



**CANADIAN PARKING ASSOCIATION
2010 CONFERENCE AND TRADE SHOW
Whistler, BC October 2 – 6, 2010**

October 2 ♦ 6

YOUR SPONSORSHIPS COUNT!

The Canadian Parking Association's Annual Conference and Trade Show is the premier event for CPA and industry members alike. Over the years, the generosity of our sponsors has allowed the CPA annual event to grow, offering delegates and attendees an enriched program each year that enables them to keep abreast of the ever-changing parking industry in Canada.

Sponsors are acknowledged the moment they commit to a sponsorship. Your company logo will be present on the CPA's web site immediately, in each Parker magazine leading up to the conference, and then throughout the conference in the conference materials and at events on signage and/or other methods that are appropriate to the sponsorship.

Full Conference Sponsorship

By opting for a full conference sponsorship, your company will be featured at all events and will be prominently acknowledged as a CPA supporter in all printed materials and on the web site. Promotional materials will be accepted from Full Conference Sponsors for inclusion in the Delegate Kits.

Platinum Sponsor	10,000	1 available	SOLD
Gold Level Sponsor	7,500	1 available	
Silver Level Sponsor	5,000	3 available	
Bronze Level Sponsor	2,500	5 available	

Individual Conference Events

Individual events and specific sponsorship options suit our sponsors for different reasons. By sponsoring an individual event or item, you are contributing to the overall success of the conference, as well as enabling organizers to provide top quality throughout the event. In the following pages, you can select a sponsorship that is perfect for both your need for exposure to the industry, and your budget.

Gala Opening Reception **SOLD**

Sponsorship Amount \$5000

This event has become a tradition at the conference and trade show. After the speeches are made and the ribbon is cut, enter the trade show to renew acquaintances, make new friends, and have a look at what is new this year. Coupled with food and drink, this is a great beginning to the Conference!

Monday Breakfast

Sponsorship Amount \$2500

A warm welcome is always appreciated the morning of the first full day of the conference. Acting as the host, you will be there to greet familiar faces and welcome new delegates perhaps attending for the first time. Your sponsorship will be acknowledged by signage next to the breakfast buffet.

Monday's Awards Luncheon

Sponsorship Amount \$5000

Our most distinguished event, where honors and awards are bestowed on deserving members of our industry in recognition of various achievements. Luncheon tables may include a centerpiece designed with your company logo, an official program will recognize your sponsorship and your company representatives can greet our luncheon guests. Prize draws or favors can be done with promotion of your company in mind.

Tuesday Trade Show Breakfast Buffet

Sponsorship Amount \$3000

This is a great promotional opportunity for your company as all delegates are present for a scrumptious breakfast and the final trade show exhibition. Draw prizes are made throughout the trade show session to keep the enthusiasm level high. The promotional items can include a variety of options and flexibility. Your ideas are welcomed!

Tuesday Parking Doctor Luncheon

SOLD

You will be right in the middle of things with this sponsorship! This luncheon will go on throughout the duration of the traditional session called "The Parking Doctor" that includes panels of experts and delegates covering a variety of subjects. This popular session is a great opportunity to distribute your brochures and to have your company name included on signs at each panel table.

Tuesday Wind Up Fun Night

Sponsorship Amount \$7500

The event that everyone attends with bells on! Delegates, exhibitors, volunteers, and guests let their hair down and celebrate another great conference. Dinner, entertainment, relaxation and plenty of laughs are the only agenda items at this event.

Refreshment Breaks

Sponsorship Amount 4 @ \$1000 each

or combine 2 for \$1500

There are four Refreshment breaks to choose from that would allow you to greet the delegates and provide them with a card or brochure while they are refueling. Signage with your company logo will make this sponsorship an affordable opportunity to network and advertise your company. Themed breaks can also be designed to suite you company's image.

Monday AM	< On the Trade Show Floor >	Tuesday AM
Monday PM	< In the Foyer Area >	Tuesday PM

Keynote Speaker

Sponsorship Amount \$3500

The best way to kick off the conference and is to put a top-notch speaker in front of the entire delegation. It is felt that this event sets the tone for the entire conference, so finding the right person is the key. Sponsorship is vital to achieve success here.

Name Badges

SOLD

Every set of eyes will see your logo at least 300 times! Your company logo will adorn the name badges. What more can we say!

Delegate Kits

Sponsorship Amount \$7500

Each of our delegates will receive a Carry Case or Padfolio at registration that will contain conference materials. In lieu of printed materials and where practical, information will be provided on a USB Memory Stick with the sponsor's logo prominently displayed. Sponsor is invited to include promotional materials on the USB stick.

ROOM FOR A DAY

The delegates will be invited to meet in the (fill in your company name!) Room for conference sessions Monday and Tuesday. Signage outside each room will display your company's name. The conference program will also publish your company name and a map showing you room's location. This is a great way to get recognition!

Plenary Session Room 1	\$1500
Plenary Session Room 2	\$1500

Advertising: Conference Program Guide

Program Guide – back cover Ad	\$1500 SOLD
Program Guide – inside front cover Ad	\$1250 SOLD
Program Guide – inside back cover Ad	\$1250 SOLD
Program Guide – Full Page (colour only)	\$1000 ea

City Pins

Sponsorship Amount (In Kind)

Pens**SOLD**

Your logo will appear alongside the CPA logo on the pens distributed to each delegate at the conference.

Writing Pads**SOLD**

Your logo will appear on writing pads for the delegates to use for note taking during the conference. Brand recognition each time delegates review their conference notes.

TRADE SHOW DRAW***Sponsorship Amount 4 @ \$500***
(or a gift of your choice)

This fun event draws delegates into the trade show and keeps them there, waiting for their chance to win a prize! We will provide plenty of exposure for the companies who donate cash or prizes for this event. Great exposure for your organization!

SIGNAGE SPONSOR***Sponsorship Amount \$4000***

Simple, yet plentiful! In addition to all printed materials, your company logo will appear prominently on all signage seen at the conference.

SPEAKER GIFTS SPONSOR***Sponsorship Amount \$1500***

Show your appreciation to the speakers by saying thank you through the gifts presented to them at the conference. You will be acknowledged during the presentation of these gifts.

TRANSPORTATION***Sponsorship Amount 2 @ \$1500 ea***

The venue is complete – everything you'll need is on site. But, we still have to bus our attendees here and there! Saturday excursions and the Wednesday Morning Parking Facility Tour are available, so, put your logo on the bus!

EARLY BIRD PRIZE**SOLD**

A teaser to get those registrations rolling! You can provide the prize, or a cash donation to offset the cost of a great prize that will motivate our delegates to get their conference registrations in early!

ROOM KEY CARDS**SOLD**

Have your logo seen by every participant who registers at the conference hotel every time they enter their guestroom.

OTHER ADVERTISING SPECIALS

What other great ideas do you have in mind? Just call us and we will do what we can to make them happen!

For more information, or to purchase a sponsorship for the 2010 Conference & Trade Show contact Carole Whitehorne 613-727-0700 or email carole@canadianparking.ca

We thank you for your consideration!