on outside front cover of the Luncheon Menu at the Fairmont Royal York (Day 1 & 2 together with Luncheon sponsor logo)

Canadian Real Estate Forum Magazine – Winter 2021, 30th Anniversary Edition (online digital version)

- at the top of “Thank You to Sponsors” page of Winter 2021 edition of Canadian Real Estate Forums magazine - promoted in newsletters and emailed to 16,500 - online version available to all industry members via the Canadian Real Estate Forums portal

Onsite

- prominently displayed in the main plenary room at the Fairmont Royal York throughout the Forum

Virtual Event Platform

- on the rotating banner at the top of the navigation menu panel
- on the home screen widget page of the entire Forum, capturing attendees attention as soon as they access the event platform
- numerous placement on holding slides (directional and between sessions)
- on networking lounge poster
- Included in the Sponsors section of the platform - sponsors have the opportunity to build their profile, adding the following items:
 - research reports, literature and other corporate materials for attendees to download
 - 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
 - a pre-recorded Vimeo or YouTube video to run throughout the event on a loop
 - attendees will be incentivized to visit your corporate Sponsor page through gamification 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 one of three prize – annual membership to REF Club or complimentary registration to a Forum or Conference of choice will be included as prizes

Database of Forum Delegates

- A database of all Forum delegates (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 and related analytics will be provided on request



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

To reserve your corporate sponsorship, contact **George Przybylowski**

Tel: 416.512.3813 • **Email:** george.przybylowski@informa.com • **Website:** realestateforums.com

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GOLD

\$9,500 / Sponsor • 10 Opportunities

DESCRIPTION AND SPONSOR BENEFITS

High level of visibility during the event promotion campaign and during the Forum. Significantly more logo exposure, on website and on the virtual Forum platform than other sponsor levels after Platinum.

COMPLIMENTARY REGISTRATIONS

One complimentary Real Estate Forum registration – In-Person element at the Fairmont Royal York (a value of \$795)

- includes access to all In-Person elements at the Forum venue (Fairmont Royal York)
- includes access to attendees, speakers and sponsors on the virtual platform one week prior to the Forum
- includes On-Demand access (sessions only) to end December 2021
- does not include access to virtual platform or sessions being streamed on December 1 & 2

Five complimentary Real Estate Forum registrations – virtual event platform (a value of \$450 x 5 = \$2,250)

- includes access to the virtual platform and sessions, networking and activities being streamed
- includes access to attendees, speakers and sponsors on the virtual platform one week prior to the Forum
- includes access to the virtual platform, with all sessions, to end December 2021
- does not include access to any In-Person activities at the Forum venue (Fairmont Royal York)

YOUR CORPORATE LOGO WILL BE GIVEN EXPOSURE AS FOLLOWS:

E-Marketing

- on promotional emails with a total distribution of over 110,000
- on bi-monthly national digital newsletter when Forum is advertised - a distribution of 16,500
- in banner on a number of promotional emails

Website

- High profile logo placement with sponsor acknowledgement on the Forum website with other Platinum, Gold and other premium sponsors for up to a nine month period on the following pages:
 - Home page
 - Program
 - Sponsors
- on outside front cover and Sponsor page of digital promotional brochure downloadable from Forum website
- placement with sponsor level acknowledgement on Canadian Real Estate Forums portal “Hero Banner” on run up to event when this event is being promoted

Social Media

- number of social media posts made across Twitter and LinkedIn

Print Material

- on the front cover of the onsite program handout – provided to all In-Person attendees at the Forum at the Fairmont Royal York
- on the “Thank You to Sponsors” page of Winter 2021, 30th anniversary edition, of Canadian Real Estate Forums magazine – provided to all In-Person attendees at the Forum at the Fairmont Royal York
- at the top of “Thank You to Sponsors” signage after Platinum Sponsors displayed prominently at the Fairmont Royal York
- on inside front cover of the Luncheon Menu at the Fairmont Royal York (Day 1 & 2 together with Luncheon sponsor logo)

Canadian Real Estate Forum Magazine – Winter 2021, 30th Anniversary Edition (online digital version)

- at the top after Platinum of “Thank You to Sponsors” page of Winter 2021 edition of Canadian Real Estate Forums magazine - promoted in newsletters and emailed to 16,500 - online version available to all industry members via the Canadian Real Estate Forums portal

Onsite

- prominently displayed in the main plenary room at the Fairmont Royal York throughout the Forum

Virtual Event Platform

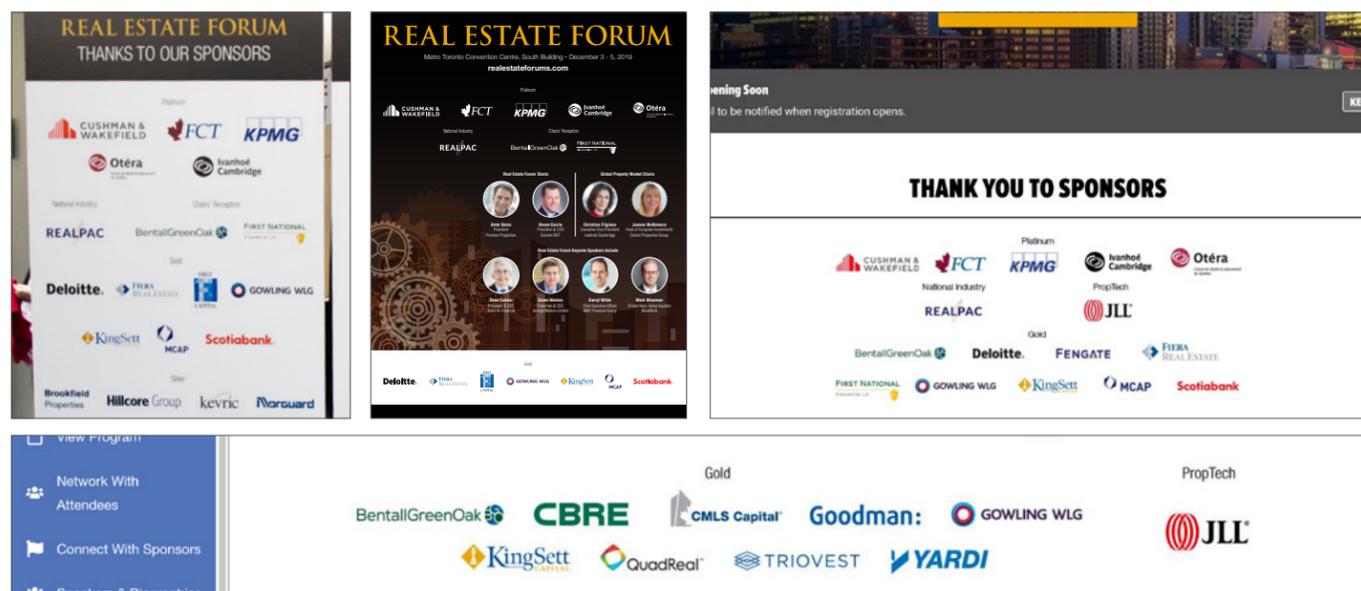
- on the rotating banner at the top of the navigation menu panel
- on the home screen widget page of the entire Forum, capturing attendees attention as soon as they access the event platform
- placement on holding slides (directional and between sessions)
- on networking lounge poster
- Included in the Sponsors section of the platform - sponsors have the opportunity to build their profile, adding the following items:
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 - 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
 - a pre-recorded Vimeo or YouTube video to run throughout the event on a loop
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Reporting

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KEYNOTE INTERVIEW

Jonathan Gray, President & COO, Blackstone
interviewed by Blake Hutcheson, President & CEO, OMERS
\$9,000 / Sponsor • 1 Exclusive Opportunity

30th Anniversary
REAL ESTATE FORUM
December 1 & 2, 2021

DESCRIPTION AND SPONSOR BENEFITS

Exclusive sponsorship of this exceptional interview between corporate leaders Jonathan Gray and Blake Hutcheson – we are sure that this will be as informative and enlightening as it is entertaining. The sponsor will be thanked twice by a Forum Chair – as Messrs. Gray and Hutcheson are introduced and at the close of the interview.

COMPLIMENTARY REGISTRATIONS

One complimentary Real Estate Forum registration – In-Person element at the Fairmont Royal York (a value of \$795)

- includes access to all In-Person elements at the Forum venue (Fairmont Royal York)
- includes access to attendees, speakers and sponsors on the virtual platform one week prior to the Forum
- includes On-Demand access (sessions only) to end December 2021
- does not include access to virtual platform or sessions being streamed on December 1 & 2

Three complimentary Real Estate Forum registrations – virtual event platform (a value of \$450 x 3 = \$1,350)

- includes access to the virtual platform and sessions, networking and activities being streamed
- includes access to attendees, speakers and sponsors on the virtual platform one week prior to the Forum
- includes access to the virtual platform, with all sessions, to end December 2021
- does not include access to any In-Person activities at the Forum venue (Fairmont Royal York)



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YOUR CORPORATE LOGO WILL BE GIVEN EXPOSURE AS FOLLOWS:

E-Marketing

- on promotional emails when the interview is promoted
- on bi-monthly national digital newsletter when the interview is promoted - a distribution of 16,500
- in a number of promotional emails where the interview is promoted

Website

- high profile logo placement with sponsor acknowledgement on the Forum website
 - Home page
 - Program
 - Sponsors
- on outside front cover and Sponsor page of digital promotional brochure downloadable from Forum website
- High profile placement with sponsor level acknowledgement on Canadian Real Estate Forums portal “Hero Banner” on run up to event when the interview is being promoted

Social Media

- number of social media posts made across Twitter and LinkedIn when the interview is mentioned

Print Material

- in the onsite program handout – provided to all In-Person attendees at the Forum at the Fairmont Royal York
- on the “Thank You to Sponsors” page of Winter 2021, 30th anniversary edition, of Canadian Real Estate Forums magazine – provided to all In-Person attendees at the Forum at the Fairmont Royal York
- on the “Thank You to Sponsors” signage displayed prominently at the Fairmont Royal York
- on signage outside the plenary room on the day of the interview – when mentioned

Canadian Real Estate Forum Magazine – Winter 2021, 30th Anniversary Edition (online digital version)

- on the “Thank You to Sponsors” page of Winter 2021 edition of Canadian Real Estate Forums magazine - promoted in newsletters and emailed to 16,500 - online version available to all industry members via the Canadian Real Estate Forums portal

Onsite

- prominently displayed on the plenary room screen throughout the interview at the Fairmont Royal York
- and aforementioned verbal acknowledgment by Chair

Virtual Event Platform

- prominently displayed on the screen throughout the interview
- on the home screen widget page of the entire Forum, capturing attendees attention as soon as they access the event platform
- placement on holding slides (when interview mentioned)
- on networking lounge poster (when interview mentioned)
- Included in the Sponsors section of the platform - sponsors have the opportunity to build their profile, adding the following items:
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LIVE - HAPPENING NOW

\$9,000 / Sponsor • 1 Exclusive Opportunity

DESCRIPTION AND SPONSOR BENEFITS

Live – Happening Now is where the virtual conference plenary sessions take place – lots of great exposure.

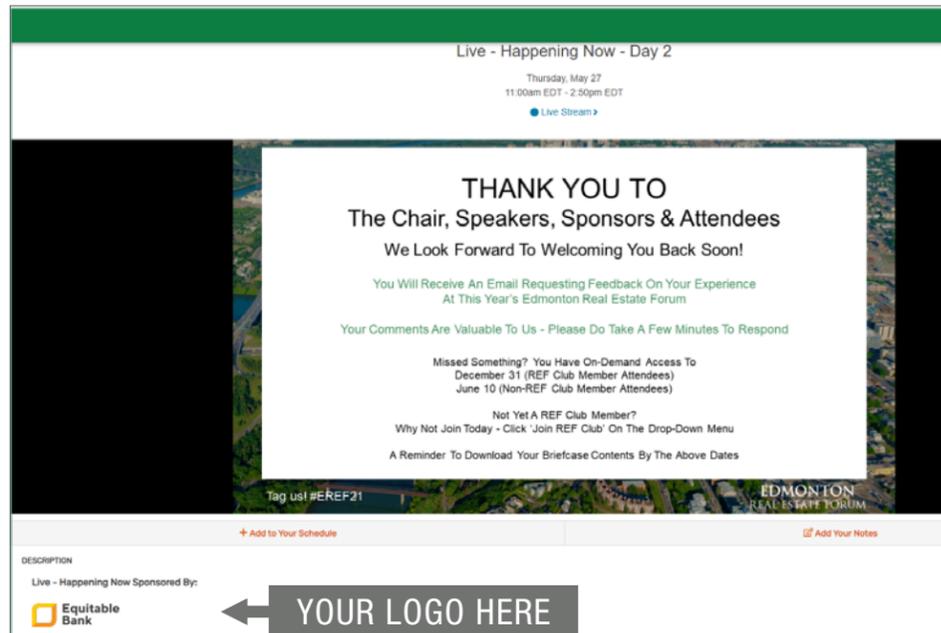
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YOUR CORPORATE LOGO WILL BE GIVEN EXPOSURE AS FOLLOWS:

Website

- logo placement with sponsor acknowledgement on the Forum website for up to a nine month period on the Sponsor page
- inside digital promotional brochure downloadable from Forum website

Print Material

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- on "Thank You to Sponsors" signage displayed prominently at the Fairmont Royal York

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Virtual Event Platform

- on the Live – Happening Now virtual site for the duration of the event on December 1 & 2
- inclusion on directional slides in the virtual platform when appropriate
- on the home screen widget page of the entire Forum in a scrolling banner, capturing attendees attention as soon as they access the event platform
- numerous placement on holding slides (directional and between sessions)
- on networking lounge poster
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Reporting

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PEN

\$9,000 / Sponsor • 1 Exclusive Opportunity

DESCRIPTION AND SPONSOR BENEFITS

Your logo prominently placed on a quality pen that will be:

- available to In-Person attendees at the Fairmont Royal York
- couriered to virtual attendees in a “swag package” several days prior to the conference (note; those that register more than 10 days out from the event will not be included in the mailing due to order lead time and shipping)

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- does not include access to any In-Person activities at the Forum venue (Fairmont Royal York)



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YOUR CORPORATE LOGO WILL BE GIVEN EXPOSURE AS FOLLOWS:

Website

- placement with sponsor acknowledgement on the Forum website for up to a nine month period on the Sponsor page
- on Sponsor page of digital promotional brochure downloadable from Forum website

Print Material

- on “Thank You to Sponsors” postcard included in the swag package couriered to all virtual attendees
- in the onsite program handout – provided to all In-Person attendees at the Forum at the Fairmont Royal York
- on the “Thank You to Sponsors” page of Winter 2021, 30th anniversary edition, of Canadian Real Estate Forums magazine – provided to all In-Person attendees at the Forum at the Fairmont Royal York
- on the “Thank You to Sponsors” signage displayed prominently at the Fairmont Royal York

Canadian Real Estate Forum Magazine – Winter 2021, 30th Anniversary Edition (online digital version)

- on the “Thank You to Sponsors” page of Winter 2021 edition of Canadian Real Estate Forums magazine - promoted in newsletters and emailed to 16,500 - online version available to all industry members via the Canadian Real Estate Forums portal

Virtual Event Platform

- on the home screen widget page of the entire Forum, on scrolling banner capturing attendees attention as soon as they access the event platform
- Included in the Sponsors section of the platform - sponsors have the opportunity to build their profile, adding the following items:
 - research reports, literature and other corporate materials for attendees to download
 - 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
 - a pre-recorded Vimeo or YouTube video to run throughout the event on a loop
 - attendees will be incentivized to visit your corporate Sponsor page through gamification 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 one of three prize – annual membership to REF Club or complimentary registration to a Forum or Conference of choice will be included as prizes

Database of Forum Delegates

- A database of all Forum delegates (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 and related analytics will be provided on request

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To reserve your corporate sponsorship, contact **George Przybylowski**

Tel: 416.512.3813 • **Email:** george.przybylowski@informa.com • **Website:** realestateforums.com

AUDIO-VISUALS

\$8,500 / Sponsor • 2 Opportunities

30th Anniversary
REAL ESTATE FORUM
December 1 & 2, 2021

DESCRIPTION AND SPONSOR BENEFITS

Sponsorship of Audio-Visuals in the plenary room of the Forum at the Fairmont Royal York. High exposure during all sessions taking place in that room. Audio-Visuals sponsors will be thanked by the Chair at the start of the program on both days of the Forum.

COMPLIMENTARY REGISTRATIONS

One complimentary Real Estate Forum registration – In-Person element at the Fairmont Royal York (a value of \$795)

- includes access to all In-Person elements at the Forum venue (Fairmont Royal York)
- includes access to attendees, speakers and sponsors on the virtual platform one week prior to the Forum
- includes On-Demand access (sessions only) to end December 2021
- does not include access to virtual platform or sessions being streamed on December 1 & 2

Three complimentary Real Estate Forum registrations – virtual event platform (a value of \$450 x 3 = \$1,350)

- includes access to the virtual platform and sessions, networking and activities being streamed
- includes access to attendees, speakers and sponsors on the virtual platform one week prior to the Forum
- includes access to the virtual platform, with all sessions, to end December 2021
- does not include access to any In-Person activities at the Forum venue (Fairmont Royal York)



Images shown here are from 2019 - this is for illustration purposes only

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YOUR CORPORATE LOGO WILL BE GIVEN EXPOSURE AS FOLLOWS:

Website

- logo placement with sponsor acknowledgement on the Forum website for up to a nine month period on the Sponsor page
- on Sponsor page of digital promotional brochure downloadable from Forum website

Print Material

- in the onsite program handout – provided to all In-Person attendees at the Forum at the Fairmont Royal York
- on the “Thank You to Sponsors” page of Winter 2021, 30th anniversary edition, of Canadian Real Estate Forums magazine – provided to all In-Person attendees at the Forum at the Fairmont Royal York
- on the “Thank You to Sponsors” signage displayed prominently at the Fairmont Royal York

Canadian Real Estate Forum Magazine – Winter 2021, 30th Anniversary Edition (online digital version)

- on the “Thank You to Sponsors” page of Winter 2021 edition of Canadian Real Estate Forums magazine - promoted in newsletters and emailed to 16,500 - online version available to all industry members via the Canadian Real Estate Forums portal

Onsite

- prominently displayed in the plenary room throughout the two day Forum at the Fairmont Royal York

Virtual Event Platform

- on the home screen widget page of the Forum in a scrolling banner, capturing attendees attention as soon as they access the event platform
- Included in the Sponsors section of the platform - sponsors have the opportunity to build their profile, adding the following items:
 - research reports, literature and other corporate materials for attendees to download
 - 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
 - a pre-recorded Vimeo or YouTube video to run throughout the event on a loop
 - attendees will be incentivized to visit your corporate Sponsor page through gamification 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 one of three prize – annual membership to REF Club or complimentary registration to a Forum or Conference of choice will be included as prizes

Database of Forum Delegates

- A database of all Forum delegates (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 and related analytics will be provided on request

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CLOSING ROUNDTABLE

\$8,500 / Sponsor • 1 Exclusive Opportunity

30th Anniversary
REAL ESTATE FORUM
December 1 & 2, 2021

DESCRIPTION AND SPONSOR BENEFITS

Exclusive sponsorship of the Closing Roundtable of the 30th Anniversary of the Real Estate Forum. This Roundtable includes senior and esteemed heads of Canadian organizations and will bring to a close the first 30 years of the Forum and the inaugural hybrid event. The Roundtable will be moderated by the two Forum Chairs for a discussion that will be as lively as it will be interesting.

Sponsors will be verbally acknowledged twice by the Chair i.e. at the start and conclusion of the Roundtable. In addition the sponsor logo will remain on the screen throughout.

COMPLIMENTARY REGISTRATIONS

One complimentary Real Estate Forum registration – In-Person element at the Fairmont Royal York (a value of \$795)

- includes access to all In-Person elements at the Forum venue (Fairmont Royal York)
- includes access to attendees, speakers and sponsors on the virtual platform one week prior to the Forum
- includes On-Demand access (sessions only) to end December 2021
- does not include access to virtual platform or sessions being streamed on December 1 & 2

Three complimentary Real Estate Forum registrations – virtual event platform (a value of \$450 x 3 = \$1,350)

- includes access to the virtual platform and sessions, networking and activities being streamed
- includes access to attendees, speakers and sponsors on the virtual platform one week prior to the Forum
- includes access to the virtual platform, with all sessions, to end December 2021
- does not include access to any In-Person activities at the Forum venue (Fairmont Royal York)



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YOUR CORPORATE LOGO WILL BE GIVEN EXPOSURE AS FOLLOWS:

E-Marketing

- on promotional emails prior to and following the Forum when the sponsored Roundtable is being promoted
- on a bi-monthly national digital newsletter when the sponsored Roundtable is promoted - a distribution of 16,500

Website

- logo placement with sponsor acknowledgement on the Forum website for up to a nine month period on the following pages:
 - Program
 - Sponsors
- on program and Sponsor page of digital promotional brochure downloadable from Forum website
- placement with sponsor level acknowledgement on Canadian Real Estate Forums portal "Hero Banner" on run up to event when the sponsored Roundtable is being promoted

Social Media

- number of social media posts made across Twitter and LinkedIn when the sponsored Roundtable is mentioned

Print Material

- in the onsite program handout – provided to all In-Person attendees at the Forum at the Fairmont Royal York
- on the "Thank You to Sponsors" page of Winter 2021, 30th anniversary edition, of Canadian Real Estate Forums magazine – provided to all In-Person attendees at the Forum at the Fairmont Royal York
- on the "Thank You to Sponsors" signage displayed prominently at the Fairmont Royal York
- on signage outside the plenary room on the day of the sponsored session – when mentioned

Canadian Real Estate Forum Magazine – Winter 2021, 30th Anniversary Edition (online digital version)

- on "Thank You to Sponsors" page of Winter 2021 edition of Canadian Real Estate Forums magazine - promoted in newsletters and emailed to 16,500 - online version available to all industry members via the Canadian Real Estate Forums portal

Onsite

- prominently displayed on the plenary room screen throughout the sponsored Roundtable at the Fairmont Royal York

Virtual Event Platform

- prominently displayed on the screen throughout the sponsored Roundtable
- on the home screen widget page of the entire Forum, capturing attendees attention as soon as they access the event platform
- placement on holding slides (when sponsored Roundtable mentioned)
- on networking lounge poster (when sponsored Roundtable mentioned)
- Included in the Sponsors section of the platform - sponsors have the opportunity to build their profile, adding the following items:
 - research reports, literature and other corporate materials for attendees to download
 - 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
 - a pre-recorded Vimeo or YouTube video to run throughout the event on a loop
 - attendees will be incentivized to visit your corporate Sponsor page through gamification 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 one of three prize – annual membership to REF Club or complimentary registration to a Forum or Conference of choice will be included as prizes

Database of Forum Delegates

- A database of all Forum delegates (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 and related analytics will be provided on request

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DIGITAL DISPLAY PODIUM

\$8,500 / Sponsor • 1 Exclusive Opportunity

30th Anniversary
REAL ESTATE FORUM
December 1 & 2, 2021

DESCRIPTION AND SPONSOR BENEFITS

Corporate logo displayed on up to two podiums on the plenary room stage at any time when a session sponsor logo is not on the screen. For example, attendee arrival in the morning until the Chair opens the event, during any breaks, during lunch (immediately visible when attendees enter the room for sessions).

COMPLIMENTARY REGISTRATIONS

One complimentary Real Estate Forum registration – In-Person element at the Fairmont Royal York (a value of \$795)

- includes access to all In-Person elements at the Forum venue (Fairmont Royal York)
- includes access to attendees, speakers and sponsors on the virtual platform one week prior to the Forum
- includes On-Demand access (sessions only) to end December 2021
- does not include access to virtual platform or sessions being streamed on December 1 & 2

Three complimentary Real Estate Forum registrations – virtual event platform (a value of \$450 x 3 = \$1,350)

- includes access to the virtual platform and sessions, networking and activities being streamed
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- includes access to the virtual platform, with all sessions, to end December 2021
- does not include access to any In-Person activities at the Forum venue (Fairmont Royal York)



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YOUR CORPORATE LOGO WILL BE GIVEN EXPOSURE AS FOLLOWS:

Website

- placement with sponsor acknowledgement on the Forum website for up to a nine month period on the Sponsor page
- in digital promotional brochure downloadable from Forum website

Print Material

- in the onsite program handout – provided to all In-Person attendees at the Forum at the Fairmont Royal York
- on the “Thank You to Sponsors” page of Winter 2021, 30th anniversary edition, of Canadian Real Estate Forums magazine – provided to all In-Person attendees at the Forum at the Fairmont Royal York
- on the “Thank You to Sponsors” signage displayed prominently at the Fairmont Royal York

Canadian Real Estate Forum Magazine – Winter 2021, 30th Anniversary Edition (online digital version)

- on the “Thank You to Sponsors” page of Winter 2021 edition of Canadian Real Estate Forums magazine - promoted in newsletters and emailed to 16,500 - online version available to all industry members via the Canadian Real Estate Forums portal

Virtual Event Platform

- on the home screen widget page of the entire Forum, capturing attendees attention as soon as they access the event platform
- Included in the Sponsors section of the platform - sponsors have the opportunity to build their profile, adding the following items:
 - research reports, literature and other corporate materials for attendees to download
 - 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
 - a pre-recorded Vimeo or YouTube video to run throughout the event on a loop
 - attendees will be incentivized to visit your corporate Sponsor page through gamification 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 one of three prize – annual membership to REF Club or complimentary registration to a Forum or Conference of choice will be included as prizes

Database of Forum Delegates

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Reporting

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HIGH PROFILE KEYNOTE SPEAKER

Don Tapscott, Author & World Leading Authority on the Impact of Technology on Business and Society

\$8,500 / Sponsor • 5 Opportunities

30th Anniversary
REAL ESTATE FORUM
December 1 & 2, 2021

DON TAPSCOTT

Author & World Leading Authority on the Impact of Technology on Business and Society

DESCRIPTION AND SPONSOR BENEFITS

An opportunity to sponsor a world leading authority.

Sponsors will be thanked twice by a Forum Chair – once when Don Tapscott is introduced and again at the close of the presentation.

Following Mr. Tapscott's presentation, sponsors will have an opportunity for an exclusive Q & A session with him over lunch in a private room. Sponsors may invite up to 10 guests to participate. Guest names must be provided at least 14 days in advance as a seating plan will be in place.

Those from sponsoring organizations who wish to join Mr. Tapscott for the lunch should include themselves in the 10 invitations highlighted above.

COMPLIMENTARY REGISTRATIONS

One complimentary Real Estate Forum registration – In-Person element at the Fairmont Royal York (a value of \$795)

- includes access to all In-Person elements at the Forum venue (Fairmont Royal York)
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Three complimentary Real Estate Forum registrations – virtual event platform (a value of \$450 x 3 = \$1,350)

- includes access to the virtual platform and sessions, networking and activities being streamed
- includes access to attendees, speakers and sponsors on the virtual platform one week prior to the Forum
- includes access to the virtual platform, with all sessions, to end December 2021
- does not include access to any In-Person activities at the Forum venue (Fairmont Royal York)

YOUR CORPORATE LOGO WILL BE GIVEN EXPOSURE AS FOLLOWS:

E-Marketing

- on promotional emails when the sponsored speaker is being promoted
- on bi-monthly national digital newsletter when the sponsored speaker is promoted - a distribution of 16,500
- in a number of promotional emails where the sponsored speaker is promoted

Website

- High profile logo placement with sponsor acknowledgement on the Forum website for up to a nine month period on the following pages:
 - Program – logo showcased alongside session sponsored
 - Sponsors
- placement with sponsor level acknowledgement on Canadian Real Estate Forums portal "Hero Banner" on run up to event when the sponsored session is being promoted
- on program and Sponsor page of digital promotional brochure downloadable from Forum website

Social Media

- number of social media posts made across Twitter and LinkedIn when the sponsored speaker is mentioned

Print Material

- in the onsite program handout – provided to all In-Person attendees at the Forum at the Fairmont Royal York
- on the "Thank You to Sponsors" page of Winter 2021, 30th anniversary edition, of Canadian Real Estate Forums magazine – provided to all In-Person attendees at the Forum at the Fairmont Royal York
- on the "Thank You to Sponsors" signage displayed prominently at the Fairmont Royal York
- on signage outside the plenary room on the day of the sponsored presentation – when mentioned

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- on the "Thank You to Sponsors" page of Winter 2021 edition of Canadian Real Estate Forums magazine - promoted in newsletters and emailed to 16,500 - online version available to all industry members via the Canadian Real Estate Forums portal

Onsite

- prominently displayed on the plenary room screen throughout the sponsored presentation at the Fairmont Royal York

Virtual Event Platform

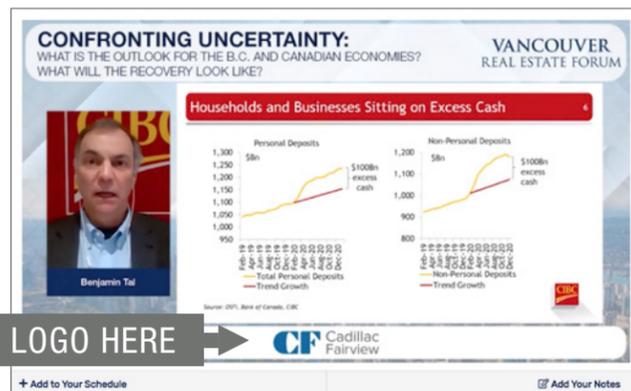
- prominently displayed on the screen throughout the sponsored presentation
- on the home screen widget page of the entire Forum, capturing attendees attention as soon as they access the event platform
- placement on holding slides (when sponsored presentation mentioned)
- on networking lounge poster (when sponsored presentation mentioned)
- Included in the Sponsors section of the platform - sponsors have the opportunity to build their profile, adding the following items:
 - research reports, literature and other corporate materials for attendees to download
 - 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
 - a pre-recorded Vimeo or YouTube video to run throughout the event on a loop
 - attendees will be incentivized to visit your corporate Sponsor page through gamification 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 one of three prize – annual membership to REF Club or complimentary registration to a Forum or Conference of choice will be included as prizes

Database of Forum Delegates

- A database of all Forum delegates (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 and related analytics will be provided on request



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VIRTUAL EVENT PLATFORM

\$8,500 / Sponsor • 2 Opportunities

30th Anniversary
REAL ESTATE FORUM
December 1 & 2, 2021

DESCRIPTION AND SPONSOR BENEFITS

This sponsor is identified and thanked by the Chair for sponsoring the virtual platform on which all virtual attendees will participate at the event – lots of great exposure.

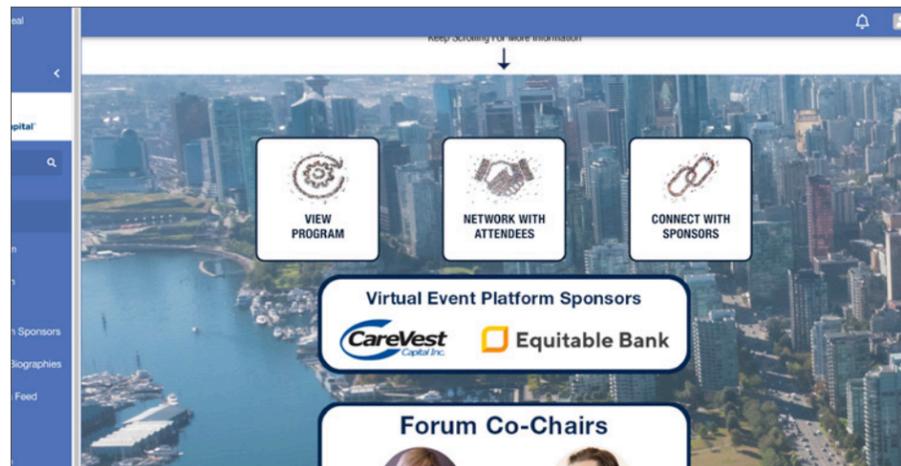
COMPLIMENTARY REGISTRATIONS

One complimentary Real Estate Forum registration – In-Person element at the Fairmont Royal York (a value of \$795)

- includes access to all In-Person elements at the Forum venue (Fairmont Royal York)
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Three complimentary Real Estate Forum registrations – virtual event platform (a value of \$450 x 3 = \$1,350)

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- includes access to the virtual platform, with all sessions, to end December 2021
- does not include access to any In-Person activities at the Forum venue (Fairmont Royal York)



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YOUR CORPORATE LOGO WILL BE GIVEN EXPOSURE AS FOLLOWS:

Website

- logo placement with sponsor acknowledgement on the Forum website for up to a nine month period on the Sponsor page
- on Sponsor page of digital promotional brochure downloadable from Forum website

Print Material

- on the “Thank You to Sponsors” page of onsite program handout – provided to all In-Person attendees at the Forum at the Fairmont Royal York
- on the “Thank You to Sponsors” page of Winter 2021, 30th anniversary edition, of Canadian Real Estate Forums magazine – provided to all In-Person attendees at the Forum at the Fairmont Royal York
- on “Thank You to Sponsors” signage displayed prominently at the Fairmont Royal York

Canadian Real Estate Forum Magazine – Winter 2021, 30th Anniversary Edition (online digital version)

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Virtual Event Platform

- on the virtual platform home page on a static banner for the duration of the event
- on the rotating banner at the top of the navigation menu panel – together with Platinum & Gold Sponsors
- on the Live – Happening Now virtual site for the duration of the event on December 1 & 2
- Included in the Sponsors section of the platform - sponsors have the opportunity to build their profile, adding the following items:
 - research reports, literature and other corporate materials for attendees to download
 - 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
 - a pre-recorded Vimeo or YouTube video to run throughout the event on a loop
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Reporting

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FACIAL MASK

\$8,000 / Sponsor • 1 Exclusive Opportunity

DESCRIPTION AND SPONSOR BENEFITS

Your logo prominently placed on a quality facial mask, worn to help interrupt airborne infections with this symbol of these times. The mask will be:

- available to In-Person attendees at the Fairmont Royal York
- couriered to virtual attendees in a “swag package” several days prior to the conference (note; those that register more than 10 days out from the event will not be included in the mailing due to order lead time and shipping)

COMPLIMENTARY REGISTRATIONS

One complimentary Real Estate Forum registration – In-Person element at the Fairmont Royal York (a value of \$795)

- includes access to all In-Person elements at the Forum venue (Fairmont Royal York)
- includes access to attendees, speakers and sponsors on the virtual platform one week prior to the Forum
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- includes access to the virtual platform and sessions, networking and activities being streamed
- includes access to attendees, speakers and sponsors on the virtual platform one week prior to the Forum
- includes access to the virtual platform, with all sessions, to end December 2021
- does not include access to any In-Person activities at the Forum venue (Fairmont Royal York)



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YOUR CORPORATE LOGO WILL BE GIVEN EXPOSURE AS FOLLOWS:

Website

- placement with sponsor acknowledgement on the Forum website for up to a nine month period on the Sponsor page
- on Sponsor page of digital promotional brochure downloadable from Forum website

Print Material

- in the onsite program handout – provided to all In-Person attendees at the Forum at the Fairmont Royal York
- on the “Thank You to Sponsors” page of Winter 2021, 30th anniversary edition, of Canadian Real Estate Forums magazine – provided to all In-Person attendees at the Forum at the Fairmont Royal York
- on the “Thank You to Sponsors” signage displayed prominently at the Fairmont Royal York

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Virtual Event Platform

- on the home screen widget page of the entire Forum, capturing attendees attention as soon as they access the event platform
- Included in the Sponsors section of the platform - sponsors have the opportunity to build their profile, adding the following items:
 - research reports, literature and other corporate materials for attendees to download
 - 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
 - a pre-recorded Vimeo or YouTube video to run throughout the event on a loop
 - attendees will be incentivized to visit your corporate Sponsor page through gamification 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 one of three prize – annual membership to REF Club or complimentary registration to a Forum or Conference of choice will be included as prizes

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Reporting

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HAND SANITIZER

\$8,000 / Sponsor • 1 Exclusive Opportunity

DESCRIPTION AND SPONSOR BENEFITS

Your logo prominently placed on a pocket sized hand sanitizer bottle, let's help keep ourselves and others safe with this symbol of these times. The hand sanitizer bottle will be:

- available to In-Person attendees at the Fairmont Royal York
- couriered to virtual attendees in a "swag package" several days prior to the conference (note; those that register more than 10 days out from the event will not be included in the mailing due to order lead time and shipping)

COMPLIMENTARY REGISTRATIONS

One complimentary Real Estate Forum registration – In-Person element at the Fairmont Royal York (a value of \$795)

- includes access to all In-Person elements at the Forum venue (Fairmont Royal York)
- includes access to attendees, speakers and sponsors on the virtual platform one week prior to the Forum
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- includes access to the virtual platform and sessions, networking and activities being streamed
- includes access to attendees, speakers and sponsors on the virtual platform one week prior to the Forum
- includes access to the virtual platform, with all sessions, to end December 2021
- does not include access to any In-Person activities at the Forum venue (Fairmont Royal York)



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YOUR CORPORATE LOGO WILL BE GIVEN EXPOSURE AS FOLLOWS:

Website

- placement with sponsor acknowledgement on the Forum website for up to a nine month period on the Sponsor page
- on Sponsor page of digital promotional brochure downloadable from Forum website

Print Material

- in the onsite program handout – provided to all In-Person attendees at the Forum at the Fairmont Royal York
- on the "Thank You to Sponsors" page of Winter 2021, 30th anniversary edition, of Canadian Real Estate Forums magazine – provided to all In-Person attendees at the Forum at the Fairmont Royal York
- on the "Thank You to Sponsors" signage displayed prominently at the Fairmont Royal York

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- on the "Thank You to Sponsors" page of Winter 2021 edition of Canadian Real Estate Forums magazine - promoted in newsletters and emailed to 16,500 - online version available to all industry members via the Canadian Real Estate Forums portal

Virtual Event Platform

- on the home screen widget page of the entire Forum, capturing attendees attention as soon as they access the event platform
- Included in the Sponsors section of the platform - sponsors have the opportunity to build their profile, adding the following items:
 - research reports, literature and other corporate materials for attendees to download
 - 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
 - a pre-recorded Vimeo or YouTube video to run throughout the event on a loop
 - attendees will be incentivized to visit your corporate Sponsor page through gamification 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 one of three prize – annual membership to REF Club or complimentary registration to a Forum or Conference of choice will be included as prizes

Database of Forum Delegates

- A database of all Forum delegates (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 and related analytics will be provided on request

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To reserve your corporate sponsorship, contact **George Przybylowski**

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MINTS

\$8,000 / Sponsor • 1 Exclusive Opportunity

30th Anniversary
REAL ESTATE FORUM
December 1 & 2, 2021

DESCRIPTION AND SPONSOR BENEFITS

Your logo prominently placed on a tin of mints. These will be:

- available to In-Person attendees at the Fairmont Royal York
- couriered to virtual attendees in a “swag package” several days prior to the conference (note; those that register more than 10 days out from the event will not be included in the mailing due to order lead time and shipping)

COMPLIMENTARY REGISTRATIONS

One complimentary Real Estate Forum registration – In-Person element at the Fairmont Royal York (a value of \$795)

- includes access to all In-Person elements at the Forum venue (Fairmont Royal York)
- includes access to attendees, speakers and sponsors on the virtual platform one week prior to the Forum
- includes On-Demand access (sessions only) to end December 2021
- does not include access to virtual platform or sessions being streamed on December 1 & 2

Three complimentary Real Estate Forum registrations – virtual event platform (a value of \$450 x 3 = \$1,350)

- includes access to the virtual platform and sessions, networking and activities being streamed
- includes access to attendees, speakers and sponsors on the virtual platform one week prior to the Forum
- includes access to the virtual platform, with all sessions, to end December 2021
- does not include access to any In-Person activities at the Forum venue (Fairmont Royal York)



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YOUR CORPORATE LOGO WILL BE GIVEN EXPOSURE AS FOLLOWS:

Website

- placement with sponsor acknowledgement on the Forum website for up to a nine month period on the Sponsor page
- on Sponsor page of digital promotional brochure downloadable from Forum website

Print Material

- in the onsite program handout – provided to all In-Person attendees at the Forum at the Fairmont Royal York
- on the “Thank You to Sponsors” page of Winter 2021, 30th anniversary edition, of Canadian Real Estate Forums magazine – provided to all In-Person attendees at the Forum at the Fairmont Royal York
- on the “Thank You to Sponsors” signage displayed prominently at the Fairmont Royal York

Canadian Real Estate Forum Magazine – Winter 2021, 30th Anniversary Edition (online digital version)

- on the “Thank You to Sponsors” page of Winter 2021 edition of Canadian Real Estate Forums magazine - promoted in newsletters and emailed to 16,500 - online version available to all industry members via the Canadian Real Estate Forums portal

Virtual Event Platform

- on the home screen widget page of the entire Forum, capturing attendees attention as soon as they access the event platform
- Included in the Sponsors section of the platform - sponsors have the opportunity to build their profile, adding the following items:
 - research reports, literature and other corporate materials for attendees to download
 - 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
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 - attendees will be incentivized to visit your corporate Sponsor page through gamification 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 one of three prize – annual membership to REF Club or complimentary registration to a Forum or Conference of choice will be included as prizes

Database of Forum Delegates

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Reporting

- A custom report outlining deliverables of your sponsorship and related analytics will be provided on request

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MOBILE SCREEN CLEANER

\$8,000 / Sponsor • 1 Exclusive Opportunity

30th Anniversary
REAL ESTATE FORUM
December 1 & 2, 2021

DESCRIPTION AND SPONSOR BENEFITS

Your logo prominently placed on a mobile screen cleaning cloth - great for cleaning mobile screen, computer screen and glasses. Cloth comes in a pocket sized, clear plastic cover. The screen cleaner will be:

- available to In-Person attendees at the Fairmont Royal York
- couriered to virtual attendees in a “swag package” several days prior to the conference (note; those that register more than 10 days out from the event will not be included in the mailing due to order lead time and shipping)

COMPLIMENTARY REGISTRATIONS

One complimentary Real Estate Forum registration – In-Person element at the Fairmont Royal York (a value of \$795)

- includes access to all In-Person elements at the Forum venue (Fairmont Royal York)
- includes access to attendees, speakers and sponsors on the virtual platform one week prior to the Forum
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- includes access to the virtual platform, with all sessions, to end December 2021
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YOUR CORPORATE LOGO WILL BE GIVEN EXPOSURE AS FOLLOWS:

Website

- placement with sponsor acknowledgement on the Forum website for up to a nine month period on the Sponsor page
- on Sponsor page of digital promotional brochure downloadable from Forum website

Print Material

- in the onsite program handout – provided to all In-Person attendees at the Forum at the Fairmont Royal York
- on the “Thank You to Sponsors” page of Winter 2021, 30th anniversary edition, of Canadian Real Estate Forums magazine – provided to all In-Person attendees at the Forum at the Fairmont Royal York
- on the “Thank You to Sponsors” signage displayed prominently at the Fairmont Royal York

Canadian Real Estate Forum Magazine – Winter 2021, 30th Anniversary Edition (online digital version)

- on the “Thank You to Sponsors” page of Winter 2021 edition of Canadian Real Estate Forums magazine - promoted in newsletters and emailed to 16,500 - online version available to all industry members via the Canadian Real Estate Forums portal

Virtual Event Platform

- on the home screen widget page of the entire Forum, capturing attendees attention as soon as they access the event platform
- Included in the Sponsors section of the platform - sponsors have the opportunity to build their profile, adding the following items:
 - research reports, literature and other corporate materials for attendees to download
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Reporting

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PRESENTER BIOGRAPHIES

\$8,000 / Sponsor • 1 Exclusive Opportunity

30th Anniversary
REAL ESTATE FORUM
December 1 & 2, 2021

DESCRIPTION AND SPONSOR BENEFITS

Verbal acknowledgement of by the Chair

Sponsor logo on outside front cover of the presenter biographies booklet available to all In-Person attendees at the Fairmont Royal York

COMPLIMENTARY REGISTRATIONS

One complimentary Real Estate Forum registration – In-Person element at the Fairmont Royal York (a value of \$795)

- includes access to all In-Person elements at the Forum venue (Fairmont Royal York)
- includes access to attendees, speakers and sponsors on the virtual platform one week prior to the Forum
- includes On-Demand access (sessions only) to end December 2021
- does not include access to virtual platform or sessions being streamed on December 1 & 2

Three complimentary Real Estate Forum registrations – virtual event platform (a value of \$450 x 3 = \$1,350)

- includes access to the virtual platform and sessions, networking and activities being streamed
- includes access to attendees, speakers and sponsors on the virtual platform one week prior to the Forum
- includes access to the virtual platform, with all sessions, to end December 2021
- does not include access to any In-Person activities at the Forum venue (Fairmont Royal York)

YOUR CORPORATE LOGO WILL BE GIVEN EXPOSURE AS FOLLOWS:

Website

- logo placement with sponsor acknowledgement on the Forum website for up to a nine month period on the Sponsor page
- in digital promotional brochure downloadable from Forum website

Print Material

- in onsite program handout – provided to all In-Person attendees at the Forum at the Fairmont Royal York
- on the “Thank You to Sponsors” page of Winter 2021, 30th anniversary edition, of Canadian Real Estate Forums magazine – provided to all In-Person attendees at the Forum at the Fairmont Royal York
- on “Thank You to Sponsors” signage displayed prominently at the Fairmont Royal York

Canadian Real Estate Forum Magazine – Winter 2021, 30th Anniversary Edition (online digital version)

- on the “Thank You to Sponsors” page of Winter 2021 edition of Canadian Real Estate Forums magazine - promoted in newsletters and emailed to 16,500 - online version available to all industry members via the Canadian Real Estate Forums portal

Virtual Event Platform

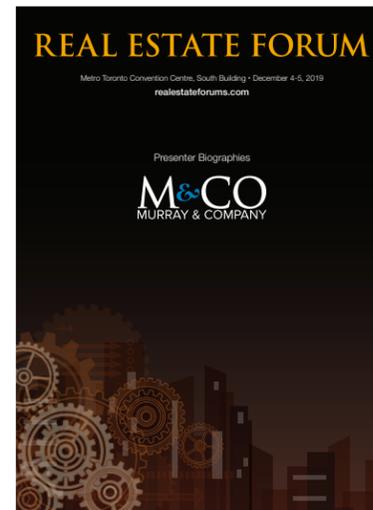
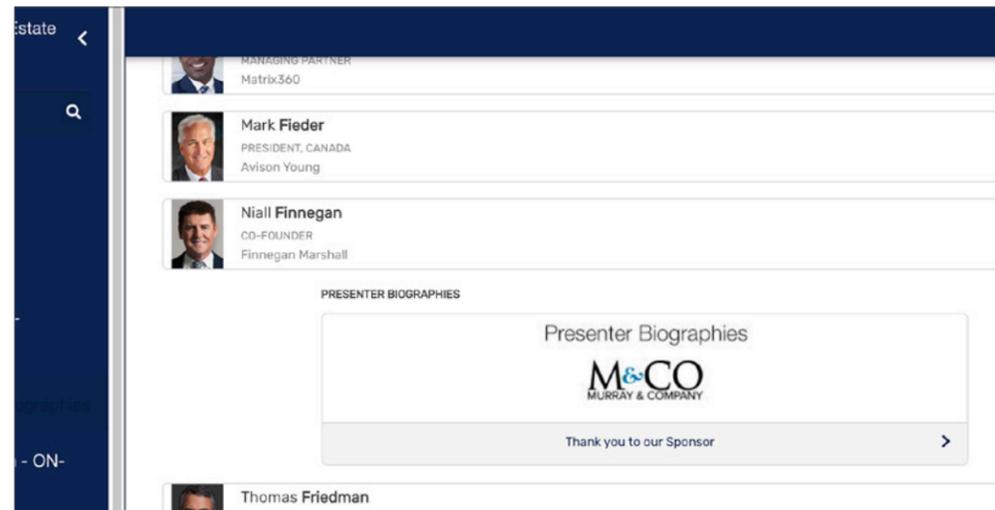
- on the home screen widget page of the entire Forum in a rotating banner, capturing attendees attention as soon as they access the event platform
- Included in the Sponsors section of the platform - sponsors have the opportunity to build their profile, adding the following items:
 - research reports, literature and other corporate materials for attendees to download
 - 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
 - a pre-recorded Vimeo or YouTube video to run throughout the event on a loop
 - attendees will be incentivized to visit your corporate Sponsor page through gamification 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 one of three prize – annual membership to REF Club or complimentary registration to a Forum or Conference of choice will be included as prizes

Database of Forum Delegates

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Reporting

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SMART WALLET

\$8,000 / Sponsor • 1 Exclusive Opportunity

DESCRIPTION AND SPONSOR BENEFITS

Your logo prominently placed on a smart wallet. Keep your important cards close to you! Easily attaches to the back of your mobile device or on the sun visor of your car (for parking ticket or pass) with adhesive strip and holds up to 3 cards securely. The smart wallet will be:

- available to In-Person attendees at the Fairmont Royal York
- couriered to virtual attendees in a “swag package” several days prior to the conference (note; those that register more than 10 days out from the event will not be included in the mailing due to order lead time and shipping)

COMPLIMENTARY REGISTRATIONS

One complimentary Real Estate Forum registration – In-Person element at the Fairmont Royal York (a value of \$795)

- includes access to all In-Person elements at the Forum venue (Fairmont Royal York)
- includes access to attendees, speakers and sponsors on the virtual platform one week prior to the Forum
- includes On-Demand access (sessions only) to end December 2021
- does not include access to virtual platform or sessions being streamed on December 1 & 2

Three complimentary Real Estate Forum registrations – virtual event platform (a value of \$450 x 3 = \$1,350)

- includes access to the virtual platform and sessions, networking and activities being streamed
- includes access to attendees, speakers and sponsors on the virtual platform one week prior to the Forum
- includes access to the virtual platform, with all sessions, to end December 2021
- does not include access to any In-Person activities at the Forum venue (Fairmont Royal York)



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YOUR CORPORATE LOGO WILL BE GIVEN EXPOSURE AS FOLLOWS:

Website

- placement with sponsor acknowledgement on the Forum website for up to a nine month period on the Sponsor page
- on Sponsor page of digital promotional brochure downloadable from Forum website

Print Material

- in the onsite program handout – provided to all In-Person attendees at the Forum at the Fairmont Royal York
- on the “Thank You to Sponsors” page of Winter 2021, 30th anniversary edition, of Canadian Real Estate Forums magazine – provided to all In-Person attendees at the Forum at the Fairmont Royal York
- on the “Thank You to Sponsors” signage displayed prominently at the Fairmont Royal York

Canadian Real Estate Forum Magazine – Winter 2021, 30th Anniversary Edition (online digital version)

- on the “Thank You to Sponsors” page of Winter 2021 edition of Canadian Real Estate Forums magazine - promoted in newsletters and emailed to 16,500 - online version available to all industry members via the Canadian Real Estate Forums portal

Virtual Event Platform

- on the home screen widget page of the entire Forum on a scrolling banner, capturing attendees attention as soon as they access the event platform
- Included in the Sponsors section of the platform - sponsors have the opportunity to build their profile, adding the following items:
 - research reports, literature and other corporate materials for attendees to download
 - 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
 - a pre-recorded Vimeo or YouTube video to run throughout the event on a loop
 - attendees will be incentivized to visit your corporate Sponsor page through gamification 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 one of three prize – annual membership to REF Club or complimentary registration to a Forum or Conference of choice will be included as prizes

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TOUCH FREE KEY

\$8,000 / Sponsor • 1 Exclusive Opportunity

DESCRIPTION AND SPONSOR BENEFITS

Your logo prominently placed on a touch free key designed to help the owner navigate every day public areas, without having to touch them with hands - helps avoid potentially harmful viruses and bacteria. Can be used to enter PIN codes, push elevator buttons, open doors and carry shopping bags.

- available to In-Person attendees at the Fairmont Royal York
- couriered to virtual attendees in a “swag package” several days prior to the conference (note; those that register more than 10 days out from the event will not be included in the mailing due to order lead time and shipping)

COMPLIMENTARY REGISTRATIONS

One complimentary Real Estate Forum registration – In-Person element at the Fairmont Royal York (a value of \$795)

- includes access to all In-Person elements at the Forum venue (Fairmont Royal York)
- includes access to attendees, speakers and sponsors on the virtual platform one week prior to the Forum
- includes On-Demand access (sessions only) to end December 2021
- does not include access to virtual platform or sessions being streamed on December 1 & 2

Three complimentary Real Estate Forum registrations – virtual event platform (a value of \$450 x 3 = \$1,350)

- includes access to the virtual platform and sessions, networking and activities being streamed
- includes access to attendees, speakers and sponsors on the virtual platform one week prior to the Forum
- includes access to the virtual platform, with all sessions, to end December 2021
- does not include access to any In-Person activities at the Forum venue (Fairmont Royal York)



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YOUR CORPORATE LOGO WILL BE GIVEN EXPOSURE AS FOLLOWS:

Website

- placement with sponsor acknowledgement on the Forum website for up to a nine month period on the Sponsor page
- on Sponsor page of digital promotional brochure downloadable from Forum website

Print Material

- in the onsite program handout – provided to all In-Person attendees at the Forum at the Fairmont Royal York
- on the “Thank You to Sponsors” page of Winter 2021, 30th anniversary edition, of Canadian Real Estate Forums magazine – provided to all In-Person attendees at the Forum at the Fairmont Royal York
- on the “Thank You to Sponsors” signage displayed prominently at the Fairmont Royal York

Canadian Real Estate Forum Magazine – Winter 2021, 30th Anniversary Edition (online digital version)

- on the “Thank You to Sponsors” page of Winter 2021 edition of Canadian Real Estate Forums magazine - promoted in newsletters and emailed to 16,500 - online version available to all industry members via the Canadian Real Estate Forums portal

Virtual Event Platform

- on the home screen widget page of the entire Forum, capturing attendees attention as soon as they access the event platform
- Included in the Sponsors section of the platform - sponsors have the opportunity to build their profile, adding the following items:
 - research reports, literature and other corporate materials for attendees to download
 - 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
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Reporting

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KEYNOTE SPEAKERS/SESSIONS

\$7,500 / Sponsor • 7 Opportunities

30th Anniversary
REAL ESTATE FORUM
December 1 & 2, 2021

- **The Honourable Frank McKenna, Deputy Chair, TD Bank (1 Exclusive Opportunity)**
- **Richard Florida, Urbanist, Author and Professor (2 Opportunities)**
- **Benjamin Tal, Deputy Chief Economist, CIBC (1 Exclusive Opportunity)**
- **REALPAC CEO Roundtable (2 Opportunities)**
- **Understanding the ESG Imperative (1 Exclusive Opportunity)**

DESCRIPTION AND SPONSOR BENEFITS

Exclusive sponsorship of one of the above speakers or roundtable. All well respected by the industry and will deliver perspective and thoughts on the current state of the industry from their own perspective. The CEO Roundtable will pull esteemed heads of organizations together for dialogue and debate on where they feel the industry is headed following a tumultuous two years.

The sponsor of the session will be thanked twice by a Forum Chair – as speakers are introduced and at the close of the session.

COMPLIMENTARY REGISTRATIONS

One complimentary Real Estate Forum registration – In-Person element at the Fairmont Royal York (a value of \$795)

- includes access to all In-Person elements at the Forum venue (Fairmont Royal York)
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YOUR CORPORATE LOGO WILL BE GIVEN EXPOSURE AS FOLLOWS:

E-Marketing

- on promotional emails when the sponsored session is being promoted
- on bi-monthly national digital newsletter when the sponsored session is promoted - a distribution of 16,500

Website

- logo placement with sponsor acknowledgement on the Forum website for up to a nine month period on the following pages:
 - Program
 - Sponsors
- on program and Sponsor page of digital promotional brochure downloadable from Forum website
- placement with sponsor level acknowledgement on Canadian Real Estate Forums portal “Hero Banner” on run up to event when the sponsored speaker/session is being promoted

Social Media

- number of social media posts made across Twitter and LinkedIn when the sponsored speaker/session is mentioned

Print Material

- in the onsite program handout – provided to all In-Person attendees at the Forum at the Fairmont Royal York
- on the “Thank You to Sponsors” page of Winter 2021, 30th anniversary edition, of Canadian Real Estate Forums magazine – provided to all In-Person attendees at the Forum at the Fairmont Royal York
- on the “Thank You to Sponsors” signage displayed prominently at the Fairmont Royal York
- on signage outside the plenary room on the day of the sponsored session – when mentioned

Canadian Real Estate Forum Magazine – Winter 2021, 30th Anniversary Edition (online digital version)

- at the top of “Thank You to Sponsors” page of Winter 2021 edition of Canadian Real Estate Forums magazine - promoted in newsletters and emailed to 16,500 - online version available to all industry members via the Canadian Real Estate Forums portal

Onsite

- prominently displayed on the plenary room screen throughout the sponsored speaker/session at the Fairmont Royal York

Virtual Event Platform

- prominently displayed on the screen throughout the sponsored session
- on the home screen widget page of the entire Forum, capturing attendees attention as soon as they access the event platform
- placement on holding slides (when sponsored session mentioned)
- on networking lounge poster (when sponsored session mentioned)
- Included in the Sponsors section of the platform - sponsors have the opportunity to build their profile, adding the following items:
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CONCURRENT PLENARY SESSION

Day 1

\$7,000 / Sponsor • 2 Opportunities (1 per Session)

30th Anniversary
REAL ESTATE FORUM
December 1 & 2, 2021

A1 - Where Is The Investment Market Heading?

A2 - Climate Change, Environmental Risks And Their Impact On Real Estate Investing

DESCRIPTION AND SPONSOR BENEFITS

Exclusive sponsorship of one of the above concurrent plenary sessions.

The sponsor of the session will be thanked twice by a Forum Chair – as speakers are introduced and at the close of the session.

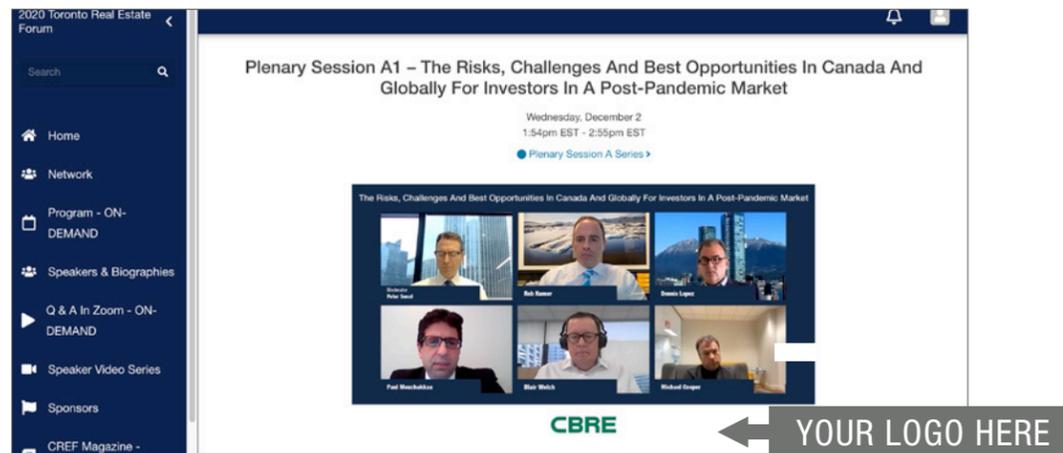
COMPLIMENTARY REGISTRATIONS

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- includes access to all In-Person elements at the Forum venue (Fairmont Royal York)
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YOUR CORPORATE LOGO WILL BE GIVEN EXPOSURE AS FOLLOWS:

E-Marketing

- on promotional emails when the sponsored session is being promoted
- on bi-monthly national digital newsletter when the sponsored session is promoted - a distribution of 16,500

Website

- logo placement with sponsor acknowledgement on the Forum website for a nine month period on the following pages:
 - Program – logo showcased alongside session sponsored
 - Sponsors
- on program and Sponsor page of digital promotional brochure downloadable from Forum website

Social Media

- number of social media posts made across Twitter and LinkedIn when the sponsored session is mentioned

Print Material

- in the onsite program handout – provided to all In-Person attendees at the Forum at the Fairmont Royal York
- on the “Thank You to Sponsors” page of Winter 2021, 30th anniversary edition, of Canadian Real Estate Forums magazine – provided to all In-Person attendees at the Forum at the Fairmont Royal York
- on the “Thank You to Sponsors” signage displayed prominently at the Fairmont Royal York
- on signage outside the concurrent plenary session rooms on Day 1

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Onsite

- prominently displayed on the plenary concurrent session room screen throughout the sponsored session at the Fairmont Royal York

Virtual Event Platform

- prominently displayed on the screen throughout the sponsored session
- on the home screen widget page of the entire Forum, capturing attendees attention as soon as they access the event platform
- placement on holding slides (when sponsored session mentioned)
- on networking lounge poster (when sponsored session mentioned)
- Included in the Sponsors section of the platform - sponsors have the opportunity to build their profile, adding the following items:
 - research reports, literature and other corporate materials for attendees to download
 - 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
 - a pre-recorded Vimeo or YouTube video to run throughout the event on a loop
 - attendees will be incentivized to visit your corporate Sponsor page through gamification 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 one of three prize – annual membership to REF Club or complimentary registration to a Forum or Conference of choice will be included as prizes

Database of Forum Delegates

- A database of all Forum delegates (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 and related analytics will be provided on request

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To reserve your corporate sponsorship, contact **George Przybylowski**

Tel: 416.512.3813 • Email: george.przybylowski@informa.com • Website: realestateforums.com

REGISTRATION

\$7,000 / Sponsor • 1 Exclusive Opportunity

30th Anniversary
REAL ESTATE FORUM
December 1 & 2, 2021

DESCRIPTION AND SPONSOR BENEFITS

A high exposure opportunity that provides a lot of visibility. A great benefit-to-cost payoff. Your corporate logo will appear on the website registration page and registration platform. Your logo will also be included on every registration confirmation email to joining information email.

COMPLIMENTARY REGISTRATIONS

One complimentary Real Estate Forum registration – In-Person element at the Fairmont Royal York (a value of \$795)

- includes access to all In-Person elements at the Forum venue (Fairmont Royal York)
- includes access to attendees, speakers and sponsors on the virtual platform one week prior to the Forum
- includes On-Demand access (sessions only) to end December 2021
- does not include access to virtual platform or sessions being streamed on December 1 & 2

Three complimentary Real Estate Forum registrations – virtual event platform (a value of \$450 x 3 = \$1,350)

- includes access to the virtual platform and sessions, networking and activities being streamed
- includes access to attendees, speakers and sponsors on the virtual platform one week prior to the Forum
- includes access to the virtual platform, with all sessions, to end December 2021
- does not include access to any In-Person activities at the Forum venue (Fairmont Royal York)

YOUR CORPORATE LOGO WILL BE GIVEN EXPOSURE AS FOLLOWS:

E-Marketing

- on a bi-monthly national digital newsletter when Forum is advertised - a distribution of 16,500

Website

- High profile exposure with sponsor acknowledgement on the Forum Banner at the top of each page of the Forum website
- logo placement with sponsor acknowledgement on the Forum website for a nine month period on the Sponsor page
- on Sponsor page of digital promotional brochure downloadable from Forum website

Registration Platform

- on landing page of registration platform – with acknowledgement of sponsorship
- on emails to registrants confirming their registration

Print Material

- in the onsite program handout on sponsors page – provided to all In-Person attendees at the Forum at the Fairmont Royal York
- on the “Thank You to Sponsors” page of Winter 2021, 30th anniversary edition, of Canadian Real Estate Forums magazine – provided to all In-Person attendees at the Forum at the Fairmont Royal York
- on exclusive signage at the registration desk over the two days of the event at the Fairmont Royal York
- on “Thank You to Sponsors” signage displayed prominently at the Fairmont Royal York

Canadian Real Estate Forum Magazine – Winter 2021, 30th Anniversary Edition (online digital version)

- on the “Thank You to Sponsors” page of Winter 2021 edition of Canadian Real Estate Forums magazine - promoted in newsletters and emailed to 16,500 - online version available to all industry members via the Canadian Real Estate Forums portal

Virtual Event Platform

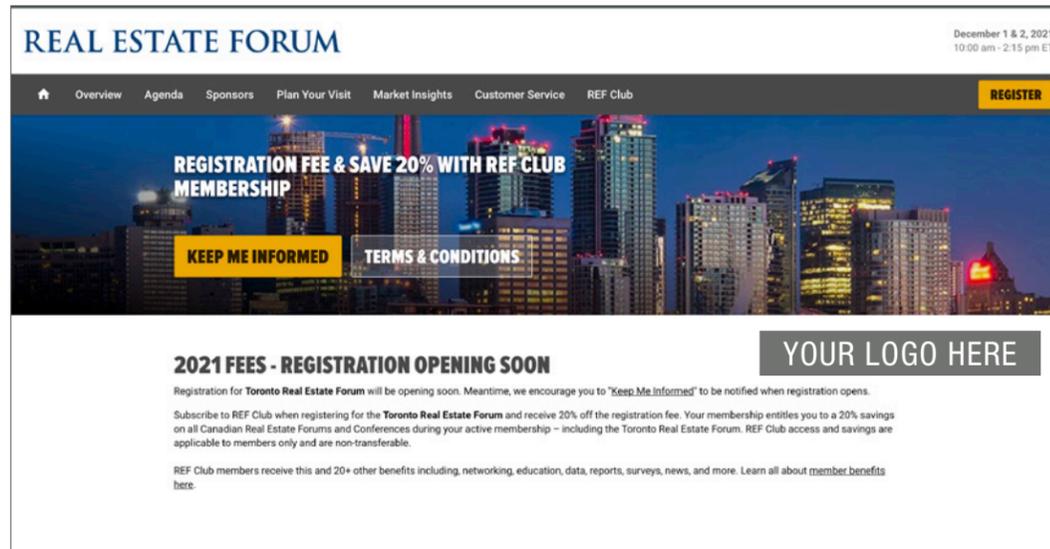
- on the home screen widget page of the entire Forum in a scrolling banner, capturing attendees attention as soon as they access the event platform
- Included in the Sponsors section of the platform - sponsors have the opportunity to build their profile, adding the following items:
 - research reports, literature and other corporate materials for attendees to download
 - 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
 - a pre-recorded Vimeo or YouTube video to run throughout the event on a loop
 - attendees will be incentivized to visit your corporate Sponsor page through gamification 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 one of three prize – annual membership to REF Club or complimentary registration to a Forum or Conference of choice will be included as prizes

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Reporting

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USB FLASH DRIVE

\$7,000 / Sponsor • 2 Opportunities

30th Anniversary
REAL ESTATE FORUM
December 1 & 2, 2021

DESCRIPTION AND SPONSOR BENEFITS

USB flash drive customized with your corporate logo. The USB flash drive will be:

- available to In-Person attendees at the Fairmont Royal York
- couriered to virtual attendees in a “swag package” several days prior to the conference (note; those that register more than 10 days out from the event will not be included in the mailing due to order lead time and shipping)

COMPLIMENTARY REGISTRATIONS

One complimentary Real Estate Forum registration – In-Person element at the Fairmont Royal York (a value of \$795)

- includes access to all In-Person elements at the Forum venue (Fairmont Royal York)
- includes access to attendees, speakers and sponsors on the virtual platform one week prior to the Forum
- includes On-Demand access (sessions only) to end December 2021
- does not include access to virtual platform or sessions being streamed on December 1 & 2

Three complimentary Real Estate Forum registrations – virtual event platform (a value of \$450 x 3 = \$1,350)

- includes access to the virtual platform and sessions, networking and activities being streamed
- includes access to attendees, speakers and sponsors on the virtual platform one week prior to the Forum
- includes access to the virtual platform, with all sessions, to end December 2021
- does not include access to any In-Person activities at the Forum venue (Fairmont Royal York)



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YOUR CORPORATE LOGO WILL BE GIVEN EXPOSURE AS FOLLOWS:

Website

- placement with sponsor acknowledgement on the Forum website for up to a nine month period on the Sponsor page
- on Sponsor page of digital promotional brochure downloadable from Forum website

Print Material

- in the onsite program handout – provided to all In-Person attendees at the Forum at the Fairmont Royal York
- on the “Thank You to Sponsors” page of Winter 2021, 30th anniversary edition, of Canadian Real Estate Forums magazine – provided to all In-Person attendees at the Forum at the Fairmont Royal York
- on the “Thank You to Sponsors” signage displayed prominently at the Fairmont Royal York

Canadian Real Estate Forum Magazine – Winter 2021, 30th Anniversary Edition (online digital version)

- on the “Thank You to Sponsors” page of Winter 2021 edition of Canadian Real Estate Forums magazine - promoted in newsletters and emailed to 16,500 - online version available to all industry members via the Canadian Real Estate Forums portal

Virtual Event Platform

- on the home screen widget page of the entire Forum on a rotating banner, capturing attendees attention as soon as they access the event platform
- Included in the Sponsors section of the platform - sponsors have the opportunity to build their profile, adding the following items:
 - research reports, literature and other corporate materials for attendees to download
 - 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
 - a pre-recorded Vimeo or YouTube video to run throughout the event on a loop
 - attendees will be incentivized to visit your corporate Sponsor page through gamification 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 one of three prize – annual membership to REF Club or complimentary registration to a Forum or Conference of choice will be included as prizes

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Reporting

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CONTINUOUS ATTENDEE COFFEE & TEA

Day 1 or Day 2

\$6,500 / Sponsor • 1 Exclusive Opportunity Day 1

\$6,000 / Sponsor • 1 Exclusive Opportunity Day 2

30th Anniversary
REAL ESTATE FORUM

December 1 & 2, 2021

DESCRIPTION AND SPONSOR BENEFITS

Sponsorship of coffee and tea continual refreshments for In-Person attendees at the Fairmont Royal York on Day 1 or Day 2. The refreshments will be available in a visible and easily accessible location immediately after the first session of the day starts, through to the end of the networking reception on Day 1 and to end of Closing Roundtable on Day 2, hence the slightly higher fee on Day 1.

Logo on exclusive signage at the refreshment stations for the duration of the day. Should any attendee ask event staff if there is coffee and tea available for them the staff will say “of course SPONSORING COMPANY NAME have made this available for you today” and show location.

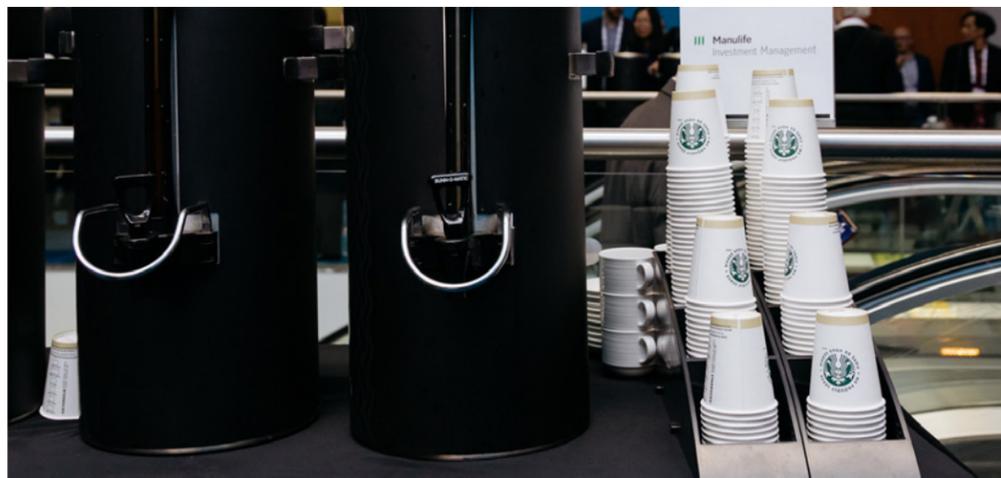
COMPLIMENTARY REGISTRATIONS

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- includes access to all In-Person elements at the Forum venue (Fairmont Royal York)
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- includes access to the virtual platform and sessions, networking and activities being streamed
- includes access to attendees, speakers and sponsors on the virtual platform one week prior to the Forum
- includes access to the virtual platform, with all sessions, to end December 2021
- does not include access to any In-Person activities at the Forum venue (Fairmont Royal York)



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YOUR CORPORATE LOGO WILL BE GIVEN EXPOSURE AS FOLLOWS:

Website

- sponsor acknowledgement on the Forum website for up to a nine month period on the Sponsor page
- on Sponsor page of digital promotional brochure downloadable from Forum website

Print Material

- in the program handout identifying sponsored refreshments – provided to all In-Person attendees at the Forum at the Fairmont Royal York on sponsors page
- on the “Thank You to Sponsors” page of Winter 2021, 30th anniversary edition, of Canadian Real Estate Forums magazine – provided to all In-Person attendees at the Forum at the Fairmont Royal York
- on “Thank You to Sponsors” signage displayed prominently at the Fairmont Royal York
- signage on refreshment stations as mentioned above

Canadian Real Estate Forum Magazine – Winter 2021, 30th Anniversary Edition (online digital version)

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Virtual Event Platform

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LANYARDS

\$6,500 / Sponsor • 1 Exclusive Opportunity

DESCRIPTION AND SPONSOR BENEFITS

Prominent logo placement on the lanyard that will be provided to all In-Person attendees at the Fairmont Royal York with their name badges. The lanyard will be available only to In-Person attendees at the Fairmont Royal York.

COMPLIMENTARY REGISTRATIONS

One complimentary Real Estate Forum registration – In-Person element at the Fairmont Royal York (a value of \$795)

- includes access to all In-Person elements at the Forum venue (Fairmont Royal York)
- includes access to attendees, speakers and sponsors on the virtual platform one week prior to the Forum
- includes On-Demand access (sessions only) to end December 2021
- does not include access to virtual platform or sessions being streamed on December 1 & 2

Three complimentary Real Estate Forum registrations – virtual event platform (a value of \$450 x 3 = \$1,350)

- includes access to the virtual platform and sessions, networking and activities being streamed
- includes access to attendees, speakers and sponsors on the virtual platform one week prior to the Forum
- includes access to the virtual platform, with all sessions, to end December 2021
- does not include access to any In-Person activities at the Forum venue (Fairmont Royal York)



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YOUR CORPORATE LOGO WILL BE GIVEN EXPOSURE AS FOLLOWS:

Website

- placement with sponsor acknowledgement on the Forum website for up to a nine month period on the Sponsor page
- on Sponsor page of digital promotional brochure downloadable from Forum website

Print Material

- in the onsite program handout – provided to all In-Person attendees at the Forum at the Fairmont Royal York
- on the “Thank You to Sponsors” page of Winter 2021, 30th anniversary edition, of Canadian Real Estate Forums magazine – provided to all In-Person attendees at the Forum at the Fairmont Royal York
- on the “Thank You to Sponsors” signage displayed prominently at the Fairmont Royal York

Canadian Real Estate Forum Magazine – Winter 2021, 30th Anniversary Edition (online digital version)

- on the “Thank You to Sponsors” page of Winter 2021 edition of Canadian Real Estate Forums magazine - promoted in newsletters and emailed to 16,500 - online version available to all industry members via the Canadian Real Estate Forums portal

Virtual Event Platform

- Included in the Sponsors section of the platform - sponsors have the opportunity to build their profile, adding the following items:
 - research reports, literature and other corporate materials for attendees to download
 - 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
 - a pre-recorded Vimeo or YouTube video to run throughout the event on a loop
 - attendees will be incentivized to visit your corporate Sponsor page through gamification 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 one of three prize – annual membership to REF Club or complimentary registration to a Forum or Conference of choice will be included as prizes

Database of Forum Delegates

- A database of all Forum delegates (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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LUNCH

Day 1 or Day 2

\$6,500 / Sponsor • 4 Opportunities (2 per Day)

30th Anniversary
REAL ESTATE FORUM
December 1 & 2, 2021

DESCRIPTION AND SPONSOR BENEFITS

Sponsorship of lunch on Day 1 or Day 2 at the Fairmont Royal York for In-Person attendees only provides the following corporate exposure.

- Verbal mention by Chair or Moderators with thanks for sponsoring the Day 1 or Day 2 luncheon
- logo on screen in plenary room during the mention
- logo on signage outside the lunchroom at the Fairmont Royal York
- logo prominently placed on table luncheon menus (outside cover and inside)
- onsite directional signage to lunch room

COMPLIMENTARY REGISTRATIONS

One complimentary Real Estate Forum registration – In-Person element at the Fairmont Royal York (a value of \$795)

- includes access to all In-Person elements at the Forum venue (Fairmont Royal York)
- includes access to attendees, speakers and sponsors on the virtual platform one week prior to the Forum
- includes On-Demand access (sessions only) to end December 2021
- does not include access to virtual platform or sessions being streamed on December 1 & 2

Three complimentary Real Estate Forum registrations – virtual event platform (a value of \$450 x 3 = \$1,350)

- includes access to the virtual platform and sessions, networking and activities being streamed
- includes access to attendees, speakers and sponsors on the virtual platform one week prior to the Forum
- includes access to the virtual platform, with all sessions, to end December 2021
- does not include access to any In-Person activities at the Forum venue (Fairmont Royal York)



Will be buffet or plated - decision will be made closer to the Forum by the organizers.

Images shown are from 2019 and for illustration purposes only.

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YOUR CORPORATE LOGO WILL BE GIVEN EXPOSURE AS FOLLOWS:

Website

- logo placement with sponsor acknowledgement on the Forum website for up to a nine month period on the following pages:
 - Program (current year – where Day 1 or 2 sponsored lunch is mentioned)
 - Sponsors
- in digital promotional brochure downloadable from Forum website

Print Material

- in the program handout – provided to all In-Person attendees at the Forum at the Fairmont Royal York on program page where lunch is mentioned and on sponsors page
- on the “Thank You to Sponsors” page of Winter 2021, 30th anniversary edition, of Canadian Real Estate Forums magazine – provided to all In-Person attendees at the Forum at the Fairmont Royal York
- on “Thank You to Sponsors” signage displayed prominently at the Fairmont Royal York

Canadian Real Estate Forum Magazine – Winter 2021, 30th Anniversary Edition (online digital version)

- on the “Thank You to Sponsors” page of Winter 2021 edition of Canadian Real Estate Forums magazine - promoted in newsletters and emailed to 16,500 - online version available to all industry members via the Canadian Real Estate Forums portal

Onsite

- prominently displayed in the main plenary room at the Fairmont Royal York throughout the Forum during lunch

Virtual Event Platform

- Included in the Sponsors section of the platform - sponsors have the opportunity to build their profile, adding the following items:
 - research reports, literature and other corporate materials for attendees to download
 - 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
 - a pre-recorded Vimeo or YouTube video to run throughout the event on a loop
 - attendees will be incentivized to visit your corporate Sponsor page through gamification 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 one of three prize – annual membership to REF Club or complimentary registration to a Forum or Conference of choice will be included as prizes

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Reporting

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NETWORKING RECEPTION

Day 1

\$6,500 / Sponsor • 3 Opportunities

30th Anniversary
REAL ESTATE FORUM
December 1 & 2, 2021

DESCRIPTION AND SPONSOR BENEFITS

Sponsorship of the **only** official Networking Reception at this year's Forum for In-Person attendees at the Fairmont Royal York taking place at the end of the Forum on Day 1. Bars, with prominent sponsor signage, will be available with beer, wine and non-alcoholic drinks for attendees as they exit the final concurrent plenary sessions that day. All attendees will receive two drink tickets with sponsor logos – acknowledging their sponsorship of the Reception.

COMPLIMENTARY REGISTRATIONS

One complimentary Real Estate Forum registration – In-Person element at the Fairmont Royal York (a value of \$795)

- includes access to all In-Person elements at the Forum venue (Fairmont Royal York)
- includes access to attendees, speakers and sponsors on the virtual platform one week prior to the Forum
- includes On-Demand access (sessions only) to end December 2021
- does not include access to virtual platform or sessions being streamed on December 1 & 2

Three complimentary Real Estate Forum registrations – virtual event platform (a value of \$450 x 3 = \$1,350)

- includes access to the virtual platform and sessions, networking and activities being streamed
- includes access to attendees, speakers and sponsors on the virtual platform one week prior to the Forum
- includes access to the virtual platform, with all sessions, to end December 2021
- does not include access to any In-Person activities at the Forum venue (Fairmont Royal York)

YOUR CORPORATE LOGO WILL BE GIVEN EXPOSURE AS FOLLOWS:

Website

- sponsor acknowledgement on the Forum website for up to a nine month period on the Sponsor page
- on Sponsor page of digital promotional brochure downloadable from Forum website

Print Material

- on previously mentioned drink tickets in description above
- on exclusive signage at the bars for the duration of the Networking Reception as previously mentioned in description above
- in the program handout identifying sponsored Networking Reception – provided to all In-Person attendees at the Forum at the Fairmont Royal York on sponsors page
- on the "Thank You to Sponsors" page of Winter 2021, 30th anniversary edition, of Canadian Real Estate Forums magazine – provided to all In-Person attendees at the Forum at the Fairmont Royal York
- on "Thank You to Sponsors" signage displayed prominently at the Fairmont Royal York

Canadian Real Estate Forum Magazine – Winter 2021, 30th Anniversary Edition (online digital version)

- on the "Thank You to Sponsors" page of Winter 2021 edition of Canadian Real Estate Forums magazine - promoted in newsletters and emailed to 16,500 - online version available to all industry members via the Canadian Real Estate Forums portal

Virtual Event Platform

- Included in the Sponsors section of the platform - sponsors have the opportunity to build their profile, adding the following items:
 - research reports, literature and other corporate materials for attendees to download
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 - provide website and social media links
 - a pre-recorded Vimeo or YouTube video to run throughout the event on a loop
 - attendees will be incentivized to visit your corporate Sponsor page through gamification 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 one of three prize – annual membership to REF Club or complimentary registration to a Forum or Conference of choice will be included as prizes

Database of Forum Delegates

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Reporting

- A custom report outlining deliverables of your sponsorship and related analytics will be provided on request



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REFRESHING HYDRATION STATION

Day 1 or Day 2

\$6,500 / Sponsor • 1 Exclusive Opportunity Day 1

\$6,000 / Sponsor • 1 Exclusive Opportunity Day 2

30th Anniversary
REAL ESTATE FORUM
December 1 & 2, 2021

DESCRIPTION AND SPONSOR BENEFITS

Sponsorship of refreshing water with citrus fruit or similar – served in jugs each morning on tables in the plenary room and outside in attractive water dispensers, different flavours of water (e.g. citrus, cucumber & mint and regular) located in the registration area. Water repeatedly replenished throughout the day for attendees to help themselves, at the Fairmont Royal York for In-Person attendees only on Day 1 or Day 2. These refreshments will be available in a visible and easily accessible location immediately after the first session of the day starts, through to the end of the networking reception on Day 1 and to end of Closing Roundtable on Day 2, hence the slightly higher fee on Day 1.

Logo on exclusive signage on each table of the plenary room thanking refreshing morning water sponsor until all attendees leave the room for lunch or a concurrent session.

Logo on exclusive signage at the refreshment stations for the duration of the day thanking the sponsor – should any attendee ask event staff if there is water available for them the staff will say “of course SPONSORING COMPANY NAME has made this available for you today” and show location.

Logo on exclusive signage on refreshing water refreshment stations provided for all concurrent sessions - highlighting sponsored item and thanking sponsor.

COMPLIMENTARY REGISTRATIONS

One complimentary Real Estate Forum registration – In-Person element at the Fairmont Royal York (a value of \$795)

- includes access to all In-Person elements at the Forum venue (Fairmont Royal York)
- includes access to attendees, speakers and sponsors on the virtual platform one week prior to the Forum
- includes On-Demand access (sessions only) to end December 2021
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Three complimentary Real Estate Forum registrations – virtual event platform (a value of \$450 x 3 = \$1,350)

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- includes access to the virtual platform, with all sessions, to end December 2021
- does not include access to any In-Person activities at the Forum venue (Fairmont Royal York)



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Website

- sponsor acknowledgement on the Forum website for up to a nine month period on the Sponsor page
- on Sponsor page of digital promotional brochure downloadable from Forum website

Print Material

- in the program handout– provided to all In-Person attendees at the Forum at the Fairmont Royal York on sponsors page
- on the “Thank You to Sponsors” page of Winter 2021, 30th anniversary edition, of Canadian Real Estate Forums magazine – provided to all In-Person attendees at the Forum at the Fairmont Royal York
- on “Thank You to Sponsors” signage displayed prominently at the Fairmont Royal York
- logo on signage as already mentioned in description above

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Virtual Event Platform

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 - research reports, literature and other corporate materials for attendees to download
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Reporting

- A custom report outlining deliverables of your sponsorship and related analytics will be provided on request

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SHOESHINE STATION

Day 1 or Day 2

\$6,500 / Sponsor • 1 Exclusive Opportunity Day 1

\$6,000 / Sponsor • 1 Exclusive Opportunity Day 2

30th Anniversary
REAL ESTATE FORUM
December 1 & 2, 2021

DESCRIPTION AND SPONSOR BENEFITS

Sponsorship of the Shoeshine Station for In-Person attendees at the Fairmont Royal York on Day 1 or Day 2. The shoeshine stations will be available in a visible and easily accessible location for the duration of the event Day 1 through to the end of the Networking Reception and to end of Closing Roundtable on Day 2. Hence the slightly higher fee on Day 1. All attendees will be provided with two shoeshine tickets with sponsor logo and acknowledgement of their sponsorship of this service to attendees. Highly visible and exclusive signage in the SHOESHINE area providing acknowledgement to sponsor on their specific day.

COMPLIMENTARY REGISTRATIONS

One complimentary Real Estate Forum registration – In-Person element at the Fairmont Royal York (a value of \$795)

- includes access to all In-Person elements at the Forum venue (Fairmont Royal York)
- includes access to attendees, speakers and sponsors on the virtual platform one week prior to the Forum
- includes On-Demand access (sessions only) to end December 2021
- does not include access to virtual platform or sessions being streamed on December 1 & 2

Three complimentary Real Estate Forum registrations – virtual event platform (a value of \$450 x 3 = \$1,350)

- includes access to the virtual platform and sessions, networking and activities being streamed
- includes access to attendees, speakers and sponsors on the virtual platform one week prior to the Forum
- includes access to the virtual platform, with all sessions, to end December 2021
- does not include access to any In-Person activities at the Forum venue (Fairmont Royal York)



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YOUR CORPORATE LOGO WILL BE GIVEN EXPOSURE AS FOLLOWS:

Website

- sponsor acknowledgement on the Forum website for up to a nine month period on the Sponsor page
- on Sponsor page of digital promotional brochure downloadable from Forum website

Print Material

- in the program handout identifying sponsored shoeshine service – provided to all In-Person attendees at the Forum at the Fairmont Royal York on sponsors page
- on the “Thank You to Sponsors” page of Winter 2021, 30th anniversary edition, of Canadian Real Estate Forums magazine – provided to all In-Person attendees at the Forum at the Fairmont Royal York
- on “Thank You to Sponsors” signage displayed prominently at the Fairmont Royal York
- on previously mentioned tickets and signage in description above

Canadian Real Estate Forum Magazine – Winter 2021, 30th Anniversary Edition (online digital version)

- on the “Thank You to Sponsors” page of Winter 2021 edition of Canadian Real Estate Forums magazine - promoted in newsletters and emailed to 16,500 - online version available to all industry members via the Canadian Real Estate Forums portal

Virtual Event Platform

- Included in the Sponsors section of the platform - sponsors have the opportunity to build their profile, adding the following items:
 - research reports, literature and other corporate materials for attendees to download
 - 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
 - a pre-recorded Vimeo or YouTube video to run throughout the event on a loop
 - attendees will be incentivized to visit your corporate Sponsor page through gamification 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 one of three prize – annual membership to REF Club or complimentary registration to a Forum or Conference of choice will be included as prizes

Database of Forum Delegates

- A database of all Forum delegates (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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COFFEE & TEA ON ARRIVAL

DAY 1 or DAY 2

\$6,000 / Sponsor • 4 Opportunities (2 per Day)

30th Anniversary
REAL ESTATE FORUM
December 1 & 2, 2021

DESCRIPTION AND SPONSOR BENEFITS

Sponsorship of morning coffee & tea served in the plenary room on arrival at the Fairmont Royal York for In-Person attendees only on Day 1 or Day 2 provides the following corporate exposure.

- Verbal mention by the Chair with thanks for sponsoring Day 1 or Day 2 coffee on arrival
- Logo on screen during the mention
- Logo on signage on all tables of the plenary room until the first break at the Fairmont Royal York

COMPLIMENTARY REGISTRATIONS

One complimentary Real Estate Forum registration – In-Person element at the Fairmont Royal York (a value of \$795)

- includes access to all In-Person elements at the Forum venue (Fairmont Royal York)
- includes access to attendees, speakers and sponsors on the virtual platform one week prior to the Forum
- includes On-Demand access (sessions only) to end December 2021
- does not include access to virtual platform or sessions being streamed on December 1 & 2

Three complimentary Real Estate Forum registrations – virtual event platform (a value of \$450 x 3 = \$1,350)

- includes access to the virtual platform and sessions, networking and activities being streamed
- includes access to attendees, speakers and sponsors on the virtual platform one week prior to the Forum
- includes access to the virtual platform, with all sessions, to end December 2021
- does not include access to any In-Person activities at the Forum venue (Fairmont Royal York)



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YOUR CORPORATE LOGO WILL BE GIVEN EXPOSURE AS FOLLOWS:

Website

- logo placement with sponsor acknowledgement on the Forum website for up to a nine month period on the following pages:
 - Program (current year – where Day 1 or 2 when coffee & tea on arrival is mentioned)
 - Sponsors
- in digital promotional brochure downloadable from Forum website

Print Material

- in the program handout – provided to all In-Person attendees at the Forum at the Fairmont Royal York on program page where lunch is mentioned and on sponsors page
- on the “Thank You to Sponsors” page of Winter 2021, 30th anniversary edition, of Canadian Real Estate Forums magazine – provided to all In-Person attendees at the Forum at the Fairmont Royal York
- on “Thank You to Sponsors” signage displayed prominently at the Fairmont Royal York
- on table signage as previously mentioned

Canadian Real Estate Forum Magazine – Winter 2021, 30th Anniversary Edition (online digital version)

- on the “Thank You to Sponsors” page of Winter 2021 edition of Canadian Real Estate Forums magazine - promoted in newsletters and emailed to 16,500 - online version available to all industry members via the Canadian Real Estate Forums portal

Virtual Event Platform

- Included in the Sponsors section of the platform - sponsors have the opportunity to build their profile, adding the following items:
 - research reports, literature and other corporate materials for attendees to download
 - 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
 - a pre-recorded Vimeo or YouTube video to run throughout the event on a loop
 - attendees will be incentivized to visit your corporate Sponsor page through gamification 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 one of three prize – annual membership to REF Club or complimentary registration to a Forum or Conference of choice will be included as prizes

Database of Forum Delegates

- A database of all Forum delegates (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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JOURNAL

\$6,000 / Sponsor • 4 Opportunities

30th Anniversary
REAL ESTATE FORUM
December 1 & 2, 2021

DESCRIPTION AND SPONSOR BENEFITS

Prominent logo placement on a quality and handy journal for note taking during the Forum. The journal will be:

- available to In-Person attendees at the Fairmont Royal York
- couriered to virtual attendees in a “swag package” several days prior to the conference (note; those that register more than 10 days out from the event will not be included in the mailing due to order lead time and shipping)

COMPLIMENTARY REGISTRATIONS

One complimentary Real Estate Forum registration – In-Person element at the Fairmont Royal York (a value of \$795)

- includes access to all In-Person elements at the Forum venue (Fairmont Royal York)
- includes access to attendees, speakers and sponsors on the virtual platform one week prior to the Forum
- includes On-Demand access (sessions only) to end December 2021
- does not include access to virtual platform or sessions being streamed on December 1 & 2

Three complimentary Real Estate Forum registrations – virtual event platform (a value of \$450 x 3 = \$1,350)

- includes access to the virtual platform and sessions, networking and activities being streamed
- includes access to attendees, speakers and sponsors on the virtual platform one week prior to the Forum
- includes access to the virtual platform, with all sessions, to end December 2021
- does not include access to any In-Person activities at the Forum venue (Fairmont Royal York)

YOUR CORPORATE LOGO WILL BE GIVEN EXPOSURE AS FOLLOWS:

Website

- placement with sponsor acknowledgement on the Forum website for up to a nine month period on the Sponsor page
- on Sponsor page of digital promotional brochure downloadable from Forum website

Print Material

- in the onsite program handout – provided to all In-Person attendees at the Forum at the Fairmont Royal York
- on the “Thank You to Sponsors” page of Winter 2021, 30th anniversary edition, of Canadian Real Estate Forums magazine – provided to all In-Person attendees at the Forum at the Fairmont Royal York
- on the “Thank You to Sponsors” signage displayed prominently at the Fairmont Royal York

Canadian Real Estate Forum Magazine – Winter 2021, 30th Anniversary Edition (online digital version)

- on the “Thank You to Sponsors” page of Winter 2021 edition of Canadian Real Estate Forums magazine - promoted in newsletters and emailed to 16,500 - online version available to all industry members via the Canadian Real Estate Forums portal

Virtual Event Platform

- on the home screen widget page of the entire Forum on a scrolling banner, capturing attendees attention as soon as they access the event platform
- Included in the Sponsors section of the platform - sponsors have the opportunity to build their profile, adding the following items:
 - research reports, literature and other corporate materials for attendees to download
 - 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
 - a pre-recorded Vimeo or YouTube video to run throughout the event on a loop
 - attendees will be incentivized to visit your corporate Sponsor page through gamification 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 one of three prize – annual membership to REF Club or complimentary registration to a Forum or Conference of choice will be included as prizes

Database of Forum Delegates

- A database of all Forum delegates (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 REFRESHMENTS

DAY 1 or DAY 2

\$6,000 / Sponsor • 4 Opportunities (2 Per Day)

30th Anniversary
REAL ESTATE FORUM
December 1 & 2, 2021

DESCRIPTION AND SPONSOR BENEFITS

Sponsorship of luncheon refreshments (drinks from the bar) on Day 1 or Day 2 at the Fairmont Royal York for In-Person attendees only provides the following corporate exposure.

- verbal mention by the Chair or Moderators with thanks for sponsoring Day 1 or Day 2 luncheon refreshments
- logo on screen in plenary room for duration of lunch
- logo on signage outside the lunchroom at the Fairmont Royal York
- logo placed on drink tickets that each attendee will receive to exchange for a drink at the bar
- logo on signage positioned visibly on each bar

COMPLIMENTARY REGISTRATIONS

One complimentary Real Estate Forum registration – In-Person element at the Fairmont Royal York (a value of \$795)

- includes access to all In-Person elements at the Forum venue (Fairmont Royal York)
- includes access to attendees, speakers and sponsors on the virtual platform one week prior to the Forum
- includes On-Demand access (sessions only) to end December 2021
- does not include access to virtual platform or sessions being streamed on December 1 & 2

Three complimentary Real Estate Forum registrations – virtual event platform (a value of \$450 x 3 = \$1,350)

- includes access to the virtual platform and sessions, networking and activities being streamed
- includes access to attendees, speakers and sponsors on the virtual platform one week prior to the Forum
- includes access to the virtual platform, with all sessions, to end December 2021
- does not include access to any In-Person activities at the Forum venue (Fairmont Royal York)



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YOUR CORPORATE LOGO WILL BE GIVEN EXPOSURE AS FOLLOWS:

Website

- logo placement with sponsor acknowledgement on the Forum website for up to a nine month period on the following pages:
 - Program (where sponsored Day 1 or 2 lunch refreshments are mentioned)
 - Sponsors
- in digital promotional brochure downloadable from Forum website

Print Material

- in the program handout – provided to all In-Person attendees at the Forum at the Fairmont Royal York on program page where luncheon refreshments are mentioned and on sponsors page
- on the "Thank You to Sponsors" page of Winter 2021, 30th anniversary edition, of Canadian Real Estate Forums magazine – provided to all In-Person attendees at the Forum at the Fairmont Royal York
- on "Thank You to Sponsors" signage displayed prominently at the Fairmont Royal York
- on tickets and bar signage previously mentioned

Canadian Real Estate Forum Magazine – Winter 2021, 30th Anniversary Edition (online digital version)

- on the "Thank You to Sponsors" page of Winter 2021 edition of Canadian Real Estate Forums magazine - promoted in newsletters and emailed to 16,500 - online version available to all industry members via the Canadian Real Estate Forums portal

Onsite

- prominently displayed in the main plenary room at the Fairmont Royal York throughout the Forum during lunch

Virtual Event Platform

- Included in the Sponsors section of the platform - sponsors have the opportunity to build their profile, adding the following items:
 - research reports, literature and other corporate materials for attendees to download
 - 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
 - a pre-recorded Vimeo or YouTube video to run throughout the event on a loop
 - attendees will be incentivized to visit your corporate Sponsor page through gamification 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 one of three prize – annual membership to REF Club or complimentary registration to a Forum or Conference of choice will be included as prizes

Database of Forum Delegates

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POST NOTES

\$6,000 / Sponsor • 2 Opportunities

30th Anniversary
REAL ESTATE FORUM
December 1 & 2, 2021

DESCRIPTION AND SPONSOR BENEFITS

Prominent logo placement on a handy post note stack. The post notes and will be:

- available to In-Person attendees at the Fairmont Royal York
- couriered to virtual attendees in a “swag package” several days prior to the conference (note; those that register more than 10 days out from the event will not be included in the mailing due to order lead time and shipping)

COMPLIMENTARY REGISTRATIONS

One complimentary Real Estate Forum registration – In-Person element at the Fairmont Royal York (a value of \$795)

- includes access to all In-Person elements at the Forum venue (Fairmont Royal York)
- includes access to attendees, speakers and sponsors on the virtual platform one week prior to the Forum
- includes On-Demand access (sessions only) to end December 2021
- does not include access to virtual platform or sessions being streamed on December 1 & 2

Three complimentary Real Estate Forum registrations – virtual event platform (a value of \$450 x 3 = \$1,350)

- includes access to the virtual platform and sessions, networking and activities being streamed
- includes access to attendees, speakers and sponsors on the virtual platform one week prior to the Forum
- includes access to the virtual platform, with all sessions, to end December 2021
- does not include access to any In-Person activities at the Forum venue (Fairmont Royal York)



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YOUR CORPORATE LOGO WILL BE GIVEN EXPOSURE AS FOLLOWS:

Website

- placement with sponsor acknowledgement on the Forum website for up to a nine month period on the Sponsor page
- on Sponsor page of digital promotional brochure downloadable from Forum website

Print Material

- in the onsite program handout – provided to all In-Person attendees at the Forum at the Fairmont Royal York
- on the “Thank You to Sponsors” page of Winter 2021, 30th anniversary edition, of Canadian Real Estate Forums magazine – provided to all In-Person attendees at the Forum at the Fairmont Royal York
- on the “Thank You to Sponsors” signage displayed prominently at the Fairmont Royal York

Canadian Real Estate Forum Magazine – Winter 2021, 30th Anniversary Edition (online digital version)

- on the “Thank You to Sponsors” page of Winter 2021 edition of Canadian Real Estate Forums magazine - promoted in newsletters and emailed to 16,500 - online version available to all industry members via the Canadian Real Estate Forums portal

Virtual Event Platform

- on the home screen widget page of the entire Forum on a scrolling banner, capturing attendees attention as soon as they access the event platform
- Included in the Sponsors section of the platform - sponsors have the opportunity to build their profile, adding the following items:
 - research reports, literature and other corporate materials for attendees to download
 - 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
 - a pre-recorded Vimeo or YouTube video to run throughout the event on a loop
 - attendees will be incentivized to visit your corporate Sponsor page through gamification 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 one of three prize – annual membership to REF Club or complimentary registration to a Forum or Conference of choice will be included as prizes

Database of Forum Delegates

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Reporting

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SWAG POUCH

\$6,000 / Sponsor • 2 Opportunities

DESCRIPTION AND SPONSOR BENEFITS

Prominent logo placement on a quality, sustainable and handy pouch that can be used for storing cables, toiletries, cell phone, and the like. The “Swag Pouch” will be:

- available to In-Person attendees at the Fairmont Royal York
- couriered to virtual attendees in a “swag package” several days prior to the conference (note; those that register more than 10 days out from the event will not be included in the mailing due to order lead time and shipping)

COMPLIMENTARY REGISTRATIONS

One complimentary Real Estate Forum registration – In-Person element at the Fairmont Royal York (a value of \$795)

- includes access to all In-Person elements at the Forum venue (Fairmont Royal York)
- includes access to attendees, speakers and sponsors on the virtual platform one week prior to the Forum
- includes On-Demand access (sessions only) to end December 2021
- does not include access to virtual platform or sessions being streamed on December 1 & 2

Three complimentary Real Estate Forum registrations – virtual event platform (a value of \$450 x 3 = \$1,350)

- includes access to the virtual platform and sessions, networking and activities being streamed
- includes access to attendees, speakers and sponsors on the virtual platform one week prior to the Forum
- includes access to the virtual platform, with all sessions, to end December 2021
- does not include access to any In-Person activities at the Forum venue (Fairmont Royal York)



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YOUR CORPORATE LOGO WILL BE GIVEN EXPOSURE AS FOLLOWS:

Website

- placement with sponsor acknowledgement on the Forum website for up to a nine month period on the Sponsor page
- on Sponsor page of digital promotional brochure downloadable from Forum website

Print Material

- in the onsite program handout – provided to all In-Person attendees at the Forum at the Fairmont Royal York
- on the “Thank You to Sponsors” page of Winter 2021, 30th anniversary edition, of Canadian Real Estate Forums magazine – provided to all In-Person attendees at the Forum at the Fairmont Royal York
- on the “Thank You to Sponsors” signage displayed prominently at the Fairmont Royal York

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- on the “Thank You to Sponsors” page of Winter 2021 edition of Canadian Real Estate Forums magazine - promoted in newsletters and emailed to 16,500 - online version available to all industry members via the Canadian Real Estate Forums portal

Virtual Event Platform

- on the home screen widget page of the entire Forum on a scrolling banner, capturing attendees attention as soon as they access the event platform
- Included in the Sponsors section of the platform - sponsors have the opportunity to build their profile, adding the following items:
 - research reports, literature and other corporate materials for attendees to download
 - 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
 - a pre-recorded Vimeo or YouTube video to run throughout the event on a loop
 - attendees will be incentivized to visit your corporate Sponsor page through gamification 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 one of three prize – annual membership to REF Club or complimentary registration to a Forum or Conference of choice will be included as prizes

Database of Forum Delegates

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Reporting

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CONCURRENT SESSION

Day 2

\$5,500 / Sponsor • 10 Opportunities

30th Anniversary
REAL ESTATE FORUM
December 1 & 2, 2021

DESCRIPTION AND SPONSOR BENEFITS

Exclusive sponsorship of one of Day 2's 10 compelling concurrent sessions.

Sponsor logo will be visible on the screen for the duration of the sponsored session.

Sponsors of their specific session will be thanked twice by a Moderator – at the start and again at the close of the session.

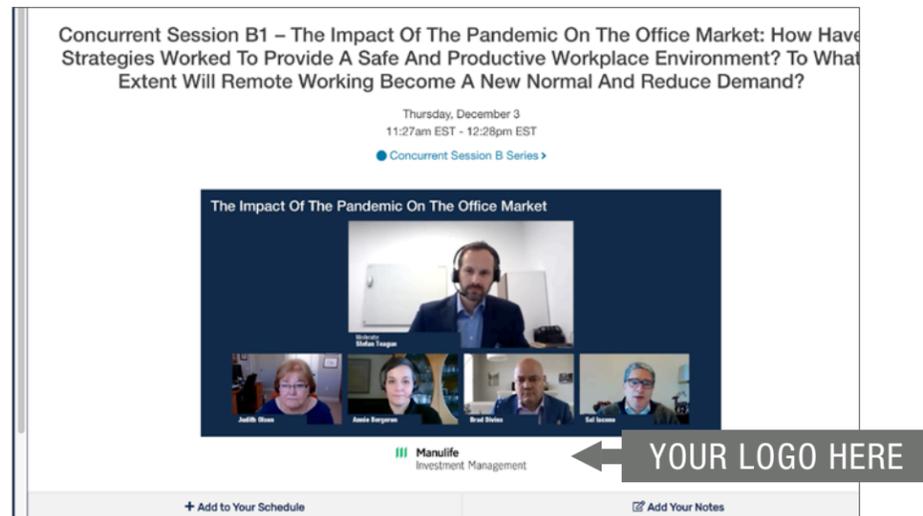
COMPLIMENTARY REGISTRATIONS

One complimentary Real Estate Forum registration – In-Person element at the Fairmont Royal York (a value of \$795)

- includes access to all In-Person elements at the Forum venue (Fairmont Royal York)
- includes access to attendees, speakers and sponsors on the virtual platform one week prior to the Forum
- includes On-Demand access (sessions only) to end December 2021
- does not include access to virtual platform or sessions being streamed on December 1 & 2

Three complimentary Real Estate Forum registrations – virtual event platform (a value of \$450 x 3 = \$1,350)

- includes access to the virtual platform and sessions, networking and activities being streamed
- includes access to attendees, speakers and sponsors on the virtual platform one week prior to the Forum
- includes access to the virtual platform, with all sessions, to end December 2021
- does not include access to any In-Person activities at the Forum venue (Fairmont Royal York)



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YOUR CORPORATE LOGO WILL BE GIVEN EXPOSURE AS FOLLOWS:

Website

• logo placement with sponsor acknowledgement on the Forum website for a nine month period on the following pages:

- Sponsors
- Program
- on program page of digital promotional brochure downloadable from Forum website
- on Sponsor page of digital promotional brochure downloadable from Forum website

Print Material

- in the onsite program handout – provided to all In-Person attendees at the Forum at the Fairmont Royal York
- on the "Thank You to Sponsors" page of Winter 2021, 30th anniversary edition, of Canadian Real Estate Forums magazine – provided to all In-Person attendees at the Forum at the Fairmont Royal York
- on the "Thank You to Sponsors" signage displayed prominently at the Fairmont Royal York
- on signage outside the concurrent session room where sponsored session is held on Day 2

Canadian Real Estate Forum Magazine – Winter 2021, 30th Anniversary Edition (online digital version)

- on the "Thank You to Sponsors" page of Winter 2021 edition of Canadian Real Estate Forums magazine - promoted in newsletters and emailed to 16,500 - online version available to all industry members via the Canadian Real Estate Forums portal

Onsite

- prominently displayed on the concurrent session room screen throughout the sponsored session at the Fairmont Royal York

Virtual Event Platform

- prominently displayed on the screen throughout the sponsored session
- on the home screen widget page of the entire Forum, capturing attendees attention as soon as they access the event platform
- placement on holding slides (when sponsored session mentioned)
- on networking lounge poster (when sponsored session mentioned)
- Included in the Sponsors section of the platform - sponsors have the opportunity to build their profile, adding the following items:
 - research reports, literature and other corporate materials for attendees to download
 - 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
 - a pre-recorded Vimeo or YouTube video to run throughout the event on a loop
 - attendees will be incentivized to visit your corporate Sponsor page through gamification 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 one of three prize – annual membership to REF Club or complimentary registration to a Forum or Conference of choice will be included as prizes

Database of Forum Delegates

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Reporting

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DAILY ATTENDEE POLL

Day 1 or Day 2

\$5,500 / Sponsor • 4 Opportunities (2 per Day)

30th Anniversary
REAL ESTATE FORUM
December 1 & 2, 2021

DESCRIPTION AND SPONSOR BENEFITS

Daily attendee poll, collecting sentiments and forecasts from participants on a series of 3 – 4 pertinent questions per day relating to the CRE. The polls will run in both the live and virtual audiences. The results will be combined and announced with acknowledgement to the sponsors by the Chair close to the end of Day 1 and again on Day 2. Sponsors will be acknowledged on table signage at the Fairmont with instructions on how to participate and on the virtual platform on the main screen in Live - Happening Now and in-app messages.

COMPLIMENTARY REGISTRATIONS

One complimentary Real Estate Forum registration – In-Person element at the Fairmont Royal York (a value of \$795)

- includes access to all In-Person elements at the Forum venue (Fairmont Royal York)
- includes access to attendees, speakers and sponsors on the virtual platform one week prior to the Forum
- includes On-Demand access (sessions only) to end December 2021
- does not include access to virtual platform or sessions being streamed on December 1 & 2

Three complimentary Real Estate Forum registrations – virtual event platform (a value of \$450 x 3 = \$1,350)

- includes access to the virtual platform and sessions, networking and activities being streamed
- includes access to attendees, speakers and sponsors on the virtual platform one week prior to the Forum
- includes access to the virtual platform, with all sessions, to end December 2021
- does not include access to any In-Person activities at the Forum venue (Fairmont Royal York)

YOUR CORPORATE LOGO WILL BE GIVEN EXPOSURE AS FOLLOWS:

Website

- logo placement with sponsor acknowledgement on the Forum website for up to a nine month period on the following pages:
 - Program
 - Sponsors
- on Sponsor page of digital promotional brochure downloadable from Forum website

Social Media

- included on social media across Twitter and LinkedIn posts associated with the Poll results at the Forum

Print Material

- in the onsite program handout – provided to all In-Person attendees at the Forum at the Fairmont Royal York
- on the “Thank You to Sponsors” page of Winter 2021, 30th anniversary edition, of Canadian Real Estate Forums magazine – provided to all In-Person attendees at the Forum at the Fairmont Royal York
- on “Thank You to Sponsors” signage displayed prominently at the Fairmont Royal York
- on table signage mentioned in description above

Canadian Real Estate Forum Magazine – Winter 2021, 30th Anniversary Edition (online digital version)

- on the “Thank You to Sponsors” page of Winter 2021 edition of Canadian Real Estate Forums magazine - promoted in newsletters and emailed to 16,500 - online version available to all industry members via the Canadian Real Estate Forums portal

Onsite

- prominently displayed in the main plenary room at the Fairmont Royal York during the Daily Poll result presentation the Forum - this will also relay to the Forum virtual platform

Virtual Event Platform

- on the home screen widget page of the entire Forum in a scrolling banner, capturing attendees attention as soon as they access the event platform
- numerous placement on holding slides (directional and between sessions) encouraging attendees to participate
- in networking lounge home screen poster
- Included in the Sponsors section of the platform - sponsors have the opportunity to build their profile, adding the following items:
 - research reports, literature and other corporate materials for attendees to download
 - 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
 - a pre-recorded Vimeo or YouTube video to run throughout the event on a loop
 - attendees will be incentivized to visit your corporate Sponsor page through gamification 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 one of three prize – annual membership to REF Club or complimentary registration to a Forum or Conference of choice will be included as prizes

Database of Forum Delegates

- A database of all Forum delegates (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 and related analytics will be provided on request



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To reserve your corporate sponsorship, contact **George Przybylowski**

Tel: 416.512.3813 • Email: george.przybylowski@informa.com • Website: realestateforums.com

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NETWORKING LOUNGE (VIRTUAL)

\$5,500 / Sponsor • 2 Opportunities

30th Anniversary
REAL ESTATE FORUM
December 1 & 2, 2021

DESCRIPTION AND SPONSOR BENEFITS

The primary networking lounge of the Forum for virtual attendees will be branded with the corporate names and logos of the two sponsors. This lounge is where virtual attendees connect live with speakers, experts, sponsors and other attendees. Outside of sessions the Networking Lounge is the most visited component of the platform during a virtual event. This sponsorship includes: a verbal acknowledgment by the conference Chair or Panel Moderator, acknowledgment on holding slides, on the Networking Lounge landing poster and in the Networking Lounge.

COMPLIMENTARY REGISTRATIONS

One complimentary Real Estate Forum registration – In-Person element at the Fairmont Royal York (a value of \$795)

- includes access to all In-Person elements at the Forum venue (Fairmont Royal York)
- includes access to attendees, speakers and sponsors on the virtual platform one week prior to the Forum
- includes On-Demand access (sessions only) to end December 2021
- does not include access to virtual platform or sessions being streamed on December 1 & 2

Three complimentary Real Estate Forum registrations – virtual event platform (a value of \$450 x 3 = \$1,350)

- includes access to the virtual platform and sessions, networking and activities being streamed
- includes access to attendees, speakers and sponsors on the virtual platform one week prior to the Forum
- includes access to the virtual platform, with all sessions, to end December 2021
- does not include access to any In-Person activities at the Forum venue (Fairmont Royal York)

YOUR CORPORATE LOGO WILL BE GIVEN EXPOSURE AS FOLLOWS:

Website

- logo placement with sponsor acknowledgement on the Forum website for up to a nine month period on the following pages:
 - Program
 - Sponsors
- on Sponsor page of digital promotional brochure downloadable from Forum website

Print Material

- in the onsite program handout – provided to all In-Person attendees at the Forum at the Fairmont Royal York
- on the “Thank You to Sponsors” page of Winter 2021, 30th anniversary edition, of Canadian Real Estate Forums magazine – provided to all In-Person attendees at the Forum at the Fairmont Royal York
- on “Thank You to Sponsors” signage displayed prominently at the Fairmont Royal York

Canadian Real Estate Forum Magazine – Winter 2021, 30th Anniversary Edition (online digital version)

- on the “Thank You to Sponsors” page of Winter 2021 edition of Canadian Real Estate Forums magazine - promoted in newsletters and emailed to 16,500 - online version available to all industry members via the Canadian Real Estate Forums portal

Virtual Event Platform

- on the home screen widget page of the entire Forum on a scrolling banner, capturing attendees attention as soon as they access the event platform
- numerous placement on holding slides (directional and between sessions)
- on networking lounge poster
- in networking lounge
- Included in the Sponsors section of the platform - sponsors have the opportunity to build their profile, adding the following items:
 - research reports, literature and other corporate materials for attendees to download
 - 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
 - a pre-recorded Vimeo or YouTube video to run throughout the event on a loop
 - attendees will be incentivized to visit your corporate Sponsor page through gamification 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 one of three prize – annual membership to REF Club or complimentary registration to a Forum or Conference of choice will be included as prizes

Database of Forum Delegates

- A database of all Forum delegates (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 and related analytics will be provided on request

WELCOME THE NETWORKING ZOOM LOUNGE

TIPS TO NETWORK

- Change your Zoom name to "Company - Name".
- Turn on your cam and chat away!
- If you need a breakout room, please let the host know.

NEXT UP IN THE LOUNGE

Meet with our guests:
11:40 - 12:00 EDT

Noah Rechtsman
EXECUTIVE VICE PRESIDENT
INVESTMENTS
HULLMARK

ENGAGE-TO-WIN CODE

PSHDXJ

metergy SOLUTIONS

International Airport Authority Ottawa Administration de l'aéroport international Ottawa

Networking Zoom Lounge Sponsors

REAL ESTATE FORUMS CLUB
Delivering MARKET INTELLIGENCE, BUSINESS DEVELOPMENT and COMMUNITY CONNECTIONS in real time
JOIN TODAY
Click Join REF Club on the Land & Development Conference navigation panel and take it from there!

Land & Development
Residential • Office • Retail • Industrial

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OPENING REMARKS DAY 1 & CLOSING REMARKS DAY 2

\$5,500 / Sponsor • 2 Opportunities

30th Anniversary
REAL ESTATE FORUM
December 1 & 2, 2021

DESCRIPTION AND SPONSOR BENEFITS

Exclusive sponsorship of Opening and Closing Remarks by a Forum Chair at the start and conclusion of the 30th annual Real Estate Forum.

- sponsor logo will be shown on screen during sponsored remarks
- Chair will verbally thank sponsor

COMPLIMENTARY REGISTRATIONS

One complimentary Real Estate Forum registration – In-Person element at the Fairmont Royal York (a value of \$795)

- includes access to all In-Person elements at the Forum venue (Fairmont Royal York)
- includes access to attendees, speakers and sponsors on the virtual platform one week prior to the Forum
- includes On-Demand access (sessions only) to end December 2021
- does not include access to virtual platform or sessions being streamed on December 1 & 2

Three complimentary Real Estate Forum registrations – virtual event platform (a value of \$450 x 3 = \$1,350)

- includes access to the virtual platform and sessions, networking and activities being streamed
- includes access to attendees, speakers and sponsors on the virtual platform one week prior to the Forum
- includes access to the virtual platform, with all sessions, to end December 2021
- does not include access to any In-Person activities at the Forum venue (Fairmont Royal York)



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YOUR CORPORATE LOGO WILL BE GIVEN EXPOSURE AS FOLLOWS:

Website

- logo placement with sponsor acknowledgement on the Forum website for up to a nine month period on the following pages:
 - Program
 - Sponsors
- on Sponsor page of digital promotional brochure downloadable from Forum website

Print Material

- in the onsite program handout – provided to all In-Person attendees at the Forum at the Fairmont Royal York
- on the “Thank You to Sponsors” page of Winter 2021, 30th anniversary edition, of Canadian Real Estate Forums magazine – provided to all In-Person attendees at the Forum at the Fairmont Royal York
- on the “Thank You to Sponsors” signage displayed prominently at the Fairmont Royal York
- on signage outside the plenary room on the day of the Opening or Closing Remarks – when mentioned

Canadian Real Estate Forum Magazine – Winter 2021, 30th Anniversary Edition (online digital version)

- on the “Thank You to Sponsors” page of Winter 2021 edition of Canadian Real Estate Forums magazine - promoted in newsletters and emailed to 16,500 - online version available to all industry members via the Canadian Real Estate Forums portal

Onsite

- prominently displayed on the plenary room screen throughout the Opening or Closing Remarks at the Fairmont Royal York

Virtual Event Platform

- prominently displayed on the screen throughout the opening or closing remarks
- on the home screen widget page of the entire Forum in a scrolling banner, capturing attendees attention as soon as they access the event platform
- placement on holding slides (when opening or closing remarks are mentioned)
- on networking lounge poster (when opening or closing remarks are mentioned)
- Included in the Sponsors section of the platform - sponsors have the opportunity to build their profile, adding the following items:
 - research reports, literature and other corporate materials for attendees to download
 - 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
 - a pre-recorded Vimeo or YouTube video to run throughout the event on a loop
 - attendees will be incentivized to visit your corporate Sponsor page through gamification 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 one of three prize – annual membership to REF Club or complimentary registration to a Forum or Conference of choice will be included as prizes

Database of Forum Delegates

- A database of all Forum delegates (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 and related analytics will be provided on request

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OPENING VIDEO

30TH ANNIVERSARY EDITION

\$5,500 / Sponsor • 1 Exclusive Opportunity

30th Anniversary
REAL ESTATE FORUM
December 1 & 2, 2021

DESCRIPTION AND SPONSOR BENEFITS

Exclusive sponsorship of the Opening Video for the 30th Anniversary of the annual Real Estate Forum. Quality video about the industry over the past 30 years highlighting some of the significant events that impacted the industry, including 2021. Introduction and sponsor acknowledgement at the start of the Forum by a Chair.

COMPLIMENTARY REGISTRATIONS

One complimentary Real Estate Forum registration – In-Person element at the Fairmont Royal York (a value of \$795)

- includes access to all In-Person elements at the Forum venue (Fairmont Royal York)
- includes access to attendees, speakers and sponsors on the virtual platform one week prior to the Forum
- includes On-Demand access (sessions only) to end December 2021
- does not include access to virtual platform or sessions being streamed on December 1 & 2

Three complimentary Real Estate Forum registrations – virtual event platform (a value of \$450 x 3 = \$1,350)

- includes access to the virtual platform and sessions, networking and activities being streamed
- includes access to attendees, speakers and sponsors on the virtual platform one week prior to the Forum
- includes access to the virtual platform, with all sessions, to end December 2021
- does not include access to any In-Person activities at the Forum venue (Fairmont Royal York)

YOUR CORPORATE LOGO WILL BE GIVEN EXPOSURE AS FOLLOWS:

Website

- logo placement with sponsor acknowledgement on the Forum website for up to a nine month period on the following pages:
 - Program
 - Sponsors
- on Sponsor page of digital promotional brochure downloadable from Forum website

Print Material

- in the onsite program handout – provided to all In-Person attendees at the Forum at the Fairmont Royal York
- on the “Thank You to Sponsors” page of Winter 2021, 30th anniversary edition, of Canadian Real Estate Forums magazine – provided to all In-Person attendees at the Forum at the Fairmont Royal York
- on the “Thank You to Sponsors” signage displayed prominently at the Fairmont Royal York
- on program signage outside the plenary room on Day 1 – when video mentioned

Canadian Real Estate Forum Magazine – Winter 2021, 30th Anniversary Edition (online digital version)

- on the “Thank You to Sponsors” page of Winter 2021 edition of Canadian Real Estate Forums magazine - promoted in newsletters and emailed to 16,500 - online version available to all industry members via the Canadian Real Estate Forums portal

Onsite

- prominently displayed on the plenary room screen throughout the Opening Video at the Fairmont Royal York

Virtual Event Platform

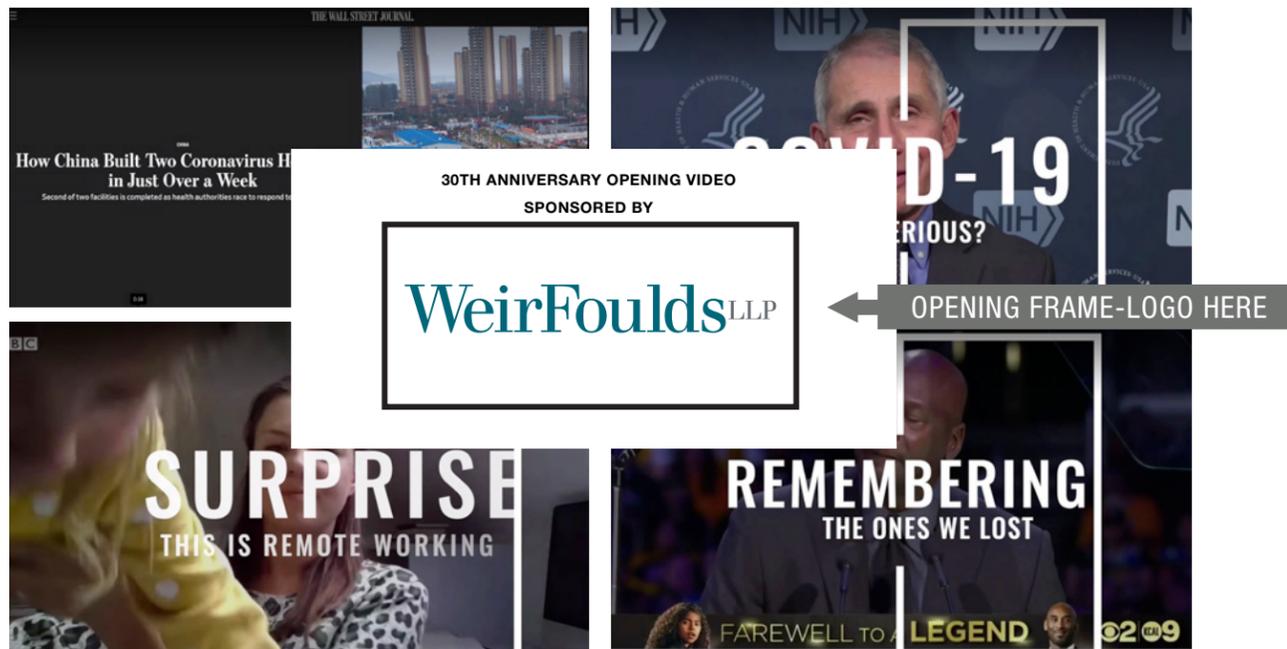
- prominently displayed on the screen throughout the Opening Video
- on the home screen widget page of the entire Forum in a scrolling banner, capturing attendees attention as soon as they access the event platform
- placement on holding slides (when Opening Video is mentioned)
- on networking lounge poster (when Opening Video is mentioned)
- Included in the Sponsors section of the platform - sponsors have the opportunity to build their profile, adding the following items:
 - research reports, literature and other corporate materials for attendees to download
 - 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
 - a pre-recorded Vimeo or YouTube video to run throughout the event on a loop
 - attendees will be incentivized to visit your corporate Sponsor page through gamification 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 one of three prize – annual membership to REF Club or complimentary registration to a Forum or Conference of choice will be included as prizes

Database of Forum Delegates

- A database of all Forum delegates (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 and related analytics will be provided on request



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ATTENDEE FEEDBACK SURVEY

\$5,500 / Sponsor • 1 Exclusive Opportunity

DESCRIPTION AND SPONSOR BENEFITS

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 during Closing Comments. Logo on the emails and on landing page of the survey with sponsor acknowledgement.

COMPLIMENTARY REGISTRATIONS

One complimentary Real Estate Forum registration – In-Person element at the Fairmont Royal York (a value of \$795)

- includes access to all In-Person elements at the Forum venue (Fairmont Royal York)
- includes access to attendees, speakers and sponsors on the virtual platform one week prior to the Forum
- includes On-Demand access (sessions only) to end December 2021
- does not include access to virtual platform or sessions being streamed on December 1 & 2

Three complimentary Real Estate Forum registrations – virtual event platform (a value of \$450 x 3 = \$1,350)

- includes access to the virtual platform and sessions, networking and activities being streamed
- includes access to attendees, speakers and sponsors on the virtual platform one week prior to the Forum
- includes access to the virtual platform, with all sessions, to end December 2021
- does not include access to any In-Person activities at the Forum venue (Fairmont Royal York)

YOUR CORPORATE LOGO WILL BE GIVEN EXPOSURE AS FOLLOWS:

Website

- logo placement with sponsor acknowledgement on the Forum website for up to a nine month period on the Sponsor page
- on Sponsor page of digital promotional brochure downloadable from Forum website

Print Material

- in the onsite program handout – provided to all In-Person attendees at the Forum at the Fairmont Royal York
- on the “Thank You to Sponsors” page of Winter 2021, 30th anniversary edition, of Canadian Real Estate Forums magazine – provided to all In-Person attendees at the Forum at the Fairmont Royal York
- on the “Thank You to Sponsors” signage displayed prominently at the Fairmont Royal York

Canadian Real Estate Forum Magazine – Winter 2021, 30th Anniversary Edition (online digital version)

- on the “Thank You to Sponsors” page of Winter 2021 edition of Canadian Real Estate Forums magazine - promoted in newsletters and emailed to 16,500 - online version available to all industry members via the Canadian Real Estate Forums portal

Onsite

- on slide displayed on the plenary room screen during Closing Comments when Attendee Feedback Survey is mentioned

Virtual Event Platform

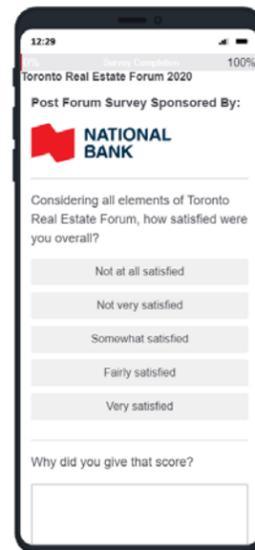
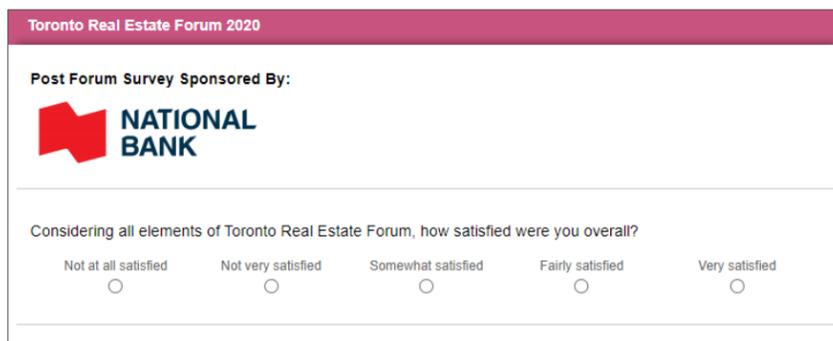
- on the home screen widget page of the entire Forum on a scrolling banner, capturing attendees attention as soon as they access the event platform
- placement on holding slide (when Attendee Feedback Survey is mentioned)
- Included in the Sponsors section of the platform - sponsors have the opportunity to build their profile, adding the following items:
 - research reports, literature and other corporate materials for attendees to download
 - 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
 - a pre-recorded Vimeo or YouTube video to run throughout the event on a loop
 - attendees will be incentivized to visit your corporate Sponsor page through gamification 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 one of three prize – annual membership to REF Club or complimentary registration to a Forum or Conference of choice will be included as prizes

Database of Forum Delegates

- A database of all Forum delegates (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 and related analytics will be provided on request



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TOTE BAG

\$5,500 / Sponsor • 2 Opportunities

DESCRIPTION AND SPONSOR BENEFITS

Prominent logo placement on a quality tote bag for In-Person attendees to carry their items (program, journal, pen, magazine, etc.) during the Forum. The tote bag will be available only to In-Person attendees at the Fairmont Royal York at the Registration Desk.

COMPLIMENTARY REGISTRATIONS

One complimentary Real Estate Forum registration – In-Person element at the Fairmont Royal York (a value of \$795)

- includes access to all In-Person elements at the Forum venue (Fairmont Royal York)
- includes access to attendees, speakers and sponsors on the virtual platform one week prior to the Forum
- includes On-Demand access (sessions only) to end December 2021
- does not include access to virtual platform or sessions being streamed on December 1 & 2

Three complimentary Real Estate Forum registrations – virtual event platform (a value of \$450 x 3 = \$1,350)

- includes access to the virtual platform and sessions, networking and activities being streamed
- includes access to attendees, speakers and sponsors on the virtual platform one week prior to the Forum
- includes access to the virtual platform, with all sessions, to end December 2021
- does not include access to any In-Person activities at the Forum venue (Fairmont Royal York)



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YOUR CORPORATE LOGO WILL BE GIVEN EXPOSURE AS FOLLOWS:

Website

- placement with sponsor acknowledgement on the Forum website for up to a nine month period on the Sponsor page
- on Sponsor page of digital promotional brochure downloadable from Forum website

Print Material

- in the onsite program handout – provided to all In-Person attendees at the Forum at the Fairmont Royal York
- on the “Thank You to Sponsors” page of Winter 2021, 30th anniversary edition, of Canadian Real Estate Forums magazine – provided to all In-Person attendees at the Forum at the Fairmont Royal York
- on the “Thank You to Sponsors” signage displayed prominently at the Fairmont Royal York

Canadian Real Estate Forum Magazine – Winter 2021, 30th Anniversary Edition (online digital version)

- on the “Thank You to Sponsors” page of Winter 2021 edition of Canadian Real Estate Forums magazine - promoted in newsletters and emailed to 16,500 - online version available to all industry members via the Canadian Real Estate Forums portal

Virtual Event Platform

- Included in the Sponsors section of the platform - sponsors have the opportunity to build their profile, adding the following items:
 - research reports, literature and other corporate materials for attendees to download
 - 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
 - a pre-recorded Vimeo or YouTube video to run throughout the event on a loop
 - attendees will be incentivized to visit your corporate Sponsor page through gamification 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 one of three prize – annual membership to REF Club or complimentary registration to a Forum or Conference of choice will be included as prizes

Database of Forum Delegates

- A database of all Forum delegates (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 and related analytics will be provided on request

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SPEAKER VIDEO SERIES

\$4,750 / Sponsor • 4 Opportunities

30th Anniversary
REAL ESTATE FORUM
December 1 & 2, 2021

DESCRIPTION AND SPONSOR BENEFITS

Over the two day Forum, four key speakers will be interviewed on pertinent questions relating to Forum content in the lobby area, close to the plenary room. The logos of the four sponsors will be shown behind the speakers on a step and repeat backdrop and also showcased at the beginning of each edited video. The Speaker Video Series will be loaded onto the Canadian Real Estate Forums portal and linked from the event website. Speaker Video Series are hosted on the Canadian Real Estate conferences Vimeo channel and promoted through various channels including the web portal, emails, newsletter (distribution of 16,500) and social media channels. Great exposure for the sponsoring organizations. More benefits associated with this sponsorship can be found below.

COMPLIMENTARY REGISTRATIONS

One complimentary Real Estate Forum registration – In-Person element at the Fairmont Royal York (a value of \$795)

- includes access to all In-Person elements at the Forum venue (Fairmont Royal York)
- includes access to attendees, speakers and sponsors on the virtual platform one week prior to the Forum
- includes On-Demand access (sessions only) to end December 2021
- does not include access to virtual platform or sessions being streamed on December 1 & 2

Three complimentary Real Estate Forum registrations – virtual event platform (a value of \$450 x 3 = \$1,350)

- includes access to the virtual platform and sessions, networking and activities being streamed
- includes access to attendees, speakers and sponsors on the virtual platform one week prior to the Forum
- includes access to the virtual platform, with all sessions, to end December 2021
- does not include access to any In-Person activities at the Forum venue (Fairmont Royal York)



YOUR CORPORATE LOGO WILL BE GIVEN EXPOSURE AS FOLLOWS:

Website

- placement with sponsor acknowledgement on the Forum website for up to a nine month period on the Sponsor page
- Speaker Video Series showcased as detailed above under description
- on Sponsor page of digital promotional brochure downloadable from Forum website

Social Media

- included on social media across Twitter and LinkedIn posts highlighting and promoting the Speaker Video Series

Print Material

- in the onsite program handout – provided to all In-Person attendees at the Forum at the Fairmont Royal York
- on the “Thank You to Sponsors” page of Winter 2021, 30th anniversary edition, of Canadian Real Estate Forums magazine – provided to all In-Person attendees at the Forum at the Fairmont Royal York
- on “Thank You to Sponsors” signage displayed prominently at the Fairmont Royal York

Canadian Real Estate Forum Magazine – Winter 2021, 30th Anniversary Edition (online digital version)

- on the “Thank You to Sponsors” page of Winter 2021 edition of Canadian Real Estate Forums magazine - promoted in newsletters and emailed to 16,500 - online version available to all industry members via the Canadian Real Estate Forums portal

Onsite

- Step and repeat backdrop with the four sponsor logos displayed in the high traffic lobby area for the duration of the Forum behind the interview location

Virtual Event Platform

- on the home screen widget page of the entire Forum in a scrolling banner, capturing attendees attention as soon as they access the event platform
- Included in the Sponsors section of the platform - sponsors have the opportunity to build their profile, adding the following items:
 - research reports, literature and other corporate materials for attendees to download
 - 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
 - a pre-recorded Vimeo or YouTube video to run throughout the event on a loop
 - attendees will be incentivized to visit your corporate Sponsor page through gamification 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 one of three prize – annual membership to REF Club or complimentary registration to a Forum or Conference of choice will be included as prizes

Database of Forum Delegates

- A database of all Forum delegates (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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PODCAST

\$4,500 / Sponsor • 2 Opportunity

30th Anniversary
REAL ESTATE FORUM
December 1 & 2, 2021

DESCRIPTION AND SPONSOR BENEFITS

Two key speakers will be interviewed onsite at the Forum by knowledgeable and seasoned podcast producers from the industry. Sponsor corporate logo will be showcased in the podcast series section on the Canadian Real Estate Forums portal and promoted through various channels including the web portal, newsletter and social media channels.

Signage with sponsor logos will be prominently displayed at the podcast recording site in the lobby close to the plenary room.

COMPLIMENTARY REGISTRATIONS

One complimentary Real Estate Forum registration – In-Person element at the Fairmont Royal York (a value of \$795)

- includes access to all In-Person elements at the Forum venue (Fairmont Royal York)
- includes access to attendees, speakers and sponsors on the virtual platform one week prior to the Forum
- includes On-Demand access (sessions only) to end December 2021
- does not include access to virtual platform or sessions being streamed on December 1 & 2

Three complimentary Real Estate Forum registrations – virtual event platform (a value of \$450 x 3 = \$1,350)

- includes access to the virtual platform and sessions, networking and activities being streamed
- includes access to attendees, speakers and sponsors on the virtual platform one week prior to the Forum
- includes access to the virtual platform, with all sessions, to end December 2021
- does not include access to any In-Person activities at the Forum venue (Fairmont Royal York)

YOUR CORPORATE LOGO WILL BE GIVEN EXPOSURE AS FOLLOWS:

Website

- placement with sponsor acknowledgement on the Forum website for up to a nine month period on the Sponsor page
- Podcast showcased as detailed above under description
- on Sponsor page of digital promotional brochure downloadable from Forum website

Social Media

- included on social media across Twitter and LinkedIn posts highlighting and promoting the Podcasts

Print Material

- in the onsite program handout – provided to all In-Person attendees at the Forum at the Fairmont Royal York
- on the “Thank You to Sponsors” page of Winter 2021, 30th anniversary edition, of Canadian Real Estate Forums magazine – provided to all In-Person attendees at the Forum at the Fairmont Royal York
- on “Thank You to Sponsors” signage displayed prominently at the Fairmont Royal York

Canadian Real Estate Forum Magazine – Winter 2021, 30th Anniversary Edition (online digital version)

- on the “Thank You to Sponsors” page of Winter 2021 edition of Canadian Real Estate Forums magazine - promoted in newsletters and emailed to 16,500 - online version available to all industry members via the Canadian Real Estate Forums portal

Onsite

- Signage with sponsor logos displayed in the high traffic lobby area for the duration of the Forum next to the podcast interview location

Virtual Event Platform

- on the home screen widget page of the entire Forum in a scrolling banner, capturing attendees attention as soon as they access the event platform
- Included in the Sponsors section of the platform - sponsors have the opportunity to build their profile, adding the following items:
 - research reports, literature and other corporate materials for attendees to download
 - 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
 - a pre-recorded Vimeo or YouTube video to run throughout the event on a loop
 - attendees will be incentivized to visit your corporate Sponsor page through gamification 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 one of three prize – annual membership to REF Club or complimentary registration to a Forum or Conference of choice will be included as prizes

Database of Forum Delegates

- A database of all Forum delegates (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 and related analytics will be provided on request



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

To reserve your corporate sponsorship, contact **George Przybylowski**

Tel: 416.512.3813 • Email: george.przybylowski@informa.com • Website: realestateforums.com

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SIGNATURE

\$4,000 / Sponsor • 5 Opportunities

SPONSOR BENEFITS

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

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Hybrid Format - December 1 & 2, 2021

Fairmont Royal York Toronto - In-Person

Virtual Platform - Remote Attendees

Thank you for considering our
sponsorship opportunities for 2021.
We look forward to welcoming you!

More Information

George Przybylowski
Vice President, Real Estate

Email: george.przybylowski@informa.com

Tel: 416.512.3813

Website: realestateforums.com

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