

# ACPM Executive Membership Program

SEPTEMBER 2020

**ACPM Executive Members are an exclusive group of organizations that are essential to our advocacy work on behalf of the retirement income industry.**

They represent the highest level of ACPM membership and are leaders in the retirement income industry. ACPM Executive Member organizations are dedicated to a viable and sustainable retirement income system in Canada and their representatives provide unique perspectives and guidance based on their experience, networks and knowledge.

**ACPM** (Association of Canadian Pension Management) is the leading advocate for plan sponsors and administrators in the pursuit of a balanced, effective and sustainable retirement income system in Canada. We are a non-profit organization and our membership represents over 400 organizations and retirement income plans that cover millions of plan members.

- » Canada’s leading advocacy body representing Plan Sponsors, Administrators, Trustees and Service Providers
- » ACPM Membership represents an extensive range of professional disciplines
- » National and regional expertise and representation
- » Events feature high-level information sessions and industry experts
- » Submissions to federal, provincial and territorial governments cover many topics including:
  - Defined Benefit Plan
  - Defined Contribution Plans
  - Solvency Funding
  - Governance
  - Communications and many other topics



LEVELS		ACPM EXECUTIVE MEMBERSHIP
LEVEL	COST	BENEFITS
<b>LEADERSHIP</b>	<b>\$10,000/yr</b>	<ul style="list-style-type: none"> <li>» Includes all Executive Membership benefits</li> <li>» 4 complimentary ACPM Memberships</li> <li>» 15% discount for any company employee that attends an ACPM national or regional event</li> <li>» ACPM Webinars are free for any company employee</li> </ul>
<b>SUPPORTING</b>	<b>\$5,000/yr</b>	<ul style="list-style-type: none"> <li>» Includes all Executive Membership benefits</li> <li>» 2 complimentary ACPM Memberships</li> <li>» 10% discount for any company employee that attends an ACPM national or regional event</li> <li>» ACPM Webinars are free for any company employee</li> </ul>



# BENEFITS of EXECUTIVE MEMBERSHIP

- » Complimentary Individual Memberships (4 for Leadership Level; 2 for Supporting Level)
- » No-cost options for select ACPM marketing programs
- » Major discounts for the ACPM National Conference, regional events and marketing programs
- » Exclusive Invitations to the Chair’s Invitational Dinner and Executive Member Roundtable
- » No-cost corporate profile in “CONTACT”, the monthly ACPM Member eNewsletter
- » “Members Only” website access
- » No-cost listings in “CareerPost”, the ACPM service for employers and career seekers
- » Corporate logo on the ACPM website and in the Annual Report
- » Voting and Nomination Rights at the Annual General Meeting
- » Direct access to ACPM officers and senior staff
- » All company employees are eligible for event discounts!
- » Additional Discount for Executive Members with Plan Sponsorship Group Membership

## ACPM MARKETING OPPORTUNITIES

## FOR EXECUTIVE MEMBERS

	DESCRIPTION	REACH	COST	SCHEDULING	CONTENT
<b>RETIREMENT LITERACY SPONSORSHIP</b> <a href="http://retirementliteracy.acpm.com/">http://retirementliteracy.acpm.com/</a>	Standalone website in conjunction with the national Financial Literacy initiative	Thousands of pageviews from the industry and general public	<b>Special rates for Executive Members (12 month ad)</b>	Annually	Four quizzes covering government, workplace and individual retirement plans as well as the Canada Pension Plan Investment Board (CPPIB)
<b>THE OBSERVER</b> <a href="http://www.acpm.com/Marketing-Program.aspx">http://www.acpm.com/Marketing-Program.aspx</a>	Online ePublication	Hundreds of pageviews per month — Promoted on a monthly basis	<b>Special rates for Executive Members (6 month ad)</b>	Bi-annually	Articles from industry professionals, legal updates and ACPM activities
<b>eBLAST PROGRAM</b> <a href="http://www.acpm.com/Marketing-Program.aspx">http://www.acpm.com/Marketing-Program.aspx</a>	Email advertising program	6,000 Plan Sponsors and Service Providers in the retirement income industry	<b>NO COST for first two eBlasts</b> <b>\$125/each for Nos. 3, 4, 5</b> <b>\$100/each for No. 6+</b>	Can be sent any day at any time — Restricted to one eBlast per week	Advertising of products or services
<b>WEBINAR PROGRAM</b> <a href="http://www.acpm.com/Marketing-Program.aspx">http://www.acpm.com/Marketing-Program.aspx</a>	Hosted webinar program	Promoted to the ACPM database (~6,000 records)	<b>NO COST</b>	Any business day between 9:00am–4:00pm — One hour limit	Timely topics of interest. ACPM provides promotion, registration and technical support. The presenting company provides content and delivers the webinar.
<b>CAREERPOST</b> <a href="http://www.acpm.com/careerpost.aspx">http://www.acpm.com/careerpost.aspx</a>	Posting service for Employers, Recruiters and Career Seekers	ACPM Website and Database	<b>NO COST</b>	As required	Career postings related to pensions and retirement income opportunities

2020 ACPM EXECUTIVE MEMBERS

AS OF SEPTEMBER 2020

LEADERSHIP LEVEL



SUPPORTING LEVEL



ACPM respects the privacy of our Members. Certain Executive Members have chosen to not be publically listed.

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