

WESTERN CANADA

APARTMENT INVESTMENT CONFERENCE

CALGARY • EDMONTON • VANCOUVER

May 17, 2022 • Edmonton Convention Centre

www.realestateforums.com

2022 CORPORATE SPONSORSHIP PROGRAM



Focus on the Top Three Multi-Residential Markets in the West

THE EVENT

The 4th Annual Western Canadian Apartment Investment Conference returns in-person after 24 months and will be a highly informative forum that will provide valuable insights about the multi-unit residential markets in Calgary, Edmonton and Vancouver. It will focus on where this asset class is heading from the perspectives of owners, developers, investors, and lenders.

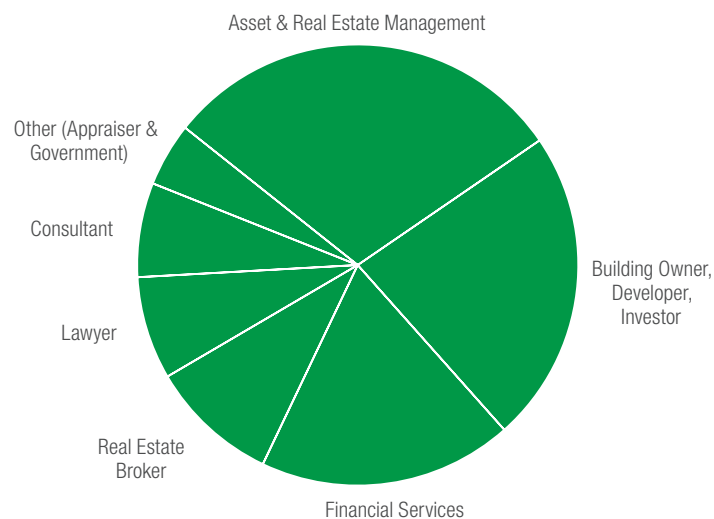
VALUABLE INSIGHTS ON TRENDS, ISSUES, STRATEGIES AND OPPORTUNITIES IN THE CANADIAN APARTMENT MARKET

The conference will focus on many of the opportunities and risks in today's investment real estate market and environment for owners and developers of apartments.

This targeted event has been organized by Informa Canada, the producers of the Real Estate Forums, in conjunction with a steering committee of Western Canadian based apartment owners, lenders, brokers, and valuers.

WHO WILL ATTEND

CEOs, CFOs and other senior executives of large and small firms that own apartment buildings will be joined by public and private equity investors, pension funds, financial institutions, lenders, commercial real estate brokers, lawyers, accountants, appraisers, and other specialists in real estate finance and valuation.



MORE INFORMATION

Ben Carson
Sales

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



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THANK YOU TO SPONSORS FOR
THEIR CONTINUED SUPPORT DURING THE PANDEMIC

Platinum



Proptech



Gold



Live - Happening Now



Virtual Event Platform



Keynote



Closing Roundtable



Plenary Session



Networking Lounge



Post Conference Survey



Concurrent Sessions



Signature



Supporting Association



Media



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2022 CORPORATE SPONSORSHIP PROGRAM

LEVEL	# OPPORTUNITIES	COMMITMENT
Platinum	3 opportunities	\$3,500 each
Gold	6 opportunities	\$3,250 each
Luncheon	1 exclusive opportunity	\$3,250
Breakfast	1 exclusive opportunity	\$3,000
Closing Roundtable	1 exclusive opportunity	\$3,000
Keynote Speaker	1 exclusive opportunity	\$3,000
Lanyard	1 exclusive opportunity	\$3,000
Pen	1 exclusive opportunity	\$3,000
Afternoon Refreshments	1 exclusive opportunity	\$2,750
Luncheon Refreshments	1 exclusive opportunity	\$2,750
Morning Refreshments	1 exclusive opportunity	\$2,750
Plenary Session	2 opportunities	\$2,750 each
Presenter Biographies	1 exclusive opportunity	\$2,750
Concurrent Session	8 opportunities	\$2,500 each
Post Conference Survey	1 exclusive opportunity	\$2,250



PLATINUM

\$3,500 / Sponsor • 3 Opportunities

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DESCRIPTION AND SPONSOR BENEFITS

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

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

REGISTRATION

Three Western Canada Apartment Investment Conference Registrations (value \$1,140)

YOUR CORPORATE LOGO WILL BE GIVEN ADDITIONAL EXPOSURE AS FOLLOWS:

E-Marketing

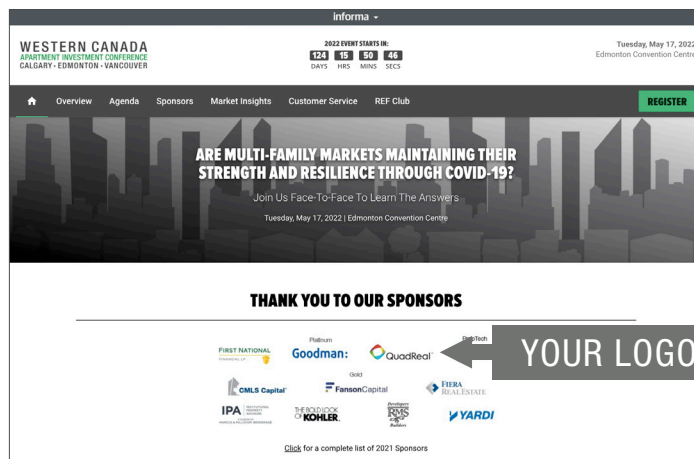
- On promotional emails with a total distribution of over 110,000
- On bi-monthly national digital newsletter when Western Canada Apartment Investment Conference is promoted - distribution of 16,000
- In banner on a number of promotional emails

Social Media (Linked-In & Twitter)

On a number of social media posts made across LinkedIn (9,500+ followers) and Twitter

Canadian Real Estate Forums Portal

Placement with sponsor level acknowledgement on Canadian Real Estate Forums portal "Hero Banner" on run up to event when this event is being promoted



Website

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

- Home page
- Program
- Sponsors

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

Onsite

Prominently displayed in the main plenary room throughout the Conference

Print Material

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

Database of Conference Delegates

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

Reporting

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

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GOLD

\$3,250 / Sponsor • 6 Opportunities

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REGISTRATION

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YOUR CORPORATE LOGO WILL BE GIVEN ADDITIONAL EXPOSURE AS FOLLOWS:

E-Marketing

- On promotional emails with a total distribution of over 110,000
- On bi-monthly national digital newsletter when Western Canada Apartment Investment Conference is promoted - distribution of 16,000
- In banner on a number of promotional emails

Social Media (Linked-In & Twitter)

On a number of social media posts made across LinkedIn (9,500+ followers) and Twitter

Canadian Real Estate Forums Portal

Placement with sponsor level acknowledgement on Canadian Real Estate Forums portal "Hero Banner" on run up to event when this event is being promoted

Website

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

- Home page
- Program
- Sponsors

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

Onsite

Prominently displayed in the main plenary room throughout the Conference

Print Material

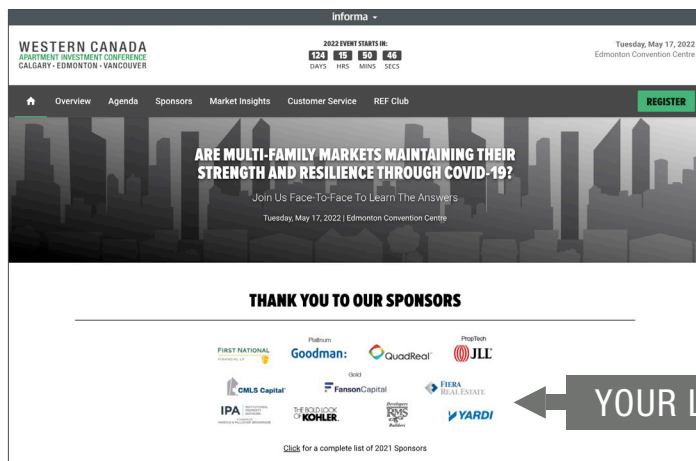
- On the front cover of the promotional brochure mailed out in February to over 5,000 industry professionals
- On the Outside Front Cover and Sponsor page of the onsite program provided to all attendees at registration
- Close to the top of "Thank You to Sponsors" signage displayed prominently at the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

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LUNCHEON

\$3,250 / Sponsor • 1 Exclusive Opportunity

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DESCRIPTION AND SPONSOR BENEFITS

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

Logo on PowerPoint slide on screen on scrolling loop during lunch

Logo on menu front cover placed on tables at lunch (if a served meal) – Logo on signage at the Buffet (if a buffet lunch)

REGISTRATION

Two Western Canada Apartment Investment Conference Registrations (value \$760)

YOUR CORPORATE LOGO WILL BE GIVEN ADDITIONAL EXPOSURE AS FOLLOWS:

Website

- Placement with sponsor acknowledgement on the Conference website together with other sponsors for a nine month period on the “Thank You To Sponsors” page
- On program page of digital promotional brochure downloadable from Conference website

Onsite

- Logo on PowerPoint slide on screen on scrolling loop during lunch

Print Material

- Sponsors that confirm sponsorship in time for mailing - on “Thank You To Sponsors” page of the promotional brochure mailed out in February to over 5,000 industry professionals
- On the “Thank You To Sponsors” page of the onsite program provided to all attendees at registration
- On program page of the onsite on program page of onsite program brochure where the luncheon is mentioned
- On front cover of menu placed on tables at lunch (if a plated served meal) – logo on signage at the Buffet (if a buffet lunch)

Database of Conference Delegates

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BREAKFAST

\$3,000 / Sponsor • 1 Exclusive Opportunity

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DESCRIPTION AND SPONSOR BENEFITS

Acknowledgement of Sponsorship by Chair (in plenary room)

Logo on breakfast stations in registration area

Logo on PowerPoint slide on screen on scrolling loop as attendees walk into the plenary room with their breakfast – this continues until the Chair opens the Conference

REGISTRATION

Two Western Canada Apartment Investment Conference Registrations (value \$760)

YOUR CORPORATE LOGO WILL BE GIVEN ADDITIONAL EXPOSURE AS FOLLOWS:

Website

- Placement with sponsor acknowledgement on the Conference website together with other sponsors for a nine month period on the “Thank You To Sponsors” page
- On sponsor page of digital promotional brochure downloadable from Conference website
- On program page where Breakfast is mentioned

Onsite

- On PowerPoint slide on screen on scrolling loop during Breakfast
- On “thank you to sponsors signage” prominently displayed for the duration of the event

Print Material

- Sponsors that confirm sponsorship in time for mailing - on “Thank You To Sponsors” page of the promotional brochure mailed out in February to over 5,000 industry professionals
- On the “Thank You To Sponsors” page of the onsite program provided to all attendees at registration
- On program page of the onsite on program page of onsite program brochure where the breakfast is mentioned
- On signage at breakfast stations

Database of Conference Delegates

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

Reporting

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CLOSING ROUNDTABLE

\$3,000 / Sponsor • 1 Exclusive Opportunity

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DESCRIPTION AND SPONSOR BENEFITS

Acknowledgement of Sponsorship by Chair (in plenary room) at the introduction and at the close of the Closing Round Table

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

REGISTRATION

Two Western Canada Apartment Investment Conference Registrations (value \$760)

YOUR CORPORATE LOGO WILL BE GIVEN ADDITIONAL EXPOSURE AS FOLLOWS:

Website

- Placement with sponsor acknowledgement on the Conference website together with other sponsors for a nine month period on the “Thank You To Sponsors” page
- On sponsor page of digital promotional brochure downloadable from Conference website

Onsite

- On program signage located outside plenary room for attendees to see as they enter

Print Material

- Sponsors that confirm sponsorship in time for mailing - on “Thank You To Sponsors” page of the promotional brochure mailed out in February to over 5,000 industry professionals
- On the “Thank You To Sponsors” page of the onsite program provided to all attendees at registration
- On program page of onsite program brochure next to sponsored Closing Roundtable

Database of Conference Delegates

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

Reporting

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



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

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KEYNOTE SPEAKER

\$3,000 / Sponsor • 1 Exclusive Opportunity

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DESCRIPTION AND SPONSOR BENEFITS

Exclusive sponsorship of the Lunchtime Keynote presentation. The sponsor of the session will be thanked twice by a Forum Chair – as speaker is introduced and at the close of the session.

Your corporate logo on the screen for the duration of the session.

REGISTRATION

Two Western Canada Apartment Investment Conference Registrations (value \$760)

YOUR CORPORATE LOGO WILL BE GIVEN ADDITIONAL EXPOSURE AS FOLLOWS:

Website

- Placement with sponsor acknowledgement on the Conference website together with other sponsors for a nine month period on the “Thank You To Sponsors” page
- On sponsor page of digital promotional brochure downloadable from Conference website

Onsite

- Prominently displayed on “Thank You To Sponsors” signage located at high visibility area at the Conference

Print Material

- Sponsors that confirm sponsorship in time for mailing - on “Thank You To Sponsors” page of the promotional brochure mailed out in February to over 5,000 industry professionals
- On the “Thank You To Sponsors” page of the onsite program where the Keynote Session is mentioned to all attendees at registration

Database of Conference Delegates

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

Reporting

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LANYARD

\$3,000 / Sponsor • 1 Exclusive Opportunity

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DESCRIPTION AND SPONSOR BENEFITS

Logo placement on Conference lanyard provided to every attendee at the event on which to hang their Conference name badge

REGISTRATION

Two Western Canada Apartment Investment Conference Registrations (value \$760)

YOUR CORPORATE LOGO WILL BE GIVEN ADDITIONAL EXPOSURE AS FOLLOWS:

Website

- Logo placement with sponsor acknowledgement on the Conference website together with other sponsors for a nine month period on the "Thank You To Sponsors" page
- On sponsor page of digital promotional brochure downloadable from Conference website

Onsite

- Prominently displayed on "Thank You To Sponsors" signage located at high visibility area at the Conference

Print Material

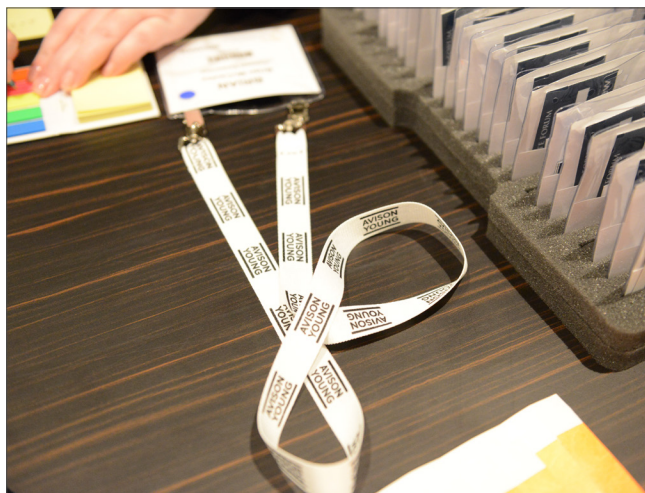
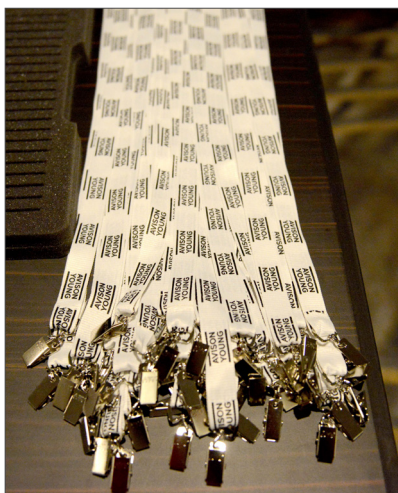
- Sponsors that confirm sponsorship in time for mailing - on "Thank You To Sponsors" page of the promotional brochure mailed out in February to over 5,000 industry professionals
- On the "Thank You To Sponsors" page of the onsite program provided to all attendees at registration

Database of Conference Delegates

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Reporting

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PEN

\$3,000 / Sponsor • 1 Exclusive Opportunity

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DESCRIPTION AND SPONSOR BENEFITS

Logo placement on good quality pen provided to every attendee at registration on arrival to the Conference

REGISTRATION

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YOUR CORPORATE LOGO WILL BE GIVEN ADDITIONAL EXPOSURE AS FOLLOWS:

Website

- Placement with sponsor acknowledgement on the Conference website together with other sponsors for a nine month period on the "Thank You To Sponsors" page
- On sponsor page of digital promotional brochure downloadable from Conference website

Onsite

- Prominently displayed on "Thank You To Sponsors" signage located at high visibility area at the Conference

Print Material

- Sponsors that confirm sponsorship in time for mailing - on "Thank You To Sponsors" page of the promotional brochure mailed out in February to over 5,000 industry professionals
- On the "Thank You To Sponsors" page of the onsite program provided to all attendees at registration

Database of Conference Delegates

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AFTERNOON REFRESHMENTS

\$2,750 / Sponsor • 1 Exclusive Opportunity

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DESCRIPTION AND SPONSOR BENEFITS

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

Logo on PowerPoint slide on screen on scrolling loop during walk in for the session that follows the provision of afternoon refreshments identifying sponsorship of refreshment

Logo on refreshment station signage – will be positioned outside plenary room for attendees to take and enjoy at the next plenary session

REGISTRATION

Two Western Canada Apartment Investment Conference Registrations (value \$760)

YOUR CORPORATE LOGO WILL BE GIVEN ADDITIONAL EXPOSURE AS FOLLOWS:

Website

- Placement with sponsor acknowledgement on the Conference website together with other sponsors for a nine month period on the “Thank You To Sponsors” page
- On sponsor page of digital promotional brochure downloadable from Conference website
- On program page where Afternoon Refreshments are mentioned

Onsite

- On “thank you to sponsors signage” prominently displayed for the duration of the event

Print Material

- Sponsors that confirm sponsorship in time for mailing - on “Thank You To Sponsors” page of the promotional brochure mailed out in February to over 5,000 industry professionals
- On the “Thank You To Sponsors” page of the onsite program provided to all attendees at registration
- On program page of the onsite on program page of onsite program brochure where the afternoon refreshments are mentioned

Database of Conference Delegates

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LUNCHEON REFRESHMENTS

\$2,750 / Sponsor • 1 Exclusive Opportunity

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DESCRIPTION AND SPONSOR BENEFITS

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

Logo on PowerPoint slide on screen on scrolling loop during lunch

Logo on bar signage

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

REGISTRATION

Two Western Canada Apartment Investment Conference Registrations (value \$760)

YOUR CORPORATE LOGO WILL BE GIVEN ADDITIONAL EXPOSURE AS FOLLOWS:

Website

- Placement with sponsor acknowledgement on the Conference website together with other sponsors for a nine month period on the “Thank You To Sponsors” page
- On website in program where Luncheon Refreshments are mentioned
- On sponsor page of digital promotional brochure downloadable from Conference website

Onsite

- Logo on PowerPoint slide on screen on scrolling loop during lunch
- Logo on menu placed on tables at lunch (if a served meal) – Logo on signage at the Buffet (if a buffet lunch)

Print Material

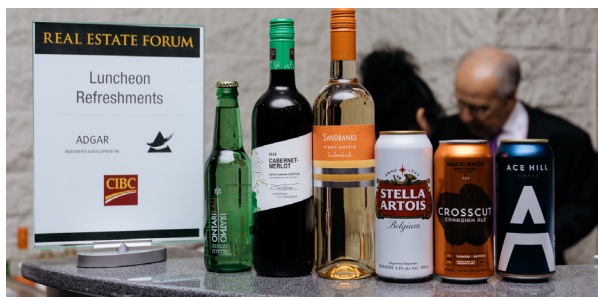
- Sponsors that confirm sponsorship in time for mailing - on “Thank You To Sponsors” page of the promotional brochure mailed out in February to over 5,000 industry professionals
- On the “Thank You To Sponsors” page of the onsite program provided to all attendees at registration
- On program page of the onsite on program page of onsite program brochure where the luncheon refreshments are mentioned
- On bar signage
- On drinks tickets provided to attendees with their name badge at registration

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MORNING REFRESHMENTS

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DESCRIPTION AND SPONSOR BENEFITS

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

Logo on PowerPoint slide on screen on scrolling loop during morning refreshment break

Logo on refreshment station signage

REGISTRATION

Two Western Canada Apartment Investment Conference Registrations (value \$760)

YOUR CORPORATE LOGO WILL BE GIVEN ADDITIONAL EXPOSURE AS FOLLOWS:

Website

- Placement with sponsor acknowledgement on the Conference website together with other sponsors for a nine month period on the "Thank You To Sponsors" page
- On sponsor page of digital promotional brochure downloadable from Conference website
- On program page where Morning Refreshments are mentioned

Onsite

- On "thank you to sponsors signage" prominently displayed for the duration of the event

Print Material

- Sponsors that confirm sponsorship in time for mailing - on "Thank You To Sponsors" page of the promotional brochure mailed out in February to over 5,000 industry professionals
- On the "Thank You To Sponsors" page of the onsite program provided to all attendees at registration
- On program page of the onsite on program page of onsite program brochure where the Morning Refreshments are mentioned

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PLENARY SESSION

\$2,750 / Sponsor • 2 Opportunities

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DESCRIPTION AND SPONSOR BENEFITS

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

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

REGISTRATION

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YOUR CORPORATE LOGO WILL BE GIVEN ADDITIONAL EXPOSURE AS FOLLOWS:

Website

- Placement with sponsor acknowledgement on the Conference website together with other sponsors for a nine month period on the “Thank You To Sponsors” page
- On sponsor page of digital promotional brochure downloadable from Conference website
- On program page of Conference website next to the sponsored session

Onsite

- On program signage located outside plenary room for attendees to see as they enter

Print Material

- Sponsors that confirm sponsorship in time for mailing - on “Thank You To Sponsors” page of the promotional brochure mailed out in February to over 5,000 industry professionals
- On the “Thank You To Sponsors” page of the onsite program provided to all attendees at registration
- On program page of the onsite program located alongside the sponsored session
- On program signage outside the plenary room located alongside the sponsored session

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PRESENTER BIOGRAPHIES

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DESCRIPTION AND SPONSOR BENEFITS

Logo placement on front cover of onsite program with Platinum, Gold and other major sponsors. A full page (four colour) advertisement page left next to the page (right) that announces the Presenter Biographies will follow OR advertisement on outside back cover. Decision must be made on ad placement at point of agreeing sponsorship

REGISTRATION

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Website

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- On sponsor page of digital promotional brochure downloadable from Conference website

Onsite

- Prominently displayed on "Thank You To Sponsors" signage located at high visibility area at the Conference

Print Material

- Sponsors that confirm sponsorship in time for mailing - on "Thank You To Sponsors" page of the promotional brochure mailed out in February to over 5,000 industry professionals
- On the "Thank You To Sponsors" page of the onsite program provided to all attendees at registration
- On the front cover of the onsite conference program
- On your full page corporate advertisement in the onsite conference program

Database of Conference Delegates

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

Reporting

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



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

To reserve your corporate sponsorship, contact **Ben Carson**

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

CONCURRENT SESSION

\$2,500 / Sponsor • 8 Opportunities

WESTERN CANADA
APARTMENT INVESTMENT CONFERENCE
CALGARY • EDMONTON • VANCOUVER

May 17, 2022 • Edmonton Convention Centre

DESCRIPTION AND SPONSOR BENEFITS

Logo on screen in Plenary or Concurrent Session room on announcement by Chair or Moderator

Thank You acknowledgement of sponsorship from the Moderator before and following the sponsored session

Logo on screen for duration of the sponsored concurrent session

REGISTRATION

Two Western Canada Apartment Investment Conference Registrations (value \$760)

YOUR CORPORATE LOGO WILL BE GIVEN ADDITIONAL EXPOSURE AS FOLLOWS:

Website

- Placement with sponsor acknowledgement on the Conference website together with other sponsors for a nine month period on the "Thank You To Sponsors" page
- On sponsor page of digital promotional brochure downloadable from Conference website
- On program page of Conference website next to the sponsored concurrent session

Onsite

- On "thank you to sponsors signage" prominently displayed for the duration of the event

Print Material

- Sponsors that confirm sponsorship in time for mailing - on "Thank You To Sponsors" page of the promotional brochure mailed out in February to over 5,000 industry professionals
- On the "Thank You To Sponsors" page of the onsite program provided to all attendees at registration
- On program page of the onsite program located alongside the sponsored session
- On program signage outside the concurrent room located alongside the sponsored session

Database of Conference Delegates

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

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POST CONFERENCE SURVEY

\$2,250 / Sponsor • 1 Exclusive Opportunity

WESTERN CANADA
APARTMENT INVESTMENT CONFERENCE
CALGARY • EDMONTON • VANCOUVER

May 17, 2022 • Edmonton Convention Centre

DESCRIPTION AND SPONSOR BENEFITS

All attendees are invited to participate in a Post Conference Survey, providing them with an opportunity to give feedback on their experience at the event. The sponsor will be acknowledged by the Chair in their closing comments and the sponsor logo will appear at that time on the screen in the plenary room. The sponsor logo will also be positioned on the email to all attendees that includes the request to complete the post conference survey together with a link to the site.

The sponsor logo will also be included on the landing page of the online survey.

REGISTRATION

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Onsite

- Logo on "thank you to sponsors signage" prominently displayed for the duration of the event

Print Material

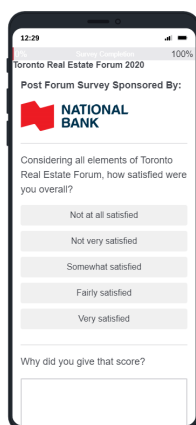
- Sponsors that confirm sponsorship in time for mailing - on "Thank You To Sponsors" page of the promotional brochure mailed out in February to over 5,000 industry professionals
- On the "Thank You To Sponsors" page of the onsite program provided to all attendees at registration

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12:29 100%

Toronto Real Estate Forum 2020

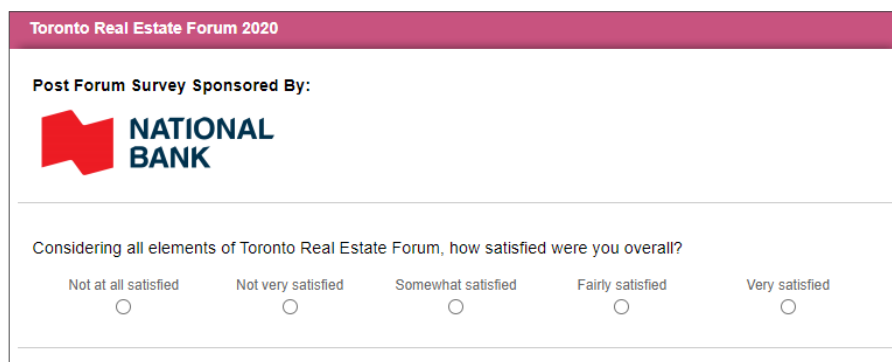
Post Forum Survey Sponsored By:

 **NATIONAL BANK**

Considering all elements of Toronto Real Estate Forum, how satisfied were you overall?


Not at all satisfied
Not very satisfied
Somewhat satisfied
Fairly satisfied
Very satisfied

Why did you give that score?



Toronto Real Estate Forum 2020

Post Forum Survey Sponsored By:

 **NATIONAL BANK**

Considering all elements of Toronto Real Estate Forum, how satisfied were you overall?

Not at all satisfied Not very satisfied Somewhat satisfied Fairly satisfied Very satisfied

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