

2022 SPONSORSHIP & EXHIBITOR PROSPECTUS



RESILIENCY | LEADERSHIP | FUTURE READY

PEERING OVER THE HORIZON

BUILDING SOLUTIONS TOGETHER

THE FAIRMONT BANFF SPRINGS HOTEL

MAY 31 - JUNE 02, 2022 | BANFF, ALBERTA





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FEI CANADA'S 2022 ANNUAL CONFERENCE WILL BE IN PERSON!

Financial Executives International Canada (FEI Canada) is the leading voice and informed choice for senior financial executives across the country. With 12 chapters and 1,500+ members, FEI Canada provides professional development, networking opportunities, thought leadership and advocacy services to its members. The association membership consists of senior-level financial executives spanning various industries, functions and disciplines, representing a significant number of Canada's leading and most influential corporations.

For more information, please visit:

www.feicanada.org



or follow us on LinkedIn

[linkedin.com/company/fei-canada](https://www.linkedin.com/company/fei-canada)

and [Twitter@FEICanada](https://twitter.com/FEICanada)



FEI Canada's 2022 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.



"I found the conference to be well rounded. Speakers who demonstrated their success stories and a depth of product knowledge in the exhibitors."

Three days that result in lasting relationships, networking and exceptional education

Interacting with other 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

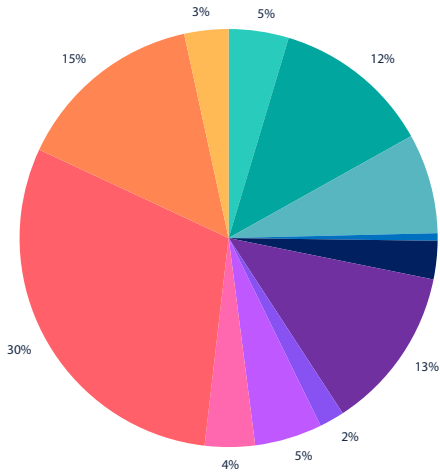
Custom partnership opportunities to increase your brand awareness that translates to sales

Educational sessions delivered by knowledgeable and relevant thought leaders

Traffic generating activities and networking events all occur in the exhibit hall

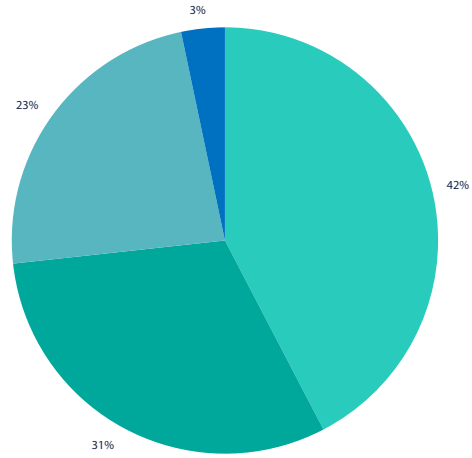
FEI CANADA MEMBERSHIP DEMOGRAPHICS

MEMBERSHIP %



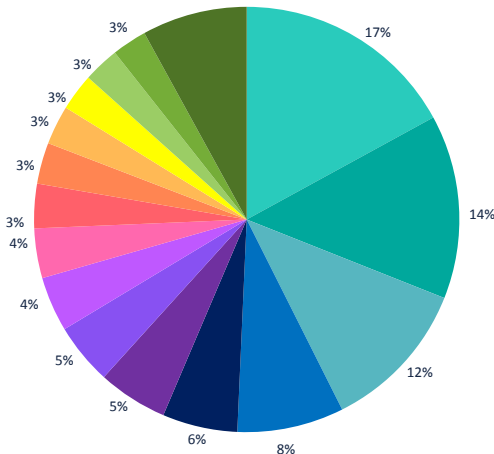
- Atlantic Provinces 5%
- Calgary 12%
- Edmonton 8%
- GTO 1%
- National Capital Region 3%
- Quebec 13%
- Regina 2%
- Southern Golden Horseshoe 5%
- Southwestern Ontario 4%
- Toronto 30%
- Vancouver 15%
- Winnipeg 3%

REVENUE



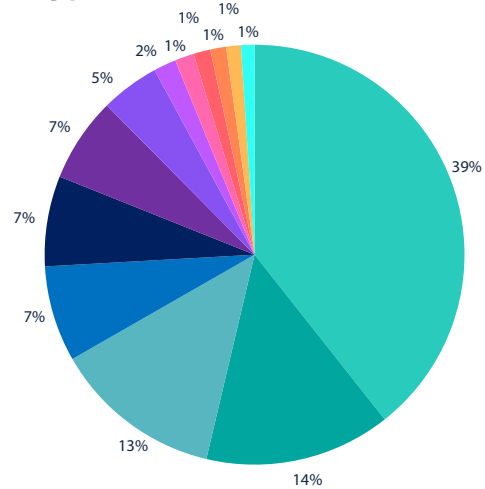
- Under \$100M 42%
- \$100M to \$1B 31%
- over \$1B 23%
- Not Stated 3%

INDUSTRY



- Finance and Insurance 17%
- Professional, Scientific, and Technical Services 14%
- Manufacturing 12%
- Other Services (except Public Administration) 8%
- Mining (including Oil and Gas) 6%
- Real Estate Rental and Leasing 5%
- Transportation and Warehousing 5%
- Construction 4%
- Information and Cultural Industries 4%
- Health Care and Social Assistance 3%
- Wholesale Trade 3%
- Retail Trade 3%
- Utilities 3%
- Educational Services 3%
- Arts, Entertainment, and Recreation 3%
- Management of Companies and Enterprises, Public Administration, Agriculture/Forestry/Fishing & Hunting, Charitable Organizations, Accommodation and Food Services, Administrative & Support/Waste Management/Remediation Services 2-1% Range 8%

JOB TITLE



- CFO 39%
- VP Finance 14%
- Director 13%
- CAO, COO, EVP, SVP or VP other 7%
- CEO, President or Founder 7%
- Controller 7%
- Manager, Administrator, Accountant 5%
- Managing Director / Exec Director 2%
- Consultant 1%
- Principal 1%
- Academic 1%
- EVP or SVP Finance 1%
- Treasurer 1%



NATIONAL STRATEGIC PARTNERS



2019 EXHIBITORS & SPONSORS

Value and opportunity are some of the most compelling reasons our exhibitors and sponsors return year after year!

- | | | |
|-------------------------------|------------------------------------|-----------------------------|
| Accompass | Corporate Traveller | Onico |
| Adaptive Insights | CPA Canada | Optis Consulting |
| ADP | Cresa | PBC Communications Inc. |
| AMEX | Cybersecurity Compliance Corp. | Prophix |
| Artsyl Technologies Inc. | DBPlus | Protiviti |
| Astral Solutions Group | DFIN Donnelley Financial Solutions | PTC |
| Avalon CSC/Tecsys | DLGL Technologies Corporation | Queen's Executive Education |
| Bank of America Merrill Lynch | Duff & Phelps | Ricoh |
| BDC | Encore FX | Rimini Street |
| Blackline | Funding Portal | Robert Half |
| BMO Bank of Canada | Grant Thornton LLP | Robert Walters |
| CAAT Pension | IBM | RSM |
| Canadian Payroll Association | J.P. Morgan | Solution Valuebility |
| Certent | Kronos | Sun Life Financial |
| Chrome River Technologies | Lawrie Insurance Group | Ultimate Software |
| Clarity Recruitment | LifeWorks | Western Union |
| Concur/SAP | Longview | Workday |
| Corpay | Marsh | Workiva |
| | Moneris | |

CONFERENCE ADVERTISING OPPORTUNITIES



PRINTED CONFERENCE PROGRAM AND DECALS	
Decal branding: pillars, floors, windows, bathrooms, skywalk, elevators, stairs	Inquire for pricing
Full page back cover:	\$1,500
Full page inside cover:	\$1000
Full page inside page:	\$750
Half page inside page:	\$500

MOBILE APP	
Gamefication	\$5,000
Logo on live poll results on screen:	\$3,000
Logo on map page:	\$2,000
Banner ads (limit of 10)	\$1,500 each

DIAMOND (2)	\$50,000
Bespoke Package 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	\$8,000 - \$17,000
Water Hydration Station (incl. branded carafes + personal drinking bottles)	\$17,000
After Party (following gala event)	🎤 \$15,000
Conference Mobile App (home screen + 5 banners)	\$15,000
Breakfast Seminar (5 opportunities, 3 Wed., 2 Thurs.)	🎤 \$15,000
Printing conference brochure and signage	\$15,000
Exhibit Hall (naming rights)	\$15,000
Plenary Room (naming rights)	🎤 \$15,000
Concurrent Sessions host sponsor (naming rights): 5 available	🎤 \$12,000
Charging Lounge	\$12,000
Delegate Gift	\$10,000 + gift
WiFi sponsor	\$10,000
Lanyards	\$10,000
Wednesday luncheon on trade show floor	\$10,000
Early Arrival Reception (brief remarks)	🎤 \$8,000
Delegate Bag (with conference logo)	\$8,000
Branded hotel room key	\$8,000
CFO: Leadership Beyond Finance Cohort Reunion	\$8,000
Distinguished Award Reception (brief remarks)	🎤 \$8,000

PLATINUM	\$18,000 - \$30,000
Gala Evening	🎤 \$30,000
Golf Tournament	🎤 \$22,000
Welcome Reception	🎤 \$20,000
Closing Luncheon	🎤 \$18,000
SILVER	\$4,000 - \$7,000
Mobile App Survey Tool	\$6,000
Mobile App Gamefication	\$6,000
Wine Sponsor (closing luncheon)	\$6,000
New Member Reception (brief remarks)	🎤 \$6,000
Window, door, floor clings (based on quantity and location)	\$5-\$10K
Exhibit Hall Passport	\$5,000
Registration Area	\$5,000
Exhibit Hall Cruiser Tables (six tables)	\$5,000
Refreshment Breaks (2 opportunities: Wed. & Thurs.)	\$5,000 each
Seat Drop (4 available)	\$4,000 each
Onsite Program Sponsor (front cover)	\$4,000
Continental Breakfast (40++ in Exhibit Hall)	\$3,000 each

For sponsorship details or further information contact:

BRAD McCABE
Sponsorship Manager
T: 416-727-6324
E: bmccabe@feicanada.org



BENEFITS	DIAMOND	PLATINUM	GOLD	SILVER
Complimentary conference registrations	XXXX	XXX	XX	X
Logo recognition on FEI Canada website	X	X	X	X
Logo recognition on conference program	X	X	X	X
Logo displayed on conference signage	X	X	X	X
1 page promo material or item in registration bag	X	X	X	X
Delegate list (early bird registration & 1 week before conference)	X	X	X	X
Final delegate list (post conference)	X	X	X	X
Reduced rate of \$945/person for 1 additional attendee	X	X	X	X
Reserved seating at closing luncheon (by request)	X	X		
Complimentary Exhibit Booth with Platinum and Diamond Sponsorship	X	X		
Opportunity to make brief remarks at selected events	🎤	🎤	🎤	🎤

🎤 = Opportunity to make brief remarks at selected events

EXHIBIT BOOTH RENTAL RATES FOR 2022

\$7,000: 8' x 10' exhibit space and 1 full delegate registration

\$11,000: 16' x 20' exhibit space and 2 full delegate registrations

INCLUDED IN BOOTH RENTAL

- Full delegate registration includes meals, receptions, education sessions and conference materials
- Two (2) complimentary booth personnel passes for company representatives per single booth (this **does not** include meals, receptions, education sessions or conference materials)
- Delegate list after Early Bird registration and 1 week prior to conference
- Reduced rate of \$945 for more than (1) additional full delegate registration (includes meals, receptions, gala, closing luncheon, education sessions, conference materials).
- Includes pipe and drape (8' high back wall, 3' side rails), 1 draped 6' table and 2 chairs
- Lead retrieval scanner to capture delegate contact information
- Complimentary listing of your company name and booth number in onsite program and on 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

NOT INCLUDED IN BOOTH RENTAL

Rental rates do not include: **TAXES • POWER/ELECTRICAL SERVICES • BOOTH FURNISHINGS • INDIVIDUAL CARPET**
 Hall carpeted in green/beige. Only need to carpet if you wish to define your space.

SET UP & DISMANTLE INFORMATION

- Move in is on Tuesday, May 31 from 11:00 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 prior to Welcome Reception
- Dismantle is on Thursday, June 2 immediately following the morning networking break. All exhibitors must have completed tear down by 4:00 pm
- Shipment and installation details along with furniture rental, AV, electrical and internet services will be included in the Exhibitor Manual distributed in early 2022.

EXHIBIT HOURS

	High Traffic	Low Traffic
Tuesday, May 31		
Welcome Reception	6:00 pm - 8:00 pm	-----
Wednesday, June 1		
Continental breakfast for non-seminar attendees	-----	7:30 am - 8:45 am
Morning networking break	10:20 am - 10:50 am	11:15 am - 12:30 pm
Buffet lunch	12:30 pm - 1:30 pm	-----
Distinguished Service Award Reception	4:30 pm - 5:30 pm	-----
Thursday, June 2		
Continental breakfast for non-seminar attendees	-----	7:30 am - 8:45 am
Morning Networking break	10:15 am - 10:45 am	-----



FEATURED HIGHLIGHTS IN THE EXHIBIT HALL

EXHIBIT HALL PASSPORT

Visit the exhibitors, learn what's new in their organizations and the latest product developments. Have your EXHIBIT HALL PASSPORT marked by 75% of the exhibitors, drop the completed passport in the drum at registration and members have a chance to win \$2,500 cash. Draw will be held at the closing luncheon. *Must be present to WIN!

MOBILE APP GAMEFICATION

Uncover answers to the clues on the mobile app throughout the exhibit hall and at certain exhibit booths. Clues will be located throughout the full conference with many of the answers right inside the exhibit hall.

NETWORKING EVENTS

The Welcome Reception is the official "kick off" to the conference on Tuesday, May 31. This event is where old friends meet new friends and longtime relationships are reunited. Enjoy food and beverage and comradery all happening inside the exhibit hall.

On Wednesday evening the Distinguished Service Award is presented in the exhibit hall where we honour the Capon Award winner at the reception.

Enjoy the networking breaks on both Wednesday and Thursday mornings in the exhibit hall where you will have a chance to mingle with the delegates and other colleagues.

Wednesday's buffet lunch is positioned among the exhibits in the hall where delegates intermingle, eat, socialize and where conversations are always invigorating.

Take a moment to charge your mobile devices in the Charging Lounge located inside the exhibit hall where coffee, refreshments and good conversation are always available.



EXPLORE BANFF



Banff is a resort town in the province of Alberta, located within Banff National Park. The peaks of Mount Rundle and Mount Cascade, part of the Rocky Mountains, dominate its skyline. On Banff Avenue, the main thoroughfare, boutiques and restaurants mix with château-style hotels and souvenir shops. The surrounding 6,500 square kilometres of parkland are home to wildlife including elk and grizzly bears.

This year's conference will take place in the majestic Fairmont Banff Springs Hotel. Located in the heart of Banff National Park, a UNESCO World Heritage Site, the world famous Fairmont Banff Springs hotel stands as a landmark in this picturesque alpine town of Banff, Alberta. Canada's "Castle in the Rockies", has been providing legendary hospitality to our guests for more than 130 years.

Fairmont Banff Springs is a year-round luxury mountain resort that offers a championship golf course during the summer, unparalleled skiing in the winter, the award-winning European-style Willow Stream Spa and authentically local dining experiences, including a true Canadian chop house and French favourites with Canadian charm.

Enjoy a short stroll from the hotel and explore the charming town of Banff, Alberta. Discover local galleries and museums, upscale shopping and restaurants, year-round Banff Lake Louise events, and popular local attractions, including the Banff Gondola and the mineral rich Banff Upper Hot Springs. This is a perfect destination to stay and play. Here you have a chance to take a moment to breathe and reconnect with nature.

Looking forward to seeing you there.





THE HOTEL

Fairmont
BANFF SPRINGS

A block of rooms has been reserved at a discounted rate for FEI Canada at the Fairmont Banff Springs Hotel.

The Fairmont Banff Springs Hotel
405 Spray Avenue
Banff, Alberta T1L 1J4

GUESTS MUST MAKE RESERVATIONS ON OR BEFORE MAY 3, 2022

Guests can call in at anytime to book with Central Reservations:

1-800-441-1414 ► QUOTE THE GROUP CODE: **0522fei**

To call the hotel directly for Reservations, the toll free line is:
1-833-762-6866 or 403-762-6866

ROOM RATES:

Fairmont Room: \$297

Deluxe Room: \$377

AIR TRAVEL AND HOTEL TRANSFER INFORMATION TO FOLLOW
ON THE FEI CANADA AND CONFERENCE WEBSITE

feicanada.org

feicanadaconference.ca

“ I had a chance to meet new people relevant in our space. It was great. ”



FEI CANADA CONFERENCE 2022 | EXHIBITOR/SPONSOR 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 13, 2022 will be eligible for a 50% refund. Cancellations after May 13, 2022, 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 \$5 million, 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 2022.

1. COMPANY INFORMATION

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

2. SPONSORSHIP

Level	Opportunities (See page 5 for details)	Fee
DIAMOND		\$
PLATINUM		\$
GOLD		\$
SILVER		\$

3. EXHIBITOR

Single Booth + 1 complimentary registration	\$ 7,000	
Double Booth + 2 complimentary registrations	\$ 11,000	

4. ADVERTISING

Decal Branding	Item:	
Onsite Printed Program	Full page back cover	\$ 1,500
	Full page inside cover	\$ 1,000
	Full page inside page	\$ 750
	Full page inside page	\$500
Mobile App	Gamefication challenges	\$ 5,000
	Logo on live poll results	\$ 3,000
	Logo on map page	\$ 2,000
	Banner ads	\$ 1,000 each
	Booth featured in gamification	\$ 1,000 each

5. PAYMENT

Cancellations received by May 13, 2022 will be eligible for a 50% refund. Cancellations after May 13, 2022 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	\$
GST (5%)	\$
TOTAL	\$

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 2022 sponsorship exhibitor prospectus



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