

CIRI's 2024 Integrated Sponsorship & Exhibitor Prospectus

CIRI's Annual Conference will take place at the Hyatt Regency in Calgary from June 2 to 4, 2024. This is the one opportunity each year for 200+ investor relations professionals from across Canada to come together to elevate and strengthen their strategic thinking and effectiveness, connect, share experiences and learn from one another. This event will include all the elements that make the Conference a hallmark affair with: general and breakout sessions; panel discussions; interactive roundtables; opportunities to engage with suppliers; and fun and interactive social events that facilitate peer-to-peer connections.



Service providers must be a sponsor or exhibitor in order to attend the Conference

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Benefits	National Strategic Partner \$50,000+	Platinum Sponsor* \$19,500+	Gold Sponsor \$16,500+	Silver Sponsor \$10,000	Bronze Sponsor \$7,500	Supporting Sponsor \$5,000	Exhibitor \$4,500
Sponsor Benefits – 2024 Annual Conference:							
Sponsor of a General Session (Gold), Awards or Reception (Platinum) with opportunity to be a panelist, moderator or introduce (format dependent)	See next page for full list of benefits	X	X				
Sponsor of a Breakout Session with opportunity to be a panelist, moderator or introducer (format dependent)				X			
Teach In – 20-minute educational presentation**					X		
Registration		2	2	1	1	1	1
Company pre-roll video played at Session		X	X	X			
Session or Teach In included on Program		X	X	X	X		
Recognition at Session		X	X	X	X		
Branding on site		X	X	X	X	X	
Branding on Conference website		X	X	X	X	X	
Company profile on Conference website		X	X	X	X	X	
Branding in PD and Conference emails		X	X	X	X	X	
Registration list		With contact details	With contact details	With contact details	With contact details	With contact details	Without contact details
Social media posts		2 pre-/1 post-Conf	2 pre-/1 post-Conf	1 pre-/1 post-Conf			
Sponsor Benefits – Regional Profile:							
Registrations to Chapter events		8	6	4			
Recognition at all Chapter events		X	X	X	X	X	
Sponsor Benefits – Year-round Advertising:							
Sponsor profile on homepage (2 weeks)		1	1				
Recognition on CIRI.org homepage		X	X	X	X	X	
Ability to use sponsor logo for marketing		X	X	X	X	X	
Supplier Central listing		Platinum	Gold	Silver	Silver		
Exhibitor – 2024 Annual Conference:							
Exhibit Booth Pricing		Included	\$3,500	\$3,750	\$4,000	\$4,250	\$4,500
Exhibit Booth (8' deep x 10' wide)		X					X
Company profile on Conference website		X					X
Company profile in Program Guide and/or Conference App		X					X
Choice of one ad in Program Guide, one ad in <i>IR leader</i> or two ads in <i>wIRed</i> (In 2024)		X					X

*Platinum Sponsorship packages can be customized to include a Conference Breakout Session and other PD event(s) vs. the Conference Awards or Reception.

**Presentation topics need to be approved by CIRI.

Prices subject to change

National Strategic Partner, \$50,000+

National Strategic Partners (NSPs) are CIRI's top-tier partners that receive the **most exclusive and comprehensive sponsorship benefits**, designed to maintain a **high national and regional profile** and **demonstrate expertise** with existing and prospective clients all year round.

Sponsor Benefits – 2024 Annual Conference:

- Customized session to showcase expertise and build brand awareness
- Introduce/thank a speaker at an unsponsored session
- Exhibit booths (two) & complimentary registrations (four)
- Recognition in all marketing materials
- Company logo and product and service description on the conference section of CIRI.org
- Advanced attendee list with contact information

Sponsor Benefits – Thought Leadership and Engagement:

- Opportunity to meet with a member of CIRI's National Board to discuss the profession and the needs of IROs
- Opportunity to provide an overview of products and services during a 15-minute presentation to the Board

Plus four of the following:

- Sponsor of a 2024 event that includes an opportunity to be a panelist (multiple can be selected, a maximum of three (3))
- Member survey to be compiled by NSP and approved by CIRI
- Customized item (e.g. case study, etc.) for electronic distribution to members

Sponsor Benefits – Regional Profile:

- Opportunity to make opening remarks at three (3) Chapter events
- Eight (8) complimentary registrations to Chapter events
- Recognition as an NSP for all Chapter events including in the marketing materials and at the event

Sponsor Benefits – Year-Round Advertising and Marketing:

- Full-colour interactive ad in each issue of *IR leader*
- Sponsor profile on the homepage of CIRI.org
- Recognition of partnership in marketing materials for all national programs
- Recognition of partnership in membership renewal and new member onboarding communications
- Recognition of partnership in the sponsor section on the homepage of CIRI.org and throughout the website in the website footer giving enhanced year-round visibility
- Recognition of partnership in weekly professional development email distribution footer
- Recognition of partnership in the footer of *IR leader*, *IR focus* and *wiRed* publications
- Use of the CIRI logo on your marketing materials, including commentary such as "Proud National Strategic Partner of CIRI since ..."
- Platinum website advertising link (unlimited categories), with your logo linked to your website on CIRI.org