



Canadian Association of Movers
Canada's Trade Association for the Moving Industry

2019 ANNUAL CONFERENCE

**KEEPING AHEAD OF THE
CURVE**



Sunday, November 17, 2019 - Tuesday, November 19, 2019
Westin Trillium House, 220 Gord Canning Dr., The Blue Mountains, Ontario L9Y 0V9 Canada

SPONSORSHIP OPPORTUNITIES

CAM 2019 ANNUAL CONFERENCE SPONSORSHIP OPPORTUNITIES

WHY SHOULD I SPONSOR?

CAM is pleased to, once again, provide our new sponsorship package building on the success of the format from the 2018 Annual Conference.

Our Platinum, Gold, Silver and Bronze sponsors all received regular, consistent exposure through CAM. In addition, those sponsors who fully engaged with the opportunity also received widespread branding, with specialized posts of their own design, on CAM's various social media platforms.

CAM was thrilled with the new format and the positive engagement from our sponsors. We are encouraged with the support of our partners and recognize that their commitment to our Association was a major reason why the 2018 conference was such a huge success.

Thank you once again to all who participated in 2018. You really made a difference!

PLATINUM				
				
				
GOLD				
				
				
				

Any level of support of the Canadian Association of Movers is welcomed, respected, and acknowledged. We hope that you will review this package and find a sponsorship level for this year's conference that fits with your marketing plan. As always, we are open to new ideas, so if you have a different plan in mind, let us know!

****New for 2019** GOLF AND CONFERENCE 'COMBO' SPONSORSHIP**

Our annual tournament will be held at Royal Niagara in Niagara-On-The-Lake on Friday, September 13th. We aren't afraid of superstition ... in fact, we're going to take advantage of this "unlucky" day, by celebrating superstitions and good luck charms from all over the world. And we suspect you may see a few hockey masks too! It's going to be a great day!

For a minimal additional expense, variable by tier, we'll acknowledge your support at our golf tournament by providing you with an exclusive (or partnered) hole or activity sponsorship. Please note, a combo fries and pop upgrade are not included.

- ♪ Platinum Combo: \$4,500* + HST, includes exclusive hole sponsorship and immediate golf sponsorship bi-weekly recognition in *Mover's Edge*
- ♪ Gold Combo: \$2,500* + HST, includes exclusive hole sponsorship and immediate golf sponsorship bi-weekly recognition in *Mover's Edge*
- ♪ Silver Combo: \$950* +HST, includes co-sponsored hole or activity sponsorship, and immediate golf sponsorship bi-weekly recognition in *Mover's Edge*
- ♪ Bronze Combo: \$500* + HST, includes co-sponsored hole or activity sponsorship, and immediate golf sponsorship bi-weekly recognition in *Mover's Edge*
- ♪ Just want to sponsor golf? Contact Nancy Irvine at nancy@mover.net

**does not include golf registration or meals. Golf registration details available end of February.*

As always, CAM will provide each level with greater exposure and deserving recognition to our conference attendees and tailor your messaging individually. For convenience, we can arrange to delay invoicing or split the payment to work with your financial cycle.

For more details on any of any sponsorship opportunities, contact:

David Ogilvy
Conference Chairman
Ogilvy Insurance
DOgilvy@ogilvy.ca
416-623-6477

Steve Stockill
Supplier Committee Chairman
Victory Packaging
sstockill@victorypackaging.com
416-989-9073

Nancy Irvine
President
Canadian Association of Movers
nancy@mover.net
902-209-6945

2019 Annual Conference Sponsorship Benefits at a Glance

Benefit	Platinum \$4,000	Gold \$2,000	Silver \$750	Bronze \$300
Two (2) Free Conference Delegate (Direct Value \$1,300)	✓	✗	✗	✗
One (1) Free Conference Delegate (Direct Value \$750)	✗	✓	✗	✗
Awards Dinner Signage	✓	✓	✗	✗
Prominent Logo on Registration Form	✓	✓	✗	✗
Speaker Sponsorship	✓	✓	✗	✗
Awards Dinner Program	✓	✓	✓	✗
Awards Dinner Sponsorship	✓	✓	✓	✗
Awards Dinner Audio-Visual Presentation Loop	✓	✓	✓	✗
Priority placement in Trade Show (for registered vendors)	✓	✓	✓	✓
Conference Signage	✓	✓	✓	✓
Welcome Reception recognition on signage	✓	✓	✓	✓
Logo included on Conference Audio-Visual	✓	✓	✓	✓
Logo included on Conference Program	✓	✓	✓	✓
Social Media representation	✓	✓	✓	✓
Recognition in CAM Magazine	✓	✓	✓	✓
Recognition in CAM Newsletter	✓	✓	✓	✓
One (1) Free Additional Awards Dinner Guest Pass	✗	✗	✓	✗
Breakfast & Lunch Sponsorship	✗	✗	✓	✗
Coffee Breaks Sponsorship	✗	✗	✗	✓

Detailed Sponsorship Overview

PLATINUM LEVEL SPONSORSHIP - \$4,000

- Two complimentary conference delegates including 2 Awards Dinner tickets (value \$1,300)
- Priority placement in Trade Show (applies to registered exhibitors)
- Speaker sponsorship
- Awards Dinner sponsorship

White-glove promotion of your company, including:

- Recognition in CAM's magazine, *The Canadian Mover* (distribution of 2,700) published in May and September
- Bi-Weekly recognition in CAM's e-newsletter, *Mover's Edge*
- Prominent logo on conference promotional material at Golf Tournament
- Prominent large logo placement on all conference materials including registration form, conference program, conference signage, welcome reception signage, and audio-visuals
- Prominent large logo placement on Awards Dinner signage, audio-visuals, dinner program and dinner wine tag
- Regular Facebook posts with 6 specific posts linking to your Facebook page on your platinum sponsorship
- Regular social media posts referencing your platinum sponsorship on LinkedIn, Instagram and Twitter
- Named sponsor in news releases

GOLD LEVEL SPONSORSHIP - \$2,000

- One Free Conference Delegate including 1 Awards Dinner ticket (value \$750)
- Priority placement in Trade Show after Platinum sponsors (applies to registered exhibitors)
- Speaker sponsorship
- Awards Dinner sponsorship

Superior promotion of your company, including:

- Recognition in CAM's magazine, *The Canadian Mover* (distribution of 2,700)
- Bi-Weekly recognition in CAM's e-newsletter, *Mover's Edge*
- Logo on conference promotional material at Golf Tournament
- Logo on all conference materials including registration form, conference program, conference signage, welcome reception signage, audio-visuals
- Logo placement on Awards Dinner signage, audio-visuals, and dinner program
- Regular Facebook posts with 3 specific posts linking to your Facebook page on your gold sponsorship
- Regular social media posts referencing your gold sponsorship on LinkedIn

SILVER LEVEL SPONSORSHIP - \$750

- One complimentary Awards Dinner ticket (value \$150)
- Priority placement in Trade Show after Gold sponsors (applies to registered exhibitors)
- Breakfast & Lunch (four in total) sponsorship
- Excellent promotion of your company, including:
- Bi-Weekly recognition in CAM's e-newsletter, *Mover's Edge*
- Company name or small logo on all conference materials including conference program, conference signage, welcome reception signage, power point presentation, table tent
- Company name or small logo placement on Awards Dinner signage, audio-visuals, and dinner program
- Facebook posts with linking to your Facebook page
- Social media posts referencing your silver sponsorship on LinkedIn

BRONZE LEVEL SPONSORSHIP - \$300

- Priority placement in Trade Show after Silver sponsors
- Coffee Break (three in total) sponsorship

Quality promotion of your company, including:

- Bi-Weekly recognition in CAM's e-newsletter, *Mover's Edge*
- Company name on all conference materials including conference program, conference signage, welcome reception signage, audio-visuals, table tent
- Facebook posts with linking to your Facebook page
- Social media posts referencing your bronze sponsorship on LinkedIn

SPECIAL EXCLUSIVE SPONSORSHIP OPPORTUNITIES (one only of each)

- ~~Logo our Lanyard - \$750 or provide your company Lanyards - \$500~~ **SOLD!**
- Delegate Bag Sponsor - \$750
- Conference Wine Sponsor (includes a toast to you at dinner!) - \$1,000
- Delegate Draw - \$700
- Awards Dinner Draw - \$700



**CANADIAN ASSOCIATION OF MOVERS
24th ANNUAL CONFERENCE
BLUE MOUNTAIN ON
NOVEMBER 17-19, 2019**

SPONSORSHIP REGISTRATION

Name: _____

Company: _____

Address: _____

City: _____ PR/ST: _____ Postal/Zip: _____

Email: _____

YES, we'd like to sponsor!

PLATINUM LEVEL
(\$4,000 + HST)

PLATINUM COMBO
(\$4,500 + HST)

GOLD LEVEL
(\$2,000 + HST)

GOLD COMBO
(\$2,500 + HST)

SILVER LEVEL
(\$750 + HST)

SILVER COMBO
(\$950 + HST)

BRONZE LEVEL
(\$300 + HST)

BRONZE COMBO
(\$500 + HST)

OTHER _____

Please register by mail, phone, fax or e-mail:

Canadian Association of Movers
PO Box 26004, RPO Churchill,
Mississauga ON L5L 5W7

Tel: 905-848-6579 – Fax: 905-756-1115
E-mail: admin@mover.net
Website: www.mover.net