



ANNUAL  
CONFERENCE  
WINNIPEG<sup>JUNE 10-12</sup> 2015  
RBC Convention Centre

EXPAND YOUR HORIZONS

SPONSORSHIP & EXHIBITOR  
OPPORTUNITIES



# What is Financial Executives International Canada?

Financial Executives International Canada (FEI Canada) is the all-industry professional membership association for senior financial executives. With eleven chapters across Canada and more than 1,600 members, FEI Canada provides professional development, thought leadership and advocacy services to its members through peer networking opportunities, emerging issues alerts, personal and professional development and advocacy services. The association membership, which consists of Chief Financial Officers, Audit Committee Directors and senior executives in the Finance, Controlling, Treasury and Taxation functions, represents a significant number of Canada's leading and most influential corporations. Further information can be found at [www.feicanada.org](http://www.feicanada.org). Follow us on Twitter @FEICanada.

## Annual Conference

Financial Executives International Canada's (FEI Canada) 2015 annual conference offers an exceptional opportunity for national exposure and one-on-one networking with over 300 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 Financial Executives International Canada conference is in high demand, with limited sponsorship opportunities and exhibit space.

The 2015 Annual Conference is brimming with in-depth concurrent workshops, invigorating keynote speakers, exciting social activities and what promises to be a Winnipeg style fun-filled social evening and many networking opportunities. The exhibit hall is the hub of all the activity, hosting opening reception, the networking breaks and the Distinguished Service Award reception. The conference will be held in the RBC Convention Centre with ample space for exhibitors to display products with all exhibitors assembled in the same exhibit hall. This is an opportunity to present your products, solutions and services to financial executives from across Canada as well as expand contact and networks.

## Reasons to Participate

- Personal interaction with key decision-makers and leaders of the financial management profession
- Opportunity to showcase your product or service
- Networking and relationship building opportunities
- Opportunity to better understand your client's marketplace as a result of face-to-face conversations
- Partnership with FEI Canada and support of the financial management profession
- National exposure to eleven local FEI Canada chapters in one environment

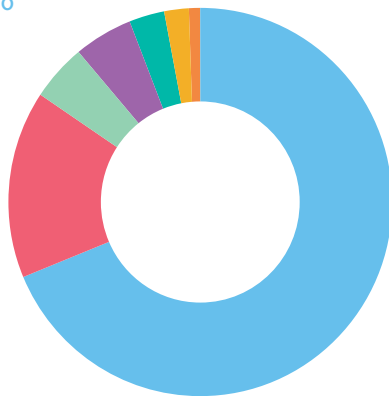
YOU ARE  
ENCOURAGED  
TO SIGN UP  
EARLY!

To discuss sponsor/exhibitor opportunities  
Contact: Don Comish, Director Sponsorship  
Phone: (416) 366-3007 ext. 5108  
Email: [dcomish@feicanada.org](mailto:dcomish@feicanada.org)



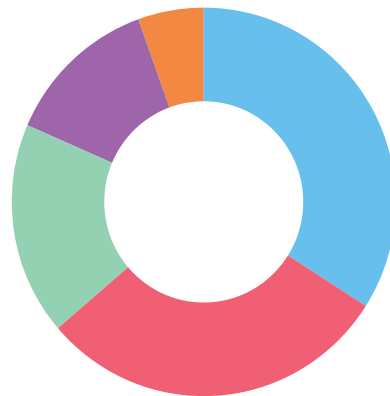
# FEI CANADA DEMOGRAPHICS

MEMBERSHIP  
TYPE %



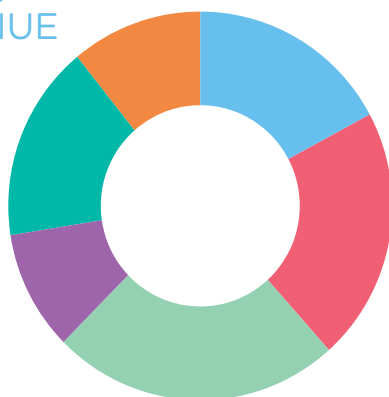
- Executive - 70%
- Career Services - 5%
- Complimentary - 3%
- Charitable Organization - 1%
- Life Retired - 16%
- Retired - 3%
- Entrepreneur - 2%

JOB TITLE %



- CFO - 31%
- VP Finance - 27%
- Presidents, EVPs & SVPs - 16%
- Director & Controllers - 12%
- Retired, Consultants & Others - 14%

ANNUAL  
GROSS  
REVENUE  
%



- Less than \$25M - 17%
- \$25 to \$99M - 21%
- \$100 to \$499M - 25%
- \$500 to \$999M - 10%
- \$1 to \$5B - 16%
- More than \$5B - 11%

CHAPTER  
BREAKDOWN  
%



- Atlantic Provinces - 5%
- Toronto - 32%
- Edmonton - 8%
- NCR - 3%
- Regina - 3%
- Quebec - 11%
- Calgary - 15%
- Vancouver - 12%
- SGH - 6%
- Winnipeg - 3%
- Southwestern Ont - 2%

Our sponsors and exhibitors return year after year, which is a true testimonial to the value of participating at our annual conference.

**Last year's participants included:**

- Adaptive Insights
- Advantage Magazine
- Alma<sup>cg</sup>
- Alpin Group
- BMO Financial Group
- Ceridian
- CIBC
- Cognition
- CommVault
- Concur
- CPA Canada
- Cresa
- Desjardins Business
- Eagle Finance & Accounting
- Euler Hermes Egencia
- Export Development Canada
- FEI Canada
- Fivel Systems Corporation
- Grant Thornton
- IBM Canada Ltd.
- Kronos
- Lannick
- Microsoft
- MNP LLP
- Morneau Shepell
- Performance Analytics
- Phone Bill Cutters
- Phoenix Advisors
- Prophix Software Inc.
- PTC Accounting & Finance Inc.
- Robert Half
- Ryan
- Shikatani Lacroix
- Standard & Poor's Rating Services
- The Directors College/Conference Board of Canada
- Valiant Trust/Canadian Western Bank
- Veracap M&A International Inc.
- Wdesk
- Western Union Business Solutions
- Tourism Winnipeg
- Wolters Kluwer CCH
- Xerox Canada Ltd.

**National Strategic Partners**





# SPONSORSHIP OPPORTUNITIES & BENEFITS 2015

BENEFITS	Platinum (\$18,000 +)	Gold (\$7,000- \$17,999)	Silver (\$3,000- \$6,999)
Complimentary conference registration(s)	• • •	• •	•
Logo recognition on the FEI Canada website	•	•	•
Logo recognition in the Preliminary and Onsite Conference Programs	•	•	•
Logo displayed prominently on conference signage	•	•	•
Insertion of 1 page promotional material or item in the conference registration bag	•	•	•
Delegate list (provided after the early bird registration cut-off date and 1 week prior to conference)	•	•	•
Final delegate list (provided post-conference)	•	•	•
Sponsorship of opening reception, closing luncheon or golf tournament entitles you to a complimentary exhibit booth	•		
Opportunity to make brief remarks at selected appropriate sponsored events.	•	•	
Reserved table seating at the Closing Luncheon by request only (conference registration or purchased tickets required for table guests)	•		

# SPONSORSHIP OPPORTUNITIES & BENEFITS 2015

## Platinum \$18,000 +

- Conference Golf Tournament - June 10 (speaking opportunity) (\$22,000)
- Conference Opening Reception - June 10 (speaking opportunity) (\$20,000)
- Closing Luncheon - June 12 (speaking opportunity) (\$18,000)

## Gold \$7,000 - \$17,999

- Gala dinner co-sponsor - June 11 (speaking opportunity) - \$15,000 each
- Print conference material and signage - \$14,000
- Mobile Conference App - \$13,000
- Breakfast Seminars (5 available) - \$12,000 each
- Executive Padfolios (co-branded) - \$10,000
- Badge Lanyards (co-branded) - \$10,000
- Delegate gift - \$10,000
- Thursday - June 11 Buffet Lunch - \$8,000
- Early Arrival Reception (brief remarks) - \$8,000
- Charging Station/seating area - \$7,500
- Distinguished Service Award Reception - \$7,000

## Silver \$3,000 - \$6,999

- Hotel Key Card (custom branded) - \$6,000
- Registration Bags - \$5,000
- Exhibit Hall Draw Prize - \$5,000
- New Member Reception (brief remarks) - \$4,000
- Onsite Conference Program - \$5,000
- Breakfast - June 11 & 12 - \$4,000
- Early Arrival Breakfast - June 10 - \$3,000
- Initial e-blast of preliminary program sent to all FEI Canada Members and Prospective Members - \$4,000
- Networking Breaks (Thurs. & Fri. am) - \$4,000
- Attendee Hotel Room Drop - \$3,000

## CONFERENCE ADVERTISING OPPORTUNITIES

Additional conference advertising opportunities are available in our onsite conference program. Get your organization's message in front of attendees with one of these limited ad insertions :

Full page, four colour - \$800 each

# FEATURE HIGHLIGHTS

Back by popular demand, we will once again include the Exhibit Hall Passport Draw, an initiative designed to encourage an even greater number of FEI Canada members to visit the exhibit booths. Members will have their individual passport marked as they visit each booth. Passports will be collected and at the closing luncheon a draw will be held with the winner receiving a cash prize. Passports must be stamped by 75% of the exhibitors to be eligible to participate in the draw.

## The Distinguished Service Award Reception

**Thursday, June 11, 2015**

This has become one of the highlights of the conference. We have combined the afternoon break with the desire for an extended networking opportunity in the exhibit hall. In honour of the Frank S. Capon Distinguished Service Award, join our colleagues at a cocktail reception to recognize and celebrate the 2015 recipient followed by an exciting evening at the newly opened Canadian Museum of Human Rights.

## Winnipeg, Manitoba

Winnipeg is home to more than 778,000 people. Neither too big nor too small, the city has all the cultural panache of the world's largest cities with its own unique sense of self. Winnipeg has a strong immigrant culture. People from around the globe call the city home, and have stitched their patches into Winnipeg's cultural quilt. Diversity may be found in every corner. This reality is reflected in the architecture, people and international cuisine. Diversity is celebrated at festivals and special events, on city streets and at unique venues capturing the essence of the city's multiculturalism.

# JOIN US IN WINNIPEG



# EXHIBITOR OPPORTUNITIES

Exhibit booths will 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, Thursday buffet lunch and the afternoon Distinguished Service Award Reception.

## Booth includes:

- 10' wide x 8' deep booth space
- 8' high draped back wall and 3' high side rails.
- One (1) 6' skirted table with two (2) chairs.

## Exhibitor benefits:

- One (1) complimentary registration (includes meals, reception, sessions, and conference materials).
- Two (2) booth personnel passes (does not include meals and conference materials).
- Reduced rate of \$700 per person for additional full participants (includes meals, sessions and conference materials).
- Recognition in conference promotional material and website.
- Insertion of 1 page promotional material or item in the conference registration bag.
- Delegate list, provided after the early bird registration cut-off, two weeks prior to the conference and final delegate list provided post conference.

## Booth Pricing:

- **Single Booth - \$5,300** (with one (1) full complimentary registration).
- **Single Booth - \$6,000** (with two (2) full complimentary registrations).
- **Double Booth - \$9,600** (with two (2) complimentary registrations and four booth personnel passes).



EXPAND  
YOUR  
HORIZONS



# EXHIBITION INFORMATION

## Set Up/Dismantle:

- Exhibitor move-in begins the morning of Wednesday, June 10 and all exhibits must be completely installed by 3:00 pm. same day.
- Exhibits are to be dismantled on Friday, June 12 immediately following the morning networking break.
- Shipment and installation details will be included in the Exhibitor Manual distributed in early 2015.

## Exhibit Hall Hours:

### WEDNESDAY, JUNE 10, 2015

6:00 pm – 8:00 pm Opening Reception

### THURSDAY, JUNE 11, 2015

7:30 am – 8:30 am Breakfast for non-seminar attendees. Booth representation optional

10:45 am – 11:15 am Networking Break

12:30 pm – 1:45 pm Networking Buffet Lunch

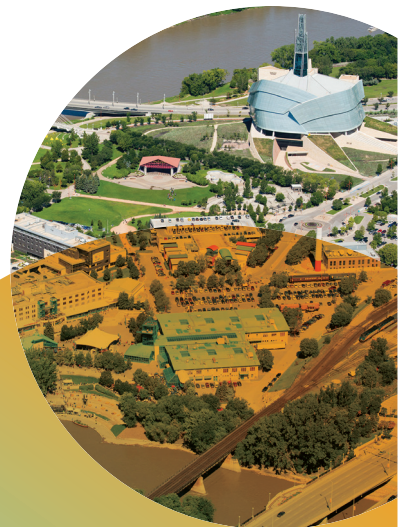
4:30 pm – 5:30 pm Distinguished Service Award Reception

### FRIDAY, JUNE 12, 2015

7:30 am – 8:30 am Breakfast for non-seminar attendees. Booth representation optional

10:45 am – 11:15 am Networking Break

\* times are approximate  
Booth personnel are encouraged to take their breaks and meals while attendees are at sessions.



## General Information

**Hotel Accommodations:** A block of rooms has been reserved at the Delta Winnipeg Hotel, group rate starting at \$195.00. Reservations received after the cut-off date of May 15, 2015 (or if the group rate sells out early) will be on a space and rate availability basis. When making your reservations, please indicate that you are an attendee of the FEI Canada Conference.

To make a reservation call **1-877-353-255** or **1-800-618-9059**  
subject to applicable taxes and fees (5% GST, 8% PST and 5% Accommodation Tax)

**Travel Accommodations:** Special discounted air fares for FEI Canada have been arranged with Air Canada and Westjet. Air Canada promotional code: **EPR634G1**. Visit [www.aircanada.com](http://www.aircanada.com) and enter promotional code in search panel. Westjet call **1-888-493-7853** and quote discount code: **CC 8612**

# EXHIBITOR TERMS & CONDITIONS

## Terms and Conditions of Contract between Exhibitor and Financial Executives International Canada.

1. Financial Executives International Canada (FEI Canada) reserves the right to alter or change the space assigned to the Exhibitor. 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 to FEI Canada.
2. The Exhibitor 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 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 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 April 15, 2015 will be eligible for a 50% refund. Cancellations after April 15, 2015, 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 display must comply with all requirements of FEI Canada and of the owner of the building, including maximum height requirements. The Exhibitor 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 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 goods or property, either before, during or after the show.
10. In consideration of the Exhibitor's participation in the show, the Exhibitor 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 agrees to furnish immediately to FEI Canada upon request certificates of insurance pertaining to all policies of insurance carried by the Exhibitor 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 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 Showcase 2015.

# 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 page 5-6 for details)	Fee
PLATINUM		\$\$
GOLD		\$\$
SILVER		\$\$

## 3. Exhibitor

Booth Rates	Single 10' wide x 8' deep	Double 20' wide x 8' deep
	<input type="radio"/> \$5,300 (1 complimentary registration)	<input type="radio"/> \$9,600 (2 complimentary registrations)
	<input type="radio"/> \$6,000 (2 complimentary registrations)	

## 4. Authorization

Authorized Signature: \_\_\_\_\_

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

Title: \_\_\_\_\_

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

## 5. Payment

Sponsorship Fee	\$\$
Exhibitor Fee	\$\$
+ applicable taxes	\$\$
<b>TOTAL</b>	\$\$

Cancellations received by April 15, 2015 will be eligible for a 50% refund. Cancellations after April 15, 2015 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: Sharon Bradshaw)**  
 170 University Avenue, Suite 1201, Toronto,  
 ON M5H 3B3 Fax: (416) 366-3008  
 Phone: (416) 366-3007 Ext. 5105  
[sbradshaw@feicanada.org](mailto:sbradshaw@feicanada.org)

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.