

SPONSORSHIP PROSPECTUS

SEE YOU IN HALIFAX

AGM 2017

ANNUAL GENERAL MEETING & CONFERENCE

MAY 31ST – JUNE 3RD



fenestration
canada

WHO ARE WE?

Fenestration Canada strives to be the leading resource on all matters that impact the fenestration industry across Canada. The Association is dedicated to supporting its members by providing education, networking, and technical resources. It is committed to connecting fenestration industry stakeholders and addressing regulatory issues that affect our members.

THE EVENT

The Annual General Meeting and Conference of Fenestration Canada will be held from May 31-June 3, 2017 in Canada's Atlantic Ocean port - Halifax, Nova Scotia.

The conference site is the picturesque Westin Nova Scotian, known for its stunning views of the Halifax Harbour.

The event typically attracts approximately 200 delegates.

WHO ATTENDS THE EVENT?

Fabricators
Suppliers
Regulators
Consultants

ATTENDEE PROFILE

President & CEO
Executive Director
Vice President
Chief Development Officer
Senior Development Officer
Director of Development
Account Manager
Operating Manager
Purchasers / Buyers

TOP REASONS TO BECOME A SPONSOR

Have access to approximately 200 quality DELEGATES at the event.

Build new sales leads and business relationships.

Promote your brand, products, and services through several conference marketing platforms.
Discover how the latest research, innovation, and technologies can help you and your company achieve success.

Interact directly with conference delegates.

Learn from the leading professionals in the fenestration industry.

Invite your clients and key personnel with complimentary conference passes.

A great opportunity to explore Halifax.

And much more!

SPONSORSHIP OPTIONS

Recognizing the importance of sponsor recognition and brand awareness, our sponsorship packages include a range of options designed to promote your company before, during, and after the event.

Choose among our sponsorship package options or customize your own to meet your unique needs and budget.

For a complete list of the sponsorship opportunities, please refer to the following pages.

YEAR-ROUND SPONSORSHIP OPTIONS

Fenestration Canada is offering two year-round sponsor opportunities (January 1, 2017 - January 31, 2018) to allow you to be front and center, not just at the Annual General Meeting and Conference, but also throughout the year.

Benefits of Sponsorship	Premier Corporate Sponsor (Exclusive) \$20,000 + tax	Corporate Sponsor (3 Opportunities) \$15,000 + tax
Targeted mailing to Fenestration Canada mailing list	2	1
Speaking opportunities at Fenestration Canada events (topic to be mutually decided)	2	1
Corporate recognition on all Fenestration Canada member communications (bilingual)	✓	✓
Acknowledgement in Fenestration Canada website and through social media	✓	✓
50% off on 1-year Fenestration Canada membership (January 1-December 31, 2017 – If already paid, free the following year)	✓	✓
Company name & logo to appear on the Fenestration Canada website with a link to your company website	✓	✓
Submit news/events for social media outlet postings (once a month)	✓	✓
Distribute promotional material at various social and educational events (restrictions apply)	✓	✓
Opportunity to identify topics/speakers for consideration at Fenestration Canada events	✓	✓
Tabletop for exhibiting at the Supplier's Showcase at any regional events hosted by Fenestration Canada	✓	
Customized webinar presentation (topic(s) to be mutually decided)	2	1
Annual "Corporate Sponsor" ribbon on representative badges at all Fenestration Canada hosted events	✓	✓
Benefits at AGM 2017:		
<ul style="list-style-type: none"> • Logo and/or corporate recognition: <ul style="list-style-type: none"> - Signage in the feature area - All sponsorship signage - Marketing materials - Recognition in the On-site program 	✓	✓
<ul style="list-style-type: none"> • Verbal recognition at the podium during the opening session 	✓	✓
<ul style="list-style-type: none"> • Tabletop for exhibiting at the Suppliers' Showcase 	✓	✓
<ul style="list-style-type: none"> • Complimentary conference registrations including President's Dinner 	4	2
<ul style="list-style-type: none"> • Brochure in delegate bags for all Fenestration Canada hosted events 	✓	✓
Benefits at WinDoor 2017:		
<ul style="list-style-type: none"> • Logo and/or corporate recognition: <ul style="list-style-type: none"> - Signage in the feature area - All sponsorship signage - Marketing materials - Recognition in the Show Guide - WinDoor website with a link to corporate site until January 31, 2018 	✓	✓
<ul style="list-style-type: none"> • Booth photos to use for promotional purposes 	✓	✓
<ul style="list-style-type: none"> • Tickets to the social events 	10	8
<ul style="list-style-type: none"> • Unlimited passes to Trade Show 	✓	✓

FENESTRATION CANADA AGM 2017 SPONSORSHIP OPTIONS

Benefits of Sponsorship	Presenting Sponsor (Exclusive) \$6,500 + tax	Platinum \$5,500 + tax	Gold \$4,000 + tax
"Fenestration Canada Annual General Meeting and Conference 2017 presented by (sponsor name)" featured exclusively on the cover of conference program, website, all marketing materials	✓		
Receive maximum exposure as the exclusive host of the President's Dinner and invite your top clients to attend including: <ul style="list-style-type: none"> • Opportunity to provide welcoming remarks during the dinner (2 to 3 minutes) • Table drop at the dinner with one giveaway (pre-approved and supplied by sponsor) • Premium seating for table of 8 • Significant recognition with logo on all on-site promotional materials • Company logo recognition on sponsor table 	✓		
Logo recognition in all pre-event marketing including social media	✓	✓	✓
Verbal recognition from the podium during education sessions	✓	✓	✓
Advertisement in conference program (artwork to be provided by sponsor - received by May 1, 2017)	Full pg	Half pg	Qtr pg
Sponsor name and logo to be featured on "Thank you to our sponsors" advertisement in conference program	✓	✓	✓
Tabletop for exhibiting at the Suppliers' Showcase	✓	✓	✓
Complimentary full delegate conference registrations	3	2	1
Complimentary guest rooms (1-night)	2	1	0
"Sponsor" ribbon on representative badges	✓	✓	✓

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Signature Cocktail – Tie your corporate name to the signature drink of the evening for maximum exposure and visibility!

Benefits include:

- Business name will be included in the name of the signature drink
- Business logo or sponsor name on signage as “Signature Drink Sponsor”
- Sponsor name to appear on the recipe card to be handed out to all the attendees
- Name and logo (including hyperlink) will be included on the Fenestration Canada website
- Tabletop for exhibiting at the Suppliers’ Showcase
- **Logo and/or corporate recognition** in all pre-event marketing including social media and the on-site signage and program
- “Sponsor” ribbon on representative badges
- One complimentary full delegate conference registration

\$5,000 + tax

(Exclusive)

Charging Station – The charging station gives the sponsor a unique chance to interact with the conference attendees. As a sponsor, your company will be promoted to the full conference delegation throughout the event.

Benefits include:

- Branded charging station with your company’s logo and message
- Recognition as “Charging Station Sponsor”
- Name and logo (including hyperlink) will be included on the Fenestration Canada website
- Tabletop for exhibiting at the Suppliers’ Showcase
- **Logo and/or corporate recognition** in all pre-event marketing including social media and the on-site signage and program
- “Sponsor” ribbon on representative badges
- One complimentary full delegate conference registration

\$5,000 + tax

(Exclusive)

Thursday and Friday Luncheon – Sponsorship at lunch offers your business an unrivaled opportunity to increase the awareness of your brand.

Benefits include:

- Prominent placement of company’s corporate banner in the lunch area (to be provided by sponsor)
- Name and logo (including hyperlink) will be included on the Fenestration Canada website
- Tabletop for exhibiting at the Suppliers’ Showcase
- Logo and/or corporate recognition in all pre-event marketing including social media and the on-site signage and program
- “Sponsor” ribbon on representative badges

\$3,500 + tax

(Exclusive)

Thursday and Friday Breakfast - Be a part of the event and help start the day with our Breakfast sponsorship.

Benefits include:

- Prominent placement of company's corporate banner in the breakfast area (to be provided by sponsor)
- Name and logo (including hyperlink) will be included on the Fenestration Canada website
- Tabletop for exhibiting at the Suppliers' Showcase
- Logo and/or corporate recognition in all pre-event marketing including social media and the on-site signage and program
- "Sponsor" ribbon on representative badges

\$3,000 + tax
(SOLD)

Delegate Bags – Delegate bags will be distributed at the event to all registered delegates, committee members, speakers and exhibitors. Each bag will contain numerous event-related materials.

Benefits include:

- Business name and/or logo to be printed on the outside of each bag along with Fenestration Canada logo (200 bags to be provided by sponsor)
- Name and logo (including hyperlink) will be included on the Fenestration Canada website
- Tabletop for exhibiting at the Suppliers' Showcase
- **Logo and/or corporate recognition** in all pre-event marketing including social media and the on-site signage and program
- "Sponsor" ribbon on representative badges

\$2,000 + tax
(Exclusive)

Registration Area – A "Registration Area" sponsorship is the perfect way to get your brand in front of the attendees — everyone has to come through the registration area!

Benefits include:

- Roll-up banners to be placed in and around the registration area (to be supplied by sponsor)
- Logo to appear on registration signage
- Name and logo (including hyperlink) will be included on the Fenestration Canada website
- Tabletop for exhibiting at the "Suppliers' Showcase"
- **Logo and/or corporate recognition** in all pre-event marketing including social media and the on-site signage and program
- "Sponsor" ribbon on representative badges

\$2,000 + tax
(Exclusive)

Badge Lanyard – Sponsor is recognized by corporate name and logo along with Fenestration Canada logo on badge lanyard neck straps (clips) for all participants. (To be provided by sponsor).

Benefits include:

- Sponsor logo to appear on all the lanyards to be distributed on-site during badge pick-up
- Tabletop for exhibiting at the “Suppliers’ Showcase”
- Name and logo (including hyperlink) will be included on the Fenestration Canada website
- Logo and/or corporate recognition in all pre-event marketing including social media and the on-site signage and program
- “Sponsor” ribbon on representative badges

\$2,000 + tax

(Exclusive)

Dinner Entertainment – Entertainment brings smiles and evokes emotions with a creative flare amongst the audience. What they see and experience while they are in that state triggers an automatic correlation to sponsors and those agreeable moments, and when working creatively your brand name will be remembered for a long time.

Benefits include:

- Opportunity to introduce and thank the entertainer
- Name and logo (including hyperlink) will be included on the Fenestration Canada website
- Logo and/or corporate recognition in all pre-event marketing including social media and the on-site signage and program
- “Sponsor” ribbon on representative badges

\$2,000 + tax

(SOLD)

Education Session – Demonstrate your company’s commitment to education and provide fabricators and suppliers with important tools for their success. Make a bold statement by supporting one of the education sessions:

Benefits include:

- Opportunity to introduce and thank the presenter
- Name and logo (including hyperlink) will be included on the Fenestration Canada website
- Logo and/or corporate recognition in all pre-event marketing including social media and the on-site signage and program
- “Sponsor” ribbon on representative badges

\$1,000 + tax

each

(multiple opportunities available)

CREATE YOUR OWN PACKAGE

We are open to ideas and suggestions for sponsorship packages. Contact us today with your proposal.

Capitalize on this unique strategic opportunity. Partner with Fenestration Canada. Lead your business forward and gain a competitive advantage by sponsoring the Fenestration Canada Annual General Meeting & Conference 2017.

Engage decision makers and key influencers from the organizations you want to reach.

For sponsorship opportunities contact:

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www.fenestrationcanada.ca/fencan-agm-2017

#FenCanAGM

**FENESTRATION CANADA IS THE
LEADING RESOURCE ON ALL MATTERS
THAT IMPACT THE FENESTRATION
INDUSTRY ACROSS CANADA**



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