

VANCOUVER REAL ESTATE FORUM

April 14 & 15, 2021

www.realestateForums.com

2021 CORPORATE SPONSORSHIP PROGRAM



**Interest in This Market is Significant: Over 940 Executives
Participated Virtually in 2020**

A NEW APPROACH THAT FITS UNPRECEDENTED TIMES

THE VANCOUVER REAL ESTATE Forum

Until it's safe for us to meet once again face-to-face; and following the outstanding feedback from the 2020 virtual Vancouver Forum, we bring 2021 in virtual format.

The same top quality experience you have come to expect from the Vancouver Real Estate Forum as over the past 27 years. The Forum program will include even more opportunities for networking, sharing, connecting and building knowledge as we hopefully start moving out of pandemic lockdowns and into the new normal.

Once again an exceptional experience for the sponsor and attendees – based on the unique market conditions of 2021.

Sustainable, safe and loaded with even more value, the virtual Vancouver Real Estate Forum means deeper access to compelling topics, market intelligence on demand that fits the attendees schedule, and multiple dynamic opportunities for connecting in networking-rich between owners, developers, investors, lenders, lawyers, brokers and other intermediaries – five days prior to the Forum, throughout the two days, and following the event.

This Forum has developed this reputation by offering high-quality speakers and an insightful program focusing on key issues, challenges and opportunities in office, industrial, multi-residential and retail in the Vancouver and the Lower Mainland markets. The topics are always of particular interest to real estate owners, investors, developers, lenders, brokers and other intermediaries both locally as well as from across Canada.

While Vancouver has been evolving into a very dynamic market, a key question is what will spring 2021 bring across the major property classes? Answers to this question will be integrated throughout the Forum.

Join a wide range of executives and sponsor organizations from across Canada to learn how and why this market has exceeded many expectations – does that remain the case?

A superb opportunity for sponsors to get their Brand out front and noticed – in a time of uncertainty.

TESTIMENT TO THE VALUE AND SUCCESS OF CANADIAN REAL ESTATE FORUMS VIRTUAL EVENTS

On Real Estate Virtual Event Space:

“Loved the online format. I attended far more sessions than I would have, had the Forum been in person. Also, I felt more engaged with the speakers - being able to see them up close, rather than on a small screen while sitting at the back of a large room.”

On Overall Experience:

“Given this has been a ‘needle moving’ year for everyone the content of this Forum is one of the most impactful we’ve had in years. Really enjoying and benefiting from the content and insights. Thanks to all.”

On Thought Leadership:

“Congratulations for an outstanding virtual Forum that provided a lot of value to the participants and attendees. I've had very good feedback from my broker team that attended.”

MORE INFORMATION

Ben Carson
Show Manager | Canada

Email: ben.carson@informa.com • **Tel:** 604.789.8267 • **Website:** realestateforums.com

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

Expand Your Network – With No Travel Costs

Engage in business discussions, chat directly with industry leaders, and make the connections you need to thrive as the Canadian real estate market continues rapidly evolves. Populate a fully branded sponsorship page dedicated to your organization. Here you can insert an overview of your organization and its mission and/or offering, load an informational video, published research, brochures, website and social media links, add appropriate staff contact details making it easy for participants to connect organize meetings, 1:1's and collaborate with the right people on your team.

Extended Brand Exposure – With Measurable ROI

Make an impression on an audience of decision-makers before, during and after the event. Benefit from a post event report which will give you insights and leads based on how many people dropped into your lounge or requested meetings with your colleagues.

The Vancouver Real Estate Forum is being designed to ensure that sponsors receive maximum corporate exposure to all of the attendees at the event. Each sponsorship level will offer a different package of value-added benefits for a participating corporation.

The 2021 sponsorship program represents a unique marketing opportunity or companies that want to reach the “who's who” in this significant market.

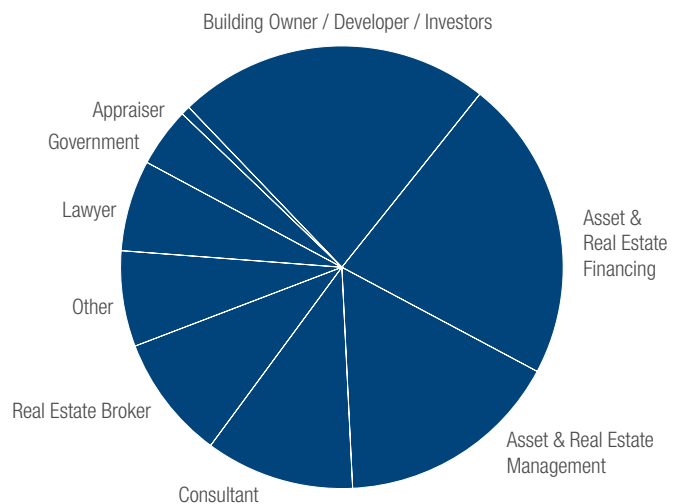
Increase brand awareness, raise your corporate profile and reinforce your organization's reputation to your target clients by aligning your logo alongside the largest annual Forum focusing on the Vancouver market.

Sponsorship packages are designed to fit every budget offer a range of benefits – not only will you receive ongoing benefits and a copy of the attendee database but a number of your colleagues will also have complimentary access. See the following pages for full details

Increase brand awareness, raise your corporate profile and reinforce your organization's reputation to your target clients by aligning your logo alongside the largest annual Forum focusing on by bringing together owners and investors with sources of public and private equity and debt financing in the Canadian real estate market.

Sponsorship packages are designed to fit every budget offer a range of benefits – not only will you receive ongoing benefits and a copy of the attendee database, you will receive a number of complimentary access passes to allocate to colleagues. See the following pages for full details.

WHO WILL ATTEND



VANCOUVER REAL ESTATE FORUM

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THANK YOU TO THE ONGOING COMMITMENT FROM OUR
SPONSORS IN 2020

Platinum



Gold



PropTech

Young Leaders

Swag Bag

PPE Facial Mask

Pen

Touch Free Key



Smart Wallet

Networking Lounge

Mints

Podcast

Journal



Keynote Address

Presenter Biographies

Closing Roundtable

Mobile Screen Cleaner

Post Notes



Online Survey

Post Forum Survey

Plenary Session



Registration

Speaker Video Series

Concurrent Sessions



Signature



Media

Supporting Associations



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2021 CORPORATE SPONSORSHIP PROGRAM

LEVEL	# OPPORTUNITIES	COMMITMENT
Platinum	5 opportunities	\$5,500 each
Gold	7 opportunities	\$5,100 each
Live - Happening Now	1 exclusive opportunity	\$4,500
PPE Facial Mask	1 exclusive opportunity	\$4,500
Mints	1 exclusive opportunity	\$4,250
Networking Lounge	2 opportunities	\$4,250 each
Pen	1 exclusive opportunity	\$4,250
PPE Touch Free Key	1 exclusive opportunity	\$4,250
Smart Wallet	1 exclusive opportunity	\$4,250
Swag Bag	2 opportunities	\$4,250 each
Hand Sanitizer	1 exclusive opportunity	\$4,000
Journal	2 opportunities	\$4,000 each
Keynote	2 opportunities	\$4,000 each
Presenter Biographies	1 exclusive opportunity	\$4,000
Closing Roundtable	1 exclusive opportunity	\$3,850
Closing Remarks	1 exclusive opportunity	\$3,750
Mobile Screen Cleaner	1 exclusive opportunity	\$3,750
Post Notes	2 opportunities	\$3,750 each
Help Desk	1 exclusive opportunity	\$3,500
Opening Remarks	1 exclusive opportunity	\$3,500
Plenary Sessions	3 opportunities	\$3,500 each
Registration	1 exclusive opportunity	\$3,500
Social Media Wall	2 opportunities	\$3,500 each
Virtual Event Platform	3 opportunities	\$3,500 each

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LEVEL	# OPPORTUNITIES	COMMITMENT
Online Daily Attendee Poll	2 opportunities	\$3,250 each
Podcast	3 opportunities	\$3,250 each
Post Forum Survey	1 exclusive opportunity	\$3,250
Speaker Video Series	3 opportunities	\$3,250 each
Concurrent Session	9 opportunities	\$3,000 each
Signature	9 opportunities	\$2,750 each



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VANCOUVER REAL ESTATE FORUM

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PLATINUM

\$5,500 / Sponsor
5 Opportunities

VALUE ADDED BENEFITS

- Highest level of sponsorship visibility
- Six complimentary Forum registrations (a value of \$2,160)
- Logo placement on promotional emails (prior to and following the Forum) with a total distribution of over 110,000
- Placement of your corporate logo in a bimonthly national digital newsletter with a distribution of 16,500
- Social media mentions across Twitter and LinkedIn posts associated with the Forum
- Highest profile on the Forum website, including logo placement on rotating logo at the top of the home page drop down navigation menu
- Logo rotating on home page of the virtual Forum platform and numerous other highly visible locations
- Logo placement with sponsor level acknowledgement on Forum landing page on Forum website
- Logo placement with sponsor level acknowledgement on program page on Forum website
- Logo placement with sponsor level acknowledgement on Canadian Real Estate Forums portal “Hero Banner” on run up to event when event is being advertised
- Logo placement with sponsor level acknowledgement on the virtual event digital platform and Network page
- Build your own corporate sponsor page – it’s possible to include research reports, literature and other corporate materials for attendees to download, list point of contact staff at the event so attendees can easily connect, provide website and social media links you can even include a pre-recorded information video to run throughout the event on a loop
- Attendees will be incentivized to visit your corporate sponsor page through Engage to Win. Your page will have its own Engage to Win code (predetermined by the organizers) that attendees will collect to boost their Engage to Win score and their chances of winning a prize – which will include a complimentary registration to the Forum in 2022
- Significantly more placements of logo, on website and on the virtual Forum app and platform than other sponsors
- Placement of your logo on the home screen widget page of the entire Forum, capturing attendees attention as soon as they access the event platform
- Most prominent sponsor logo exposure on Forum website for a nine-month period
- Database of all Forum delegates (no emails) will be provided immediately prior to as well as following the event
- A custom wrap up report outlining all deliverables of your sponsorship and related analytics will be provided on request



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GOLD

\$5,100 / Sponsor
7 Opportunities

VALUE ADDED BENEFITS

- Five complimentary Forum registrations (a value of \$1,800)
- Logo placement on promotional emails (prior to and following the Forum) with a total distribution of over 110,000
- Placement of your corporate logo in a bimonthly national digital newsletter with a distribution of 16,500
- Social media mentions across Twitter and LinkedIn posts associated with the Forum
- Highest profile on the Forum website
- Logo placement on rotating logo at the top of the home page drop down navigation menu
- Logo on home page of the virtual Forum platform and numerous other highly visible locations
- Logo placement with sponsor level acknowledgement on Forum landing page on Forum website
- Logo placement with sponsor level acknowledgement on program page on Forum website
- Logo placement with sponsor level acknowledgement on Canadian Real Estate Forums portal "Hero Banner" on run up to event when event is being advertised
- Logo placement with sponsor level acknowledgement on the virtual event digital platform and Network page
- Build your own corporate sponsor page – it's possible to include research reports, literature and other corporate materials for attendees to download, list point of contact staff at the event so attendees can easily connect, provide website and social media links you can even include a pre-recorded information video to run throughout the event on a loop
- Attendees will be incentivized to visit your corporate sponsor page through Engage to Win. Your page will have its own Engage to Win code (predetermined by the organizers) that attendees will collect to boost their Engage to Win score and their chances of winning a prize – which will include a complimentary registration to the Forum in 2022
- Significantly more placements of logo, on website and on the virtual Forum app and platform than most other sponsors
- Placement of your logo on the home screen widget page of the entire Forum, capturing attendees attention as soon as they access the event platform
- Prominent sponsor logo exposure on Forum website for a nine-month period
- Database of all Forum delegates (no emails) will be provided immediately prior to as well as following the event
- A custom wrap up report outlining all deliverables of your sponsorship and related analytics will be provided on request



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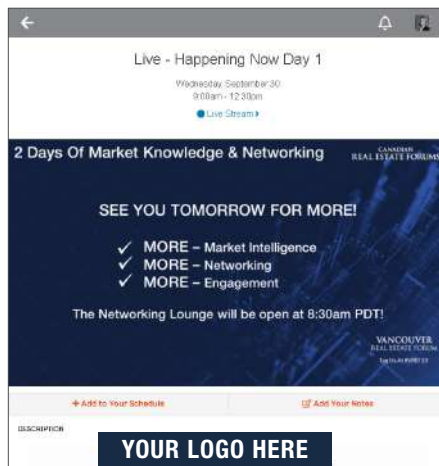
LIVE - HAPPENING NOW

\$4,500 / Sponsor

1 Exclusive Opportunity

VALUE ADDED BENEFITS

- Three complimentary Forum registrations (\$1,080 value)
- Live – Happening Now is where all the Forum plenary sessions take place
- Logo placement on the Live – Happening Now site
- Inclusion on PowerPoint directional slides when appropriate (in Live – Happening Now and the landing page of the Networking Lounge)
- Build your own corporate sponsor page – it's possible to include research reports, literature and other corporate materials for attendees to download, list point of contact staff at the event so attendees can easily connect, provide website and social media links you can even include a pre-recorded information video to run throughout the event on a loop
- Attendees will be incentivized to visit your corporate sponsor page through Engage to Win. Your page will have its own Engage to Win code (predetermined by the organizers) that attendees will collect to boost their Engage to Win score and their chances of winning a prize – which will include a complimentary registration to the Forum in 2022
- Placement of your logo on the home screen widget page of the entire Forum, capturing attendees' attention as soon as they access the event platform
- Logo exposure on Forum website for a nine-month period
- Database of all Forum delegates (no emails) will be provided immediately prior to as well as following the event
- A custom wrap up report outlining all deliverables of your sponsorship and related analytics will be provided on request



PPE FACIAL MASK

\$4,500 / Sponsor

1 Exclusive Opportunity

VALUE ADDED BENEFITS

- Three complimentary Forum registrations (\$1,080 value)
- Your logo prominently placed on a useful PPE Facial Mask that will be couriered to attendees in a “swag bag” several days prior to the Forum (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 posting)
- Build your own corporate sponsor page – it's possible to include research reports, literature and other corporate materials for attendees to download, list point of contact staff at the event so attendees can easily connect, provide website and social media links you can even include a pre-recorded information video to run throughout the event on a loop
- Attendees will be incentivized to visit your corporate sponsor page through Engage to Win. Your page will have its own Engage to Win code (predetermined by the organizers) that attendees will collect to boost their Engage to Win score and their chances of winning a prize – which will include a complimentary registration to the Forum in 2022
- Placement of your logo on the home screen widget page of the entire Forum, capturing attendees' attention as soon as they access the event platform
- Logo exposure on Forum website for a nine-month period
- Database of all Forum delegates (no emails) will be provided immediately prior to as well as following the event
- A custom wrap up report outlining all deliverables of your sponsorship and related analytics will be provided on request



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MINTS

\$4,250 / Sponsor

1 Exclusive Opportunity

VALUE ADDED BENEFITS

- Three complimentary Forum registrations (\$1,080 value)
- Your logo prominently placed on a quality package of mints that will be couriered to attendees in a “swag bag” several days prior to the Forum (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 posting)
- Build your own corporate sponsor page – it’s possible to include research reports, literature and other corporate materials for attendees to download, list point of contact staff at the event so attendees can easily connect, provide website and social media links you can even include a pre-recorded information video to run throughout the event on a loop
- Attendees will be incentivized to visit your corporate sponsor page through Engage to Win. Your page will have its own Engage to Win code (predetermined by the organizers) that attendees will collect to boost their Engage to Win score and their chances of winning a prize – which will include a complimentary registration to the Forum in 2022
- Placement of your logo on the home screen widget page of the entire Forum, capturing attendees’ attention as soon as they access the event platform
- Logo exposure on Forum website for a nine-month period
- Database of all Forum delegates (no emails) will be provided immediately prior to as well as following the event
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NETWORKING LOUNGE

\$4,250 / Sponsor

2 Opportunities

VALUE ADDED BENEFITS

- Three complimentary Forum registrations (\$1,080 value)
- The primary networking lounge of the Forum will be branded with the corporate names and logos of the two sponsors.
- The Networking Lounge is where attendees connect with speakers, experts, sponsors and other attendees - outside of sessions the Networking Lounge is the most visited component of the platform during a virtual event
- Verbal acknowledgment of this sponsorship by the Forum Chair or Panel Moderator
- Inclusion on PowerPoint directional slides when appropriate (in Live – Happening Now, in the landing page of the Networking Lounge and in the Zoom Lounge where live networking takes place)
- Build your own corporate sponsor page – it’s possible to include research reports, literature and other corporate materials for attendees to download, list point of contact staff at the event so attendees can easily connect, provide website and social media links you can even include a pre-recorded information video to run throughout the event on a loop
- Attendees will be incentivized to visit your corporate sponsor page through Engage to Win. Your page will have its own Engage to Win code (predetermined by the organizers) that attendees will collect to boost their Engage to Win score and their chances of winning a prize – which will include a complimentary registration to the Forum in 2022
- Placement of your logo on the home screen widget page of the entire Forum, capturing attendees’ attention as soon as they access the event platform
- Logo exposure on Forum website for a nine-month period
- Database of all Forum delegates (no emails) will be provided immediately prior to as well as following the event
- A custom wrap up report outlining all deliverables of your sponsorship and related analytics will be provided on request



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PEN

\$4,250 / Sponsor
1 Exclusive Opportunity

VALUE ADDED BENEFITS

- Three complimentary Forum registrations (\$1,080 value)
- Your logo prominently placed on a quality pen that will be couriered to attendees in a “swag bag” several days prior to the Forum (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 posting)
- Build your own corporate sponsor page – it’s possible to include research reports, literature and other corporate materials for attendees to download, list point of contact staff at the event so attendees can easily connect, provide website and social media links you can even include a pre-recorded information video to run throughout the event on a loop
- Attendees will be incentivized to visit your corporate sponsor page through Engage to Win. Your page will have its own Engage to Win code (predetermined by the organizers) that attendees will collect to boost their Engage to Win score and their chances of winning a prize – which will include a complimentary registration to the Forum in 2022
- Placement of your logo on the home screen widget page of the entire Forum, capturing attendees’ attention as soon as they access the event platform
- Logo exposure on Forum website for a nine-month period
- Database of all Forum delegates (no emails) will be provided immediately prior to as well as following the event
- A custom wrap up report outlining all deliverables of your sponsorship and related analytics will be provided on request



PPE TOUCH FREE KEY

\$4,250 / Sponsor
1 Exclusive Opportunity

VALUE ADDED BENEFITS

- Three complimentary Forum registrations (\$1,080 value)
- Your logo prominently placed on the brass touch free key that will be couriered to attendees in a “swag bag” several days prior to the Forum (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 posting)
- Reduce exposure and contamination to viruses and bacteria with this contactless key
- Use for pushing buttons for elevators, ATM machines, buses, trains, gas stations, grocery store, and opening doors
- Easily fits on your key chain or on any key tool or carabiner
- Build your own corporate sponsor page – it’s possible to include research reports, literature and other corporate materials for attendees to download, list point of contact staff at the event so attendees can easily connect, provide website and social media links you can even include a pre-recorded information video to run throughout the event on a loop
- Attendees will be incentivized to visit your corporate sponsor page through Engage to Win. Your page will have its own Engage to Win code (predetermined by the organizers) that attendees will collect to boost their Engage to Win score and their chances of winning a prize – which will include a complimentary registration to the Forum in 2022
- Placement of your logo on the home screen widget page of the entire Forum, capturing attendees’ attention as soon as they access the event platform
- Logo exposure on Forum website for a nine-month period
- Database of all Forum delegates (no emails) will be provided immediately prior to as well as following the event
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SMART WALLET

\$4,250 / Sponsor

1 Exclusive Opportunity

VALUE ADDED BENEFITS

- Three complimentary Forum registrations (\$1,080 value)
- Your logo prominently placed on a useful smart wallet that will be couriered to attendees in a “swag bag” several days prior to the Forum (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 posting)
- Build your own corporate sponsor page – it’s possible to include research reports, literature and other corporate materials for attendees to download, list point of contact staff at the event so attendees can easily connect, provide website and social media links you can even include a pre-recorded information video to run throughout the event on a loop
- Attendees will be incentivized to visit your corporate sponsor page through Engage to Win. Your page will have its own Engage to Win code (predetermined by the organizers) that attendees will collect to boost their Engage to Win score and their chances of winning a prize – which will include a complimentary registration to the Forum in 2022
- Placement of your logo on the home screen widget page of the entire Forum, capturing attendees’ attention as soon as they access the event platform
- Logo exposure on Forum website for a nine-month period
- Database of all Forum delegates (no emails) will be provided immediately prior to as well as following the event
- A custom wrap up report outlining all deliverables of your sponsorship and related analytics will be provided on request



SWAG BAG

\$4,250 / Sponsor

2 Opportunities

VALUE ADDED BENEFITS

- Three complimentary Forum registrations (\$1,080 value)
- Your logo prominently placed on the “swag bag” that will be couriered to attendees with other sponsored promotional items inserted (pen, mints, etc.) several days prior to the Forum (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 posting)
- Build your own corporate sponsor page – it’s possible to include research reports, literature and other corporate materials for attendees to download, list point of contact staff at the event so attendees can easily connect, provide website and social media links you can even include a pre-recorded information video to run throughout the event on a loop
- Attendees will be incentivized to visit your corporate sponsor page through Engage to Win. Your page will have its own Engage to Win code (predetermined by the organizers) that attendees will collect to boost their Engage to Win score and their chances of winning a prize – which will include a complimentary registration to the Forum in 2022
- Placement of your logo on the home screen widget page of the entire Forum, capturing attendees’ attention as soon as they access the event platform
- Logo exposure on Forum website for a nine-month period
- Database of all Forum delegates (no emails) will be provided immediately prior to as well as following the event
- A custom wrap up report outlining all deliverables of your sponsorship and related analytics will be provided on request



Contents intended to demonstrate size of bag only

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HAND SANITIZER

\$4,000 / Sponsor

1 Exclusive Opportunity

VALUE ADDED BENEFITS

- Three complimentary Forum registrations (\$1,080 value)
- Your logo prominently placed on a hand sanitizer squeeze bottle that will be couriered to attendees in the “swag package” several days prior to the Forum (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 posting)
- Build your own corporate sponsor page – it’s possible to include research reports, literature and other corporate materials for attendees to download, list point of contact staff at the event so attendees can easily connect, provide website and social media links you can even include a pre-recorded information video to run throughout the event on a loop
- Attendees will be incentivized to visit your corporate sponsor page through Engage to Win. Your page will have its own Engage to Win code (predetermined by the organizers) that attendees will collect to boost their Engage to Win score and their chances of winning a prize – which will include a complimentary registration to the Forum in 2022
- Placement of your logo on the home screen widget page of the entire Forum, capturing attendees’ attention as soon as they access the event platform
- Logo exposure on Forum website for a nine-month period
- Database of all Forum delegates (no emails) will be provided immediately prior to as well as following the event
- A custom wrap up report outlining all deliverables of your sponsorship and related analytics will be provided on request



JOURNAL

\$4,000 / Sponsor

2 Opportunities

VALUE ADDED BENEFITS

- Three complimentary Forum registrations (\$1,080 value)
- Your logo prominently placed on a quality journal that will be couriered to attendees in the “swag package” several days prior to the Forum (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 posting)
- Build your own corporate sponsor page – it’s possible to include research reports, literature and other corporate materials for attendees to download, list point of contact staff at the event so attendees can easily connect, provide website and social media links you can even include a pre-recorded information video to run throughout the event on a loop
- Attendees will be incentivized to visit your corporate sponsor page through Engage to Win. Your page will have its own Engage to Win code (predetermined by the organizers) that attendees will collect to boost their Engage to Win score and their chances of winning a prize – which will include a complimentary registration to the Forum in 2022
- Placement of your logo on the home screen widget page of the entire Forum, capturing attendees’ attention as soon as they access the event platform
- Logo exposure on Forum website for a nine-month period
- Database of all Forum delegates (no emails) will be provided immediately prior to as well as following the event
- A custom wrap up report outlining all deliverables of your sponsorship and related analytics will be provided on request



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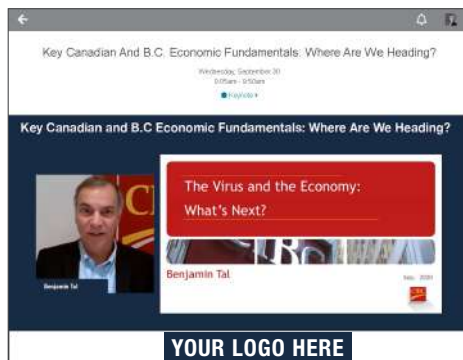
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KEYNOTE

\$4,000 / Sponsor
2 Opportunities

VALUE ADDED BENEFITS

- Three complimentary Forum registrations (\$1,080 value)
- Sponsorship acknowledgement on screen during entire session both at the Forum and on-demand for 2 weeks for regular attendees and to the end of the year for REF Club Members. Since all sessions will be recorded and available on demand
- Verbal acknowledgement of your sponsorship by the Forum Chair, their designate or panel
- Build your own corporate sponsor page – it's possible to include research reports, literature and other corporate materials for attendees to download, list point of contact staff at the event so attendees can easily connect, provide website and social media links you can even include a pre-recorded information video to run throughout the event on a loop
- Attendees will be incentivized to visit your corporate sponsor page through Engage to Win. Your page will have its own Engage to Win code (predetermined by the organizers) that attendees will collect to boost their Engage to Win score and their chances of winning a prize – which will include a complimentary registration to the Forum in 2022
- Logo rotating on home page of the virtual Forum platform together with Platinum & Gold sponsors
- Placement of your logo on the home screen widget page of the entire Forum, capturing attendees' attention as soon as they access the event platform
- Logo exposure on Forum website for a nine-month period
- Database of all Forum delegates (no emails) will be provided immediately prior to as well as following the event
- A custom wrap up report outlining all deliverables of your sponsorship and related analytics will be provided on request

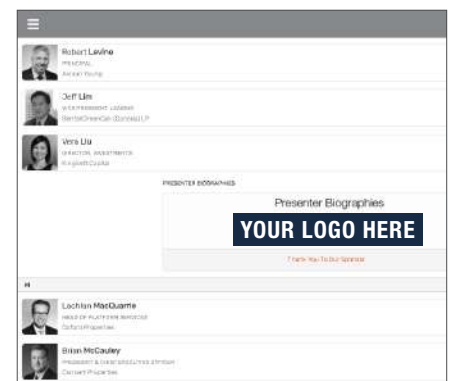


PRESENTER BIOGRAPHIES

\$4,000 / Sponsor
1 Exclusive Opportunity

VALUE ADDED BENEFITS

- Three complimentary Forum registrations (\$1,080 value)
- Logo placement on the Live – Happening Now site
- Verbal acknowledgment of this sponsorship by the Forum Chair
- Logo placement on rotating logo at the top of the home page drop down navigation menu
- Build your own corporate sponsor page – it's possible to include research reports, literature and other corporate materials for attendees to download, list point of contact staff at the event so attendees can easily connect, provide website and social media links you can even include a pre-recorded information video to run throughout the event on a loop
- Attendees will be incentivized to visit your corporate sponsor page through Engage to Win. Your page will have its own Engage to Win code (predetermined by the organizers) that attendees will collect to boost their Engage to Win score and their chances of winning a prize – which will include a complimentary registration to the Forum in 2022
- Logo rotating on home page of the virtual Forum platform together with Platinum & Gold sponsors
- Placement of your logo on the home screen widget page of the entire Forum, capturing attendees' attention as soon as they access the event platform
- Logo exposure on Forum website for a nine-month period
- Database of all Forum delegates (no emails) will be provided immediately prior to as well as following the event
- A custom wrap up report outlining all deliverables of your sponsorship and related analytics will be provided on request



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VANCOUVER REAL ESTATE FORUM

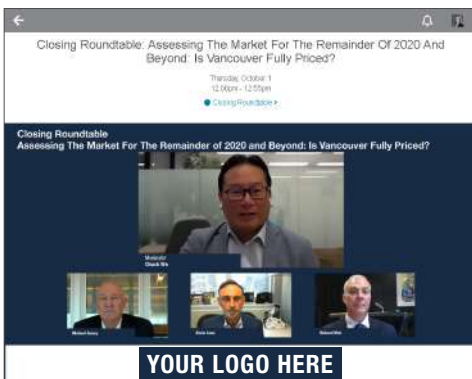
April 14 & 15, 2021

CLOSING ROUNDTABLE

\$3,850 / Sponsor
1 Exclusive Opportunity

VALUE ADDED BENEFITS

- Three complimentary Forum registrations (\$1,080 value)
- Verbal acknowledgment by the Forum Chair of your sponsorship prior to the beginning of the roundtable and following the discussion
- Your logo will be prominently placed on the screen during the entire roundtable
- Build your own corporate sponsor page – it's possible to include research reports, literature and other corporate materials for attendees to download, list point of contact staff at the event so attendees can easily connect, provide website and social media links you can even include a pre-recorded information video to run throughout the event on a loop
- Attendees will be incentivized to visit your corporate sponsor page through Engage to Win. Your page will have its own Engage to Win code (predetermined by the organizers) that attendees will collect to boost their Engage to Win score and their chances of winning a prize – which will include a complimentary registration to the Forum in 2022
- Placement of your logo on the home screen widget page of the entire Forum, capturing attendees' attention as soon as they access the event platform
- Logo exposure on Forum website for a nine-month period
- Database of all Forum delegates (no emails) will be provided immediately prior to as well as following the event
- A custom wrap up report outlining all deliverables of your sponsorship and related analytics will be provided on request



CLOSING REMARKS

\$3,750 / Sponsor
1 Exclusive Opportunity

VALUE ADDED BENEFITS

- Three complimentary Forum registrations (\$1,080 value)
- Verbal acknowledgement of your sponsorship by the Forum Chair and thank you during their closing remarks
- Logo showing as sponsorship acknowledgement on screen during the Chair's closing remarks
- Build your own corporate sponsor page – it's possible to include research reports, literature and other corporate materials for attendees to download, list point of contact staff at the event so attendees can easily connect, provide website and social media links you can even include a pre-recorded information video to run throughout the event on a loop
- Attendees will be incentivized to visit your corporate sponsor page through Engage to Win. Your page will have its own Engage to Win code (predetermined by the organizers) that attendees will collect to boost their Engage to Win score and their chances of winning a prize – which will include a complimentary registration to the Forum in 2022
- Placement of your logo on the home screen widget page of the entire Forum, capturing attendees' attention as soon as they access the event platform
- Logo exposure on Forum website for a nine-month period
- Database of all Forum delegates (no emails) will be provided immediately prior to as well as following the event
- A custom wrap up report outlining all deliverables of your sponsorship and related analytics will be provided on request



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April 14 & 15, 2021

MOBILE SCREEN CLEANER

\$3,750 / Sponsor

1 Exclusive Opportunity

VALUE ADDED BENEFITS

- Three complimentary Forum registrations (\$1,080 value)
- Your logo prominently placed on a mobile screen cleaner (also super for cleaning spectacles) that will be couriered to attendees in a “swag bag” several days prior to the Forum (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 posting)
- Build your own corporate sponsor page – it’s possible to include research reports, literature and other corporate materials for attendees to download, list point of contact staff at the event so attendees can easily connect, provide website and social media links you can even include a pre-recorded information video to run throughout the event on a loop
- Attendees will be incentivized to visit your corporate sponsor page through Engage to Win. Your page will have its own Engage to Win code (predetermined by the organizers) that attendees will collect to boost their Engage to Win score and their chances of winning a prize – which will include a complimentary registration to the Forum in 2022
- Placement of your logo on the home screen widget page of the entire Forum, capturing attendees’ attention as soon as they access the event platform
- Logo exposure on Forum website for a nine-month period
- Database of all Forum delegates (no emails) will be provided immediately prior to as well as following the event
- A custom wrap up report outlining all deliverables of your sponsorship and related analytics will be provided on request



POST NOTES

\$3,750 / Sponsor

2 Opportunities

VALUE ADDED BENEFITS

- Three complimentary Forum registrations (\$1,080 value)
- Your logo prominently placed on a post note booklet that will be couriered to attendees in a “swag bag” several days prior to the Forum (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 posting)
- Build your own corporate sponsor page – it’s possible to include research reports, literature and other corporate materials for attendees to download, list point of contact staff at the event so attendees can easily connect, provide website and social media links you can even include a pre-recorded information video to run throughout the event on a loop
- Attendees will be incentivized to visit your corporate sponsor page through Engage to Win. Your page will have its own Engage to Win code (predetermined by the organizers) that attendees will collect to boost their Engage to Win score and their chances of winning a prize – which will include a complimentary registration to the Forum in 2022
- Placement of your logo on the home screen widget page of the entire Forum, capturing attendees’ attention as soon as they access the event platform
- Logo exposure on Forum website for a nine-month period
- Database of all Forum delegates (no emails) will be provided immediately prior to as well as following the event
- A custom wrap up report outlining all deliverables of your sponsorship and related analytics will be provided on request



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VANCOUVER REAL ESTATE FORUM

April 14 & 15, 2021

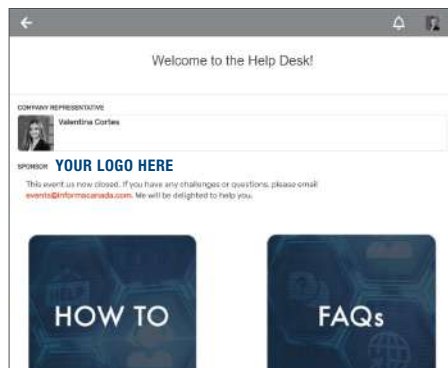
HELP DESK

\$3,500 / Sponsor

1 Exclusive Opportunity

VALUE ADDED BENEFITS

- Three complimentary Forum registrations (\$1,080 value)
- Sponsorship acknowledgement on help desk page; one week before the conference (during networking), during the Forum and post Forum on-demand for 2 weeks
- Verbal acknowledgement of your sponsorship by the Forum Chair, their designate or panel
- Build your own corporate sponsor page – it's possible to include research reports, literature and other corporate materials for attendees to download, list point of contact staff at the event so attendees can easily connect, provide website and social media links you can even include a pre-recorded information video to run throughout the event on a loop
- Attendees will be incentivized to visit your corporate sponsor page through Engage to Win. Your page will have its own Engage to Win code (predetermined by the organizers) that attendees will collect to boost their Engage to Win score and their chances of winning a prize – which will include a complimentary registration to the Forum in 2022
- Logo rotating on home page of the virtual Forum platform together with Platinum & Gold sponsors
- Placement of your logo on the home screen widget page of the entire Forum, capturing attendees' attention as soon as they access the event platform
- Logo exposure on Forum website for a nine-month period
- Database of all Forum delegates (no emails) will be provided immediately prior to as well as following the event
- A custom wrap up report outlining all deliverables of your sponsorship and related analytics will be provided on request



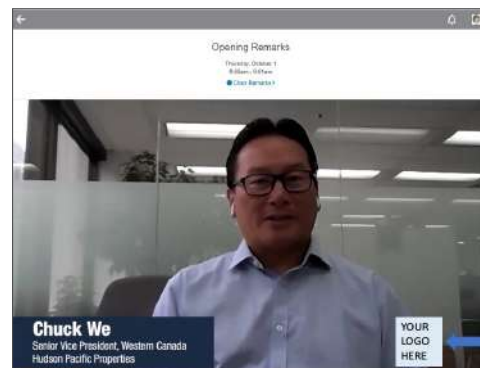
OPENING REMARKS

\$3,500 / Sponsor

1 Exclusive Opportunity

VALUE ADDED BENEFITS

- Three complimentary Forum registrations (\$1,080 value)
- Logo showing as sponsorship acknowledgement on screen during the Chair's opening remarks Verbal acknowledgement of your sponsorship by the Forum Chair
- Build your own corporate sponsor page – it's possible to include research reports, literature and other corporate materials for attendees to download, list point of contact staff at the event so attendees can easily connect, provide website and social media links you can even include a pre-recorded information video to run throughout the event on a loop
- Attendees will be incentivized to visit your corporate sponsor page through Engage to Win. Your page will have its own Engage to Win code (predetermined by the organizers) that attendees will collect to boost their Engage to Win score and their chances of winning a prize – which will include a complimentary registration to the Forum in 2022
- Placement of your logo on the home screen widget page of the entire Forum, capturing attendees' attention as soon as they access the event platform
- Logo exposure on Forum website for a nine-month period
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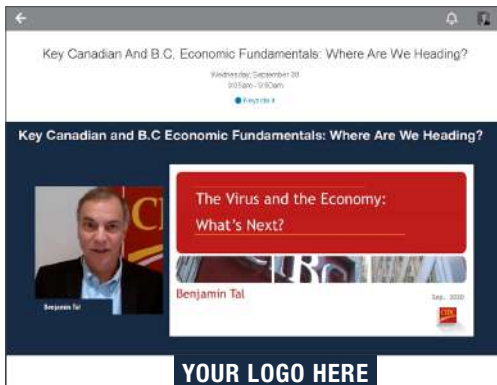
April 14 & 15, 2021

PLENARY SESSION

\$3,500 / Sponsor
3 Opportunities

VALUE ADDED BENEFITS

- Three complimentary Forum registrations (\$1,080 value)
- Sponsorship acknowledgement on screen during entire session both at the Forum and on-demand for 2 weeks for regular attendees and to the end of the current year for REF Club Members following the Forum. Since all sessions will be recorded and available on demand
- Verbal acknowledgement of your sponsorship by the Forum Chair, their designate or panel moderator
- Build your own corporate sponsor page – it's possible to include research reports, literature and other corporate materials for attendees to download, list point of contact staff at the event so attendees can easily connect, provide website and social media links you can even include a pre-recorded information video to run throughout the event on a loop
- Attendees will be incentivized to visit your corporate sponsor page through Engage to Win. Your page will have its own Engage to Win code (predetermined by the organizers) that attendees will collect to boost their Engage to Win score and their chances of winning a prize – which will include a complimentary registration to the Forum in 2022
- Placement of your logo on the home screen widget page of the entire Forum, capturing attendees' attention as soon as they access the event platform
- Logo exposure on Forum website for a nine-month period
- Database of all Forum delegates (no emails) will be provided immediately prior to as well as following the event
- A custom wrap up report outlining all deliverables of your sponsorship and related analytics will be provided on request



REGISTRATION

\$3,500 / Sponsor
1 Exclusive Opportunity

VALUE ADDED BENEFITS

- Three complimentary Forum registrations (\$1,080 value)
- Logo placement on the Forum website registration page
- Logo placement in sponsors section of Forum website
- Logo placement on registration landing page
- Logo placement on all pages of registration site, confirmation email to every attendee, joining information email
- Build your own corporate sponsor page – it's possible to include research reports, literature and other corporate materials for attendees to download, list point of contact staff at the event so attendees can easily connect, provide website and social media links you can even include a pre-recorded information video to run throughout the event on a loop
- Attendees will be incentivized to visit your corporate sponsor page through Engage to Win. Your page will have its own Engage to Win code (predetermined by the organizers) that attendees will collect to boost their Engage to Win score and their chances of winning a prize – which will include a complimentary registration to the Forum in 2022
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- Logo exposure on Forum website for a nine-month period
- Database of all Forum delegates (no emails) will be provided immediately prior to as well as following the event
- A custom wrap up report outlining all deliverables of your sponsorship and related analytics will be provided on request



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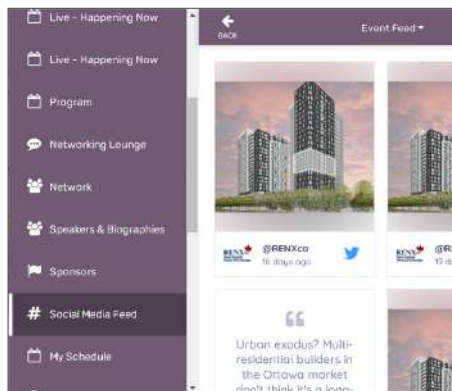
April 14 & 15, 2021

SOCIAL MEDIA WALL

\$3,500 / Sponsor
2 Opportunities

VALUE ADDED BENEFITS

- Three complimentary Real Estate Forum registrations (\$1,080 value)
- Your corporate logo on emails with a honed focus on social media
- Your organization recognized as the social media sponsor through the Real Estate Forum's social media channels; Twitter and LinkedIn
- Your social media conversation showcased in the social media feed in the virtual event environment using a dedicated hashtag
- Build your own corporate sponsor page – it's possible to include research reports, literature and other corporate materials for attendees to download, list point of contact staff at the event so attendees can easily connect, provide website and social media links you can even include a pre-recorded information video to run throughout the event on a loop
- Attendees will be incentivized to visit your corporate sponsor page through Engage to Win. Your page will have its own Engage to Win code (predetermined by the organizers) that attendees will collect to boost their Engage to Win score and their chances of winning a prize – which will include a complimentary registration to the Forum in 2022
- Placement of your logo on the home screen widget page of the entire Forum, capturing attendees' attention as soon as they access the event platform
- Logo exposure on Forum website for a nine-month period
- Database of all Forum delegates (no emails) will be provided immediately prior to as well as following the event
- A custom wrap up report outlining all deliverables of your sponsorship and related analytics will be provided on request



VIRTUAL EVENT PLATFORM

\$3,500 / Sponsor
3 Opportunities

VALUE ADDED BENEFITS

- Three complimentary Forum registrations (\$1,080 value)
- Your corporate branding prominently showcased in the event virtual platform that will be used by every participant
- Your logo on home screen page of the entire Forum, capturing attendees' attention as soon as they access event platform
- The platform will be promoted in; social media push notifications, the event website, and emails to all prospects and registrants
- Logo on static or rotating banner on home page of virtual platform
- The platform will be available to computers, smartphones and tablets
- Build your own corporate sponsor page – it's possible to include research reports, literature and other corporate materials for attendees to download, list point of contact staff at the event so attendees can easily connect, provide website and social media links you can even include a pre-recorded information video to run throughout the event on a loop
- Attendees will be incentivized to visit your corporate sponsor page through Engage to Win. Your page will have its own Engage to Win code (predetermined by the organizers) that attendees will collect to boost their Engage to Win score and their chances of winning a prize – which will include a complimentary registration to the Forum in 2022
- Placement of your logo on the home screen widget page of the entire Forum, capturing attendees' attention as soon as they access the event platform
- Logo exposure on Forum website for a nine-month period
- Database of all Forum delegates (no emails) will be provided immediately prior to as well as following the event
- A custom wrap up report outlining all deliverables of your sponsorship and related analytics will be provided on request



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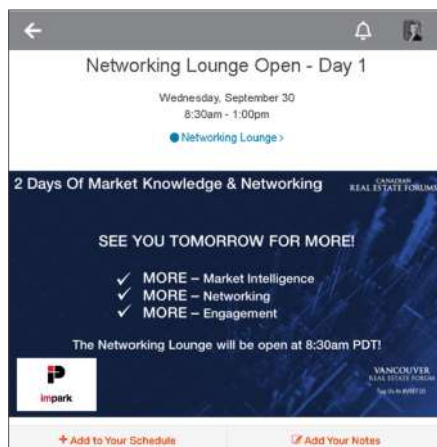
April 14 & 15, 2021

ONLINE DAILY ATTENDEE POLL

\$3,250 / Sponsor
2 Opportunities

VALUE ADDED BENEFITS

- Three complimentary Forum registrations (\$1,080 value)
- Verbal reference to your sponsorship by the Chair and logo
- Acknowledgement by Chair and on PowerPoint slides as applicable
- Results delivered at end of each day in the Networking Zoom Lounge - with sponsor acknowledgement
- Build your own corporate sponsor page – it's possible to include research reports, literature and other corporate materials for attendees to download, list point of contact staff at the event so attendees can easily connect, provide website and social media links you can even include a pre-recorded information video to run throughout the event on a loop
- Attendees will be incentivized to visit your corporate sponsor page through Engage to Win. Your page will have its own Engage to Win code (predetermined by the organizers) that attendees will collect to boost their Engage to Win score and their chances of winning a prize – which will include a complimentary registration to the Forum in 2022
- Placement of your logo on the home screen widget page of the entire Forum, capturing attendees' attention as soon as they access the event platform
- Logo exposure on Forum website for a nine-month period
- Database of all Forum delegates (no emails) will be provided immediately prior to as well as following the event
- A custom wrap up report outlining all deliverables of your sponsorship and related analytics will be provided on request



PODCAST

\$3,250 / Sponsor
3 Opportunities

VALUE ADDED BENEFITS

- Three complimentary Forum registrations (\$1,080 value)
- Your corporate logo showcased in the podcast series section on the Canadian Real Estate Forum Portal
- Podcasts will be hosted on the Real Estate Forums Portal and promoted through various channels including the web portal, emails, newsletter, social media channels, etc.
- Build your own corporate sponsor page – it's possible to include research reports, literature and other corporate materials for attendees to download, list point of contact staff at the event so attendees can easily connect, provide website and social media links you can even include a pre-recorded information video to run throughout the event on a loop
- Attendees will be incentivized to visit your corporate sponsor page through Engage to Win. Your page will have its own Engage to Win code (predetermined by the organizers) that attendees will collect to boost their Engage to Win score and their chances of winning a prize – which will include a complimentary registration to the Forum in 2022
- Placement of your logo on the home screen widget page of the entire Forum, capturing attendees' attention as soon as they access the event platform
- Logo exposure on Forum website for a nine-month period
- Database of all Forum delegates (no emails) will be provided immediately prior to as well as following the event
- A custom wrap up report outlining all deliverables of your sponsorship and related analytics will be provided on request



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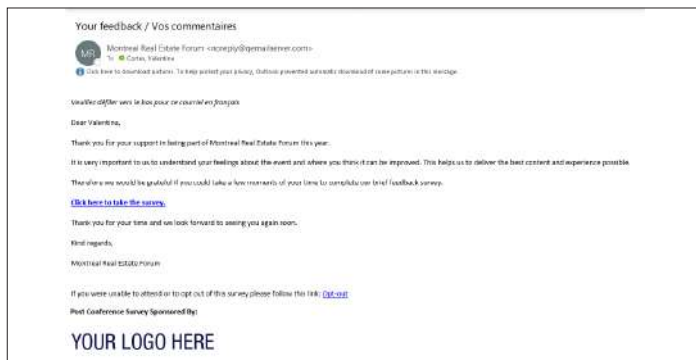
April 14 & 15, 2021

POST FORUM SURVEY

\$3,250 / Sponsor
1 Opportunity

VALUE ADDED BENEFITS

- Three complimentary Forum registrations (\$1,080 value)
- Post Forum survey will be emailed twice to all participants - an initial and a reminder to please provide feedback. Your logo prominently featured on the email
- Logo prominently placed on landing page of post Forum survey
- Build your own corporate sponsor page – it's possible to include research reports, literature and other corporate materials for attendees to download, list point of contact staff at the event so attendees can easily connect, provide website and social media links you can even include a pre-recorded information video to run throughout the event on a loop
- Attendees will be incentivized to visit your corporate sponsor page through Engage to Win. Your page will have its own Engage to Win code (predetermined by the organizers) that attendees will collect to boost their Engage to Win score and their chances of winning a prize – which will include a complimentary registration to the Forum in 2022
- Placement of your logo on the home screen widget page of the entire Forum, capturing attendees' attention as soon as they access the event platform
- Logo exposure on Forum website for a nine-month period
- Database of all Forum delegates (no emails) will be provided immediately prior to as well as following the event
- A custom wrap up report outlining all deliverables of your sponsorship and related analytics will be provided on request



SPEAKER VIDEO SERIES

\$3,250 / Sponsor
3 Opportunities

VALUE ADDED BENEFITS

- Three complimentary Forum registrations (\$1,080 value)
- Your corporate logo showcased at the beginning of each video recording of key speakers interviewed on pertinent questions associated with the Forum
- Speaker Video Series will be placed on the Canadian Real Estate Forum Portal
- Step and repeat banner with corporate logo on video backdrop visible to all viewers
- Videos will be hosted on the Canadian Real Estate Forums YouTube channel and promoted through various channels including the web portal, emails, newsletter, social media channels, etc.
- Build your own corporate sponsor page – it's possible to include research reports, literature and other corporate materials for attendees to download, list point of contact staff at the event so attendees can easily connect, provide website and social media links you can even include a pre-recorded information video to run throughout the event on a loop
- Attendees will be incentivized to visit your corporate sponsor page through Engage to Win. Your page will have its own Engage to Win code (predetermined by the organizers) that attendees will collect to boost their Engage to Win score and their chances of winning a prize – which will include a complimentary registration to the Forum in 2022
- Placement of your logo on the home screen widget page of the entire Forum, capturing attendees' attention as soon as they access the event platform
- Logo exposure on Forum website for a nine-month period
- Database of all Forum delegates (no emails) will be provided immediately prior to as well as following the event
- A custom wrap up report outlining all deliverables of your sponsorship and related analytics will be provided on request



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VANCOUVER REAL ESTATE FORUM

April 14 & 15, 2021

CONCURRENT SESSION

\$3,000 / Sponsor
9 Opportunities

VALUE ADDED BENEFITS

- Three complimentary Forum registrations (\$1,080 value)
- Sponsorship acknowledgement on screen during entire session both at the Forum and on-demand for 2 weeks for regular attendees and to the end of the year for REF Club Members months. Since all sessions will be recorded and available on demand
- Verbal acknowledgement of your sponsorship by the Forum Chair, their designate or panel moderator
- Build your own corporate sponsor page – it's possible to include research reports, literature and other corporate materials for attendees to download, list point of contact staff at the event so attendees can easily connect, provide website and social media links you can even include a pre-recorded information video to run throughout the event on a loop
- Attendees will be incentivized to visit your corporate sponsor page through Engage to Win. Your page will have its own Engage to Win code (predetermined by the organizers) that attendees will collect to boost their Engage to Win score and their chances of winning a prize – which will include a complimentary registration to the Forum in 2022
- Placement of your logo on the home screen widget page of the entire Forum, capturing attendees' attention as soon as they access the event platform
- Logo exposure on Forum website for a nine-month period
- Database of all Forum delegates (no emails) will be provided immediately prior to as well as following the event
- A custom wrap up report outlining all deliverables of your sponsorship and related analytics will be provided on request



SIGNATURE

\$2,750 / Sponsor
9 Opportunities

VALUE ADDED BENEFITS

- Three complimentary Forum registrations (\$1,080 value)
- Build your own corporate sponsor page – it's possible to include research reports, literature and other corporate materials for attendees to download, list point of contact staff at the event so attendees can easily connect, provide website and social media links you can even include a pre-recorded information video to run throughout the event on a loop
- Attendees will be incentivized to visit your corporate sponsor page through Engage to Win. Your page will have its own Engage to Win code (predetermined by the organizers) that attendees will collect to boost their Engage to Win score and their chances of winning a prize – which will include a complimentary registration to the Forum in 2022
- Placement of your logo on the home screen widget page of the entire Forum, capturing attendees' attention as soon as they access the event platform
- Logo exposure on Forum website for a nine-month period
- Database of all Forum delegates (no emails) will be provided immediately prior to as well as following the event
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