

A photograph of the Edmonton skyline at sunset, with the city lights reflecting on the water of a river in the foreground. The sky is a warm orange and yellow. A large orange arrow points from the bottom left towards the top right, following the curve of the river and the skyline.

2013 CANADIAN NETWORK OF ASSET MANAGERS WORKSHOP

SPONSORSHIP OPPORTUNITIES



EXPANDING
HORIZONS

CNAM 2013 WORKSHOP
MAY 5-8, 2013 | EDMONTON, AB

EXPANDING HORIZONS

May 5-8, 2013 | Edmonton, AB

The Westin Edmonton

As host sponsor, the City of Edmonton invites you to expand your horizons in Edmonton May 5-8, 2013 for the **7th Annual Canadian Network of Asset Managers Workshop**.

CNAM 2013 is all about “**Expanding Horizons**”. For the asset manager, the CNAM workshop offers an exceptional professional development and networking opportunity. For the industry, this annual gathering of forward-thinkers generates significant influence – CNAM is now sought after to participate in local, regional, national and international asset management initiatives. www.cnam.ca

EXPERIENCE EDMONTON!

The City of Edmonton is pleased to be hosting the 2013 CNAM Workshop. As a growing association in the municipal infrastructure asset management industry, CNAM invites you to get involved with Expanding Horizons as a sponsor.



THE WORKSHOP

CNAM 2013 is all about “Expanding Horizons”. From a personal perspective, CNAM’s annual workshop continues to offer an exceptional professional development and networking opportunity. From an industry perspective, this annual gathering of forward-thinking asset managers also contributes significant industry influence – CNAM is now sought after to participate in local, regional, national and international asset management initiatives.

www.cnam.ca



SPONSORSHIP OPPORTUNITIES

THE DELEGATES

This working session will bring together more than 200 Canadian municipal, provincial and federal leaders, key stakeholders from utilities, consultants, researchers, educators and others, as well as a select group of international asset management experts. Delegates will benefit from a combination of inspirational keynote speakers, interactive breakout sessions, informative tours and excellent networking opportunities.

THE OPPORTUNITY

The sponsorship program for 2013 welcomes every level of involvement. From Ground Floor Title Sponsor with year-round CNAM recognition, to sponsoring workshop events and participating in the tradeshow – CNAM offers a sponsorship level to suit every budget.

Take advantage of this unique opportunity to build your organization's profile with this targeted group of decision makers from across Canada and beyond.

We are committed to partnering with any relevant organization that would like to be involved.

The following pages outline the levels of sponsorship available for CNAM's 2013 program year. With your support, we look forward to building on the progress made during our first six years – developing asset management strategies and fostering communication lines at the municipal level.

Questions?

CNAM 2013 Sponsorship Chair
D. Philip Alex, City of Edmonton
T: 780.496.5695
E: Alex.Philip@edmonton.ca

CNAM 2013 Chair
Bradley Leeman, City of Edmonton
T: 780.442.6967
E: Bradley.Leeman@edmonton.ca

www.cnam.ca



GROUND FLOOR TITLE SPONSOR

EXCLUSIVE OPPORTUNITY \$15,000 INVESTMENT

YEAR-ROUND RECOGNITION

- Banner ad on CNAM home page for 12 months (sponsor to provide)*
- Prominent sponsor logo on association emails (not including e-newsletter)*

CNAM WORKSHOP

- Sponsor logo, website link and 50-word profile at www.cnam.ca
- Sponsor logo on workshop emails
- Sponsor logo in workshop advertising
- Sponsorship of gala dinner (not including CNAM Tereo Award)
- Opportunity to introduce speaker at gala (if applicable)
- Sponsor logo on onsite signage, delegate kit and delegate lanyard*
- Opportunity to include a company-branded promotional item in delegate kit
- Sponsor logo on gala dinner tickets as title sponsor
- Full-page ad (sponsor to provide), sponsor logo, URL and 50-word profile in event program
- Three (3) full workshop registrations
- One (1) standard exhibit space including table and electrical outlet
- Distribution of company marketing materials at sponsor booth
- Opportunity to provide door prize
- Opportunity to host an Adjacent Event (see page 8)
- Delegate pens and notebook with CNAM and your corporate logo*

* Highlighted items are new benefits for 2013.

**Exhibit spaces will be guaranteed for Ground Floor Title Sponsor until February 1, 2013. After that, space will be assigned on a first-come, first-served basis with signed sponsorship reservation form. Space will not be guaranteed until payment received.



FIRST FLOOR

FOUR (4) OPPORTUNITIES AVAILABLE **WELCOME RECEPTION (1) OR KEYNOTE PLENARY (3) SPONSOR** **\$10,000 INVESTMENT**

YEAR-ROUND RECOGNITION

- Banner ad on CNAM home page for 6 months (sponsor to provide)
- Sponsor logo on association emails (not including e-newsletter)

CNAM WORKSHOP

- Sponsor logo, website link and 50-word profile at www.cnam.ca
- Sponsor logo on workshop emails
- Sponsor logo in workshop advertising
- Opportunity to introduce speaker at sponsored event (if applicable)
- Sponsor logo on onsite event-specific signage
- Opportunity to include a company-branded promotional item in delegate kit
- Sponsor logo on sponsored event ticket (if applicable)
- Half-page ad (sponsor to provide), sponsor logo, URL and 50-word profile in event program
- Two (2) full workshop registrations
- One (1) standard exhibit space including table and electrical outlet**
- Distribution of company marketing materials at sponsor booth
- Opportunity to provide door prize
- Opportunity to host an Adjacent Event (see page 8)
- Internet Café – laptops with your corporate branded home page and signage*

* Highlighted items are new benefits for 2013.

**Exhibit space will be guaranteed for First Floor Sponsors until February 1, 2013. After that, space will be assigned on a first-come, first-served basis with signed sponsorship reservation form. Space will not be guaranteed until payment received.



SECOND FLOOR

SIX (6) OPPORTUNITIES AVAILABLE LUNCHEON OR BREAKFAST \$5,000 INVESTMENT

YEAR-ROUND RECOGNITION

- Banner ad on CNAM home page for 3 months (sponsor to provide)
- Sponsor logo on association emails (not including e-newsletter)

CNAM WORKSHOP

- Sponsor logo, website link and 50-word profile at www.cnam.ca
- Sponsor logo on workshop emails
- Sponsor logo in workshop advertising
- Opportunity to introduce sponsored event (if applicable)
- Sponsor logo on onsite event-specific signage
- Opportunity to include a company-branded promotional item in delegate kit
- Quarter-page ad (sponsor to provide), sponsor logo, URL and 50-word profile in event program
- One (1) full workshop registration
- Half-price (\$1000) standard exhibit space including table and electrical outlet**
- Distribution of company marketing materials at sponsor booth
- Opportunity to provide door prize
- Opportunity to host an Adjacent Event (see page 8)

* Highlighted items are new benefits for 2013.

**Limited number of exhibit spaces available – space will be assigned on a first-come, first-served basis with signed sponsorship reservation form. Space will not be guaranteed until payment received.



THIRD FLOOR

OPPORTUNITIES AVAILABLE FOCUSED LEARNING SESSION OR BREAKOUT SESSION \$3,500 INVESTMENT

YEAR-ROUND RECOGNITION

- Banner ad on CNAM home page for 2 months (sponsor to provide)
- Prominent sponsor logo on association emails (not including e-newsletter)

CNAM WORKSHOP

- Sponsor name, website link and 50-word profile at www.cnam.ca
- Sponsor name on workshop emails
- Sponsor name in workshop advertising
- Opportunity to introduce speaker at sponsored event
- Sponsor logo on onsite event-specific signage
- Opportunity to include a company-branded promotional item in delegate kit
- Sponsor logo, URL and 50-word profile in event program
- Distribution of company marketing materials at sponsor booth
- One Conference Registration at half-price*
- Opportunity to provide door prize

* Highlighted items are new benefits for 2013.

** Limited number of exhibit spaces available – space will be assigned on a first-come, first-served basis with signed sponsorship reservation form. Space will not be guaranteed until payment received.



FOURTH FLOOR

VARIOUS OPPORTUNITIES AVAILABLE NETWORKING BREAK (5) OR OFFSITE TOUR (4), PLUS OTHERS \$2,500 INVESTMENT

YEAR-ROUND RECOGNITION

- Banner ad on CNAM home page for 1 month (sponsor to provide)*
- Sponsor name on association emails (not including e-newsletter)*

CNAM WORKSHOP

- Sponsor name, website link and 50-word profile at www.cnam.ca
- Sponsor name on workshop emails
- Sponsor name in workshop advertising
- Sponsor name on onsite event-specific signage
- Sponsor name, URL and 50-word profile in event program
- Distribution of company marketing materials at media centre
- Opportunity to provide door prize
- Opportunity to provide promo item

* Highlighted items are new benefits for 2013.



TRADE SHOW EXHIBITOR

22 BOOTH SPACES AVAILABLE **\$2,000 INVESTMENT**

In keeping with the theme, the CNAM Workshop is “expanding horizons” in the asset management industry by expanding the space available to exhibitors – with select booths reserved for ground floor and first floor sponsors, a limited number of booths will be available on a first-come, first-served basis.

Exhibitor promotion will include:

- Exhibitor name, URL and 50-word profile on www.cnam.ca and in event program
- Exhibitor name on workshop emails
- Company name on tradeshow signage
- Distribution of company marketing materials and promotional items at booth
- Opportunity to provide door prize
- Traffic generation with networking breaks held on tradeshow floor



ADJACENT EVENT HOST

CNAM offers confirmed Ground, First and Second Floor Sponsors the opportunity to host a workshop or session adjacent to the CNAM 2013 Workshop. Additional professional development opportunities related to the practice of asset management prior to or after the CNAM Workshop provide significant benefits:

- Delegates from across Canada receive a value-added opportunity to gain additional professional development benefits.
- Adjacent event hosts receive an opportunity for additional contact with a targeted audience of asset management professionals.
- CNAM may benefit through increased attendance at the CNAM Workshop resulting from interest from delegates in attending adjacent events.

Please note that all costs related to hosting the event are the responsibility of the sponsor/host.

Please contact CNAM event manager, Kate Cheney, at admin@cnam.ca for more information or to apply to host an event adjacent to the CNAM 2013 Workshop in Edmonton.

CNAM 2013 WORKSHOP

FLOOR	GROUND	FIRST	SECOND	THIRD	FOURTH	EXHIBITOR
2013 Proposed Pricing	\$15,000	\$10,000	\$5,000	\$3,500	\$2,500	\$2,000
Number of Opportunities	1	4	6			22
Banner Ad	12 months	6 months	3 months	2 months	1 month	
CNAM Email	Logo	Logo	Logo	Name	Name	
CNAM Website	Logo, URL Link, 50- Word Profile	Logo, URL Link, 50- Word Profile	Logo, URL Link, 50- Word Profile	Name, URL Link, 50- Word Profile	Name, URL Link, 50- Word Profile	Name, URL Link, 50- Word Profile
2013 Emails	Logo	Logo	Logo	Name	Name	Name
Print Ads	Logo	Logo	Logo	Name	Name	
Event Sponsor	Gala Dinner	Reception or Keynote	Luncheon or Breakfast	Breakout & Focused Learning Sessions	Networking Breaks & Offsite Tours	
Intro Speaker	Yes	Yes	Yes	Yes		
Onsite Signage	Logo	Logo	Logo	Logo	Name	Name
Delegate Bag & Lanyard	Logo					
Items	Notebook & Pen	Internet Café				
Promo Item	Yes	Yes	Yes	Yes	Yes	Yes
Event Ticket	Logo	Logo				
Program	Logo, URL, 50-Word Profile, Full- Page Ad	Logo, URL, 50-Word Profile, 1/2- Page Ad	Logo, URL, 50-Word Profile, 1/4- Page Ad	Logo, URL, 50-Word Profile	Logo, URL, 50-Word Profile	Name, URL, 50-Word Profile
Registration	3	2	1	1 @ Half Price		
Booth	1	1	Half Price			1
Marketing Materials	At Booth	At Booth	At Booth	At Booth	At Media Centre	At Booth
Door Prize	Yes	Yes	Yes	Yes	Yes	Yes
Adjacent Event	Yes	Yes	Yes			

Please contact CNAM event manager, Kate Cheney, at admin@cnam.ca for more information.

CNAM TEREAO AWARDS SPONSOR

EXCLUSIVE OPPORTUNITY \$5,000 INVESTMENT

Interested in having your company name associated with excellence in asset management in Canada? Consider becoming the first ever CNAM Tereo Awards Sponsor. Benefits include:

- Sponsor logo on awards program brochure
- Sponsor logo and website link on awards program page on www.cnam.ca
- Sponsor logo and website link on awards promotional emails to CNAM database
- Sponsor logo on onsite signage and award program at annual gala
- Sponsor name on commemorative trophy/plaque/certificate
- Opportunity to present award to winner

CNAM ONE-DAY WORKSHOP SPONSOR

\$1,500/WORKSHOP INVESTMENT FOR CNAM MEMBERS \$2,000/WORKSHOP INVESTMENT FOR NON-MEMBERS

Having your organization's name associated with a CNAM one-day workshop demonstrates your commitment to professional development in the asset management industry in Canada. Workshop topics and location will be determined by the CNAM board of directors based on interest and feedback from CNAM members. Benefits include:

- Sponsor logo and website link on one-day workshop page on www.cnam.ca
- Sponsor logo and website link on one-day workshop promotional emails (at least two) to CNAM database
- Sponsor logo on onsite signage and event agenda
- Opportunity to introduce speaker
- Opportunity to provide a company-branded promotional item for workshop attendees (e.g. pen/notepad, etc.)



E-NEWSLETTER SPONSOR

\$1,000/E-NEWSLETTER INVESTMENT FOR CNAM MEMBERS

\$1,500/E-NEWSLETTER INVESTMENT FOR NON-MEMBERS

Your company name could be associated with proactive and two-way communication as the sponsor for CNAM's new bi-monthly e-newsletter to members. Benefits include:

- Sponsor logo, website link and 50-word profile on e-newsletter to CNAM members
- Sponsor logo and website link on e-newsletter page on www.cnam.ca

WEBSITE BANNER AD

\$100/MONTH INVESTMENT FOR CNAM MEMBERS (get 2 months free with 12-month committment)

\$200/MONTH INVESTMENT FOR NON-MEMBERS (get 2 months free with 12-month committment)

A banner ad on the CNAM website gives your organization front-and-centre visibility to a growing number of asset management decision-makers across Canada. Benefits include:

- Your banner ad will include a link to your website – and you can select the specific page on your site that will most interest asset managers.
- CNAM will provide you with statistics of impressions (the number of times your banner ad was seen during the month) and click-thrus (the number of times your banner ad was clicked on driving traffic your website).

Placement: www.cnam.ca home page.

Specifications: Banner ad to be provided by sponsor with the following specs: 728 x 90 pixels .jpg or .gif at 72 dpi

2013 CNAM SPONSORSHIP RESERVATION FORM

Don't miss out on this valuable opportunity - reserve your position on our roster of valued sponsors now, by completing this form and returning it via email to admin@cnam.ca, fax 1.866.808.0366 or by mail to Bay 3, 4905 - 102 Avenue SE, Calgary, Alberta T2C 2X7. To learn more about the benefits of sponsorship, please contact Kate Cheney, Event Manager, phone 403.244.7821 or visit our website at www.cnam.ca

Company name: _____

Contact name/title: _____

Mailing address: _____

Telephone: _____ Fax: _____

Email: _____ Website: _____

Choose your sponsorship opportunity (please indicate your first and second choice)

GROUND FLOOR TITLE SPONSOR | \$15,000

- Title Sponsor and Gala Dinner – Tuesday, May 7, 2013

FIRST FLOOR SPONSOR | \$10,000

- Welcome Reception – Sunday, May 5, 2013
- Keynote – Monday, May 6, 2013
- Keynote – Tuesday, May 7, 2013
- Keynote – Wednesday, May 8, 2013

SECOND FLOOR SPONSOR | \$5,000

- Breakfast – Monday, May 6, 2013
- Breakfast – Tuesday, May 7, 2013
- Breakfast – Wednesday, May 8, 2013
- Luncheon – Monday, May 6, 2013
- Luncheon – Tuesday, May 7, 2013
- Luncheon – Wednesday, May 8, 2013

THIRD FLOOR SPONSOR | \$3,500

- Focused Learning Session
- Concurrent Session

Note: sessions will be assigned at a later date.

FOURTH FLOOR SPONSOR | \$2,500

- Offsite Tour 1 – Sunday, May 5, 2013
- Offsite Tour 2 – Wednesday, May 8, 2013
- Offsite Tour 3 – Wednesday, May 8, 2013
- Networking Break 1 – Monday morning, May 6, 2013
- Networking Break 2 – Monday afternoon, May 6, 2013
- Networking Break 3 – Tuesday morning, May 7, 2013
- Networking Break 4 – Tuesday afternoon, May 7, 2013
- Networking Break 5 – Wednesday morning, May 8, 2013

EXHIBITOR | \$2,000

- 8' x 10' booth – May 5-8, 2013
1st choice booth # _____ 2nd choice booth # _____
- Companies we prefer NOT to be beside: _____

ADJACENT EVENT

- Proposed topic: _____
- Proposed date: _____

Terms and Conditions of Sponsorship

CNAM will allocate the sponsorship on a first-come, first-served basis by category. A sponsorship will be placed on tentative hold upon receipt of signed reservation form. An invoice will be issued via email and is payable upon receipt. Sponsorship is not guaranteed until payment is received. Please make cheques payable to The Canadian Network of Asset Managers. All payments are final. Cost quoted in Canadian funds, GST will be added. CNAM reserves the right to refuse a sponsorship request. CNAM has the right to amend the rules and regulations governing sponsorship at their discretion.

Acceptance

Please invoice me. I have authorization to enter this agreement on behalf of my organization:

Name: _____ Title: _____

Date: _____ Signature: _____