

SPONSORSHIP & EXHIBITOR OPPORTUNITIES

F E I C A N A D A C O N F E R E N C E

# JASPER 2008



financial executives  
international  
dirigeants financiers internationaux

canada

JUNE 9 - 11, 2008

DISCOVER THE ENERGY  
Fairmont Jasper Park Lodge - Jasper, AB

## WHY PARTICIPATE AS AN EXHIBITOR AND/OR SPONSOR?

**FEI CANADA'S 2008 CONFERENCE** offers you an exceptional opportunity to network one-on-one with over 350 senior financial executives. Conference attendees are key decision-makers, with the power to make strategic business and purchasing decisions for their organizations. Showcase your products and services, and take the opportunity to build relationships with Canada's financial leaders. The FEI Canada Conference is in high demand, with limited sponsorship opportunities and exhibit space. You are encouraged to sign up now!

This must-attend conference will feature over 40 speakers, providing finance executives with a comprehensive update on the latest issues and developments. In addition to outstanding educational content, the event will feature numerous networking activities including receptions, a gala dinner, golf tournament, optional tours, a guest program and more.

## WHO IS FINANCIAL EXECUTIVES INTERNATIONAL CANADA?

Financial Executives International (FEI) Canada is an all-industry professional association for senior financial executives. With 11 chapters across Canada and over 2000 members, we are an integral part of a larger 15,000 member North American organization. Together, FEI members in Canada and the United States represent 8,000 of North America's leading and most influential corporations. Membership is generally restricted to senior financial officers of medium to large organizations.

Most FEI members are Chief Financial Officers, Controllers, Treasurers, Tax Executives, Finance and Accounting Professors.

For more information, visit [www.feicanada.org](http://www.feicanada.org).

**Sponsor / Exhibitor Contact:** Don Comish | 416 366 3007 ext. 5108 | [dcomish@feicanada.org](mailto:dcomish@feicanada.org)

# JASPER 2008

# DISCOVER THE ENERGY

JUNE 9 - 11, 2008

Fairmont Jasper Park Lodge  
Jasper, AB

Most of our sponsors and exhibitors return year after year, which is a true testimonial to the value of participating at the Annual Conference.

Last year's participants included:

- |   |  |
|---|--|
| ACCA  | KPMG   |
| Aon   | Landsbanki   |
| ADP   | Lexmark Canada                                       |
| American Express                                    | Location Switzerland                                 |
| Applix Inc.   | Manulife Financial                                   |
| BMO Financial Group                                 | Marsh Canada Limited                                 |
| Breakthrough Management Group Inc.                  | Nova Scotia Business Inc.                            |
| Brendan Moore                                       | Philips, Hager & North Investment Management Limited |
| Canadian Institute of Chartered Accountants         | PricewaterhouseCoopers LLP                           |
| Cartesis  | PROPHIX  |
| Certified General Accountants Association of Canada | Protiviti  |
| Certified Management Accountants of Canada          | PTC Accounting and Finance                           |
| Clearwater  | Resources Global Professionals                       |
| David Aplin Recruiting                              | Robert Half Management Resources                     |
| Fitch Ratings                                       | Russell Investments Canada                           |
| Georgeson   | Standard & Poor's                                    |
| Glitnir   | Stewart McKelvey                                     |
| Goodmans  | Sun Life Financial                                   |
| Grant Thornton                                      | Watson Wyatt Worldwide                               |
| Hewlett Packard                                     | Xerox  |
| IBM Canada Ltd.                                     |  |
| Industrial Alliance                                 |  |
| Jefferson Wells                                     |  |

Strategic Partners



**BRENDAN MOORE**  
*Enterprise Sales Tax Solutions*

**ERNST & YOUNG**  
*Quality In Everything We Do*



**Microsoft**



**PRICEWATERHOUSECOOPERS**

**Robert Half**  
Management Resources  
Project Financial Professionals<sup>SM</sup>



**Sun Life Financial**

**TD Asset Management**

# SPONSOR OPPORTUNITIES

## PLATINUM LEVEL SPONSORS

*Includes three complimentary registrations, an exhibit booth and the opportunity to make brief remarks at the sponsored event*

• Gala Dinner - June 10	\$25,000
• Conference Golf Tournament – June 9	\$22,000
• Conference Opening and Reception – June 9	\$15,000
• Closing Keynote Luncheon – June 11	\$15,000

## GOLD LEVEL SPONSORS

*Includes two complimentary registrations*

• Registrant Gift	\$10,000
• Early Arrival Reception - June 8	\$9,000
• Conference Coffee Breaks	\$9,000
• Sponsored Breakfast Seminars (4 available)	\$8,000 (each)
• Registration Bags	\$8,000
• Executive Note Pads	\$8,000
• Transportation Services	\$8,000
• Lunch in Exhibit Hall - June 10	\$8,000

## SILVER LEVEL SPONSORS

*Includes one complimentary registration*

• Badge Lanyards	\$7,000
• Pocket Conference Program	\$6,000
• New Member Reception	\$6,000
• Exhibit Hall Draw Prize	\$5,000
• Golfers Breakfast - June 9	\$4,000
• Breakfast - June 10	\$4,000
• Breakfast - June 11	\$4,000
• Program Printing & Mailing	\$4,000
• Guest Program	\$4,000

### Benefits - All Levels

*Recognition in the 2008 Conference promotional materials & website*

*Recognition by signage at the event venue*

*Insertion of promotional materials in the Conference registration bag*

*A list of all registrants prior to and after the Conference*

# EXHIBITOR OPPORTUNITIES

Exhibit booths will once again be set in high traffic areas conducive to networking and providing maximum exposure for your organization. Activities taking place in the exhibit hall will include the Opening Reception, networking breaks, and the Tuesday lunch.

## BOOTH SIZE – 10' WIDE BY 8' DEEP

### BOOTH INCLUDES

- 8' draped back wall and 3' side rails
- One 6' skirted table
- Two chairs

### EXHIBITOR BENEFITS

- One complimentary registration (includes meals, reception, sessions, and conference materials)
- Two booth personnel passes (does not include meals and conference materials)
- Reduced rate of \$500 for one additional full participant (includes meals, sessions and conference materials)
- Recognition in Conference promotional material and website
- Insertion of promotional material in the Conference registration bag
- A list of all registrants prior to and after the Conference

### BOOTH PRICING

- Single booth - **\$5,300** (\$5,800 for two full complimentary registrations)
- Double booth - **\$9,600** (with two complimentary registrations and four booth personnel passes)

### SET UP/DISMANTLE

- Exhibitor move-in begins **Monday, June 9th** and all exhibits must be completely installed by **3:00PM**.
- Exhibits will be dismantled on **Wednesday, June 11th**, starting no earlier than **11.00am**
- Shipment and installation detail will be provided by the Exhibit Hall management organization early in 2008

# JASPER 2008



## DISCOVER THE ENERGY

JUNE 9 - 11, 2008

Fairmont Jasper Park Lodge  
Jasper, AB

### SPONSOR / EXHIBITOR CONTRACT

#### COMPANY INFORMATION

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

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

City: \_\_\_\_\_ Province/State: \_\_\_\_\_ Postal/ZipCode: \_\_\_\_\_

Principal Contact: \_\_\_\_\_ Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax#: \_\_\_\_\_ Email: \_\_\_\_\_

LEVEL	OPPORTUNITIES	FEE
PLATINUM		\$
GOLD		\$
SILVER		\$
OTHER		\$

#### EXHIBITOR

Booth Rates: 

10'wide X 8'deep	\$5,300	\$5,800
------------------	---------	---------

20'wide X 8'deep	\$9,600
------------------	---------

#### AUTHORIZATION

AUTHORIZED SIGNATURE: \_\_\_\_\_

NAME: \_\_\_\_\_

TITLE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

• Please complete and return\* to:  
Financial Executives International Canada (Attn: Marita Dias) 20 Adelaide Street East, Suite 200, Toronto, ON M5C 2T6  
Fax: (416) 366-3008 • Phone: (416) 366-3007 Ext. 5111 or [mdias@feicanada.org](mailto:mdias@feicanada.org)

#### PAYMENT

SPONSORSHIP FEE	\$
EXHIBITOR FEE	\$
GST (6%)	\$
<b>TOTAL</b>	\$

\*Cancellations received by March 31, 2008 will be eligible for a 50% refund. Cancellations after March 31, 2008 are non-refundable. Exhibit space is limited and will be confirmed only upon receipt of contract and payment. Booth locations will be communicated at a later date.

## EXHIBITOR TERMS & CONDITIONS

- 1. Management.** The word "Management" as used herein shall mean Management as specified in the contract, or its officers or committees or agents or employees or sponsors acting for it in the management of the Exposition.
- 2. Eligible Exhibits.** Management has sole right to determine the eligibility of any company or product for inclusion in the Exposition.
- 3. Contractor Services and Information.** Management has, in the best interest of the exhibitors, selected certain firms to serve as official contractors to provide various services to exhibitors. It is further agreed that the exhibitor will abide by and comply with rules and regulations concerning local unions having agreements with the exposition facility or with authorized contractors employed by Management. Complete information, instructions and schedule of prices regarding drayage, labor for erecting and dismantling, electrical work, furniture, cleaning, etc., will be included in the Exhibitor Service Manual.
- 4. Booth Construction and Arrangement.** Exhibits shall be so arranged as not to obstruct the general view, or hide the exhibits of others. Plans for specially-built displays not in accordance with regulations are to be submitted to Management for approval in writing before construction is ordered. Complete information regarding booth height regulations will be included in the Exhibitor Service Manual.
- 5. Decoration.** Management shall have full discretion and authority in the placing, arrangement, and appearance of all items displayed by exhibitor, and may require the replacing, rearrangement, or redecorating of any item or of any booth, and no liability shall attach to Management for costs that may devolve upon exhibitor thereby. Exhibitors building special background or side dividers must make certain that the surfaces of such dividers are finished in such a manner as not to be unsightly to exhibitors in adjoining booths. If such surfaces remain unfinished 3 hours prior to the opening of the Exposition, Management shall authorize the official decorator to effect the necessary finishing and exhibitor must pay all charges involved thereby.
- 6. Installation & Display Removal.** It is explicitly agreed by the exhibitor that in the event the exhibitor fails to install its products in its exhibit space, or fails to pay the space rental at the time specified, Management shall have the right to take possession of said space and lease same or any part thereof to such parties and upon such terms and conditions as it may deem proper. No exhibitor shall have the right prior to closing of the exposition to pack or remove article on exhibit without permission from and approval in writing from Management.
- 7. Use of Exhibit Space.** Exhibitors agree not to assign or sublet any space allotted to them without written consent of Management or to display or advertise goods other than those manufactured or carried by them in the regular course of business.
- 8. Restrictions.** Management reserves the right to restrict or remove exhibits which are objectionable because of noise, glaring or flashing lights, method of operation, or any other reason, and also to prohibit or evict any exhibit which, in the opinion of Management may detract from the general character of the Exposition. This reservation includes persons, things, conduct, printed matter or anything Management judges to be objectionable. Neon and other gas-based signs are prohibited. Flashing signs must be approved in advance, in writing, by Management. Exhibitor agrees to change the wording of any sign deemed by Management to be not in the best interest of the exposition. Sound amplifying devices may be operated only at levels not objectionable to adjoining exhibitors. Noisy or obstructive exhibits or activities producing objectionable noise or odors are prohibited. In the event of such restriction or eviction, Management is not liable for any refund of any amount paid hereunder. Demonstrations must be so located that crowds collected will be within the exhibitor's space and not blocking aisle or neighboring exhibits. The exhibitor agrees to grant Management the right to use photographs taken at the exposition in future promotion of the exhibit.
- 9. Attendance.** Management shall have sole control over admission policies at all times.
- 10. Exhibitor Activities.** Exhibitor agrees not to schedule or conduct any pre, during or post outside activity including, but not limited to, receptions, seminars, symposiums and hospitality suites that are in conflict with the official program of the Conference and Exposition, whether such activities are held at or away from the Hotel and/or Exposition Facility, except with written approval of Management. Distribution of advertising material and exhibitor publications of any sort shall be restricted to the exhibitor's booth. Exhibitors may not share nor sublet any of their exhibit space to any other organization. Exhibitors shall make available advertising material for insertion in conference attendee registration kits.
- 11. Responsibility.** If the exhibitor fails to comply in any respect with the terms of this agreement, Management shall have the right, without notice to the exhibitor, to offer said space to another exhibitor, or to use said space in any other manner, but this shall not be construed as affecting the responsibility of the exhibitor to pay the full amount specified by the contract.
- 12. Compliance.** The exhibitor assumes all responsibility for compliance with all pertinent ordinances, regulations and codes of duly authorized local, provincial and federal governing bodies concerning fire, safety, and health, together with the rules and regulations of the operators and/or owners of the property wherein the exhibit is held. Federal, Provincial and City laws must be strictly observed. Cloth decorations must be flameproof. Wiring must comply with fire department and underwriters' rules. Under no circumstances may the weight of any equipment or exhibit material exceed the hall's maximum floor load. Exhibitor accepts full and sole responsibility for any injury or damage to property or persons resulting from failure, knowingly or otherwise to distribute the load of his exhibit material in conformity with the maximum floor load specifications.
- 13. Liability and Insurance.** a.) The Exhibitor agrees to maintain adequate insurance to fully protect FEI and its co-sponsors, FEI's service contractors and the exhibit facility from any and all claims, arising from your activities including, but not limited to, the installation, operation and dismantling of your display. This includes claims under the Worker's Compensation Act or for personal injury, death, or for damage to property. You understand that neither FEI nor the hotel maintains insurance covering the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance.  
b.) You are responsible for any and all damages caused by you or your employees. The exhibitor agrees to protect, defend and hold harmless FEI from any liability for loss or damage of any kind, which you may directly or indirectly cause.
- 14. Cancellation or Termination of Exposition.** In the event that the premises or part thereof where the Exposition is to be held shall, in the sole determination of Management, become unfit or unavailable for occupancy, or shall be substantially interfered with, by reason of picketing, strike, embargo, injunction, act of war, act of God, fire or state of emergency declared by any government agency or by reason of any municipal, provincial or federal law or regulation or by reason of any other occurrence beyond the control of Management, Management may cancel or terminate the exposition. In the event of such cancellation or termination, the exhibitor waives any and all claims the exhibitor might have against Management for damages or expenses and agrees to accept in complete settlement and discharge of all claims against Management the exhibitors pro-rata share of the total amount paid by all exhibitors less all costs and expenses incurred by Management in connection with the Exposition including a reserve for future claims and expenses in connection therewith. In case Management shall for any reason other than stated above determine to cancel or terminate the exposition, the exhibitor waives all claims the exhibitor might have against Management for damages or expenses and agrees to accept in complete satisfaction and discharge of all claims against Management a refund of all amounts paid by the exhibitor to Management in accordance with this agreement.
- 15. Security.** Show Management will provide perimeter guard service during the hours the exhibit area is open and closed; however, the exhibitor is solely and fully responsible for their own exhibit material and booth contents, and should insure their exhibit against loss or damage from any cause whatsoever. All property of an Exhibitor is understood to remain in their care, custody and control in transit to or from within the confines of the exhibit hall. Exhibitors are encouraged to have guards or security and should insure their property at their own costs and expense.
- 16. Cancellation.** In the event of a cancellation of exhibit space by Exhibitor, Show Management shall retain, as a cancellation fee, all amounts paid by the Exhibitor (and due from it) up to the time of cancellation pursuant to the billing and payment provisions on the front hereof. Cancellation fees cannot be applied toward exhibit space at other shows or advertisement. All cancellations must be in writing. Booth size reductions constitute a cancellation of contract, and all cancellation rules apply. In the event Exhibitor has no representation on the Show floor by the stated move in date, Show Management reserves the right to re-sell the exhibit space or to move another exhibitor into that space. Show Management shall not be liable for non-delivery of exhibit space for any cause beyond its control, including without limitation, the facility in which the Show is to be held being damaged or destroyed, acts or regulations of any government authority, strikes or any act of God, or the postponement or cancellation of the Show for any reason. Show Management will, however, in the event of its not being able to hold the Show for any of these reasons, reimburse Exhibitor on a pro-rata basis on any amount paid, less any and all expenses incurred by Show Management, including but not limited to, rent, advertising, salaries, and operating costs.
- 17. Amendment to Rules.** Management reserves the right to interpret, amend and enforce these regulations as it deems proper to assure the success of the exposition.
- 18. Music Licensing.** It is the responsibility of Exhibitors using live or recorded music to acquire required licenses and/or permissions and to pay SOCAN fees and any other applicable fees. Exhibitor shall in advance obtain all necessary licenses and/or permissions to perform said music and exhibitor shall, upon request, provide FEI Canada with a copy of same.