

2017 CIRI Membership/Essentials of IR Bundle

1. Essentials of IR program, September 11 & 12, 2017, TMX Broadcast Centre, Toronto, ON, Value \$1,050

This two-day professional development program is designed to develop and expand your investor relations knowledge and expertise. The comprehensive program covers the core responsibilities of the investor relations function including IR strategy and planning, capital markets, regulations, finance, stakeholder relationships and communications.

Who should attend? This program is intended for those who are new to the profession, support the IR function or need a refresher. This program may be a prerequisite for the *CIRI/Ivey Investor Relations Certification Program*.

2. A CIRI Membership, Value \$740

Members Only Benefits:

- Annual subscription to *IR leader*, a bi-monthly e-magazine with columnists covering changes in regulatory and accounting issues, capital markets and IR practices
- Annual subscription to *IR focus*, a bi-monthly e-publication that provides in-depth insight on a professional issue or challenge
- Pro-active Issues Committee that writes *IR Backgrounders* alerting members of developments on major regulatory issues effecting IR and comment letters to regulators on proposed amendments to reporting regulations
- Live webcasting of certain professional development events
- CIRI network with online member directory
- Access to the Volunteer Advisory Network
- Over 800 searchable articles
- Member prices to professional development events
- Member prices on all CIRI publications
- CIRI mentorship program available in BC, AB, ON, and QC - *recommended for those new to IR*
- LinkedIn Group to monitor issues and facilitate discussion with your peers

3. Standards and Guidance for Disclosure and Model Disclosure Policy, Value \$500

Do you have questions about any aspects of Corporate Disclosure? Unsure about the use of social media/networking? CIRI's *Standards and Guidance for Disclosure and Model Disclosure Policy, Fourth Edition* contains the answers. This CIRI publication describes the practices that issuers should use to facilitate transparent and timely disclosure in the marketplace and how to avoid disclosure violations that could result in penalties or lawsuits.

4. Guide to Developing an IR Program, Value \$135

No comprehensive program exists that teaches the unique combination of skills and knowledge required to be successful in investor relations. Those new to the IR function are often overwhelmed by the responsibilities and uncertain where to begin, and what questions to ask. This publication will provide guidance and answers to the questions.

Total Value: \$2,425 - Bundle Price: \$1,490

CIRI's 2017 Membership/Essentials bundle provides a savings of **\$935**

To take advantage of this offer please complete the application on the reverse side and submit directly to Patricia MacPherson fax 416-364-2805 or pmacpherson@ciri.org.

This bundle price is **only available until September 8, 2017**.

CIRI Membership/Essentials of IR Bundle Application

Ms. Mr. Mrs. (circle one)

Name _____

Title _____

Company _____

Address _____

City _____ Prov/State _____ Ctry _____

Postal Code/Zip _____

Telephone _____

Fax _____

E-mail _____

Education (degrees, professional designations) _____

Number of years in investor relations _____

Listed Company Information (if applicable – consultants and vendors go to next column)

Sector _____

Industry _____ Stock Symbol _____

Exchange Listing(s)

Canadian Exchange TSX TSX-V CNQ

U.S. Exchanges NYSE AMEX NASDAQ

Other _____

Market Capitalization

\$0 - \$25 million (small cap)

\$26 - \$99 million (small cap)

\$100 - \$999 million (mid cap)

\$1 billion or greater (large cap)

How did you hear of CIRI?

Website Printed Material Event attendance

Referral From: _____

Other: _____

Membership Category Selection (Pick one)

Corporate Practitioner (employed by a listed company)

Consultant

Associate member (not a practicing IR)

Membership Dues Selection - Membership/Essentials Bundle

*Dues include one-year membership dues, 2017 Essentials registration and 2 CIRI publications S&G and IR Program **\$1,490.00 + taxes** (ON, NB, NL =13%, NS, PE, QC =15%, AB, BC, MB, NT, NU, SK, YT =5%, USA or others =15%)

plus (optional) **NIRI Global Subscriber Package** \$195.00 + taxes. The Global Subscriber Package (GSP) includes selected services and products of particular interest to IROs whose company is listed in the U.S. or has a U.S. analyst following.

Total remitted \$ _____

*includes application administrative fee of \$75.00 GST/HST registration 867431850

Method of Payment: By cheque payable to: Canadian Investor Relations Institute, or by VISA or MasterCard

Credit Card# _____

Name on card _____

Signature _____

Expiry date (MM/YY) _____ CVV _____

Consent

I consent to the collection, use and disclosure of my personal information during the course of my membership for the purposes set out in the CIRI Members' Privacy Policy, which is available on CIRI.org I further consent to my contact information being published in web or print directories produced by CIRI and/or its chapters.

Yes No

Signature _____ Date _____

CIRI's Code of Ethics

CIRI members must comply with the Code of Ethics and Practice Guidelines. CIRI members who are sanctioned by regulatory or judicial bodies for violating laws or regulations in conjunction with their IR responsibilities may, upon recommendation of the CIRI Membership Committee, have their memberships terminated and/or the CPIR designation revoked by the CIRI Board of Directors, in keeping with the provisions of CIRI's Bylaws.

Corporate Practitioners and Consultant members of the Canadian Investor Relations Institute, including CPIRs, and candidates for the CPIR designation must:

1. Maintain integrity and credibility by practicing investor relations within the highest legal, regulatory and ethical standards.
2. Exercise independent professional judgment in the conduct of duties and responsibilities.
3. Avoid even the appearance of professional impropriety in the conduct of investor relations responsibilities.
4. Keep up to date regarding the affairs of the company or clients, as well as the laws, regulations and principles affecting the practice of investor relations.
5. Maintain the confidentiality of information acquired in the normal course of business.
6. Not use confidential information acquired in the normal course of business for personal advantage, nor for the advantage of others, except in the legitimate performance of duties on behalf of the company or clients.
7. Report to company authorities, the Board of Directors, or appropriate securities regulators, if fraudulent or illegal acts are suspected or recognized.
8. Recognize that the integrity and credibility of the capital markets is based on complete, timely and non-selective disclosure of financial and non-financial corporate information and work to ensure that the company or client communicate such information on a timely basis.
9. Provide analysts, institutional and individual investors and the media fair and equal access to publicly disclosed corporate information.
10. Serve the interests of shareholders and other stakeholders.

I hereby apply for membership in the Canadian Investor Relations Institute and agree to abide by CIRI's Bylaws, available on CIRI.org, and the Code of Ethics presented above.

Signature _____ Date _____