



CANADIAN INSTITUTE OF STEEL CONSTRUCTION  
INSTITUT CANADIEN DE LA CONSTRUCTION EN ACIER

THE CANADIAN STEEL CONFERENCE

# SPONSORSHIP OPPORTUNITIES

MONTRÉAL, QC  
SEPT 30 - OCT 2, 2019

[WWW.CANADIANSTEELCONFERENCE.CA](http://WWW.CANADIANSTEELCONFERENCE.CA)

*Quebec Steel Symposium is amalgamating  
with The Canadian Steel Conference*



# TO OUR VALUED PARTNERS

Dear Prospective Sponsors & Partners,

On behalf of the entire CISC team, we invite you to participate in the Canadian Steel Conference in Montreal, Quebec from September 30 to October 2, 2019. This event offers a dynamic opportunity to strengthen your organizations exposure to the Canadian steel community!

In making a commitment to support the Canadian Steel Conference, your company will be assured high profile exposure amongst premier steel candidates and industry decision makers. Our unique marketing opportunities give sponsors and exhibitors acknowledgement prior to, during and after the event through on-site promotion and digital advertising. You'll also have the chance to enjoy networking directly with steel industry leaders and senior-level executives during the exhibition and social events.

So, what are you waiting for, plug into Canada's premier steel community, join us at this year's conference and power your brand through the Canadian steel movement! To secure your place at this year's conference, simply choose the sponsorship option that best suits your company and contact us.

Thank you for your support and consideration!

Sincerely,

Amanda Charlebois

Marketing & Communications Manager

Canadian Institute of Steel Construction (CISC)

#WeAreSteel #SteelWins



**"POWER  
YOUR BRAND  
THROUGH THE  
CANADIAN  
STEEL  
MOVEMENT"**

## PLACE YOUR BRAND AT THE FOREFRONT OF CANADA'S STEEL CONSTRUCTION INDUSTRY!

**Build your business, boost sales and network with key industry stakeholders at the CISC's annual Canadian Steel Conference!**

The Canadian Steel Conference is highly recognized as the steel construction industry's premier event to collaborate with key stakeholders and define industry best practices. This exciting event offers a comprehensive program that is packed with multiple business development, educational, networking and social events. Over the course of three days there will be a variety of technical sessions, as well as an expanded tradeshow exhibit showcasing the latest products/services in the steel industry.

Our 2019 marketing and sponsorship program proposes various branding options at pre-event, on-site and post-event activities. These include opportunities to deliver introductory remarks at different events throughout the conference, exhibit in our tradeshow and promote your brand on CISC's various digital platforms.

## SPONSORSHIP ADVANTAGES



### *Profile Your Organization*

Lead the competition and gain national brand exposure. Our various sponsorship options allow you to position your company as the front-runner in the steel construction industry.



### *Showcase Your Products & Services*

Gain direct access to your target clientele and demonstrate your products/services to industry professionals and fellow innovators from across Canada as a tradeshow exhibitor.



### *Grow Sales*

Increase your ROI by putting your brand in front of hundreds of the steel industry's premier executives and decision-makers with buying power.

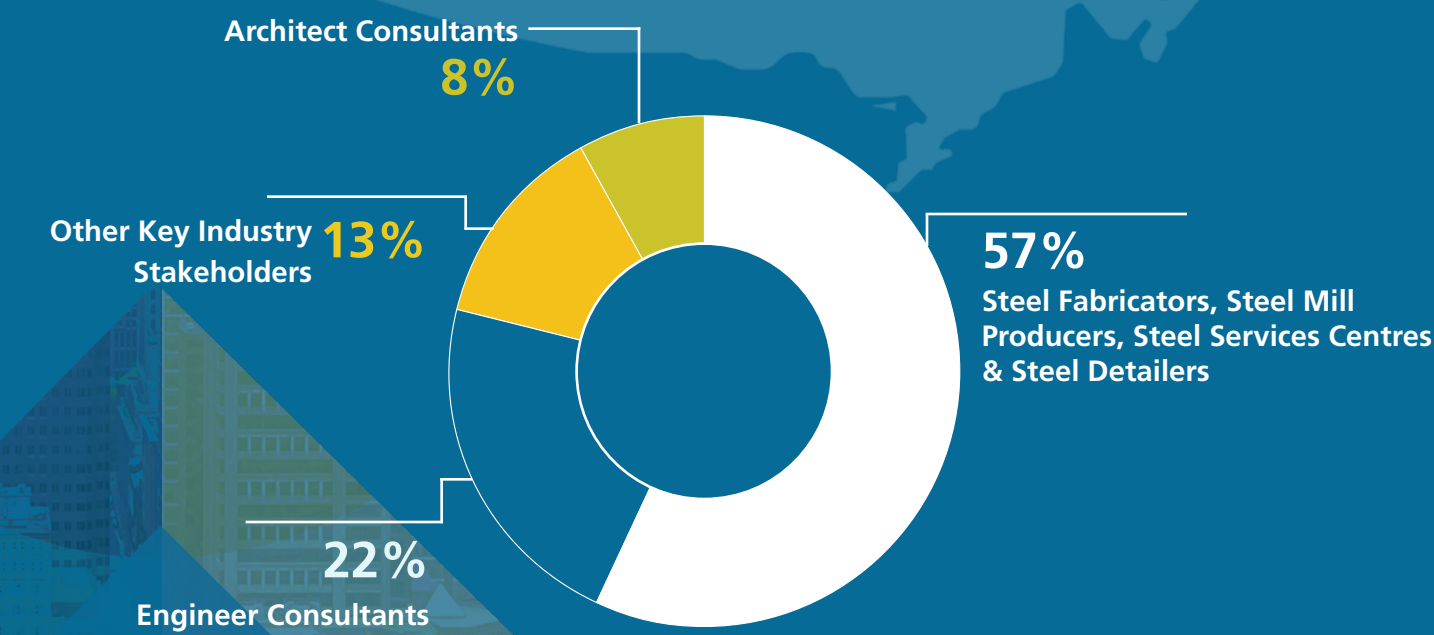
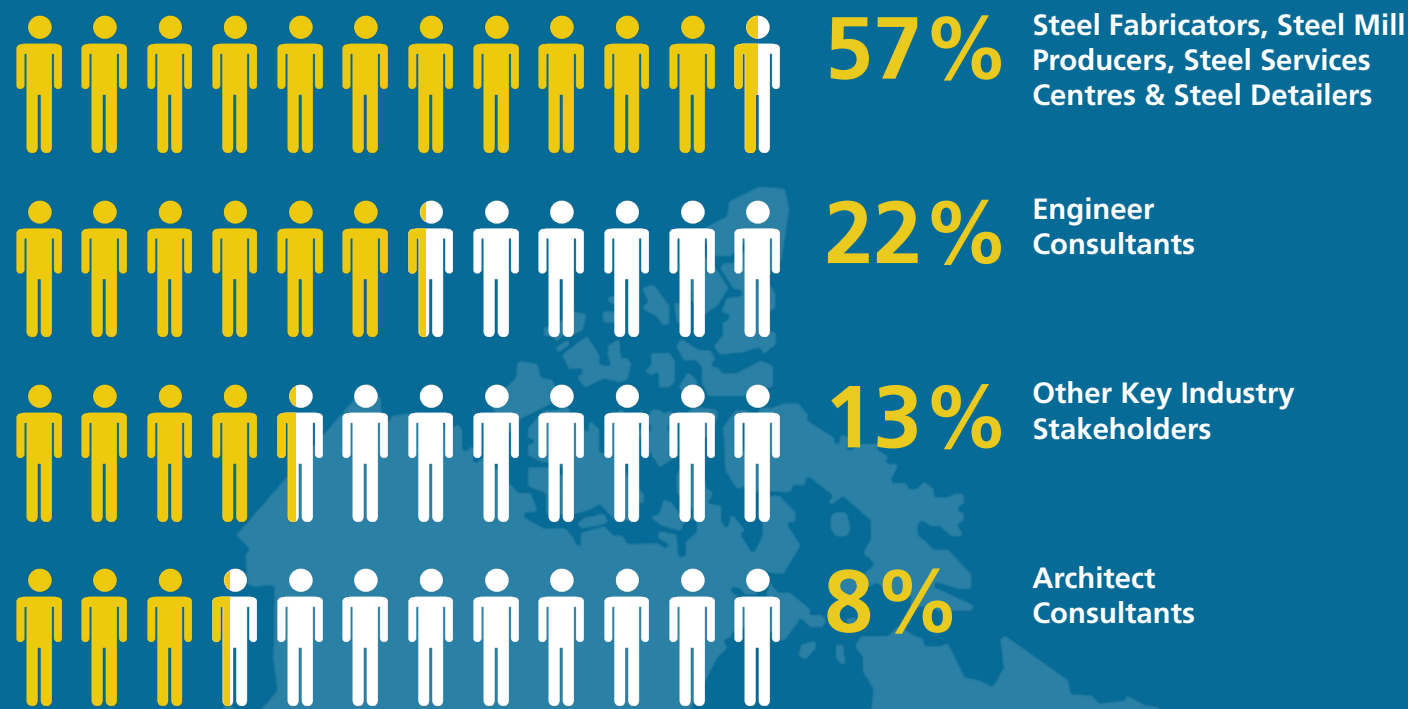


### *Build Lasting Relationships*

Take advantage of the various marketing opportunities this event has to offer and connect with the top executives, managers and thought leaders of the steel construction industry!



# 2018 ATTENDEE DEMOGRAPHICS



# ADVANCED PROGRAM AT A GLANCE

SEPTEMBER 29, 2019	SEPTEMBER 30, 2019	OCTOBER 1, 2019	OCTOBER 2, 2019
CISC Education & Research Council Meeting 10:00 a.m. – 1:00 p.m.	Tradeshow Exhibit 8:00 a.m. – 6:30 p.m.	Tradeshow Exhibit 8:00 a.m. – 4:30 p.m.	CISC Annual General Meeting CISC Steel Bridge Committee CISC Marketing Committee 8:00 a.m. – 2:30 p.m.
CISC Board of Directors Meeting (Closed) 2:00 p.m. – 6:00 p.m.	Technical Sessions 10:00 a.m. – 4:30 p.m.	CISC Award Presentations 8:30 a.m. – 9:30 a.m.	
Tradeshow Exhibitor Move-in 1:30 p.m. – 5:00 p.m.	Reception 4:30 p.m. – 6:30 p.m.	Technical Sessions 10:00 a.m. – 4:30 p.m.	
	Social Evening Event 6:30 p.m. – 12:00 a.m.	Reception 4:30 p.m. – 6:30 p.m.	

# CONTACT INFORMATION

## Sponsorship & Trade Show Exhibit

Maricelle Ambat  
Marketing & Communications Coordinator  
(905) 604-3231 ext. 107  
mambat@cisc-icca.ca





# SPONSORSHIP PACKAGE

(Only available to Members & Associates)

BENEFITS	STEEL \$10,000	PLATINUM \$7,500	GOLD \$5,000	SILVER \$2,500
Pre-event				
Company logo on the CISC's Canadian Steel Conference Website (valued at \$500)	✓	✓	✓	✓
Conference delegate registration for two delegates (valued at \$1,100)	✓			
On-site				
Complimentary Booth (Subject to availability; exhibitors have full access to the Canadian Steel Conference) (valued at \$2,500)	✓			
Full page ad in Conference program (valued at \$2,000)	✓			
Branding (logo in Conference program) (valued at \$500)	✓	✓	✓	Name listed (50% of benefit value)
Branding (sponsor banners) at Registration desk (valued at \$2,000)	✓	✓	✓	Name listed (50% of benefit value)
Branding at Steel Sponsors Reception (valued at \$2,000)	✓			
Branding at AGM & sessions (valued at \$1,000)	✓	✓		
Introduce speakers at technical sessions (valued at \$2,000)	✓	✓		
Branding at Chairman's Welcome Reception (valued at \$1,000)	✓	✓	✓	Name listed (50% of benefit value)
Logo on Table Tents (valued at \$500) *NEW! EARLY BIRD BENEFIT	✓			
Big Box Ad on CISC News Page (From July - Oct. 2019) (valued at \$800) *NEW! EARLY BIRD BENEFIT	✓			
Post-event				
Company name in post event press release (valued at \$500)	✓	✓		
Company logo in post event thank you ad in Advantage Steel (valued at \$1,000)	✓	✓	✓	Name listed (50% of benefit value)
Company logo on Thank you webpage (valued at \$500)	✓	✓	✓	✓
Estimated value of benefits	\$17,900	\$9,000	\$5,500	\$3,250

# EXCEPTIONAL MARKETING OPPORTUNITY

(Only available to Members & Associates)

## TRADE SHOW EXHIBIT OPPORTUNITY

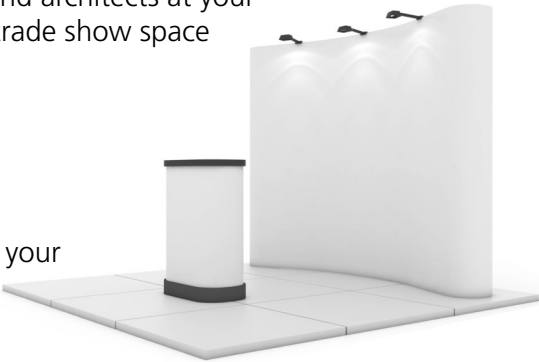
### Targeted access to key Canadian steel industry stakeholders.

Grow sales, build leads and network with Steel industry leaders, engineers and architects at your booth. Meals, breaks and receptions refreshment breaks will be held in the trade show space to drive maximum traffic.

### Limited Exhibit Space Available - Act Now!

Applications are being accepted on a first-come, first-served basis.

Refer to the exhibit floorplan on page 8 to select your booth space. Indicate your preferred booth number. Pls. note that booth numbers will be assigned on a first come, first served basis.

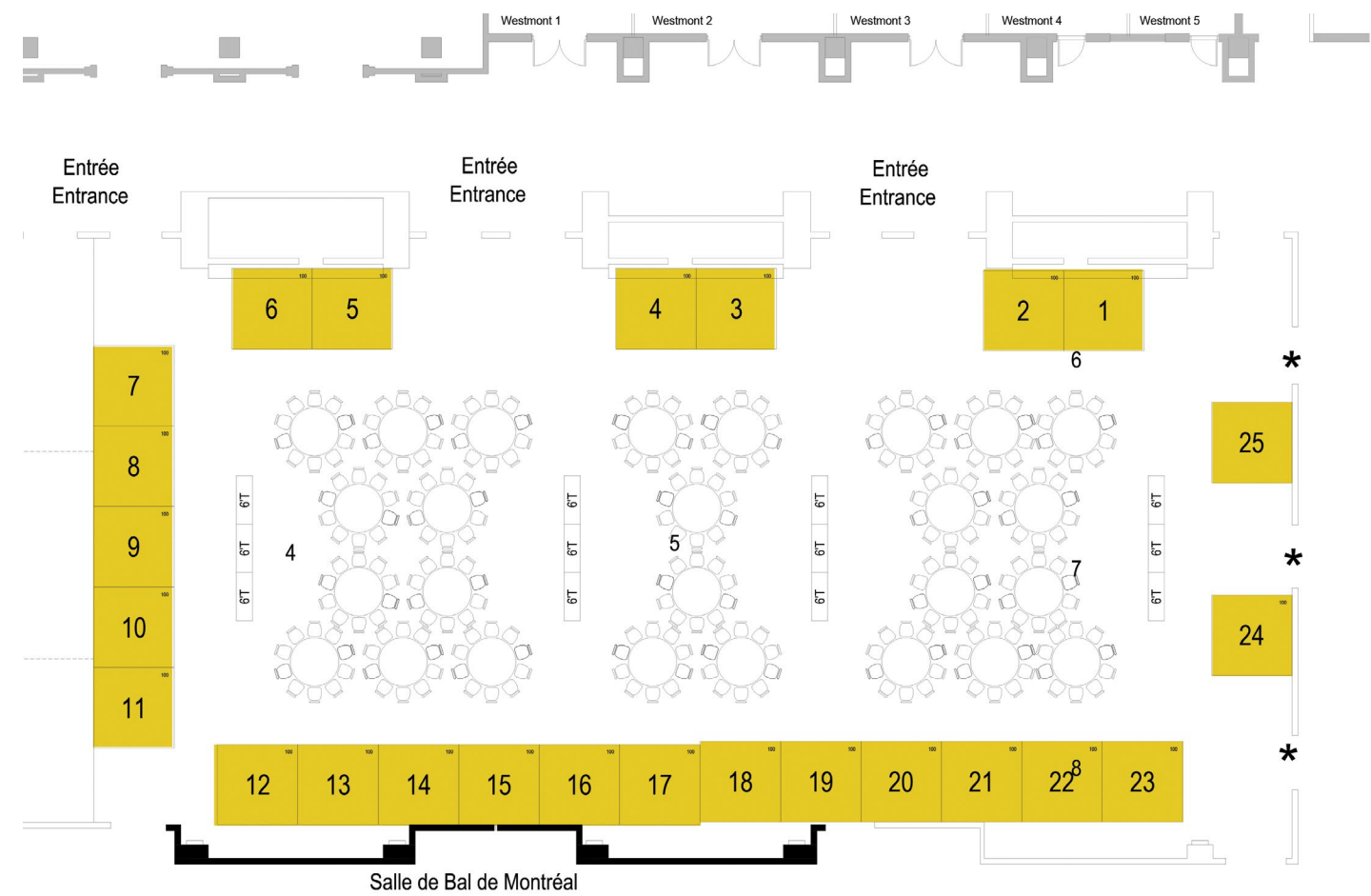


**BOOTH**  
**\$2,500<sup>00</sup>**

- 1 - 10' x 10' Booth space with electrical outlet
  - 1 table with 2 chairs
  - Booth package includes 2 exhibitor registrations (to register in advance). Registered exhibitors have full access to the Canadian Steel Conference. Additional exhibitors will have to register as full conference delegates.
- Exhibitors are responsible for all other expenses. A detailed exhibit floorplan is provided on the next page.

**BOOK YOUR  
SPACE TODAY!**

# TRADE SHOW EXHIBIT FLOOR PLAN



\* =Sortie secours

**BOOK YOUR  
SPACE TODAY!**

# MARKETING OPPORTUNITIES

CISC'S CANADIAN STEEL CONFERENCE • SEPT 30 - OCT 2, 2019

*Sponsor or book your exhibit booth now!*

## 1. SPONSORSHIP OPPORTUNITY

STEEL SPONSOR	\$ 10,000.00	Please send a high resolution / vector logo with submission
PLATINUM SPONSOR	\$ 7,500.00	
GOLD SPONSOR	\$ 5,000.00	
SILVER SPONSOR	\$ 2,500.00	

## 2. TRADE SHOW EXHIBIT OPPORTUNITY

10' x 10' BOOTH Choice of # 1- 25	\$ 2,500.00 (includes 2 exhibitors)	Please provide exhibitor's names and emails
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If you need more information or want to discuss any of these opportunities, please contact Maricelle Ambat, Marketing & Communications Coordinator at (905) 604-3231 ext. 107 or at [mambat@cisc-icca.ca](mailto:mambat@cisc-icca.ca).

Invoices will be issued once confirmation of your sponsorship level has been confirmed. Please make all cheques payable to Canadian Institute of Steel Construction. Trade show booth numbers are booked once payment is received. Booth numbers are given on a first come, first served basis. We accept payment by credit card and cheque.

Deadline for submission of sponsorship application and accompanying payment is **Wednesday, July 31, 2019.**

"RJC Engineers is proud to have been a sponsor of the CISC Steel Conference. We are always impressed with the professionalism of the conference organizers and our experience as sponsors always exceed our expectations. With industry stakeholders, senior management and key decision makers in attendance, this annual conference offers unique opportunities to profile RJC and boost our visibility within the Canadian steel construction industry, while delivering key networking and relationship building possibilities."

- Monica Silenzi, Leader, Corporate Marketing

"Nucor have been Steel Sponsors of 'The Canadian Steel Conference' from the start. This is a well-organized event with clearly defined audience that provides us an opportunity to support our customers and share our expertise."

- Suresh Jacob P.Eng, Nucor



# MARKETING OPPORTUNITIES SELECTION FORM

CISC’S CANADIAN STEEL CONFERENCE • SEPT 30 - OCT 2, 2019

Company Name:

Contact Name:

Address:

Telephone Number:

E-mail Address:

Deadline for submission of sponsorship application and accompanying payment is  
**Wednesday, July 31, 2019.**

(Note: Please also include a high resolution / vector logo with submission to [mambat@cisc-icca.ca](mailto:mambat@cisc-icca.ca).)

Please select which marketing opportunities you want to participate in:

## 1. SPONSORSHIP OPPORTUNITY

- STEEL SPONSOR: ☐ \$ 10,000.00
- PLATINUM SPONSOR: ☐ \$ 7,500.00
- GOLD SPONSOR: ☐ \$ 5,000.00
- SILVER SPONSOR: ☐ \$ 2,500.00

## 2. TRADE SHOW EXHIBIT OPPORTUNITY

- ☐ \$ 2,500.00 (includes 2 exhibitors)
- ☐ 10' x 10' BOOTH Booth #: \_\_\_\_\_

Exhibitors:

(1) \_\_\_\_\_

FIRST NAME LAST NAME EMAIL

(2) \_\_\_\_\_

FIRST NAME LAST NAME EMAIL

Payment: ☐ Cheque ☐ Credit Card Card Type: ☐ Visa ☐ MasterCard

Credit Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ CVD #: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Signature of Cardholder: \_\_\_\_\_

Please submit form via e-mail to [mambat@cisc-icca.ca](mailto:mambat@cisc-icca.ca). Any questions related to sponsorship can be sent to the e-mail address above, or call **Maricelle Ambat** at (905) 604-3231 ext. 107. Thank you for your support!  
Please make all cheques payable to Canadian Institute of Steel Construction. Your sponsorship and/or trade show booth will be confirmed upon receipt of your payment.

# DISCOVER MONTREAL

Montreal has so much to offer, from its historic architecture to its tempting cuisine—you won’t want to miss your opportunity to explore the rich culture of this magnificent city in the fall season.

## Hotel Bonaventure Montreal

In the heart of downtown Montreal, the Hotel Bonaventure Montreal is a true urban oasis. Located over the top two floors of the Place Bonaventure, a 17-storey commercial and business complex, the hotel combines the benefits of a working environment and a resort.

The Hotel Bonaventure Montreal is a true Garden of Eden overlooking the bustling streets of the city. Connected to the underground city, Central Station and the business district, Old Montreal, and major attractions.

Source: [www.hotelbonaventure.com](http://www.hotelbonaventure.com)



# THANK YOU TO OUR 2018 SPONSORS





# EARLY BIRD SPONSORSHIP OPPORTUNITIES AVAILABLE NOW

*Don't forget to register!*

[WWW.CANADIANSTEELCONFERENCE.CA](http://WWW.CANADIANSTEELCONFERENCE.CA)

## Questions?

Contact Maricelle Ambat  
Marketing & Communications Coordinator  
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**JOIN THE CONVERSATION**

**#WeAreSteel**

