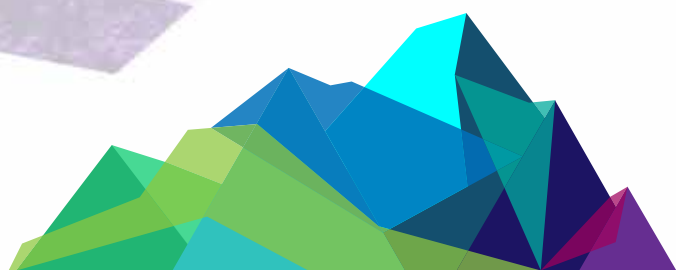


# 2019 SPONSORSHIP / EXHIBITOR PROSPECTUS

VILLAGE CONFERENCE CENTRE  
BLUE MOUNTAIN, ONTARIO



## #DISRUPTION

## #NAILEDIT

JUNE 5-7 • 2019 • BLUE MOUNTAIN, ONTARIO



**fei**  
canada

**70**<sup>th</sup>  
ANNIVERSARY

**1948 - 2018**

#FEICanada19

# FEI CANADA CONFERENCE

WHEN WE MEET  
FACE-TO-FACE WE  
SEE EYE-TO-EYE



## WHY ATTEND?

FEI Canada's annual conference is the pinnacle of everything FEI Canada strives to achieve as an association. FEI Canada is the preeminent association connecting financial executives through networking, knowledge exchange, advocacy and ethical leadership.

FEI Canada is an industry professional membership association for senior financial executives. With 11 chapters and over 1,600 members, FEI Canada is the fastest growing financial association in Canada. The association membership, which consist of Chief Financial Officers, Audit Committee Directors and Senior Executives in the Finance, Controller, Treasury and Taxation functions, represents a significant number of Canada's leading and most influential corporations.

## WHAT'S IN IT FOR ME?

FEI Canada's 2019 annual conference is brimming with senior financial executives seeking in-depth concurrent workshops, impactful keynote speakers, thought leadership, exciting social activities as well as fun-filled networking events. The peer-to-peer product educational forum within the trade show offers a first hand glimpse at the latest products, solutions and services geared to the senior financial executives across Canada.

“  
*Well done. Bravo.  
This was high quality and very well organized. I have been to a lot of conferences in my career and don't often say - This exceeded my expectations and delivered what was advertised*  
”

## WHAT TO EXPECT

Interact with over 400 senior financial executives

The attendees at the conference ARE the decision makers

Dedicated time over 3 days to showcase your products and services

Digital lead retrieval service to capture essential delegate information

Copy of attendee list provided prior and immediately following the conference

Custom partnership opportunities to increase your brand awareness that translates to sales

Education session delivered by leading speakers and thought leaders

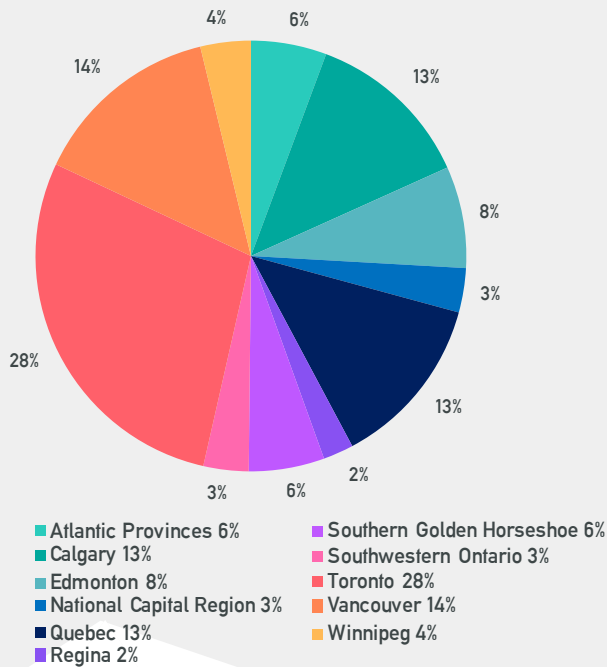
Traffic generating activities and networking events all occur on the trade show floor including networking breaks, lunch and the Distinguished Service Award Reception.

See what's trending: understand what leaders in the financial sector need from you, their service provider

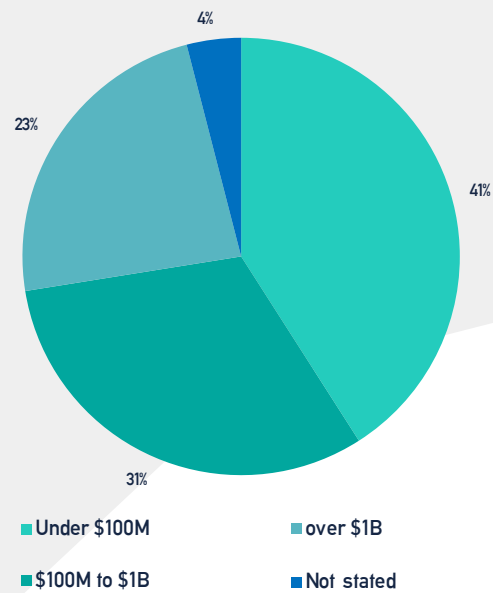
Strengthen relationships with existing clients and secure new clients

# DEMOGRAPHICS

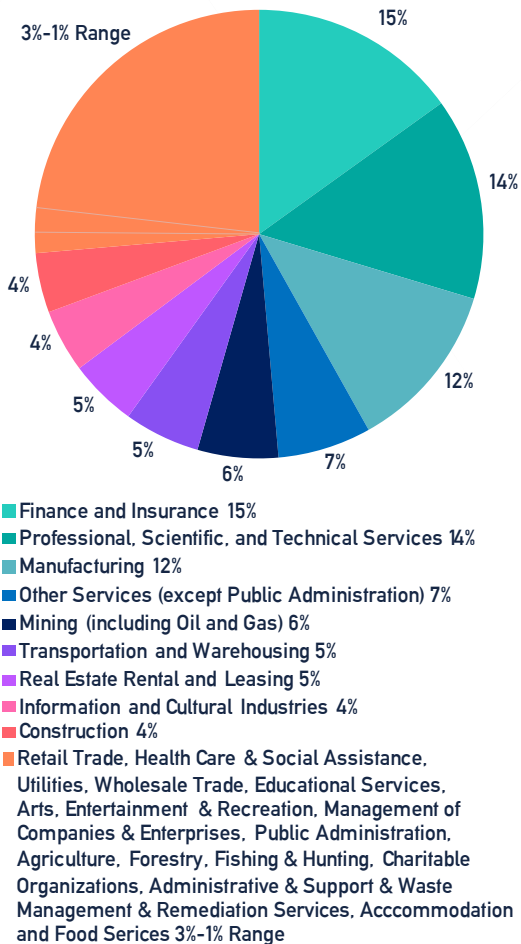
## MEMBERSHIP %



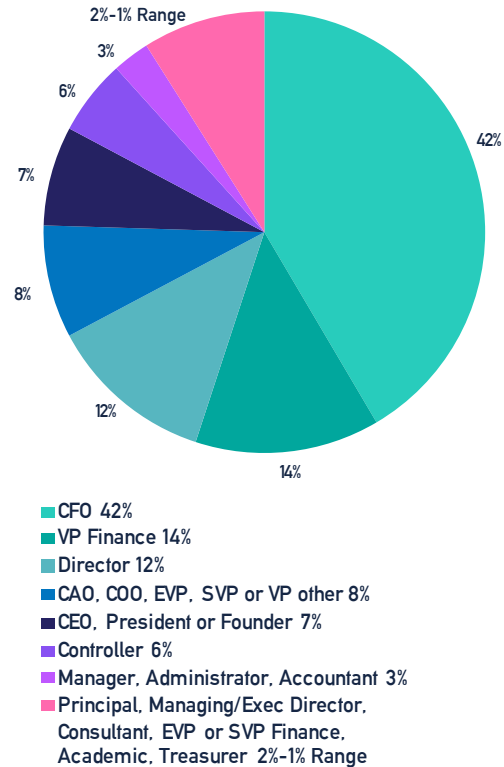
## REVENUE



## INDUSTRY



## JOB TITLE



# NATIONAL STRATEGIC SPONSORS



## 2018 EXHIBITORS & SPONSORS

Value and opportunity are some of the most compelling reasons our exhibitors and sponsors return.

Accountant Staffing	Cresa	KPMG	Rimini Street
Adaptive Insights	Desjardins	Kronos	Robert Half
ADP	Donnelley Financial Solutions	Longview	Robert Walters
American Express	Encore FX	Marsh	S&P Global Ratings
AON	Encore Travel	Moneris	Scotiabank
Bank of America	eSentire	Morneau Shepell	Sobey School of business
BDC	Excel4Apps	PBC Communications	Stevens Group
Cambridge Global Payments	EY	PCM Canada	Stewart McKelvey
Ceridian	FEI Canada	PMH Insights	Sun Life Financial
Certent	IBM	Porter Airlines	TMX
Chrome River Technology	IMP Solutions	Prophix	Ultimate Software
Corporate Traveller	Integrim	PwC	Western Union
CPA Canada	J.P. Morgan	Ricoh Canada	Workday

## CONFERENCE ADVERTISING OPPORTUNITIES

### ONSITE PRINTED CONFERENCE PROGRAM

Full page back cover:	\$1,000
Full page inside cover:	\$800
Full page inside page:	\$600
Half page inside page:	\$400

### MOBILE APP

Gamefication challenges	\$5,000
Logo on live poll results on screen:	\$3,000
Logo on map page:	\$2,000
Banner ads (limit of 10)	\$1,000 each



# CONFERENCE SPONSORSHIP OPPORTUNITIES

DIAMOND		\$50,000
<b>Bespoke package</b> A completely bespoke sponsorship package for the organization that truly wants to stand out and leave a lasting impression! Tell us your goals and priorities and we will mix and match different options that will suit your needs.		
GOLD		\$7,000 - \$15,000
Adventure Afternoon (events tbd) - Tuesday, June 4		\$15,000
After Party - Thursday, June 6		\$15,000
Exhibit hall sponsor (naming rights)		\$15,000
Plenary room sponsor (naming rights)		\$15,000
Executive padfolios, new member gift		\$10,000
Breakout room sponsors (naming rights) (3 opportunities)		\$10,000
Printing conference materials		\$15,000
Conference mobile app		\$15,000
Breakfast seminars (7 opportunities)		\$15,000 each
Buffet lunch - Thursday, June 6		\$15,000
Charging Lounge		\$12,000
Badge lanyards & wristbands co-branded with conference logo		\$12,000
Premium delegate gift in conference bag (+gift cost)		\$10,000
Entertainment sponsor - Thursday, June 6 social evening		\$10,000
Wifi password code		\$10,000
Early Arrival Reception - Tuesday, June 4		\$8,000
Floor decals -price varies based on # of decals and size		\$7,000 - \$10,000
PLATINUM		\$18,000 - \$30,000
Social evening sponsor (2 x \$15,000 if co-sponsored)		\$30,000
Welcome Reception - Wednesday, June 5		\$25,000
Golf Tournament sponsor - Wednesday, June 5		\$22,000
Bar sponsor - Thursday, June 6 social evening		\$20,000
Closing luncheon sponsor - Friday, June 7		\$18,000
SILVER		\$3,000 - \$7,000
Delegate bags co-branded		\$7,000
App survey tool		\$6,000
App scavenger hunt		\$6,000
New Member Reception		\$6,000
Wine at closing lunch		\$6,000
Door hanger / room drop (+gift cost)		\$6,000
Window and door clings - price varies on size & location		\$5,000 - \$10,000
Exhibit hall passport cash prize		\$5,000
Branded cruiser tables in exhibit hall		\$5,000
Registration area sponsor		\$5,000
Refreshment breaks - Thursday, June 6 & Friday, June 7		\$5,000 each
Continental breakfast - Thursday, June 6 & Friday, June 7		\$4,000 each
Onsite program sponsor		\$4,000
Seat drop (branded item + post card) at keynote sessions (4 opportunities) (+gift cost)		\$4,000 each
Early arrival breakfast - Wednesday, June 5		\$3,000 each

BENEFITS	PLATINUM	GOLD	SILVER
Complimentary conference registrations	XXX	XX	X
Logo recognition on FEI Canada website	X	X	X
Logo recognition on conference programs	X	X	X
Logo displayed on conference signage	X	X	X
1 page promo material or item in registration bag	X	X	X
Delegate list (early bird registration & 1 week before conference)	X	X	X
Final delegate list (post conference)	X	X	X
Reduced rate of \$770 / person for 1 additional organizational attendee	X	X	X
Reserved seating at closing luncheon (by request)	X		
Complimentary 10x10 exhibit booth with sponsorship of welcome reception, luncheon or golf	X		
Opportunity to make brief remarks at selected events			

# EXHIBITOR OPPORTUNITIES & GENERAL INFORMATION

## EXHIBIT BOOTH RENTAL RATES FOR 2019

**\$6,500:** 10'x10' exhibit space and 2 full delegate registrations

**\$9,800:** 20'x10' exhibit space and 2 full delegate registrations

## WHAT'S INCLUDED IN YOUR BOOTH RENTAL SPACE ?

Full delegate registration includes meals, receptions, education sessions and conference materials

Two complimentary booth personnel passes for company representatives (this **does not** include meals, education sessions or conference materials)

Reduced rate of \$770 per person for additional full delegate registration (includes meals, receptions, education sessions, and conference materials)

Includes 8' high back wall, 3' side rails pipe and drape, 1 six-foot table and 2 chairs

Digital lead retrieval scanner to capture delegate contact information (as compliant with anti-spam legislation)

Complimentary listing of your company name and booth number in the onsite conference manual and the mobile app

Recognition in conference promotional material and on the website

Insertion of 1 page promotional material or promotional item in the conference delegate bag

Delegate list provided after early-bird registration cut-off, 2 weeks prior to the conference dates and final delegate list provided after conference is completed.



## WHAT'S NOT INCLUDED IN YOUR BOOTH RENTAL SPACE ?

Rental rates do not include taxes, power/electrical services, booth furnishings or internet

## WHEN DO I SET UP AND DISMANTLE ?

Exhibitor move-in is on Wednesday, June 5 from 10:30 am to 3:00 pm. All exhibitors must have completed set up by 4:00 pm that same day without exception

An exhibitor/sponsor reception will occur between 4:00 pm - 5:00 pm immediately following set-up and prior to Welcome Reception

Exhibitors dismantle immediately following the Friday, June 7 morning networking break in the exhibit hall

Shipment and installation details along with furniture rental, AV, electrical and internet services will be included in the Exhibitor Manual distributed in early 2019.

## WHAT ARE THE TRADE SHOW HOURS ?

### Wednesday, June 5

Welcome reception

### High Traffic

6:00pm - 8:00pm

### Low Traffic

—

### Thursday, June 6

Continental breakfast for non-seminar attendees

7:30am - 8:30am

8:30am - 10:45am

Networking break

10:45am - 11:15am

11:15am - 12:30pm

Buffet lunch

12:30pm - 1:45pm

1:45pm - 4:30pm

Distinguished Service Award Reception

4:30pm - 5:30pm

—

### Friday, June 7

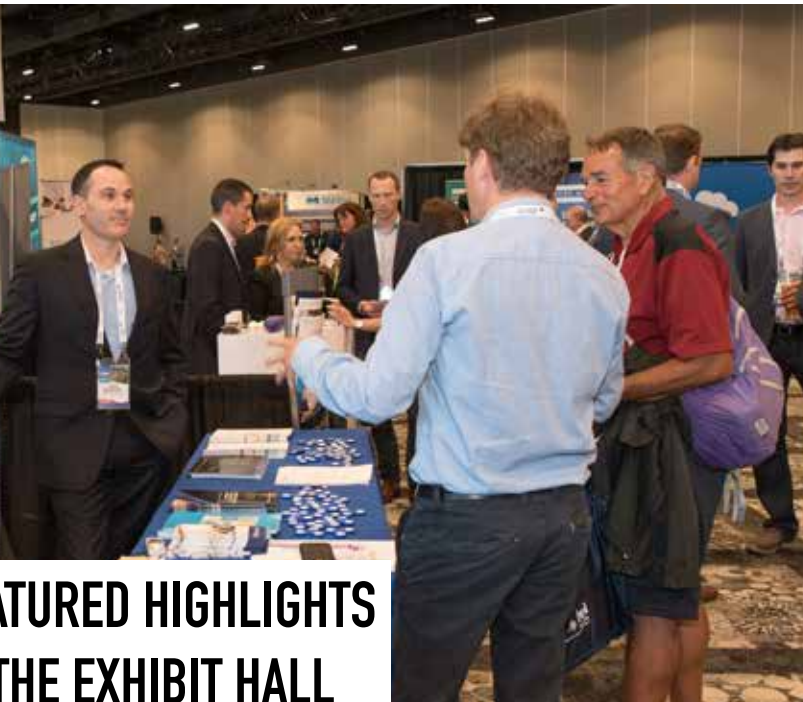
Continental breakfast for non-seminar attendees

7:30am - 8:30am

8:30am - 10:45am

Networking break

10:45am - 11:15am



## FEATURED HIGHLIGHTS IN THE EXHIBIT HALL

### EXHIBIT HALL PASSPORT

Visit the exhibitors, learn what's new in their organizations and with their products, have your EXHIBIT HALL PASSPORT marked by 75% of the exhibitors, drop the completed passport in the drum and have a chance to win \$2,500 cash.



### NETWORKING EVENTS

Come together for the Welcome Reception, launching the official opening of the conference on Wednesday and the Distinguished Service Award Reception on Thursday, all in the exhibit hall.

Enjoy the networking breaks on Thursday and Friday in the exhibit hall where you have an opportunity to mingle with the exhibitors and your colleagues.

Thursday's buffet lunch is positioned among the exhibitors in the exhibit hall where you'll eat, do business, socialize and where the conversations are always invigorating.

Take a moment to charge your mobile device, recharge yourself, or engage with colleagues and FEI Canada national staff. The charging lounge is a relaxing area where coffee, refreshments, and good conversation are always available.







# — BLUE MOUNTAIN ONTARIO

Nestled between the foot of the Niagara Escarpment's scenic Blue Mountains and the rugged shores and crystal clear waters of Georgian Bay, the picturesque Blue Mountain is framed by turn-of-the-century Ontario architecture.

An incredible natural retreat, the Village offers a wide variety of things to do. You can set your heart racing with zip lines, ropes courses, hiking, biking, Segway tours and more. For a more relaxing getaway, stroll their cobblestone streets, pamper yourself at the spa, take a sunny afternoon drive on the Apple Pie Trail or enjoy a round of golf at Monterra Golf Course in the village.

This is the perfect destination to stay and play, offering efficiency accommodations ranging from full kitchens to kitchenettes, bedrooms and pull out sofas making it a home away from home.

These are just a few of the memories that await you in Blue Mountain.

SEE YOU THERE!

“  
*Lots of excellent content. Conference was very well rounded and the theme was exceptionally well integrated*  
”





# HOTEL ACCOMMODATIONS

A block of rooms has been reserved at a discounted rate for FEI Canada delegates at various hotels in the Blue Mountain Village. The Village and Mosaic accommodations include a kitchenette/full kitchen and a pull-out couch. The Westin Trillium is a traditional hotel room. All hotels are within a very short walk to the conference centre. There is a 2% Village Amenity Fee (VAF) charged to all accommodations. All rates below do not include the VAF.

## Westin Trillium Hotel:

Deluxe Room	<b>\$209 per night</b>
1 bedroom	<b>\$229 per night</b>

To book a room at the Westin Trillium Hotel delegates are to quote group name: FEI Canada Conference when making a reservation at 1-866-837-4192.

## Mosaic Hotel:

Bachelor	<b>\$209 per night</b>
1 bedroom	<b>\$229 per night</b>

To book either Mosaic or Village suites hotels delegates are to quote group name: FEI Canada Conference and/or group reservation number: GRP125504 when making a reservation at 1-877-445-0231 x 60247.

## Village Suites Hotel:

Studio suite	<b>\$179 per night</b>
Bachelor	<b>\$199 per night</b>
1 bedroom	<b>\$219 per night</b>
1 bedroom + den	<b>\$259 per night</b>

## AIR TRAVEL INFORMATION

A 10% special discounted fare has been negotiated with Air Canada and Porter Airlines.

### Air Canada:

Visit: [www.aircanada.com](http://www.aircanada.com) and enter promotional code: 9VU8N4M1

### Porter Airlines:

Visit: [www.flyporter.com](http://www.flyporter.com) and enter the promotional code: FEICAC

If you wish to book online please use <https://bmrbooking.bluemountain.ca/> and the group number GB00000219.

“Overall a well organized, well run conference, with a terrific line up of speakers. Hayley Wickenheiser was a great choice for the Friday closing luncheon – end it all on an upbeat note”

# EXHIBITOR TERMS & CONDITIONS

Terms and Conditions of Contract between Exhibitor or Sponsor and FEI Canada.

1. FEI Canada reserves the right to alter or change the space assigned to the Exhibitor and/or Sponsor. FEI Canada further reserves the right, at its sole discretion to change the date or dates upon which the show is held, or to cancel the show, and shall not be liable in damages or otherwise by reason of any such change or cancellation, other than to refund in full any amounts paid by the Exhibitor and/or Sponsor to FEI Canada.

2. The Exhibitor and/or Sponsor shall not assign this contract or sublet the space or any part thereof or permit same to be used by any other person, without the prior written consent of FEI Canada. Any attempt to do so is null and void and will result in immediate cancellation of this contract, and the forfeiture of any amounts paid by the Exhibitor to FEI Canada.

3. The Exhibitor and/or Sponsor shall comply with all rules and regulations by FEI Canada for the show and agrees that FEI Canada's decision to adopt and enforce any such rule or regulation shall be final and binding.

4. The Exhibitor is responsible for compliance with all applicable law, bylaw, ordinances, regulations, requirements, codes and standards, including those with respect to fire, safety, health and environmental matters and shall ensure that all equipment, materials and goods used by the Exhibitor so comply.

5. The Exhibitor shall indemnify and hold FEI Canada harmless from and against any loss, injury or damages whatsoever suffered by FEI Canada as a result the Exhibitor's and/or Sponsor's failure to comply with the terms and conditions of this contract or as a result of the Exhibitors participation in the show, including without limitation, any third party claim against FEI Canada with respect to loss, injury or damage sustained or suffered by any other exhibitors, the owner of the building,

attendees of the show, and their respective directors, officers, agents and employees.

6. Cancellations received by May 10, 2019 will be eligible for a 50% refund. Cancellations after May 10, 2019, are non-refundable.

7. FEI Canada reserves the right at any time to alter or remove exhibits or any part thereof, including printed material, products, signs, lights or sound, and to expel exhibitors or their personnel if, in FEI Canada's opinion, their conduct or presentation is objectionable to FEI Canada or to other show participants.

8. Exhibitor's and/or Sponsor's display must comply with all requirements of FEI Canada and of the owner of the building, including maximum height requirements. The Exhibitor and/or Sponsor must provide at least one staff per booth/marketplace, to maintain display during show hours. The Exhibitor agrees to confine its presentation to the contracted space only.

9. All goods shipped to the show must be clearly marked with the name of the Exhibitor and/or Sponsor and the number of the display space. Goods must not be shipped to the show for any shipping charges to be paid on arrival and any such goods will not be accepted by FEI Canada. FEI Canada assumes no responsibility for loss or damage to the Exhibitors and/or Sponsors goods or property, either before, during or after the show.

10. In consideration of the Exhibitor's and/or Sponsor's participation in the show, the Exhibitor and/or Sponsor hereby releases FEI Canada, its directors, officers, agents and employees from any and all claims, losses, or damages whatsoever suffered or sustained by the Exhibitor in connection with its participation in the show, including, without limitation, any claims for loss or theft of property, personal injury, or loss of business or profits, whether arising from any act of FEI Canada or otherwise.

11. The Exhibitor is responsible for the placement and cost of insurance relating to its participation in the show. The Exhibitor shall carry liability insurance of \$2 million with a \$500 deductible, as well as such additional insurance as may be required by FEI Canada. The Exhibitor and/or Sponsor agrees to furnish immediately to FEI Canada upon request certificates of insurance pertaining to all policies of insurance carried by the Exhibitor and/or Sponsor together with satisfactory evidence from the insurers of the continuation of such policies. If the Exhibitor fails to comply with any of the foregoing, in addition to any other rights or remedies available to FEI Canada at law or under this contract, FEI Canada shall have the right to take possession of the display space for such purposes as it sees fit and the Exhibitor and/or Sponsor will be held liable for the full contract price for the said space.

12. The Exhibitor agrees that no display may be dismantled or goods removed during the entire run of the show. The Exhibitor agrees to remove the exhibit, equipment and appurtenances from the show building by the final move-out time. In the event of failure to do so, the Exhibitor agrees to pay for such additional costs as may be incurred by FEI Canada.

13. The Exhibitor will comply with the rules and regulations of any unionized contractors, which may be selected by FEI Canada to service the exhibitors. Any dispute between the Exhibitor and any such contractor or union representative will be referred to FEI Canada for resolution, whose decision shall be final and binding on all parties.

14. FEI Canada reserves the right to cancel this contract and to withhold possession of the space or to expel the Exhibitor therefrom if the Exhibitor fails to comply with any terms and conditions of this contract or the show rules and regulation, in which case the Exhibitor shall forfeit as liquidated damages and not as a penalty all payments made pursuant to this contract, all without limiting FEI Canada's other rights and remedies at law under this contract as a result of such failure to comply.

15. Processing of payment by FEI Canada does not in itself constitute acceptance into Exhibitor Showcase 2019.

# SPONSOR / EXHIBITOR CONTRACT

## 1. COMPANY INFORMATION

Company Name:			
Address:	City:	Province/State:	Postal/Zip Code:
Principal Contact:		Title:	
Phone:	Fax:	Email:	

## 2. SPONSORSHIP

Level	Opportunities (See p.6 for details)	Fee
DIAMOND		\$
PLATINUM		\$
GOLD		\$
SILVER		\$

## 3. EXHIBITOR

Single Booth + 2 complimentary registrations		\$ 6,500
Double Booth + 2 complimentary registrations		\$ 9,800

## 4. ADVERTISING

Onsite Printed Program	Full page back cover	\$ 1,000
	Full page inside cover	\$ 800
	Full page inside page	\$ 600
	Half page inside page	\$ 400
Mobile App	Gamefication challenges	\$ 5,000
	Logo on live poll results	\$ 3,000
	Logo on map page	\$ 2,000
	Banners	\$ 1,000 each

## 5. PAYMENT

Cancellations received by May 10, 2019 will be eligible for a 50% refund. Cancellations after May 10, 2019 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.

### Please complete and mail with payment to:

FEI Canada (Attn: Pat Todd)  
116 Simcoe St., Suite 300 Toronto, ON M5H 4E2  
Phone: (416) 366-3007 Ext. 5113  
ptodd@feicanada.org

Sponsorship Fee	\$
Exhibitor Fee	\$
Advertising Fee	\$
Subtotal	\$
HST (13%)	\$
<b>TOTAL</b>	\$

## AUTHORIZATION

Authorized Signature:	Name:
Title:	Email:

The Canadian Anti-Spam law has come into effect on July 1, 2014 and requires that expressed consent be obtained to be able to send commercial electronic communications (CEM) to employees in your organization or any organization we have to deal with in relation with this contract. By signing this contract you are providing expressed consent and authorize employees or volunteers of FEI Canada, its chapters and CFERF to send CEMs to employees of your organization or any other related organization we need to deal with in relation with this contract.

By signing this contract you are agreeing to the exhibitor terms and conditions as outlined in the 2019 sponsorship exhibitor prospectus



# SAMPLE 2018 HALIFAX CONFERENCE PROGRAM





## TUESDAY JUNE 12

Time	Activity
11:00 am - 6:30 pm	Registration / Information Desk
5:30 pm - 6:00 pm	Annual General Meeting
6:00 pm - 8:00 pm	Early Arrival Reception Guests welcome


## WEDNESDAY JUNE 13

Time	Activity
6:30 am - 3:30 pm	Golf Tournament Sponsored by: 
8:00 am - 8:00 pm	Registration / Information Desk
8:00 am - 9:30 am	Early Arrival Breakfast
10:00 am - 3:30 pm	Halifax Walking Tour and Alexander Keith's Brewery
5:00 pm - 6:00 pm	New Member Reception Sponsored by: 
6:00 pm - 8:00 pm	Welcome Reception
8:00 pm - 10:00 pm	CFO Leadership Beyond Finance Alumni Dinner and Keynote Speaker Sponsored by:  By invitation only

## THURSDAY JUNE 14

Time	Activity
7:00 am - 5:00 pm	Registration / Information Desk
7:30 am - 8:40 am	BREAKFAST SEMINARS American Express Ceridian Donnelley Financial Solutions
7:30 am - 8:40 am	Continental breakfast for guests and delegates Exhibit Hall
8:45 am - 9:05 am	WELCOME REMARKS Dave Bezanson Chair 2018 conference Pete Pigott President & CEO, FEI Canada
9:05 am - 10:05 am	OPENING KEYNOTE ADDRESS Mark J. Barrenechea OpenText
10:05 am - 10:35 am	Networking break Exhibit Hall
10:35 am - 11:35 am	KEYNOTE ADDRESS Martin Fox Robert Walters Allen Lalonde IBM Canada Rania Llewellyn Scotiabank
11:35 am - 12:35 pm	FEI CANADA TALKS Dr. Kathryn Brohman Queen's University Stephen Liptrap Morneau Shepell
12:35 pm - 1:35 pm	Luncheon Exhibit Hall
1:40 pm - 2:50 pm	CONCURRENT SESSIONS
2:55 pm - 3:30 pm	KEYNOTE ADDRESS
3:30 pm - 4:30 pm	KEYNOTE ADDRESS Bill Black Moderator Jean-Paul Deveau Acadian Seaplants David Hoffman Oxford Frozen Foods Dr. Travis McDonough Kinduct Inc.
4:30 pm - 5:15 pm	DISTINGUISHED SERVICE AWARD Exhibit Hall Sponsored by: 
6:00 pm - 10:00 pm	SOLDIER ON Citadel Hill Sponsored by:  
10:00 pm - 1:00 am	AFTER PARTY Sponsored by: 

## FRIDAY JUNE 15

Time	Activity
7:00 am - 4:00 pm	Registration / Information Desk
7:30 am - 8:40 am	BREAKFAST SEMINARS Workday
7:30 am - 8:40 am	Continental breakfast for guests and delegates Exhibit Hall
8:45 am - 8:55 am	WELCOME REMARKS Dave Bezanson Chair 2018 conference
8:55 am - 9:45 am	KEYNOTE ADDRESS Dr. Richard Florizone Dalhousie University
9:45 am - 10:50 am	KEYNOTE ADDRESS Fayeanne Beattie AON Greg Blunden Emera Michael Rousseau Air Canada & Canada's CFO of the Year™ 2017 Patti Towler CPA Nova Scotia
10:50 am - 11:00 am	EXHIBITOR PRIZE DRAWS Plenary Room
11:00 am - 11:30 am	Networking break - Exhibit Hall
11:30 am - 12:05 pm	KEYNOTE ADDRESS Ejaz Ghani Lead Economist World Bank
12:10 pm - 1:20 pm	CONCURRENT SESSIONS
1:20 pm - 2:50 pm	CLOSING LUNCHEON & KEYNOTE SPEAKER Hayley Wickenheiser Gold-medal Olympian Sponsored by: 
2:45 pm - 3:00 pm	CLOSING REMARKS, DRAW PRIZES & LAUNCH OF 2019 CONFERENCE