



**ACPM | ACARR**

The Association of Canadian Pension Management  
L'Association canadienne des administrateurs de régimes de retraite

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## *Charlottetown, Prince Edward Island*

### **2016 ACPM NATIONAL CONFERENCE**



**DELTA PRINCE EDWARD HOTEL**  
*September 20-22, 2016*

### **SPONSORSHIP INFORMATION**

#### **ABOUT THE ACPM NATIONAL CONFERENCE**

**ACPM is very proud of the fact that our annual National Conference is now considered by many people in the industry to be the premier retirement income-related conference held in Canada each year. Historically, our conference is attended by 300 to 350 of the industry's senior decision-makers, representing over 200 different companies.**

The ACPM 2016 National Conference Planning Committee will soon be formed and will start to work very shortly. They will be establishing the conference theme, the schedule and the content for various Plenary Sessions and Workshops and make decisions about such things as entertainment and luncheon speakers. Once that has happened, the 2016 ACPM National Conference Sponsorship campaign will officially begin.

Conference delegates have the opportunity to participate in various interactive sessions and workshops that feature leading national and international experts from the retirement income sector. There are also a number of networking opportunities built into the program at the other social events that are planned for the complete enjoyment of our delegates.

We are very pleased and always appreciative of the fact that interest in sponsorship of our ACPM National Conference continues to grow year after year. With this level of interest, our potential sponsors have found it helpful to have this information piece to let them know just how the actual conference sponsorship process works.

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## **SPONSORSHIP CATEGORIES**

We have seven Sponsorship categories to choose from:

- |            |             |         |          |
|------------|-------------|---------|----------|
| 1. Diamond | 3. Emerald  | 5. Jade | 7. Topaz |
| 2. Ruby    | 4. Sapphire | 6. Opal |          |

The **2016 Sponsorship Opportunities** brochure will be available in the near future. It will include descriptions of all of the sponsorship categories, complete with pricing and an explanation of the benefits associated with each level. Please watch for it on our ACPM website at [www.acpm-acarr.com](http://www.acpm-acarr.com).

In the meantime, if you want to see last year's **2015 Sponsorship Opportunities** brochure to get an idea of what might be available in 2016, just click [here](#). There are always a few changes from one year to the next, but it will give you a general idea of what to expect. Pricing will remain the same as last year.

## **TIMING OF THE SPONSORSHIP PROCESS**

*(Note: These dates are **approximate**.)*

### ➤ **March 7<sup>th</sup>**

An e-blast is sent to previous 2015 Sponsors, inviting them to advise us if they are interested in the **exclusive Diamond Sponsorship**, the top sponsorship featured with the Gala Evening. Sponsors have until **March 15<sup>th</sup> at 5:00 p.m. EST** to respond.

***Note:** The previous year's Diamond sponsor is eligible to express their interest; however, if any new sponsor(s) submits their interest, the previous year's sponsor will automatically be out of contention for the Diamond. If more than one new potential sponsor expresses interest, a draw will take place at 5:00 p.m. EST on the cut-off date noted above to determine the successful sponsor.*

### ➤ **March 16<sup>th</sup>**

The Diamond Sponsor will be announced via an e-blast to everyone on the ACPM database.

### ➤ **March 17<sup>th</sup>**

We send an e-blast to the ACPM database advising them that we are officially kicking off the sponsorship campaign and extending an invitation to participate at other non-Diamond levels - **Ruby, Emerald, Sapphire, Jade, Opal and Topaz levels**. To respect the previous year's sponsors, they have the first option to renew their commitment for the same sponsorship category as in 2015. However, they must contact us by **5:00 p.m. EDT on March 31<sup>st</sup>**.

***Note:** Regrettably, we cannot guarantee that all of last year's sponsorship opportunities will be offered in 2016 in the same form and/or at the same rate as the previous year. While most category benefits are repeated, some changes could be made year-to-year.*

### ➤ **April 1<sup>st</sup>**

We send an e-blast to the ACPM database, indicating that, as of this date, all sponsorship levels are now **open to any company or organization interested in sponsoring** our 2016 National Conference in Charlottetown, P.E.I. Commitments will be sold on a first-come, first-served basis.



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### **SOMETHING FOR EVERYONE**

Please note that every year brings new opportunities for new sponsors. Every year, we modify sponsorship opportunities to some degree, thus opening up opportunities for new sponsors. You can be assured that, if you are interested in sponsoring our conference, ***we will definitely have something that suits your needs.***

### **DON'T MISS OUT!**

Due to the popularity of our Conference, all levels of sponsorships tend to sell quite quickly. If you are seriously interested in sponsorship this year, then we encourage you to contact us ***as soon as you receive our e-blast notifications.*** If you are a new sponsor, or you are interested in a particular sponsorship opportunity that was taken last year, then we can place your name on a *Waiting List* pending decisions being made with regard to the previous year's sponsorship renewals. That way, if last year's sponsor does not contact us by March 18<sup>th</sup> and the sponsorship opportunity *does* open up, then you are in line to get it.

### **RELATIONSHIP BETWEEN CONFERENCE SPEAKERS & MODERATORS AND CONFERENCE SPONSORS**

There is no direct relationship between conference sponsorship and the assignment of conference speakers and moderators. The conference sponsorship campaign is managed by the ACPM National Office and chaired by the ACPM CEO. The conference speakers and moderators are determined by the National Conference Planning Committee (NCPC) and never the twain shall meet, so to speak.

As part of their Committee mandate, it is the responsibility of NCPC to seek out and assign speakers and moderators who best compliment the carefully designed theme and overall program of the Conference. This selection of these individuals is made without any bearing as to which company or organization may or may not have made the decision to sponsor the Conference. This, of course, is not to say that sponsors cannot be drawn from companies or organizations that have elected to partner with us as valued sponsors of the Conference. This can and does occur at almost every conference, however, when this does happen one can be assured that the individuals have been invited to participate based purely on their merit and their specific fit for the Conference program and objectives.

### **CONTACT INFORMATION**

If you have questions or would like more information, please feel free to contact:

#### ***2016 Sponsorship Campaign Chair***

Bryan Hocking

Chief Executive Officer

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