

Banff, Alberta

2017 ACPM NATIONAL CONFERENCE



FAIRMONT BANFF SPRINGS HOTEL *September 12-14, 2017*

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 2017 National Conference Planning Committee has been formed and has already begun the process of establishing the conference theme, the schedule and the content for various Plenary and Workshop Sessions. They will also make decisions about such things as entertainment, luncheon speakers and our keynote speaker for the *Spotlight Series* session at the end of the Conference. Once all of this has been done, the 2017 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 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.



SPONSORSHIP CATEGORIES

We have seven Sponsorship categories to choose from:

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

Click [HERE](#) for our **2017 Sponsorship Opportunities**. The actual pricing for each level remains the same as the past two years, although some of the opportunities have been moved into different levels from that of last year.

TIMING OF THE SPONSORSHIP PROCESS

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

➤ **February 6th**

An e-blast is sent to previous 2016 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 **February 16th 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.*

➤ **February 17th**

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

➤ **February 21st**

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 2016. However, they must contact us by **5:00 p.m. EDT on March 9th**.

***Note:** Regrettably, we cannot guarantee that all of last year's sponsorship opportunities will be offered in 2017 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.*

➤ **March 10th**

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 2017 National Conference in Banff, Alberta. Commitments will be sold on a first-come, first-served basis.



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 9th 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).

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 speakers 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:

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