


# ACPM Leadership Program

SEPTEMBER 2023



**ACPM Leadership Supporters are an exclusive group of public and private sector organizations that are, through their financial support and the commitment of their representatives, essential to the integrity of our advocacy work on behalf of the retirement income industry.**

They are dedicated to improving access to a sustainable and adequate retirement income system in Canada and their representatives provide unique perspectives and guidance based on their experience, networks and knowledge.

**ACPM** represents Plan Sponsors, Administrators and Trustees in collaboration with their Service Providers. We provide timely information sessions and engagement with industry experts and ACPM advocacy representatives frequently meet with national and regional government officials and regulators.

ACPM Leadership Supporters are an exclusive group of public and private sector organizations that are, through their financial support and the commitment of their representatives, essential to our advocacy work on behalf of the retirement income industry. Our advocacy submissions to federal, provincial and territorial governments and their agencies cover various topics including:

- » Environmental, social and governance factors
- » Member communications
- » Decumulation
- » Plan governance
- » Solvency funding
- » Pension security
- » Financial literacy
- » Variable Payment Life Annuities
- » Tax and Investment issues
- » Additional important topics for the retirement income industry

## ACPM PROGRAMS

## FOR LEADERSHIP SUPPORTERS

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

For more information , please go to: <https://www.acpm.com/programs>



## LEVELS AND FEES

LEVEL	COST
PLATINUM	\$10,000/yr
GOLD	\$5,000/yr

PLEASE NOTE: The Employer name must be the same for all members registering under a Leadership Program Membership.

## BENEFITS

- » **COMPLIMENTARY** Individual Memberships (4 for Platinum Level; 2 for Gold Level)
- » Membership is **TRANSFERABLE** to a company colleague
- » **FREE** member and employee registration for ACPM Roundtable Broadcasts and Webinars (excludes ACPM National Conference and Regional Conferences)
- » **CORPORATE PROFILE** in “CONTACT”, the monthly ACPM members' eNewsletter
- » 15% (Platinum) or 10% (Gold) registration **DISCOUNTS** for all company employees for:
  - **2023 ACPM National Conference, Ottawa, Ontario September 12–14, 2023**
  - **2023 Regional Conferences and in-person events**
- » **FREE** Webinar hosting (1 per year) for your Presentation and Speakers
- » **EXCLUSIVE** 2023 President's Invitational Dinner (2) (Toronto and Montreal)
- » Your **ARTICLE** in “The Observer”, the biannual ACPM's industry eNewsletter, and preferred advertising rates
- » **UNLIMITED AND COMPLIMENTARY** postings for “CareerPost” on the ACPM website
- » **TWO COMPLIMENTARY** eBlast program emails on an annual basis
- » **CORPORATE LOGO** on the ACPM website and in the ACPM Annual Report

## TESTIMONIALS

**JEFF NORTON, LLM, CFA**

**President & CEO**

**Teachers' Retirement Allowances Fund**

TRAF has been a member of the Leadership Program for many years. In addition to financially supporting the important work that ACPM does on behalf of the industry, the Leadership Program provides our staff with enhanced opportunities to network and share best practices with our industry peers. These benefits of participation are both important and valuable.

**RACHEL ARBOUR**

**Head of Plan Benefits, Design and Policy**

**Healthcare of Ontario Pension Plan**

HOOPP's membership in ACPM's Leadership Program provides us a valuable forum for engaging with other pension professionals and getting fresh insights into the latest legislative and regulatory developments, while also giving us a seat at the table to push for changes that are in the best interest of our members. In addition, it provides excellent networking and education opportunities, all of which helps us in our mission of delivering on the pension promise to the healthcare workers of Ontario.

**CLAUDE LOCKHEAD**

**Senior Advisor, Institutional Markets,  
Fiera Capital**

ACPM is a trusted voice for the industry with regulators and governments. By bringing together industry experts, sponsors and administrators, ACPM's positions are always balanced and address current issues with the goal of improving the effectiveness and sustainability of the retirement income system in Canada.



PLATINUM LEVEL



GOLD LEVEL



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

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Building a Better Canadian Retirement System.

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