

 **RESET**

 **CULTIVATE**

 **SUPPORT**



**IGNITE2021**

The Leading Conference for Canadian Bookkeepers  
Virtual | September 21-23, 2021

**Follow the conversation**

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 #cpbcanignite



# SPONSORSHIP AND EXHIBITOR PROSPECTUS

CPB Canada IGNITE2021

[www.cpbcanignite.ca](http://www.cpbcanignite.ca)

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## We've gone virtual! September 21-23, 2021

In 2020, CPB Canada made the decision to move their conference to a virtual environment. In light of the continuing pandemic, we have decided to keep the conference virtual for 2021.

Did you know?

- ✓ Over the last year, CPD Canada attracted over 450 new members into the association
- ✓ Our 2020 Virtual Conference saw a 61% increase in membership attendance
- ✓ For CPB Canada, moving our conference to a virtual environment not only saw an increase in attendance, but 30% of our virtual participants were first-time attendees!

Why? People want to be part of their community and see where their industry is going. And for CPB Canada, this continues to be true!

CPB Canada, and it's Ignite Conference, continues to lead in the Canadian market when providing high-quality education to the industry. This year, we continue down this pathway by:

**Reset:** It has been quite the year for the sector – and one of our strategic goals this year is to create an environment, virtually, that will inspire bookkeepers to acknowledge the year they have had and embrace the future of the sector.

**Cultivate:** Through our educational program, we will deliver skills development in leadership, entrepreneurship, and technical areas to ensure that they are ready for what's next!

**Support:** We want you to support our members! Showcasing your product or service at our conference this year will strategically place you at the forefront of their minds – so that they can continue to perform their services with confidence.

If your organizations' objectives are to stay top of mind, continue to expand your reach, share the latest in technologies and services, generate new business leads and communicate and engage with one another, then we hope to see YOU this year!

## Why you should be seen at IGNITE2021

INVESTMENT IMPACT	FOR YOUR ORGANIZATION	For the Bookkeeping Sector
NETWORKING	Access to an estimated 300 bookkeepers across Canada	Developing relationships with participating organizations
BRAND EXPOSURE	Partnering with our conference will optimize your brands visibility within your target market	We understand value of collaboration across all stakeholders and nurturing a broad and evolving community of innovative thinkers
COMMUNITY	Strengthening your connection to a community of the top bookkeepers in Canada	Investment in activities which support the advancement of bookkeeping, and the leading bookkeeping certification (CPB), in Canada
ENGAGEMENT BENEFITS	Meeting with leading bookkeepers / bookkeeping firms  Renewal of professional and personal connections	Meeting of the minds, sharing expertise, updating contacts and developing new relationships in industry

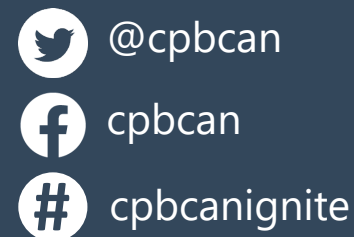
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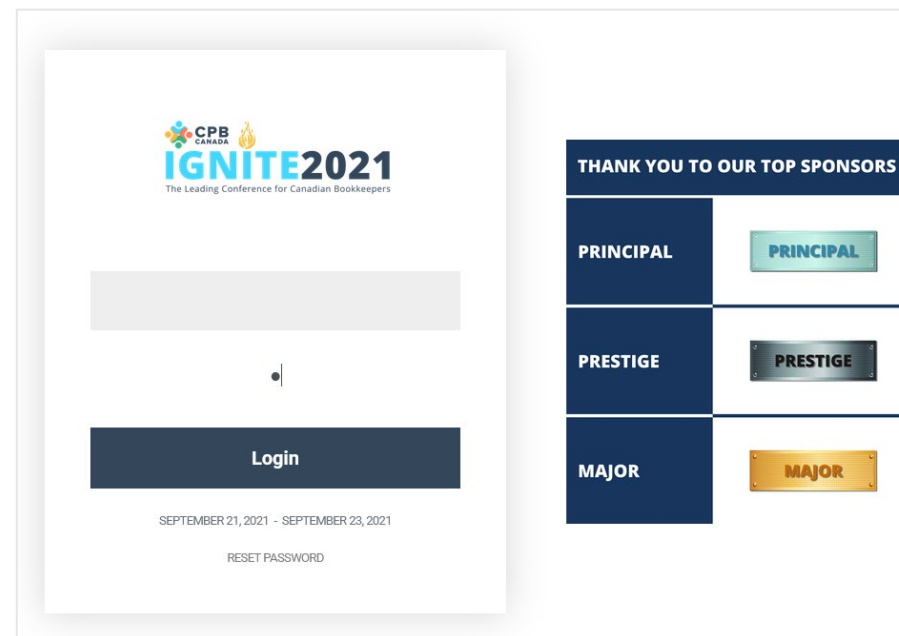


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## BENEFITS OF VIRTUAL EVENT SPONSORSHIP & EXHIBITS

- ❖ A virtual environment provides our sponsors and exhibitors with the ability to have real-time visitor awareness, live video conversations, lead generation tools and visitor analytics that provide insight into customer nurturing
- ❖ A virtual environment provides our sponsors and exhibitors the opportunity to engage with the attendees for the duration of the event. whether in sessions, during designated exhibit hall time, or networking functions
- ❖ Share your latest information - from White Papers to video tutorials - in your own virtual booth as public documents or by request only
- ❖ Use our live chat feature to engage with attendees and answer any questions they have
- ❖ Position yourself as an industry thought leader. Showcase your expertise through our daily demo sessions
- ❖ Lead generation included. With the click of a button, attendees can request information from exhibiting companies, sharing their contact information similar to having their badge scanned at a live event
- ❖ Straightforward to organize requiring only digital assets and participation



Virtual portal log-in page that all participants must use for access provides our Principal, Prestige and Major sponsors with high visibility and brand recognition.

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## Virtual Sponsorship Packages

**Privileges**

	<b>Principal \$25,000 1 available</b>	<b>Prestige \$18,000 1 available</b>	<b>Major \$12,000 1 available</b>	<b>Supporter \$7,000 6 available</b>	<b>Exhibitor \$3,000 Unlimited</b>
Full conference registration	6	5	4	3	2
Registration Page Sponsor	√				
<b>NEW:</b> Live Photo Booth Selfies with custom background image (1)	√				
<b>NEW:</b> Promotional splash video in the Lobby	√	√			
Keynote presentation	45 min, day 1	30 min, day 3			
<b>NEW:</b> Lobby Banner Ad	√	√	√		
Logo on Event Log-in Page Banner	√	√	√		
Logo in Portal Header	√	√	√		
Logo on Lobby Banner image	√	√	√		
Demo session in private virtual meeting room (30 mins) to demonstrate your product or service. Demo scheduled in program. <b>NEW:</b> Upgraded features (2)	3	2	1		
Virtual coffee and lunch break sponsor with exclusive game of the day (i.e. bingo); includes sponsor logo and/or video intro (3)	Wednesday	Thursday	Friday		
	√	√	√		
Shout-out in the CPB Canada Weekly Insider distributed to members within 2 months of conference	1	1	1		
<b>NEW:</b> Email Blast to CPB Canada Members within the 2 months prior to conference featuring sponsor content (4)	1	1	1		
<b>NEW:</b> Dedicated article highlighted in the CPB Canada Weekly Insider sent to all CPB Canada Members and article featured in CPB Canada's "The Buzz", within 2 months post-event (4)					

**Continued on next page**

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## Virtual Sponsorship Packages

### Privileges

	Principal \$25,000 1 available	Prestige \$18,000 1 available	Major \$12,000 1 available	Supporter \$7,000 6 available	Exhibitor \$3,000 Unlimited
Logo on Delegate WOW Bag	√	√	√		
Opportunity to provide a delegate gift for WOW Bag (5)	√	√	√	√	
<b>NEW:</b> Branded Announcements (6)	1 per day (3)	2	1	1	
Concurrent Breakout Session	3	2	1	1	
<b>NEW:</b> Session Advertisement opportunity: Sponsorship pre-roll ad to run before the start of sponsored session	4	3	2	1	
Sponsor Logo in Portal Header Carousel	√	√	√	√	
Webinar pre/post conference	6	4	3	1	
Virtual Exhibit Hall Booth (7)	√	√	√	√	√
Exhibit Lead Retrieval + Live Video Booth Chats	√	√	√	√	√
Booth Raffle Draw (7)	√	√	√	√	√
Lobby Social Media post(s) during conference	4	3	2	1	1
Gamification Engagement Codes (8)	√	√	√	√	√
*Website blog (article included in insider – push out on social media)					

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## SPONSORSHIP INCLUSIONS & DETAILS

1

Custom background image created by CPB Canada featuring Principal Sponsor logo and event's theme color and CPB Canada logo. Selfies reside permanently in the event lobby area.

2

This is a 30 min tutorial for users, current and new, to ask questions and learn tips and tricks about your platform/app. This is NOT an educational session or speaking opportunity.

3

Content must be conference related and vetted by CPB Canada.

4

Opportunity to engage participants in virtual activities or games during the coffee and lunch breaks (activities and games must be pre-vetted by CPB).

5

Does not include printed marketing materials, item can be branded (i.e. notebook, mini bottle of wine, stress ball, gift card, etc.) Approximate quantity of 400 pieces required.

6

Announcements are:  
Permanently in the virtual event portal lobby;  
Sent out as email notifications;  
Content provided by sponsor.

8

Attendees win points by entering codes we sprinkle around our event experience. We will provide our sponsors & exhibitors with codes and letting attendees know that they can win points by talking to sponsors/exhibitors either at their booths in the exhibit hall or by networking. Attendees claim points they earn towards ballots for prizes.

7

## Virtual Exhibit Booth Includes:

- Listing in dedicated page for Exhibitors on conference website;
- Logo recognition on Virtual Conference Website with company profile and links to website;
- Control of your virtual booth presentation space; resource downloads (brochures, white papers etc.), video content;
- Real-time feed of all attendees visiting the booth. Know precisely who is there, and you can immediately start engaging them in real-time;
- Let's Connect - Exhibitors and attendees can instantly jump into live video/audio conversations straight from the virtual event portal;
- Get Social - attendees can see and chat publicly with all live attendees at any booth. They can branch off into private conversations or join larger ones that an exhibitor is having with a large number of attendees;
- \$100 gift card per booth (supplied by CPB Canada) to be used for booth raffle/survey to incentivize visits – winners to be announced post conference.
- Visibility on virtual platform and website;
- Logo featured on CPB Canada website and linked;
- Attendee Analytic Reports; profile activity and visits;
- CPB Canada to provide training to effectively use the system.

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**VIRTUAL LOBBY SCREENSHOT**

**Logo placement on**

- Virtual portal static header
- Virtual portal header carousel
- Virtual lobby banner

**Sponsor banner ad**

- Rotating ad in virtual lobby

**Sponsor video in**

- Virtual lobby

**Announcements**

- Custom event announcements sent to attendees and displayed in the lobby event feed

CPB CANADA  
**IGNITE2021**  
The Leading Conference for Canadian Bookkeepers

PRINCIPAL PRESTIGE MAJOR

Event Admin

CPB Canada Conference

Lobby

Backstage

Sessions

Speakers

Exhibit Hall

Networking

Event App

Account

Help

Logout

POWERED BY PHEEDLOOP

Private Chats

CPB CANADA  
**IGNITE2021**  
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PRINCIPAL PRESTIGE MAJOR

YOUR SPONSOR BANNER AD HERE

THANK YOU TO OUR SPONSORS

PRESTIGE

Play Video

No Announcements

Public Lobby Chat

No one has started chatting here yet. Leave a message to be the first!

Chat here ...

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## VIRTUAL EXHIBIT HALL SCREENSHOT

### Let's Connect!

Exhibitors and attendees can instantly jump into live video/audio conversations straight from the event portal

### Virtual Booth

Control of your virtual booth presentation space; resource downloads (brochures, whitepapers, etc.) and video content.

### Real-time Feed

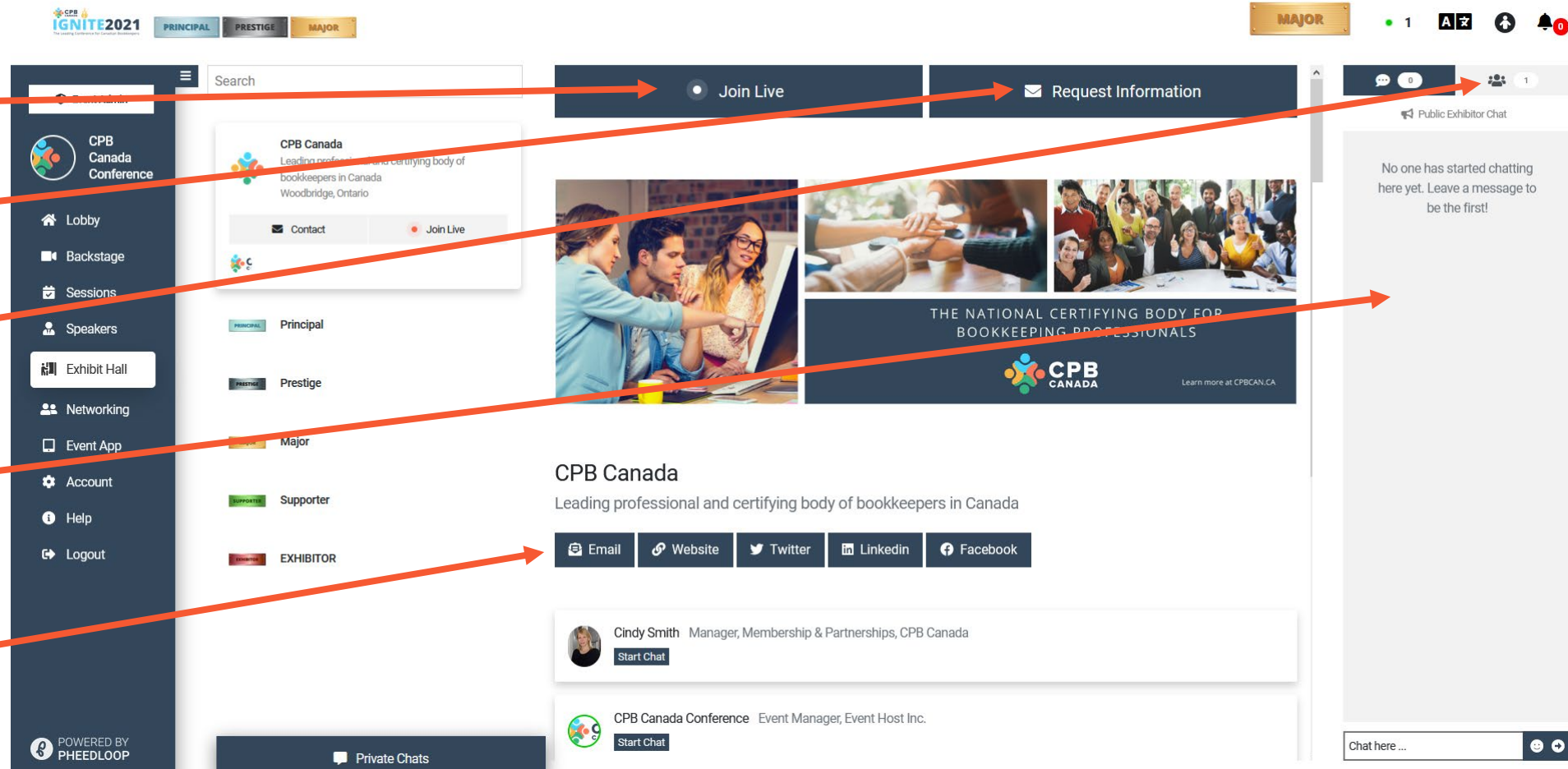
Real-time feed of all attendees visiting your booth. Know precisely who is there, for how long and you can immediately start engaging with them in real-time.

### Get Social

Attendees can see and chat publicly with all live attendees at any booth. They can branch off into private conversations or join larger ones that an exhibitor is having with a large number of attendees.

### Private Meetings

Visitors to your booth can book private meetings at a designated time as per your scheduled (Calendly is used to enable this function)



MAJOR

1

Join Live

Request Information

Public Exhibitor Chat

No one has started chatting here yet. Leave a message to be the first!

Chat here ...

CPB Canada Conference

Lobby

Backstage

Sessions

Speakers

Exhibit Hall

Networking

Event App

Account

Help

Logout

POWERED BY PHEEDLOOP

Private Chats

CPB Canada

Leading professional and certifying body of bookkeepers in Canada

Woodbridge, Ontario

Contact

Join Live

Principal

Prestige

Major

Supporter

EXHIBITOR

CPB Canada

Leading professional and certifying body of bookkeeping professionals

Learn more at CPBCAN.CA

CPB Canada

Leading professional and certifying body of bookkeepers in Canada

Email

Website

Twitter

LinkedIn

Facebook

Cindy Smith

Manager, Membership & Partnerships, CPB Canada

Start Chat

CPB Canada Conference

Event Manager, Event Host Inc.

Start Chat



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## VIRTUAL GROUP NETWORKING AND DEMO SCREENSHOT

### How to Network

- Participants can reach out to one another through a private chat function; this is encrypted and secure; the option to connect via written message or when both participants are willing, they can connect via video/audio.
- Group networking is where participants can join an active group discussion based on a theme; participants can enter and exit just as someone may join in a conversation at a refreshment break if you were in-person.
- The sponsor demo session has a similar look with video and audio capability and is accessed through the JOIN LIVE button in their booth.
- Every participant will have the option to accept/deny a video call and enable their audio and video device.

CPB Canada Conference

Event Admin

Networking

PRESTIGE

1

Group Chat

Write a message ...



**LIMITED OPPORTUNITIES!**



## **SPONSORSHIP AND EXHIBITOR OPPORTUNITIES ARE LIMITED CONFIRM YOUR PARTICIPATION EARLY**

**READY TO CONFIRM?**



For questions or to confirm your space, please contact:

**Patricia Pearson**  
Email: [patricia@canplaninc.ca](mailto:patricia@canplaninc.ca)  
Phone: 613-797-7766 ext. 1

**FOLLOW THE  
CONVERSATION**



 <https://www.facebook.com/cpbcan/>

 [#cpbcanignite](https://twitter.com/cpbcan)

 <https://www.linkedin.com/company/cpbcan/>

 <https://www.cpbcanignite.ca/>

# TERMS & CONDITIONS

**1. Definitions:** "Event" means CPB Canada, IGNITE 2021 National Conference, currently scheduled to be held virtually September 21-23, 2021. "Organizer" means the Certified Professional Bookkeepers of Canada (CPB Canada), its representatives and conference/show organizing team, unless the context requires otherwise. "Exhibitor" means Sponsor and/or Exhibitor, collectively if applicable, (i) the company and/or individual that applied for sponsorship and/or exhibit space use and agreed to enter into this Contract upon acceptance by the Event Manager in the manner stated below and (ii) each of its and/or their officers, directors, shareholders, employees, contractors, agents, representatives and/or invitees, as applicable.

**2. Contract Acceptance:** The submission of the IGNITE 2021 form for Exhibitor space to the Organizer constitutes a contract for the right to use exhibit space.

**3. Exhibitor Payment:** Upon receipt of the invoice, the Exhibitor shall pay to the Organizer 100% of the total price on or before July 30, 2021. Any application submitted after July 30, 2021, must be paid in full to the Organizer upon receipt of the invoice.

**Cheque Payments:** Make all cheques payable to the "Institute of Professional Bookkeepers of Canada (IPBC)." If the name of the exhibiting company is different than the name on the cheque, indicate the exhibiting company name on the cheque. Only the company name entered in this application form/agreement is considered the official Exhibitor.

**Mailing Address:** 6-6150 Highway 7 Suite 418, Woodbridge ON L4H0R6.  
accounting@cpbcan.ca, www.cpbcan.ca

**GST Registration No.:** 823176524RT0001

**QST Registration No.:** 1222852699TQ0001

**Credit Card Payment:** Call Jeff Caverly, CPB at 1.866.616.4722 ext. 107 with your payment information.

**4. Assumption of Risks; Releases:** Exhibitor expressly assumes all risks associated with, resulting from or arising in connection with the virtual Event, Exhibitor's participation in the Event, including, without limitation, all risks of harm or damage (collectively "Loss") to or of any business or profits of Sponsor and/or Exhibitor, whether caused by negligence, intentional act, accident, an act of God or otherwise. Exhibitor has sole responsibility for its property, including any subrogation claims by its insurer. The Exhibitor hereby releases them from, and covenants not to sue any of them with respect to, all risks, losses, damages and liabilities whether described in this Section 4 or not.

**5. Indemnification:** Exhibitor shall indemnify, defend and hold Organizer harmless from and against any and all claims, demands, suits, liabilities, damages, losses, costs, fees (including attorneys' fees) and expenses which result from or arise out of or in connection with: (a) Exhibitor's participation (b) any breach by Exhibitor of any agreements, covenants, promises or other obligations under this Contract or any other contract, arrangement or agreement; (c) any matter for which Exhibitor is otherwise responsible under the terms of this Contract or any other contract, arrangement or agreement; (d) any violation or infringement (or claim of violation or infringement) of any law, agreement, regulation or ordinance or the rights of any party under any patent, copyright, trademark, trade secret or other proprietary right; (e) any libel, slander, defamation or similar claims resulting from the actions of Exhibitor; (f) loss of profits of the Exhibitor, whether caused by negligence, intentional act, accident, or otherwise. This Section 5 shall survive the termination or expiration of this Contract.

**6. Limitation of Liability:** Under no circumstances shall Organizer be liable for any lost profits or any incidental, special, indirect, punitive or consequential damages whatsoever for any of their acts or omissions, whether or not the Organizer is apprised of the possibility of any such lost profits or damages. In no event shall Organizer's maximum liability exceed the amount actually paid to IGNITE 2021 by Exhibitor for exhibit space used pursuant to this Contract. Organizer makes no representations or warranties, express or implied, regarding the number of persons who will attend the Event or regarding any other matters. As a condition of virtually exhibiting at the Event, Exhibitor agrees to carry a minimum of \$2 million commercial liability insurance, naming IGNITE 2021 and CanPlan Event & Conference Services Inc. as additional insured for the duration of the Event(s).

**7. Exhibitor Application:** The Organizer may refuse acceptance of any exhibitor application for any or no reason. The Organizer, in its sole discretion exercisable at any time, determines whether any exhibitor is eligible to participate in the Event. Eligibility is generally limited to persons or firms that supply products and/or services to in connection with the bookkeeping and accounting industry.

**8. Terms of Conduct:** Exhibitor shall conduct itself at all times in accordance with professionalism and normal standards of decorum and good taste. Event management staff reserves the right to restrict or prohibit any contest, promotion, lottery, or give-away that could be considered illegal. No Exhibitor shall assign, sublet, or share virtual space allotted without prior written acknowledgement of show management staff.

**9. Exclusions:** The Organizer has the right to restrict or remove any Exhibitor that, in the opinion of the Organizer, detracts from the general character of the Event. This reservation applies to virtual displays, promotional materials and personal conduct. In the event of such restrictions or evictions, the Organizer will not be liable for any refunds or other exhibit expenses.

**10. Cancellation by Exhibitor:** Exhibitor may cancel this Contract on or before July 30, 2021. In this event, a full refund, minus a \$500 administration fee, will be extended.

**11. Cancellation by Organizer:** If Exhibitor fails to make a payment required by this Contract in a timely manner, the Organizer may terminate this Contract (and Exhibitor's participation in the Event) without further notice and without obligation to refund any monies previously paid. The Organizer may also terminate this Contract effective upon written notice of termination if Exhibitor breaches any of its obligations under this Contract or any other contract or arrangement with Organizer, without any obligation on the Organizer's part to refund any payments previously made and without releasing Exhibitor from any liability arising as result of or in connection with such breach. If the Organizer removes or restricts an exhibit that it considers to be objectionable or inappropriate, no refund will be due to Exhibitor.

**12. Cancellation of the Event:** If the Organizer cancels the Event due to circumstances beyond the reasonable control of the Organizer (such as acts of God, acts of war, governmental emergency), the Organizer shall refund to Exhibitor its exhibit space rental payment previously paid, minus a share of costs and expenses incurred by Organizer, in full satisfaction of all liabilities of Organizer to Exhibitor. The Organizer reserves the right to cancel, rename or change the Event Dates.

If the Organizer changes the Event to dates that are not more than 30 days earlier or 30 days later, no refund will be due. If the Organizer elects to cancel the Event other than for a reason previously described in this paragraph, the Organizer shall refund to Exhibitor its entire payments for exhibit space, in full satisfaction of all liabilities of Organizer to Exhibitor.

**13.** In the unlikely Event IGNITE 2021 fails or refuses to provide the services as outlined in this agreement, or any part thereof, except by Force Majeure, and such failure continues for a period of fifteen (15) business days after written notice from Sponsor to IGNITE 2021, Sponsor may terminate this agreement without further obligation to IGNITE 2021. Any fee(s) paid to IGNITE 2021 at the time of such default, minus actual expenses incurred by IGNITE 2021 toward that sponsorship shall be returned to Sponsor within thirty (30) days.

**14. Listings and Promotional Materials:** By exhibiting at the virtual Event, Exhibitor grants to Organizer a fully paid, perpetual, non-exclusive license to use, display and reproduce the name, trade names and/or product names of Exhibitor in any directory or distribution list or material (whether in print, electronic or other media) listing organizations exhibiting at the Event and to use such names in Organizer promotional materials. Organizer shall not be liable for any errors in any listing or descriptions or for omitting Exhibitor or any other exhibitor from any directory or other lists or materials. Organizer may also take screen capture shots of Exhibitor's virtual booth space before or after the Event and use those photographs for any promotional purpose. Acknowledgement in conference marketing materials requires Exhibitor to be paid in full. Conference materials will include the sponsor logo and the CPB Canada logo. Where not specifically agreed to within the sponsorship agreement, placement of logos will be at the sole discretion of CPB Canada. Sponsors will provide high-resolution EPS logos to [conference@cpbcan.ca](mailto:conference@cpbcan.ca) by July 30, 2021.

**15. Taxes and Licenses:** Exhibitor shall be solely responsible for obtaining any licenses, permits or approvals under federal, provincial or local laws applicable to its activities at the Event. Exhibitor shall be solely responsible for obtaining any necessary tax identification numbers and permits and for paying all taxes, license fees, use fees, royalties or other fees, charges, levies or penalties that become due to any governmental authority in connection with its activities at the Event.

**16. Incorporation of Rules and Regulations:** Any and all matters pertaining to the Event and not specifically covered by the terms and conditions of this Contract shall be subject to determination by the Organizer in its sole discretion. The Organizer may adopt rules or regulations from time to time governing such matters and may amend or revoke them at any time, upon notice to Exhibitor. Any rules and regulations (whether or not included in an Exhibitor Information Package or similar document) are an integral part of this Contract and are incorporated herein by reference. Exhibitor shall observe and abide by additional regulations made by the Organizer as soon as these additional rules or regulations are communicated to Exhibitor.

**17. Outside Events:** Exhibitor is prohibited, without express advance written approval from the Organizer, from conducting an event or webinar during hours in which the Event is open or when any Organizer-sponsored activities are being held. Exhibitor is prohibited from hosting and online Event during official Event hours.

**18. Non-Disclosure:** IGNITE 2021 agrees that it shall not, at any time, without the express written consent of Sponsor, publish, disclose or divulge advertisers' information to any person, firm, or corporation or use advertiser's information, directly or indirectly, for its own benefit or the benefit of any such person, firm or corporation. Both parties agree that the intended use of any information, received by IGNITE 2021 from Sponsor is for the sole purpose of marketing, publicizing, and executing advertising in/at IGNITE 2021. The obligations hereof shall terminate with respect to any particular portion of the Sponsor's information when IGNITE 2021 can document that:

- Sponsor's information was in the public domain at the time of IGNITE 2021 communication thereof to any third party; or
- Sponsor's information entered the public domain, through no fault of IGNITE 2021, subsequent to the time of Sponsor's communication thereof IGNITE 2021; or
- Sponsor's information was necessary to the successful production, planning and execution of IGNITE2021. This might include, but not be limited to, names, addresses, travel information, meeting objectives, attendance numbers, etc., of employees and customers.

**19. Additional Terms and Conditions:**

- a. The Organizer has sole control over attendance policies. Except as provided to the contrary in this Contract, all monies paid by Exhibitor shall be deemed fully earned and non-refundable at the time of payment. In addition to its right to close an exhibit and withdraw acceptance of or terminate the Contract, the Organizer in its sole judgment and discretion may refuse to consider for participation in a future event an Exhibitor who violates or fails to abide by the Contract and any of the accompanying rules and regulations. Any amendment to this Contract must be in writing and signed by an authorized representative of the Organizer. Exhibitor shall not assign this Contract or any right or obligation hereunder.
- b. Exhibitors assume liability for their content (including text, illustration, representation, and other copyright matter) and also assume responsibility for any claim arising therefrom against IGNITE 2021.
- c. IGNITE 2021 reserves the right to reject any Exhibitor that does not conform to publication or presentation standards.
- d. IGNITE 2021 reserves the right to place the word "sponsor" on copy which, in his/her opinion, closely resembles editorial matter. Positioning of sponsorship is at the discretion of publisher, based on the section paid for. IGNITE 2021 liability for any error will not exceed the cost of the space/time occupied by the error.
- e. IGNITE 2021 cannot be held liable for circumstances beyond his/her control affecting production or delivery in any manner.
- f. IGNITE 2021 reserves the right to hold the Exhibitor and/or its agency jointly and severally liable for such monies as are due and payable to IGNITE 2021.

**20. Entire Agreement:** This Contract (including the Exhibitor Prospectus and any additional rules or regulations adopted by the Organizer from time to time) represents the entire agreement between the Organizer and Exhibitor relating to the Event and supersedes any prior written or oral understandings, agreements or representations by or between Organizer and Exhibitor relating to the Event.

**21. Governing Law:** This Contract is governed by the laws of the Province of Ontario as applied to contracts entered into and entirely performed within that Province by residents of that Province. Exhibitor hereby submits to the exclusive jurisdiction of the courts located in the Province of Ontario, which shall constitute the exclusive forum for the resolution of any and all disputes arising out of, connected with or related to this Contract or the breach of any provision of this Contract.

**22. Binding Agreement:** This Agreement contains all the terms agreed to by the parties with respect to the subject matter of the agreement and supersedes all prior agreements, arrangements and communications between the parties concerning such subject matter, whether written or oral. This agreement shall extend and be binding upon and ensures to the benefit of each party, their assignees, and respective successors. This agreement may not be changed, modified, waived, or discharged in whole or in part, except by an instrument in writing signed by both parties.

**23. Other Considerations:** It is understood and agreed that no partnership or joint venture relationship is intended to be created hereby between the parties and that this agreement shall be construed in accordance with such intent.





**Please Select Your Sponsorship or Exhibitor Package**

(packages are sold on a first come first serve basis)

Principal Sponsor \$25,000

Prestige Sponsor \$18,000

Major Sponsor \$12,000

Supporter Sponsor \$7,000

Exhibitor \$3,000

*To achieve maximum exposure and receive full sponsorship benefits, please reserve your sponsorship as soon as possible by returning the signed agreement to:*

**conference@cpbcan.ca**

**Sponsor Representative**

**IGNITE 2021**

<b>Name &amp; Title:</b>	<b>Name &amp; Title:</b> Rick Johal, CAE Chief Executive Officer
<b>Signature:</b>	<b>Signature:</b>
<b>Date:</b>	<b>Date:</b>
I have read and agree to abide by the terms and conditions outlined by CPB Canada	

**CONTACT INFORMATION:**

Contact Person:

Title:

Address:

City, Province/State, Postal Code/ZIP Code:

Country:

Phone:

Email:

Company website: