



CNAM 2025 NATIONAL CONFERENCE SPONSORSHIP PROSPECTUS

Conference Chairs

Foreword

As the Conference Chairs for the upcoming CNAM 2025 National Conference, we are thrilled to extend a warm welcome to all potential sponsors. This conference, themed "Laval Up!" is poised to be a landmark event in Laval, Quebec, from May 12th to May 15th, 2025.

To make this conference a resounding success, we invite your organization to join us as a valued sponsor. Your support will not only contribute to the success of the event but will also position your organization as a leader in championing sustainability and asset management.

We are excited about the potential collaboration and mutual benefits that sponsorship can bring. Your support will not only enhance the conference experience for our attendees but will also contribute to the advancement of asset management practices across Canada.

Thank you for considering sponsorship of the CNAM 2025 National Conference. We look forward to the opportunity to partner with your organization and create a conference that leaves a lasting impact on sustainable communities and asset management in Canada.

Sincerely,

Graham Isbister, CNAM Conference Co-Chair
Leslie Nanibush, CNAM Conference Co-Chair
Khaled Shahata, CNAM Conference Co-Chair

ABOUT CNAM

The Canadian Network of Asset Managers Association (CNAM) is Canada's established national public infrastructure asset management voice. Our government and private sector members develop policies, tools, and technologies, which improve the levels of service delivery through public infrastructure assets in every Province and Territory in Canada. CNAM shares that knowledge with members and interested and affected parties through our online resources, the annual conference, various committees, and events.



The Conference

The Canadian Network of Asset Managers invites you to join us in Laval, Quebec for the CNAM 2025 National Conference.

The CNAM 2025 National Conference will bring together more than 250 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 Location

Laval, Quebec, is a vibrant city located just north of Montreal on Île Jésus, nestled between the Rivière des Mille Îles and the Rivière des Prairies. It's the third-largest city in Quebec and known for its diverse population, growing economy, and strong cultural presence. As one of Quebec's largest municipalities, Laval has invested significantly in modernizing its transportation networks, public utilities, and urban planning. The city's proactive approach to infrastructure asset management, including sustainable initiatives and smart technology integration, makes it a model for cities across Canada. Its blend of urban innovation and commitment to long-term resilience offers valuable insights for leaders in infrastructure management.

The Opportunity

Sponsoring the CNAM 2025 National Conference presents a unique opportunity for your company to elevate its brand presence and connect with industry leaders in asset management. Enjoy benefits such as extensive digital exposure, targeted marketing, and networking opportunities. The sponsorship program for 2025 welcomes every level of involvement, from conference host sponsor to tradeshow participant - CNAM offers a sponsorship level to suit every budget.

For sponsorship inquiries please contact conference@cnam.ca

Sponsorship Opportunities



Conference Host Sponsor \$17,000 | 1 Available

The host sponsor is the premium sponsorship level of the CNAM 2025 National Conference with only one (1) exclusive opportunity available. The Conference Host Sponsor will receive the following benefits:

- One (1) stand-alone email sent to Conference attendees, announcing sponsorship, in advance of the conference
- Four (4) stand-alone posts on CNAM social media accounts, announcing the Conference Host
- Logo recognition and link to your website on the CNAM Conference website
- Logo recognition as a conference partner on all Conference Marketing
- Ability to add one (1) question to the event registration form
- Delegate list (opt-in based) provided in advance of the Conference
- Four (4) complimentary registration tickets that include the Monday Night Welcome Reception and TEREQ Awards Gala
- One reserved table at the TEREQ Awards Gala
- Sponsorship recognition ribbons for company staff (exhibitor, level of sponsorship)
- Prominent signage recognizing your sponsorship as the Conference Host Sponsor
- Logo visibility on the mobile event app
- Two (2) branded push notifications sent to all attendees on the mobile event app, each day.
- Verbal recognition by the CNAM Conference Chair(s) during welcome remarks and Conference closing remarks
- Opportunity to address delegates (2 minutes maximum) during an opening remarks session.
- Opportunity to provide organization promotional video to be played on the main stage during the program. Length to be determined by CNAM
- Speaking Opportunity
- One (1) standard exhibit space including a table and electrical outlet, in a premium location on the tradeshow floor
- Opportunity to provide two (2) giveaways to be used as gamification prizes
- Three gamification codes to be provided to attendees when they visit your booth
- Ability to add one (1) question to the post-event survey

Title Sponsor \$12,000 | 3 Available

- One (1) stand-alone email sent to Conference attendees, announcing sponsorship, in advance of the conference
- Three (3) stand-alone posts on CNAM social media accounts, announcing the Title Sponsor
- Logo recognition and link to your website on the CNAM Conference website
- Logo recognition as a conference partner on all Conference Marketing
- Ability to add one (1) question to the event registration form
- Two (2) complimentary conference registration tickets including CNAM Awards Gala & Welcome Reception
- Sponsorship recognition ribbons for company staff (exhibitor, level of sponsorship)
- Logo visibility on the mobile event app
- Prominent signage recognizing your sponsorship as a Title Sponsor
- Two (2) branded push notifications sent to all attendees on the mobile event app, each day.
- Verbal recognition by the CNAM Conference Chair(s) during welcome remarks and Conference closing remarks
- Opportunity to address delegates (2 minutes maximum) during an opening remarks session.
- Opportunity to provide organization promotional video to be played on the main stage during the program. Length to be determined by CNAM
- One (1) standard exhibit space including a table and 2 chairs, in a premium location on the tradeshow floor
- Opportunity to provide two (2) giveaways to be used as gamification prizes
- Two gamification codes to be provided to attendees when they visit your booth
- Ability to add one (1) question to the post-event survey

Registration \$8,500 | 1 Available

- Two (2) stand-alone posts on CNAM social media accounts, announcing Sponsor
- Ability to add one (1) question to the event registration form
- Logo exposure on all registration confirmation emails
- Logo recognition and link to your website on the CNAM Conference website
- Logo recognition as a conference partner on all Conference Marketing
- Ability to add one (1) question to the event registration form
- One (1) complimentary conference registration ticket including CNAM Awards Gala & Welcome Reception
- Sponsorship recognition ribbons for company staff (exhibitor, level of sponsorship)
- Prominent signage recognizing your sponsorship at the registration desk
- Logo visibility on the mobile event app
- Two (2) branded push notifications sent to all attendees on the mobile event app
- Verbal recognition by the CNAM Conference Chair(s) during welcome remarks and Conference closing remarks
- One (1) standard exhibit space including a table and 2 chairs
- Opportunity to provide one (1) giveaway to be used as a gamification prize
- Two gamification codes to be provided to attendees when they visit your booth
- Ability to add one (1) question to the post-event survey

EVENT SPONSORSHIP

Awards Gala

\$10,000 | 1 Available

Elevate your organization's visibility and support the recognition of excellence in asset management by becoming a sponsor for the prestigious CNAM National Conference TERE Awards Gala. Your sponsorship at this event will specifically contribute to honoring outstanding achievements in the field

- One (1) stand-alone email sent to Conference attendees, announcing sponsorship, in advance of the conference
- Two (2) stand-alone posts on CNAM social media accounts, announcing Sponsor
- Logo recognition and link to your website on the CNAM Conference website
- Logo recognition as a conference partner on all Conference Marketing
- Two (2) complimentary conference registration tickets including CNAM Awards Gala & Welcome Reception
- Sponsorship recognition ribbons for company staff (exhibitor, level of sponsorship)
- Prominent signage recognizing your sponsorship during the Awards Gala
- Opportunity to speak for 2 min and welcome guests to event.
- Logo visibility on the mobile event app
- Two (2) branded push notifications sent to all attendees on the mobile event app
- Verbal recognition by the CNAM Conference Chair(s) during welcome remarks and Conference closing remarks
- One (1) standard exhibit space including a table and 2 chairs
- Opportunity to provide one (1) giveaway to be used as a gamification prize

Welcome Networking Reception

\$10,000 | 1 Available

- Two (2) stand-alone posts on CNAM social media accounts, announcing Sponsor
- Logo recognition and link to your website on the CNAM Conference website
- Logo recognition as a conference partner on all Conference Marketing
- Sponsorship recognition ribbons for company staff (exhibitor, level of sponsorship)
- Prominent signage recognizing your sponsorship at the Monday Night Welcome Reception
- Opportunity to invite up to five (5) clients or colleagues to the social event
- Two (2) branded push notifications sent to all attendees on the mobile event app
- Logo visibility on the mobile event app
- Verbal recognition by the CNAM Conference Chair during welcome remarks and Conference closing remarks
- Opportunity to welcome attendees during the Monday Night Welcome Reception
- Opportunity to provide one (1) giveaway to be used as a gamification prize



Refreshment Break

\$1,500 | 5 Available

Title Sponsor of one (1) refreshment break on Tuesday, Wednesday, or Thursday

- Logo recognition and link to your website on the CNAM Conference website
- Logo recognition as a conference partner on all Conference Marketing
- Sponsorship recognition ribbons for company staff (exhibitor, level of sponsorship)
- Prominent signage on the refreshment tables naming your organization as a sponsor
- Logo visibility on the mobile event app
- One (1) branded push notification sent to all attendees on the mobile event app
- Opportunity to provide one (1) giveaway to be used as a gamification prize

Water Station

\$1,000 | 3 Available

- Logo recognition and link to your website on the CNAM Conference website
- Logo recognition as a conference partner on all Conference Marketing
- Sponsorship recognition ribbons for company staff (exhibitor, level of sponsorship)
- Prominent Signage on the water station in the exhibit hall naming your organization as a sponsor
- Logo visibility on the mobile event app
- Opportunity to provide one (1) giveaway to be used as a gamification prize

Lunch and Breakfast Sponsor

\$5,000 | 3 Available

Title Sponsor of lunch and breakfast for one day

- One (1) stand-alone post on CNAM social media accounts, announcing Sponsor.
- Logo recognition and link to your website on the CNAM Conference website
- Logo recognition as a conference partner on all Conference Marketing
- One (1) complimentary In-Person Conference registration
- Sponsorship recognition ribbons for company staff (exhibitor, level of sponsorship)
- Prominent signage recognizing your sponsorship during one lunch or breakfast
- Logo visibility on the mobile event app
- One (1) branded push notification sent to all attendees on the mobile event app
- Opportunity to provide organization promotional video to be played during one lunch or breakfast. (Length to be determined by CNAM)
- Opportunity to provide one (1) giveaway to be used as a gamification prize



PROGRAM SPONSORSHIP

Keynote Sponsor

\$5,500 | 2 Available

- One (1) stand-alone post on CNAM social media accounts, announcing the Keynote Sponsor
- Logo recognition and link to your website on the CNAM Conference website
- Logo recognition as a conference partner on all Conference Marketing
- Sponsorship recognition ribbons for company staff (exhibitor, level of sponsorship)
- Prominent signage recognizing your sponsorship during the Keynote Session
- Logo visibility on the mobile event app
- One (1) branded push notification sent to all attendees on the mobile event app
- Verbal recognition by the CNAM Conference Chair during welcome remarks and Conference closing remarks
- Opportunity to introduce and thank the keynote speaker
- Opportunity to provide one (1) giveaway to be used as a gamification prize

Future Leaders Symposium

\$3,500 | 3 Available

Support the new professionals in asset management as they provide insight into their research through the annual future research symposium

- Logo recognition and link to your website on the CNAM Conference website
- Logo recognition as a conference partner on all Conference Marketing
- Sponsorship recognition ribbons for company staff (exhibitor, level of sponsorship)
- Prominent signage recognizing your sponsorship of the Symposium
- Logo visibility on the mobile event app
- Includes an opportunity to attend and deliver remarks at the Tuesday networking event
- Opportunity to be a judge at the symposium, giving you a first-hand experience of up-and-coming research in Asset Management
- Opportunity to provide one (1) giveaway to be used as a gamification prize

Breakout Session

\$2,000 | 9 Available

Enjoy all day exposure in a breakout room on Tuesday, Wednesday, or Thursday

- Logo recognition and link to your website on the CNAM Conference website
- Logo recognition as a conference partner on all Conference Marketing
- Sponsorship recognition ribbons for company staff (exhibitor, level of sponsorship)
- Prominent signage recognizing your sponsorship during the Breakout Session Room of your choosing (first come first served basis)
- Logo visibility on the mobile event app
- Public thank you and recognition by moderator
- Opportunity to provide one (1) giveaway to be used as a gamification prize

Conference Supporter

\$1,000 | Unlimited

- Logo recognition and link to your website on the CNAM Conference website
- Logo recognition as a conference partner on all Conference Marketing
- Sponsorship recognition ribbons for company staff (exhibitor, level of sponsorship)
- Logo visibility on the mobile event app
- Opportunity to provide one (1) giveaway to be used as a gamification prize

Other Opportunities

Morning Walk/Run

\$1,000 1 Available

- Logo recognition and link to your website on the CNAM conference walk/run map
- Sponsorship recognition ribbons for company staff (exhibitor, level of sponsorship)
- Logo visibility on the mobile event app
- Logo recognition and link to your website on the CNAM Conference website
- Logo recognition as a conference partner on all Conference Marketing
- Opportunity to provide one (1) giveaway to be used as gamification prizes

Headshot Studio

\$10,000 | 1 Available

Professional photographers will be available in the headshot studio on the exhibit hall floor to provide attendees with the opportunity for a new/professional headshot.

- Sponsor branded/designed email sent by the photographer to participants with headshots
- Logo recognition and link to your website on the CNAM Conference website
- Logo recognition as a conference partner on all Conference Marketing
- Prominent Signage in the headshot booth
- Sponsorship recognition ribbons for company staff (exhibitor, level of sponsorship)
- Logo visibility on the mobile event app
- Opportunity to provide one (1) giveaway to be used as a gamification prize

Value In-Kind Sponsorship

All value-in-kind sponsorships are greatly appreciated. CNAM will work with your local business to customize a package specifically for you. For your support, you can expect to receive benefits matching the Conference Partner level sponsorship

Sponsor Showcase Demo

\$2,000 | Limited spots available

Opportunity to demo your product or services at the conference. Demo time slots will be allocated by a first-come, first-served process, based on the date the signed contract and deposit is received by the CNAM office. Standard A/V will be provided. Anything additional will be at the cost of the sponsor. The event will not be ticketed so any, and all Conference attendees may attend. 15-minute session to host your demo.

- Logo recognition and link to your website on the CNAM Conference website
- Logo recognition as a conference partner on all Conference Marketing
- Two (2) one-day passes for the day of your demo
- Sponsorship recognition ribbons for company staff (exhibitor, level of sponsorship)
- Logo visibility on the mobile event app
- One (1) branded push notification sent to all attendees on the mobile event app
- Opportunity to provide one (1) giveaway to be used as a gamification prize

Exhibitors

Our exhibition offers a valuable platform for presenting your organization to our delegates, showcasing your dedication to the industry, and fostering robust networking connections with Asset Management Professionals from across Canada.

Exhibit Booth

Early bird rate (until Jan 31) \$2,100 | Regular rate (after Jan 31) \$2,300

15 Available

- One (1) standard exhibit space including a table and 2 chairs
- Two (2) Exhibitor Badges with lunch (Tues, Wed & Thurs)
- Entry to the Welcome Night Reception (Mon evening). Access to the Awards Gala on Wednesday evening is not included.
- Exhibitor name, URL and 40-word company profile, name and website
- Two gamification codes to be provided to attendees when they visit your booth
- on the mobile event app and on the CNAM Conference website
- Logo recognition as a conference partner on all Conference Marketing
- Opportunity to provide one (1) giveaway to be used as a gamification prize

