



The Canadian Society of Corporate Secretaries
14th Annual Corporate Governance Conference
Fairmont Hotel Vancouver | Vancouver, BC | August 19 - 22, 2012

Sponsorship Package



Photo © Tourism Vancouver

Book your package before
February 15, 2012 and save **5%**

Visit www.cscs.org for more information

Canadian Society of Corporate Secretaries

55 St. Clair Ave. W, Suite 255 • Toronto, ON M4V 2Y7

1-800-774-2850 • 416-921-5449 • info@cscs.org • www.cscs.org



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The CSCS Conference is the Canadian conference for corporate secretaries and governance professionals.

About the Conference

CSCS is pleased to announce that the 14th Annual Corporate Governance Conference will be held at the Fairmont Hotel Vancouver in Vancouver, BC, August 19 – 22, 2012. This conference will feature three days of expert panelists and speakers discussing top of mind issues on the evolving corporate governance landscape.

The event brings together participants from all across Canada and is a unique opportunity to network with clients. It provides invaluable opportunities to exchange ideas, to discuss current challenges and to share best practices. We provide relevant up-to-date information about the changing face of corporate governance nationally and internationally.

This conference attracts over 250 senior level executives and professionals from leading corporations across Canada. Delegates include:

Corporate Secretaries • Assistant Secretaries
Corporate Counsel • CEOs • CFOs • Controllers
Shareholder Communications & Investment Relations
Professionals • Corporate Directors • Chairs
Risk & Compliance Officers • NFP Executive Directors

Preliminary Conference Outline

Pre-conference Day Sunday August 19, 2012

- Golf & Pre-conference tours
- Optional Full day Workshop
- Cocktail Reception in the Exhibitor Hall
- Opening Dinner and Entertainment

Day One Monday August 20, 2012

- Annual General Meeting
- Keynote and Plenary Sessions
- Open Market Exhibitor Hall
- CCGG Gavel Awards luncheon
- Concurrent Workshops
- Sponsor Dinners or Free Evening

Day Two Tuesday August 21, 2012

- Streamed Sessions
- Buffet Lunch in Exhibitor Hall
- Roundtable Discussions
- Casual Evening: Dinner and entertainment

Day Three Wednesday August 22, 2012

- Breakfast Keynote
- Workshops

Agenda subject to change as details become confirmed.

Early-bird
booking **BONUS!**

Save 5%
by booking before
February 15, 2012!

Tina Hutchinson, Manager, Events & Special Projects
Tel: 416-921-5449 ext. 315 | 1-800-501-5449
tina.hutchinson@cscs.org | www.cscs.org



Benefits

The CSCS 2012 Annual Corporate Governance Conference is the only event in Canada that will provide a forum for you to network one-on-one with over 250 senior level executives and professionals, corporate secretaries and governance professionals from leading corporations across Canada.

In a highly intimate setting, you will have the opportunity to feature your products and/or services to key decision-makers. Many of the networking segments will enable you to establish personal contacts with the participants and speakers on the program.

Each category of sponsorship offered guarantees sponsor profile, recognition and open access to attending delegates and CSCS membership. Each sponsorship category is outlined in detail herein and describes the pre-event, onsite and post-event visibility benefits.

Visibility

Pre-Event Corporate Visibility

- Your name and/or logo will be prominently featured in our extensive advertising and promotional campaigns, including: CSCS website; CSCS e-newsletter; the conference registration brochure; the conference onsite program; and all other advertising and promotion of the conference through partner websites and direct mail.

Onsite Corporate Visibility

- Your logo will be displayed for the full duration of the conference on signage and audio-visual screens
- You will receive a Corporate Profile Ad in the onsite program
- Your contribution will be noted during the opening and closing remarks of the conference

Post-Event Corporate Visibility

- Your logo will be included in the “Thank You” advertisement in the CSCS e-newsletter and will remain on the CSCS website for three months

Customization

CSCS will customize any sponsorship package to fully maximize visibility and distinction. We will work with you and your suggestions to create a tailored package that works for you in leveraging your investment and exposure with our members.

Tina Hutchinson, Manager, Events & Special Projects

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Opportunities

Premier Event Sponsor — Gala Reception, Dinner and Entertainment (Sunday Evening)

The Opening Reception and Dinner sets a fun casual tone for the conference. As host, you make welcome remarks alongside CSCS representatives to officially kick-off the conference. The evening includes a local performer (TBD) and a great culinary experience. This package includes the following added value options:

- 3 conference delegate passes, including all meals and conference materials
- Prominent signage at the dinner event
- Opening remarks at the gala dinner
- Special mention during the remarks by the Conference Chair
- Complimentary upgrade to a 10x10 booth (only with purchase of an exhibitor package)
- Full Page Corporate Profile Ad in the onsite program

\$35,000

Added Value: \$4,235

Platinum Event Sponsor — Casual Reception and Dinner (Tuesday)

This evening activity is the most well attended social networking event. It is the last evening for delegates to kick back and let loose. This year's closing event theme is still in the works, but we can promise it will be a night you won't soon forget! This package includes the following added value options:

- 3 conference delegate passes, including all meals and conference materials
- Prominent signage at the reception and dinner event
- Opening remarks at dinner
- Complimentary upgrade to a 10x10 booth (only with purchase of an exhibitor package)
- Full Page Corporate Profile Ad in the onsite program

\$30,000

Added Value: \$4,235

Gavel Awards Luncheon (Monday)

Presented by the CCGG, take part in this premier luncheon opportunity. As host you will have the opportunity to make remarks during lunch and introduce the CCGG representative for the Gavel Awards. This package includes the following added value options:

- 1 conference delegate pass, including all meals and conference materials
- Prominent signage at the lunch
- Half Page Corporate Profile Ad in the onsite program

\$15,000

Added Value: \$1,245



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Casual Luncheon (Tuesday)

This luncheon is a casual opportunity for a host to present themselves to over 200 conference delegates. Lunch will include specialized signage as well as the following added value options:

- 1 conference delegate pass, including all meals and conference materials
- Prominent signage at the lunch
- Half Page Corporate Profile Ad in the onsite program

\$12,000

Added Value: \$1,245

Breakfast — Monday or Tuesday

Give delegates their nutritional start by hosting their first meal of the day. This package includes the following added value options:

- 1 conference delegate pass, including all meals and conference materials
- Prominent signage at the breakfast
- Half Page Corporate Profile Ad in the onsite program

\$8,000

Added Value: \$1,245

Bronze Event Sponsors

This opportunity is ideal for new sponsors and participants of CSCS. It has all the benefits of onsite visibility and gives a sponsor the opportunity to attend the conference at an introductory level. Gain recognition with the delegates without breaking the budget. This package includes all of the conference visibility opportunities as well as the following added value options:

- 1 conference delegate pass, including all meals and conference materials
- Quarter Page Corporate Profile Ad in the onsite program

\$2,500

Corporate Profile Ad

If you're looking for a bit more exposure at the conference or just want more marketing opportunities, the Corporate Profile Ad is for you. This ad appears in the onsite program and is distributed to over 250 delegates, plus the program is posted on the CSCS website for an additional three month exposure. With three sizes to choose from, there is a price point that will fit every budget.

Quarter Page 4 1/2 h x 3 5/8 w

\$500

Half Page Horizontal: 4 1/2 h x 7 1/2 w
Vertical: 9 1/4 h x 3 5/8 w

\$750

Full Page 9 1/4 h x 7 1/2 w

\$1,000



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Conference Bags

Give delegates a handy bag to hold all of their conference materials. This bag will feature your logo and will get prominent coverage not only at the event, but long after too! This package includes the following added value options:

- 1 conference delegate pass, including all meals and conference materials
- Quarter Page Corporate Profile Ad in the onsite program

\$4,500

Added Value: \$995

Delegate Badges

As an attendee you are required to wear your Name Badge for easy identification. Put your logo on the badges that will be seen all over the conference. This package includes the following added value options:

- 1 conference delegate pass, including all meals and conference materials
- Quarter Page Corporate Profile Ad in the onsite program

\$3,995

Added Value: \$995

Conference Session

Host and/or facilitate a breakout session or panel discussion. With prominent recognition throughout the discussion, delegates are sure to pay attention! This package includes the following added value options:

- 1 conference delegate pass, including all meals and conference materials
- Quarter Page Corporate Profile Ad in the onsite program

\$5,000

Based on limited program availability. Topics are set by the conference organizing committee.

Added Value: \$995

Pens

For all the notes in all the sessions! Add your logo to the pens that will be distributed to all conference attendees. This package includes the following added value options:

- 1 conference delegate pass, including all meals and conference materials
- Quarter Page Corporate Profile Ad in the onsite program

\$2,500

Added Value: \$995

NEW! Conference Stream

This opportunity enables you to be featured in one of the three programming streams of the conference. Choose the stream that suits your initiatives best and receive branding for all of those sessions. This package includes the following added value options:

- 2 conference delegate passes, including all meals and conference materials
- Half Page Corporate Profile Ad in the onsite program

\$12,500

Added Value: \$1,245



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Exhibitor Opportunities

Exhibitor Packages

Bring attention to the attention of key decision-makers by exhibiting at the 2012 conference!

The CSCS Exhibitor opportunity is the most demanded sponsorship package at the CSCS conference. Every year, the CSCS Exhibit Hall is host to all breaks and meals providing great opportunities for networking.

NEW for 2012

Complimentary inclusion in the Passport Program!

The CSCS Passport Program is a two-day program that encourages booth traffic and delegate participation. In previous years we have done fill-in the blank questions, a crossword puzzle and more recently, a bingo card. This year we have something new up our sleeve - but more details on that when you confirm your booth!

Each exhibitor package includes:

- 1 conference delegate pass, including all meals and conference materials
- Quarter Page Corporate Profile Ad in the onsite program

Tabletop Display or 8x10 Booth **\$4,000**

10x10 Booth **\$5,000**

20x10 Booth **\$8,000**

Additional Conference Passes

Looking to bring many members from your team? If you select any partner opportunity listed here, you can purchase additional conference passes at a discounted rate. Each additional pass includes all meals and conference materials.

\$850 each

Coming Soon!

CSCS Annual Partnership

CSCS will be introducing a year-long added value partnership program. You could become a CSCS Partner and receive promotion within CSCS for a full year.

Stay tuned for more info!

www.cscs.org