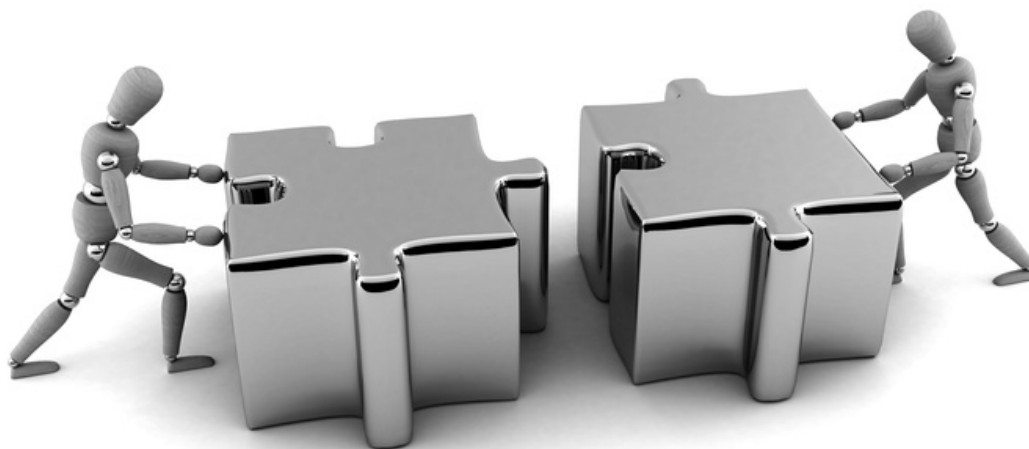




Canadian Investor Relations Institute
Institut canadien des relations avec les investisseurs

2010 Sponsorship & Marketing Opportunities



*CIRI Keeps You Connected Year-Round
with Your Existing and Prospective Clients*



*It takes at least 3 exposures to a message for it to be retained.
Let CIRI connect you with prospective clients year-round.*

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Is Your Company Getting the Right Exposure?

Build your organization's brand year-round with existing and potential clients through print, online or in-person sponsorship and marketing opportunities. Gain access and exposure to CIRI's more than 630 members that spend more than half a billion annually and a database of more than 5,000 individuals in the IR profession and related areas.

CIRI offers sponsorship opportunities through comprehensive marketing packages designed to maximize your organization's visibility and grow your client base. Let us help you:

- demonstrate your knowledge on IR-related topics and your commitment to the profession;
- increase your visibility among decision makers in the investor relations profession;
- capitalize on face-to-face relationship-building opportunities at CIRI events; and
- network, network, network.

CIRI's Commitment to You

CIRI commits to promote the use of vendors who are sponsors.

Plus - CIRI's Annual Conference

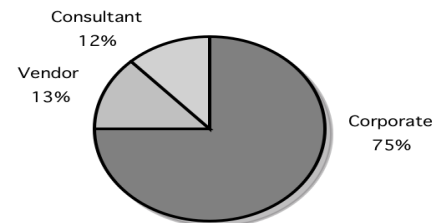
Each year, CIRI hosts Canada's largest gathering of investor relations professionals, the second largest such gathering in the world. The conference attracts 250+ participants for 3 days of unsurpassed professional development and networking opportunities. CIRI's 2010 Annual Conference will be held June 13-15 at the Fairmont Château Laurier in Ottawa, ON.

Become a conference sponsor and you'll meet and speak directly to Canada's top IROs, the people empowered to make purchasing decisions and vendor selections for their companies. CIRI's Annual Conference positions you to promote your products and services while establishing your organization as a key supporter of the investor relations community.

CIRI Overview

CIRI is a professional, not-for-profit association of executives responsible for communication between public corporations, investors and the financial community. CIRI is dedicated to advancing the stature and credibility of the investor relations profession and the competency of its members.

CIRI Members by Category



CIRI Corporate Member Profile:

- CIRI has members from 55 companies in the TSX 60 Index
- CIRI has members from 72% companies in the TSX Composite Index

Member* Market Cap.	%
< \$25 M	12%
\$25 M to \$99 M	11%
\$100 M to \$1 B	29%
> \$1 B	48%

Member* Market Cap	Budget
< \$25 M	\$192 K
\$25 M to \$99 M	\$336 K
\$100 M to 999 M	\$517 K
\$1 B to \$4.9 B	\$686 K
> \$5 B	\$1,890 K

Member* Titles	%
EVP/SVP/VP	17%
AVP/Director	23%
Manager	35%
Analyst	7%
Co-ordinator	3%
Other	15%

*Data represents corporate members

NATIONAL STRATEGIC PARTNER **Value of \$50,000**

As a National Strategic Partner, you receive a comprehensive marketing package that delivers year-round, national exposure to existing and prospective clients. Demonstrate your leadership in your area of business by sharing your knowledge and expertise with Canada's leading IROs while establishing your organization as a key supporter of the investor relations community.

NATIONAL STRATEGIC PARTNER BENEFITS

- Shape Your Own Session*, 2010 Annual Conference, Sunday Afternoon
- Opportunity to introduce and thank a keynote speaker, 2010 Annual Conference
- 3 exhibit booths, 2010 Annual Conference
- 5 complimentary registrations, 2010 Annual Conference
- Recognition on special signage and acknowledgement by presentation of Presidents Award, 2010 Annual Conference
- 300 word descriptor of products/services, company logo, contact information and live link, 2010 Annual Conference Website
- Recognized sponsor including opportunity to introduce/thank speaker(s) and moderate if appropriate format, Strategic IR Roundtable, 2010
- Ability to use CIRI logo on marketing materials including commentary such as "Proud National Strategic Partner of CIRI since..."
- Logo linked to your company website, CIRI website, homepage
- Premium resource link (includes logo), CIRI website
- Full page, full colour ad in each of six issues, Newline
- Textbox with logo, web address and short profile in each issue, Newline
- 1 complimentary membership** for every two new members recruited **NEW**
- Customized strategic IR session delivered by CIRI staff to your company staff **NEW**
- 1 item for electronic distribution to CIRI members sent through CIRI **NEW**
- 1 online survey of CIRI members conducted by CIRI, survey to be compiled by company and approved by CIRI **NEW**
- Recognition of partnership on signage at all national programs
- Recognition in membership renewal packages
- Recognition of partnership, new member recruitment packages
- Recognition of partnership, CIRI emails
- Recognition as a sponsor throughout the year **NEW**

SPONSOR PERKS

- Additional booths available at discounted rate of \$3,000 each
- Additional ads available at 5% discount **NEW**

*Shape Your Own Session allows you to use your company's industry expertise and knowledge to craft a unique learning experience for conference attendees while building your company's brand. All proposed topics and speakers must be approved by the CIRI Annual Conference Committee.

***Contact Yvette Lokker for details on this new initiative.

PLATINUM SPONSOR

Value of \$30,000 to \$20,000

As a Platinum Sponsor, you receive a comprehensive marketing package that delivers year-round, national exposure. Raise your company's profile while establishing your organization as a key supporter of the investor relations community.

PLATINUM SPONSOR BENEFITS:

- Recognition of sponsor at **one of the following** 2010 Annual Conference events or publication:
 - 2010 Investor Relations Compensation & Responsibilities Survey, **\$30,000**
 - Opportunity to introduce, moderate (if appropriate) and thank speakers at a general session, **\$25,000**
 - Opportunity to introduce, moderate (if appropriate) and thank speakers at a breakout session, **\$20,000**
 - Monday Night Themed Dinner, **\$20,000**
- 1 exhibit booth, 2010 Annual Conference
- 2 complimentary registrations, 2010 Annual Conference
- Recognition as Platinum Sponsor in the program and on signage, 2010 Annual Conference
- Registrant list, including complete contact information, in advance of conference, 2010 Annual Conference
- 3 column, half page, full colour ad, Newsline (May Issue)
- Platinum resource link, CIRI website, resources
- 300 word description, company logo, contact information and live link to your website, 2010 Annual Conference Website
- Ability to use CIRI logo on marketing materials including commentary such as "Proud Platinum Sponsor of CIRI since..."
- 1 complimentary membership** for every three new members recruited **NEW**
- Recognition as a sponsor throughout the year **NEW**

SPONSOR PERKS:

- Additional booths available at discounted rate of \$3,000 each
- Additional ads available at 5% discount **NEW**



GOLD SPONSOR
Value of \$13,000 to \$10,000

As a Gold Sponsor, you receive a comprehensive marketing package that delivers year-round, national exposure. Build brand awareness while establishing your organization as a key supporter of the investor relations community.

GOLD SPONSOR BENEFITS:

- Recognition of sponsor at **one of the following** 2010 Annual Conference events:
 - Golf Tournament, **\$13,000**
 - Lunch on Monday or Tuesday, **\$13,000** each
 - Reception on Sunday or Monday, **\$10,000** each
- 1 complimentary registration, 2010 Annual Conference
- Recognition as Gold Sponsor in the program and on signage, 2010 Annual Conference
- Registrant list, including complete contact information, in advance of conference, 2010 Annual Conference
- Gold resource link, CIRI website, resources
- 300 word description, company logo, contact information and live link to your website, 2010 Annual Conference Website
- Ability to use CIRI logo on marketing materials including commentary such as “Proud Gold Sponsor of CIRI since...”
- 1 complimentary membership** for every three new members recruited **NEW**
- Recognition as a sponsor throughout the year **NEW**

SPONSOR PERKS:

- Booths available at discounted rate of \$3,000 each
- Additional ads available at 5% discount **NEW**



SILVER SPONSOR **Value of \$10,000 - \$4,000**

As a Silver Sponsor, you receive a comprehensive marketing package that delivers year-round, national exposure. Build brand awareness while establishing your organization as a key supporter of the investor relations community.

SILVER SPONSOR BENEFITS:

- Recognition as sponsor of **one of the following** 2010 Annual Conference events or items:
 - Conference Bags, **\$10,000**
 - Program Guide, **\$8,000**
 - USB Sticks, **\$7,500**
 - Breakfast on Monday or Tuesday, **\$7,500** each
 - PDA Application, **\$6,500**
 - Photography, **\$6,000**
 - Room Keys, **\$6,000**
 - Notepads & Pens, **\$6,000**
 - Program Folders, **\$6,000**
 - Badge Holders, **\$5,000**
 - Physical Activity, **\$5,000**
 - Cultural Activity, **\$5,000**
 - Networking Breaks on Monday (2) or Tuesday (1), **\$4,000** each
- 1 complimentary registration, 2010 Annual Conference
- Recognition as Silver Sponsor in the program and on signage, 2010 Annual Conference
- Registrant list, including complete contact information, in advance of conference, 2010 Annual Conference
- Silver resource link, CIRI website, resources
- 300 word description, company logo, contact information and live link to your website, 2010 Annual Conference Website
- Ability to use CIRI logo on marketing materials including commentary such as "Proud Silver Sponsor of CIRI since..."
- 1 complimentary membership** for every three new members recruited **NEW**
- Recognition as a sponsor throughout the year **NEW**

SPONSOR PERKS:

- Booths available at discounted rate of \$3,250 each
- Additional ads available at 5% discount **NEW**



SPONSORSHIP COMMITMENT FORM

Please complete all information on this form and return to CIRI to reserve the event or item you wish to sponsor. If you require assistance, please contact Yvette Lokker, Director, Communications & Professional Development at (905) 274-1639.

Company: _____

Contact: _____

Address: _____

Telephone: _____

Email: _____

SPONSORSHIP SELECTION:

National Strategic Sponsor \$50,000 <input type="checkbox"/>	Gold Sponsor continued Reception, Sunday \$10,000 <input type="checkbox"/>	Silver Sponsor continued Room Keys \$6,000 <input type="checkbox"/>
Platinum Sponsor IR Compensation & Responsibilities Survey \$30,000 <input type="checkbox"/>	Reception, Monday \$10,000 <input type="checkbox"/>	Notepads & Pens \$6,000 <input type="checkbox"/>
General Session \$25,000 <input type="checkbox"/>	Silver Sponsor Conference Bags \$10,000 <input type="checkbox"/>	Program Folders \$6,000 <input type="checkbox"/>
Breakout Session \$20,000 <input type="checkbox"/>	Program Guide \$8,000 <input type="checkbox"/>	Badge Holders \$5,000 <input type="checkbox"/>
Dinner, Monday \$20,000 <input type="checkbox"/>	USB Sticks \$7,500 <input type="checkbox"/>	Physical Activity \$5,000 <input type="checkbox"/>
Gold Sponsor Golf Tournament, Sunday \$13,000 <input type="checkbox"/>	Breakfast, Monday \$7,500 <input type="checkbox"/>	Cultural Activity \$5,000 <input type="checkbox"/>
Lunch, Monday \$13,000 <input type="checkbox"/>	Breakfast, Tuesday \$7,500 <input type="checkbox"/>	Networking Break, Monday AM \$4,000 <input type="checkbox"/>
Lunch, Tuesday \$13,000 <input type="checkbox"/>	PDA Application \$6,500 <input type="checkbox"/>	Networking Break, Monday PM \$4,000 <input type="checkbox"/>
	Photography \$6,000 <input type="checkbox"/>	Networking Break, Tuesday AM \$4,000 <input type="checkbox"/>

PAYMENT:

Once commitment for sponsorship of an event/item has been received, a confirmation letter will be issued together with an invoice. Please note 5% GST will be added to each invoice CIRI GST #8671850. Full payment is due upon receipt of the invoice. Sponsorships not paid in full will be made available to other interested parties. Credit card payments can be made on amounts up to and including \$5,000. Cheques should be made payable to Canadian Investor Relations Institute.

Credit Card #: _____ Expiry: _____

Name on Card: _____

Cardholder Signature: _____

ADVERTISING

ANNUAL CONFERENCE

Newspaper Branding	\$3,000
Guestroom Deliveries	\$3,000
General Assembly Handouts	\$2,000
Registration Kit Supplement	\$1,500
Advertise in Program Guide, 2010 Annual Conference	
2 column ½ page, four colour ad	\$500
1 column ½ page, four colour ad	\$300

WEBSITE – CONSULTANTS CORNER/SUPPLIER CENTRAL

Platinum Listing, \$1,500	Gold Listing, \$1,000	Silver Listing, \$500
<ul style="list-style-type: none"> • Company logo prominently displayed on category listing page • 1,000 character company description • Company logo hyperlinked to your site • Product listing with hyperlinks to specified pages on your site • Unlimited number of categories 	<ul style="list-style-type: none"> • 750 character company description • Company logo hyperlinked to your site • Selection of five categories 	<ul style="list-style-type: none"> • 500 character company description • Link to your site • Selection of three categories

NEWSLINE

1 column ½ page ad	\$320	If you commit to 3, 4 or 5 ads, save 5%
1 column x full page ad	\$480	
2 columns x ½ page ad	\$480	If you commit to 6 ads, save 10%
2 columns x full page ad	\$ 965	
3 columns x ½ page ad	\$725	
Full page ad	\$1450	

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Number of Weekly Ads	Primary Banner Ad	Secondary Banner Ad
1	\$125.00 each	\$80.00 each
4+	\$118.75 each	\$76.00 each
12+	\$112.50 each	\$72.00 each
24+	\$100.00 each	\$64.00 each



ADVERTISEMENT COMMITMENT FORM

Please complete all information on this form and return to CIRI to reserve your advertisement selection. If you require assistance please contact Yvette Lokker, Director, Communications & Professional Development at (905) 274-1639.

Company: _____
Contact: _____
Address: _____
Telephone: _____
Email: _____

ADVERTISEMENT SELECTION:

<p>Annual Conference</p> <p>Newspaper Branding \$3,000 <input type="checkbox"/></p> <p>Guestroom Deliveries \$3,000 <input type="checkbox"/></p> <p>General Assembly Handouts \$2,000 <input type="checkbox"/></p> <p>Registration Kit Supplement \$1,500 <input type="checkbox"/></p> <p>Program Guide, 2010 Conference 2 column ½ page, 1 colour ad \$500 <input type="checkbox"/></p> <p>1 column ½ page, 1 colour ad \$300 <input type="checkbox"/></p> <p>Website</p> <p>Platinum Listing \$1,500 <input type="checkbox"/></p> <p>Gold Listing \$1,000 <input type="checkbox"/></p> <p>Silver Listing \$500 <input type="checkbox"/></p>	<p>Newsline Ads</p> <p>1 column x ½ page, \$320 each <input type="checkbox"/></p> <p>1 column x full page, \$480 each <input type="checkbox"/></p> <p>2 columns x ½ page, \$480 each <input type="checkbox"/></p> <p>2 columns x full page, \$965 each <input type="checkbox"/></p> <p>3 columns x ½ page, \$725 each <input type="checkbox"/></p> <p>Full Page, \$1,450 each <input type="checkbox"/></p> <hr/> <p>wired Ads</p> <p>Primary Banner (1), \$125.00 each <input type="checkbox"/></p> <p>Primary Banner (4+), \$118.75 each <input type="checkbox"/></p> <p>Primary Banner (12+), \$112.50 each <input type="checkbox"/></p> <p>Primary Banner (24+), \$100.00 each <input type="checkbox"/></p> <p>Secondary Banner (1), \$80.00 each <input type="checkbox"/></p> <p>Secondary Banner (4+), \$76.00 each <input type="checkbox"/></p> <p>Secondary Banner (12+), \$72.00 each <input type="checkbox"/></p> <p>Secondary Banner (24+), \$64.00 each <input type="checkbox"/></p>	<p>Select Issue(s) for 2010</p> <p>Issue 1 (Jan/Feb) <input type="checkbox"/></p> <p>Issue 2 (March/April) <input type="checkbox"/></p> <p>Issue 3 (May/June) <input type="checkbox"/></p> <p>Issue 4 (July/Aug) <input type="checkbox"/></p> <p>Issue 5 (Sept/Oct) <input type="checkbox"/></p> <p>Issue 6 (Nov/Dec) <input type="checkbox"/></p> <p>Specify preferred dates for ads:</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>Note: wRed goes out every Tuesday except for December 28, 2010.</p>
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PAYMENT: Once commitment for advertisement has been received, a confirmation letter will be issued together with an invoice. Please note 5% GST will be added to each invoice CIRI GST #8671850. Advertisements not paid in full within 30 days full will be made available to other interested parties. Cheques should be made payable to Canadian Investor Relations Institute. If paying by credit card please complete the following:

Credit Card #: _____ Expiry: _____
 Name on Card: _____
 Cardholder Signature: _____

NEWSLINE TERMS:

- The advertiser and CIRI agree that:
- CIRI reserves the right to review all advertising material and reserves the right to reject any advertising material or, with the advertiser's consent, to revise the ad.
 - Advertisers placing ads in 3 or less issues will be required to supply payment with their commitment.
 - Advertisers may cancel space with written notice to CIRI 15 days prior to ad deadline dates. A \$75 administrative fee will be applied to all canceled ads.
 - In consideration of publication, the advertiser shall indemnify and hold harmless CIRI, its directors, officers, members, employees and agents from and against all losses, claims, costs, damages and liabilities incurred or caused, including solicitors' fees as incurred, and shall defend all proceedings or actions, arising out of or in connection with any claims made by any person, firm or corporation in connection with such publication and this agreement.



CONFERENCE EXHIBITOR PACKAGE

\$3,500

This is an opportunity to meet with potential new clients and showcase your organization's goods or services with signage and promotional materials at your booth. Activities such as breakfasts, breaks, luncheons and receptions all take place in the exhibit hall ensuring the delegates presence in the hall. If you require assistance please contact Jennifer McInnis, Program Coordinator at (905) 274-1639.

Exhibitors receive:

- 1 8'D x10'W x 8'H exhibit booth in exhibit hall
- 1 complimentary registration, 2010 Annual Conference
- Access to sessions, opening reception, all breaks, breakfasts, lunches, theme reception and dinner
- 300 word description of your organization in program, 2010 Annual Conference
- Company name and booth location listed on website, 2010 Annual Conference Website
- 3 registrant lists, time spaced, in advance of conference, 2010 Annual Conference

EXHIBITOR REGISTRATION FORM

Company: _____

Contact: _____

Address: _____

Telephone: _____

Email: _____

Comments: _____

Number of Booths: _____

Booth selection will occur closer to the date of the conference and will be awarded based on when exhibitor registration forms are received.

PAYMENT:

Please note 5% GST will be added to each charge CIRI GST #8671850. Full payment is due with order form. Booths not paid in full will be offered to other interested parties. Cheques should be made payable to Canadian Investor Relations Institute. If paying by credit card please complete the following:

Card Number: _____ Expiry: _____

Name on Card: _____

Cardholder _____

Signature: _____

CANCELLATION POLICY:

All booth cancellations must be received in writing. Cancellations received prior to or on April 21st, 2010 are subject to a \$200 fee per booth. Cancellations received after April 21st 2010, are liable for the full amount.