



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

**2020 ANNUAL CONFERENCE**

**25th**  
*Annual*  
**CAM ACM**  
**Conference**  
November 15-17, 2020  
Edmonton, Alberta

Sunday, November 15, 2020 - Tuesday, November 17, 2020  
Sutton Place Hotel, Edmonton AB

**SPONSORSHIP OPPORTUNITIES**

# CAM 2020 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 and 2019 Annual Conferences.

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 is thrilled with your positive engagement and we are encouraged with the support of our partners. We recognize that your commitment to our Association is a major reason why we are able to put on quality conferences with fantastic speakers and topics.

Thank you once again to all who participated in 2019. You really made a difference!

*Thank you to our 2019 sponsors!*

### PLATINUM



### GOLD



### SILVER



### BRONZE



*We couldn't do it without you!*

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!

As always, CAM will provide each level with greater exposure and deserving recognition to our event attendees and tailor your messaging individually.

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

**Nancy Irvine**

**President**

Canadian Association of Movers

nancy@mover.net

902-209-6945

**Steve Stockill**

**Supplier Committee Chairman**

Victory Packaging

sstockill@victorypackaging.com

416-989-9073



## 2020 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 \$1,600)	✓	✗	✗	✗
One (1) Free Conference Delegate (Direct Value \$800)	✗	✓	✗	✗
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 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 \$1,600)
- Priority placement in Trade Show (applies to registered exhibitors)
- Speaker sponsorship
- Awards Dinner sponsorship

White-glove promotion of your company, including:

- 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, and dinner program
- 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 \$800)
- Priority placement in Trade Show after Platinum sponsors (applies to registered exhibitors)
- Speaker sponsorship
- Awards Dinner sponsorship

Superior promotion of your company, including:

- 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

## \*NEW\* SPECIAL EXCLUSIVE SPONSORSHIP OPPORTUNITIES (one only of each)

- **\$2,500 – Entertainment Sponsor** – Planned for Tuesday evening, Edmonton's longest running improv group - *Rapid Fire Theatre* - will be performing after the awards are presented at dinner. As a perk to sponsoring, besides exclusive sponsorship signage, we'll get something about your business included in the skits and, if you feel up to it, folks from your company can get in on the action! It'll be a night you won't forget for a long time.
- **\$2,000 – Delegate Swag** – exclusive sponsorship of our conference swag which includes logo on items provided to delegates. A wonderful takeaway for our members.

# \*Back for 2020\* GOLF & CONFERENCE 'COMBO' SPONSORSHIP



This was so popular, that we brought it back for this year!

Combo sponsors receive all of the benefits of the conference sponsorship **plus the additional promotion of your company at CAM's very successful annual golf day.**

Our annual tournament will be held at Carlisle Golf Club on Monday, September 14<sup>th</sup>. In response to feedback from attendees, we've reverted to a 'Monday' golf day, we'll be at a golf course closer to the GTA and we'll be simplifying the program for the day...but there will still be lots of opportunities to promote your brand. We expect a strong turnout for a really 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.

<p style="text-align: center;"><b>Platinum Combo: \$4,600 + HST</b></p> <p><b>Your combo includes:</b></p> <ul style="list-style-type: none"> <li>🚩 one full golf registration (transferable)</li> <li>🚩 exclusive hole sponsorship</li> <li>🚩 team prize (4 x \$25)</li> <li>🚩 immediate golf sponsorship bi-weekly recognition in <i>Mover's Edge</i></li> </ul>	<p style="text-align: center;"><b>Gold Combo: \$2,600 + HST</b></p> <p><b>Your combo includes:</b></p> <ul style="list-style-type: none"> <li>🚩 one full golf registration (transferable)</li> <li>🚩 exclusive hole sponsorship</li> <li>🚩 team prize (4 x \$25)</li> <li>🚩 immediate golf sponsorship bi-weekly recognition in <i>Mover's Edge</i></li> </ul>
<p style="text-align: center;"><b>Silver Combo: \$1,050 +HST</b></p> <p><b>Your combo includes:</b></p> <ul style="list-style-type: none"> <li>🚩 one free golf registration (transferable)</li> <li>🚩 co-sponsored hole or activity sponsorship</li> <li>🚩 immediate golf sponsorship bi-weekly recognition in <i>Mover's Edge</i></li> </ul>	<p style="text-align: center;"><b>Bronze Combo: \$600 + HST</b></p> <p><b>Your combo includes:</b></p> <ul style="list-style-type: none"> <li>🚩 one free golf registration (transferable)</li> <li>🚩 co-sponsored hole or activity sponsorship</li> <li>🚩 immediate golf sponsorship bi-weekly recognition in <i>Mover's Edge</i></li> </ul>



**CANADIAN ASSOCIATION OF MOVERS  
25th ANNUAL CONFERENCE  
EDMONTON, AB  
NOVEMBER 15-17, 2020**

**SPONSORSHIP REGISTRATION**

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ PR/ST: \_\_\_\_\_ Postal/Zip: \_\_\_\_\_

Email: \_\_\_\_\_

**YES, we'd like to sponsor!**

**PLATINUM LEVEL**  
(\$4,000 + HST)

**PLATINUM COMBO**  
(\$4,600 + HST)

**GOLD LEVEL**  
(\$2,000 + HST)

**GOLD COMBO**  
(\$2,600 + HST)

**SILVER LEVEL**  
(\$750 + HST)

**SILVER COMBO**  
(\$1,050 + HST)

**BRONZE LEVEL**  
(\$300 + HST)

**BRONZE COMBO**  
(\$600 + 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](mailto:admin@mover.net)  
Website: [www.mover.net](http://www.mover.net)

Fine print: CAM will invoice sponsors at the time of registration.