

Association of Canadian Pension Management

2012 National Conference

September 11 – 14, Victoria, British Columbia

Information about the Sponsorship Process

About our Conference

It's that time of the year again. The ACPM 2012 National Conference Planning Committee has now been appointed and they already hard at work. Soon they will have established the conference theme, the number and subject matter of our various Plenary Sessions and Workshops and they will have made decisions about such things as the entertainment and luncheon speakers. Once that has happened, the 2012 ACPM National Conference sponsorship campaign will officially begin.

ACPM is very proud of the fact that our annual National Conference is now considered by most people in the industry to be the premier pension-related conference held in Canada each year. Historically our conference is attended by 350 to 400 of the industry's senior decision-makers, representing over 200 different companies. Our registrants will 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 our program, whether it's on the golf course or at one of the other social events that we plan for the complete enjoyment of our conference attendees.

We are very pleased and always appreciative of the fact that interest in sponsorship of our ACPM National Conference continues to grow each year and this year seems to be no exception. We actually received our first inquiry about the 2012 conference within two weeks of the completion of last year's September conference in St. John's Newfoundland and Labrador. Now that we are into the new year, the number of inquiries are increasing weekly.

With this level of interest, this early in the year, we thought it would be helpful if we prepared an information piece to let everyone know just how the conference sponsorship process works.

Timing of the Sponsorship Process

(Please note that the dates are approximate and may eventually vary a few days one way or the other.)

➤ **February 22nd**

We begin by sending out an e-blast to all of our sponsors from the previous year (2011), inviting them to advise us if they are interested in the exclusive Diamond Sponsorship, this being the sponsorship of the major entertainment on Gala Night. Sponsors will be given until March 7th 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) submit their interest then the previous year's sponsor will automatically be out of contention for the Diamond. If more than one new potential sponsor expresses interest then a draw will take place at 5:00 p.m. EST on the cut-off date noted above to determine the successful sponsor.

➤ **March 8th**

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

➤ **March 9th**

We send out an e-blast to everyone on our database advising them that we are officially kicking off the sponsorship campaign and invite them to participate as a sponsor at all levels other than Diamond, this being the Platinum, Gold, Silver, Bronze and Copper levels. Please note that out of respect for past support, the previous year's sponsors (2011) have the first option to renew their commitment for the exact same sponsorship again in 2012, however, in order them to do so they must contact us by 5:00 p.m. EST on March 22nd at the latest.

Note: Regrettably, we cannot guarantee that all of last year's sponsorship opportunities will be offered again this year in the exact same form and/or at the exact same rate as last year. While most are repeated, some changes are made each year.

➤ **March 23rd**

We send out another e-blast to everyone on our database, indicating that as of this date all sponsorship levels are now open to any company or organization interested in sponsoring our 2012 National Conference in Victoria, British Columbia. At this point commitments will be sold on a first come, first served basis.

Something for Everyone

Please note that despite the fact that the first offer always goes to last year's sponsors, each year there are always opportunities for new sponsors at every level. While the majority of our last year's sponsors will likely renew, not all will, and of those that do, not all will go with the same sponsorship. Some will choose to move up or down in the levels or they will decide to go with a different sponsorship altogether. In addition, each year we add or change sponsorship opportunities to some degree, thus opening up opportunities for new sponsors. You can be assured, if you are interested in sponsoring our conference this year we will definitely have something that suits your needs.

Don't Wait too Long

Please be aware that the past two years we have sold almost all of our available sponsorships by mid-May. If you are seriously interested in sponsoring our Conference, then we encourage you to contact us as soon as you receive the various e-blast notices. If you are a new sponsor we can also place your name on a waiting list pending decisions being made with regard to last year's sponsorship renewals.

Important Note Regarding Conference Speakers/Panelists

It is very important to understand that by design there is no direct relationship between conference sponsorship and the assignment of conference speaking opportunities. Sponsorship is overseen by the ACPM Financial Resources Committee and speaking opportunities are dealt with by the National Conference Planning Committee and never the twain shall meet. To their credit, the Planning Committee works long and hard to seek out the best possible speakers who might be available to support our conference program each year. They do so without any discussion whatsoever on the subject of sponsorship. Of course, this is not to say that sponsors cannot speak at the conference, because they sometimes do, but if this turns out to be the case then you can be sure that they have been selected based purely on their merits and their specific fit to the Conference program.

Contact Information

If you have questions, please feel free to contact:

Bryan Hocking,

Chief Executive Officer

Bryan.Hocking@acpm.com

or

Diane Bélanger,

Director, Member & Stakeholder Relations

Diane.Belanger@acpm.com