

THE CANADIAN STEEL CONFERENCE

PARTNERSHIP, SPONSORSHIP, AND
TRADE SHOW PROSPECTUS

Sept 28-30, 2020
Fairmont Winnipeg Hotel
Winnipeg, MB

AMPLIFY YOUR BRAND.

SHOWCASE YOUR PRODUCTS AND SERVICES.

BUILD LASTING RELATIONSHIPS.

www.canadiansteelconference.ca

ANNOUNCING THE 2020 CANADIAN STEEL CONFERENCE IN WINNIPEG: BRINGING CANADA TOGETHER

Dear Prospective Sponsors and Partners,

We're pleased to invite you to participate in 2020's edition of the Canadian Steel Conference in Winnipeg from Sept. 28 - Sept. 30, 2020. Next year, we're heading to Manitoba - "Friendly Manitoba - where the heart beats" (per its very accurate slogan). Right in the middle of the country, **we're bringing the industry's biggest stakeholders together in the heartland of Canada** for three days packed with multiple business development, education, networking, and social events.

Our event sponsorship opportunities offer an unbeatable chance to place your brand at the forefront of Canada's growing steel construction industry. By making a sponsorship commitment to the Canadian Steel Conference, your company will gain high-profile exposure to key industry figures - allowing you to:

- **Increase Your Corporate Profile.** Gain industry exposure and get ahead of the competition. Use the opportunity to showcase your personalized, dynamic message.
- **Showcase Your Products and Services.** Speak directly to your target clients and offer hands-on demonstrations of your products and services.
- **Grow Sales.** Market your products and services right to the industry's premier executives and decision-makers - the figures with the buying power.
- **Build Lasting Relationships.** Develop meaningful and lasting connections with the industry's top executives, managers, and thought leaders.

Sponsorship packages deliver unique and highly visible acknowledgments before, during, and after the event with on-site promotion, digital advertising, and much more. Other opportunities include the chance to deliver introductory remarks at conference events, exhibit in our trade show, and get a featured spot on the Canadian Institute of Steel Construction (CISC) digital platforms.

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.

Sincerely,

Amanda Charlebois
Marketing & Communications Manager
Canadian Institute of Steel Construction (CISC)

#WeAreSteel #SteelWins



"PLACE YOUR BRAND AT THE FOREFRONT OF CANADA'S GROWING STEEL CONSTRUCTION INDUSTRY"

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 2020 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

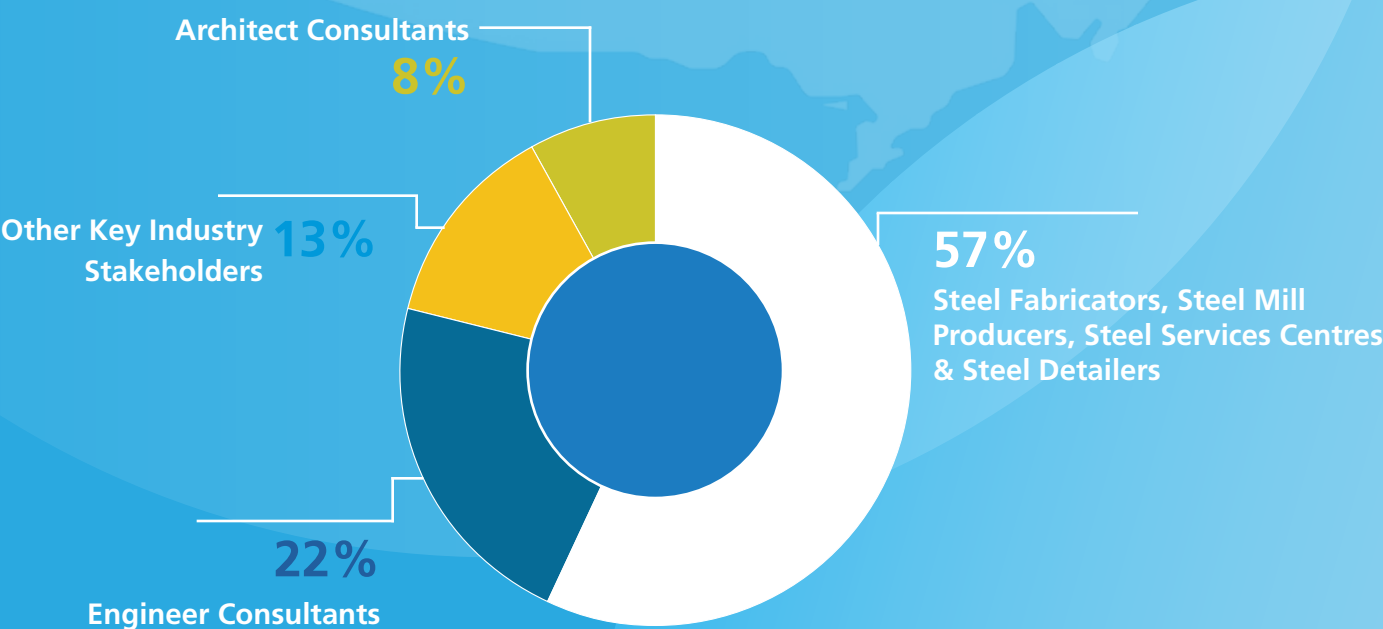
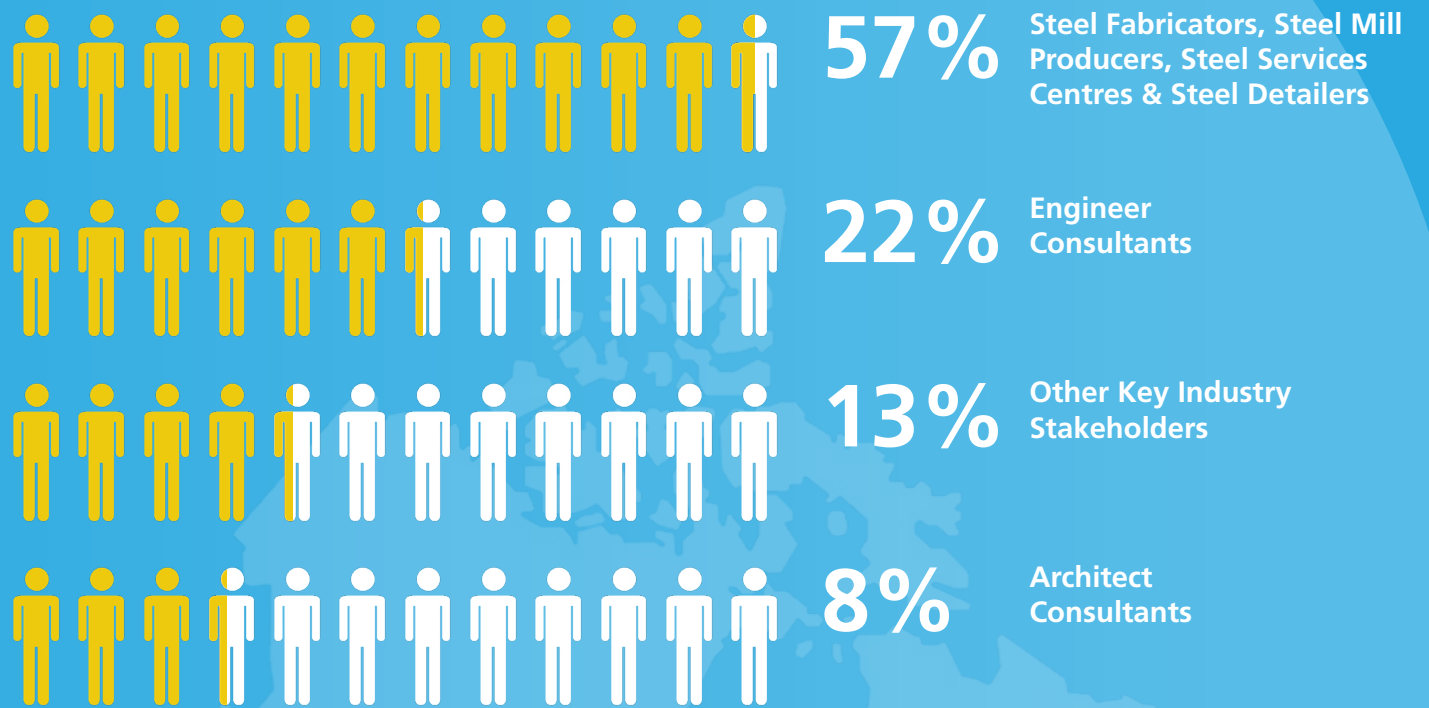
Increase your ROI by putting your brand in front of hundreds of the steel industry's premier executives and decision-makers with buying power.



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!

2019 ATTENDEE DEMOGRAPHICS



AMPLIFY YOUR BRAND

"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

CONTACT INFORMATION

Sponsorship & Trade Show Exhibit

Amanda Charlebois

Marketing & Communications Manager

(647) 264-1442

acharlebois@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)	✓			
Big Box Ad on CISC News Page (From July - Oct. 2020) (valued at \$800) EARLY BIRD BENEFIT	✓			
Highlighted blog post on CISC's corporate website (content provided by sponsoring company) (valued at \$3,000) *NEW! EARLY BIRD BENEFIT	✓			
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 \$2,500)	✓			
1/2 Page Ad in Conference Program (valued at \$1,500) *NEW! EARLY BIRD BENEFIT		✓		
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)	✓			
Opportunity to place corporate literature at CISC Display Table (contact us to co-ordinate shipping)	✓	✓		
Post-event				
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	\$21,900	\$10,000	\$5,500	\$3,250

EXCEPTIONAL MARKETING OPPORTUNITY

(Only available to Members & Associates)

TRADE SHOW EXHIBIT OPPORTUNITY

Targeted access to key Canadian steel industry stakeholders.

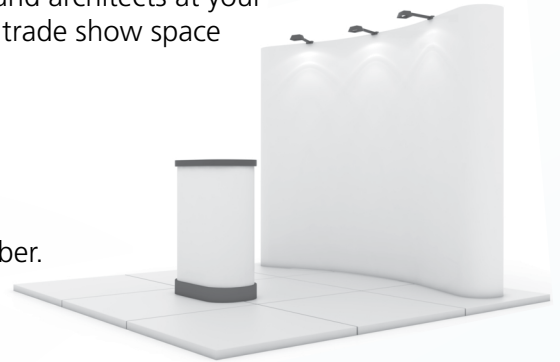
Grow sales, build leads and network with steel industry leaders, engineers and architects at your booth. Meals, breaks and receptions refreshment breaks will be held in the trade show space to drive maximum traffic.

Limited Exhibit Space Available - Act Now!

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

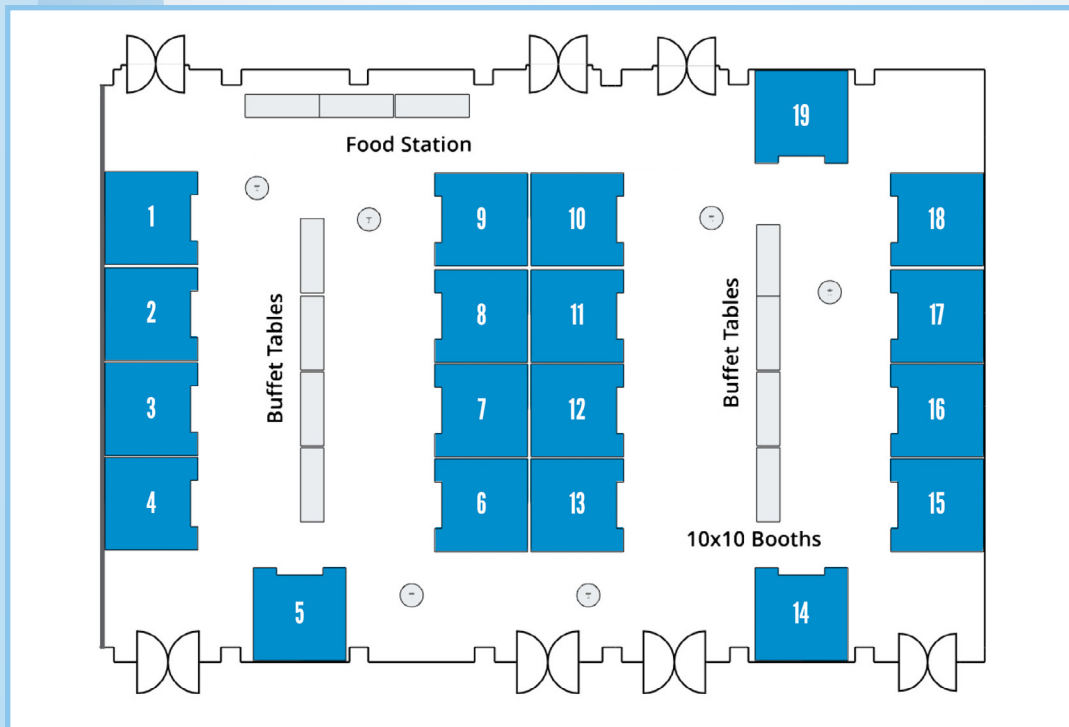
Refer below to select your booth space. Indicate your preferred booth number.

Pls. note that booth numbers will be assigned on a first come, first served basis.



BOOTH \$2,500^{.00}

- 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.



SHOW ADVERTISING GUIDE

As a registered sponsor 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.

SPONSORSHIP ADVERTISING SPECIFICATIONS

Advertising sizing:

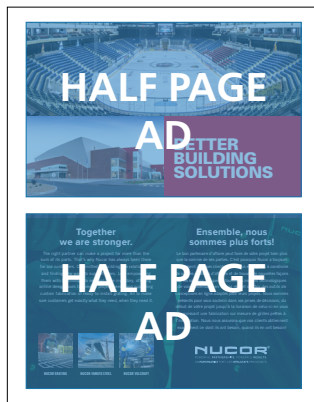
ADS IN EVENT PROGRAM

Steel Sponsor



Full page ad in Conference program

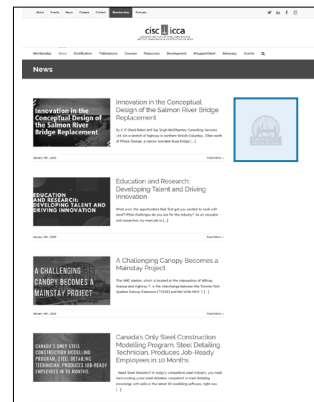
Platinum Sponsor



Half page ad in Conference program

ADS ON CISC'S CORPORATE WEBSITE

Steel Sponsor



Big Box Ad on CISC News Page

Steel Sponsor



Highlighted blog post on CISC's corporate website

Reach your desired audience on a high traffic channel in the steel construction industry.

The CISC's website gets over 16 million hits per year.

File Requirements

FULL PAGE AD

Trim: 8.5" x 11"

Bleed: 8.75" x 11.25"

Type Safety Area: 8" x 10.5"

File Format: PDF - High Quality
Print, 300 dpi

HALF PAGE AD

Trim: 7.5" x 4.8"

File Format: PDF - High Quality
Print, 300 dpi

BIG BOX AD

File Size: 528 px x 528 px

On site, actual size will be 264 x 264 px

File Format: png, jpg - 72 dpi

HIGHLIGHTED BLOG

Thumbnail Image: 560 px x 315 px

Blog Post: Minimum 300 words, Maximum 600 words

Images: 2 images maximum

Link: To organization/ company to be displayed at end of post

Language: English, French, or both

Sending Artwork / Content

Please send your corporate logo as well as all artwork/content to acharlebois@cisc-icca.ca

Note: Please send your corporate logo in the following format: vector (.eps, .ai, .pdf)

Important Dates

Logo / Material Deadline: Friday July, 31st, 2020. (Due to print schedule)

MARKETING OPPORTUNITIES SELECTION FORM

CISC'S CANADIAN STEEL CONFERENCE • SEPT 28 - 30, 2020

Company Name: _____ Contact Name: _____

Address: _____

Telephone Number: _____ E-mail Address: _____

Deadline for early bird submission of sponsorship application and accompanying payment is Thursday, April 30, 2020.

(Note: Please also include a high resolution / vector logo (.eps, .ai, .pdf) with submission to acharlebois@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 acharlebois@cisc-icca.ca. Any questions related to sponsorship can be sent to the e-mail address above, or call [Amanda Charlebois at \(647\) 264-1442](tel:647-264-1442). 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 WINNIPEG

Winnipeg has so much to offer, from their friendly and welcoming spirit, to their exciting attractions and culture scenes – you won't want to miss your opportunity to explore this magnificent city, smack-bang in the middle of the country, meaning we'll really be at the center of the Canadian steel industry!

You might have heard Manitoba's slogan: "Friendly Manitoba, where the heart beats." This was one of the inspirations for this year's conference — friendliness, inclusivity, no judgments. Just come as you are and meet like minded people who have as much passion for steel as you do.

Plus, you'll get to explore Manitoba, one of Canada's most historic and cultural centers. This is the homeplace of the Canadian Museum for Human Rights, Riding Mountain National Park, The Forks, and Whiteshell Provincial Park. So, come join us and make this one that you'll never forget.

Fairmont Hotel Winnipeg

Winnipeg's premier hotel will instantly charm as you experience our service that has made us famous, well-appointed guestrooms, suites and historic surroundings.

Travel easily to the BellMTS Place and RBC Convention Centre through the underground concourse or visit the nearby attractions. Located in the heart of the city, Fairmont Winnipeg continues to be the hotel of choice for the discerning traveller.

Source: www.fairmont.com/winnipeg



THANK YOU TO OUR 2019 SPONSORS



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Steel Sponsor



Engineers

Steel Sponsor



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Platinum Sponsor



Platinum Sponsor



Gold Sponsor



Gold Sponsor



Silver Sponsor



Silver Sponsor



Silver Sponsor



Silver Sponsor



Silver Sponsor



SHERWIN-WILLIAMS

Silver Sponsor



Silver Sponsor



Silver Sponsor

Our 2020 marketing and sponsorship program offers various branding options at pre-event, on-site and post activities. Take this opportunity to gain brand awareness among the steel construction industry's leading companies and professionals.

"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



EARLY BIRD SPONSORSHIP OPPORTUNITIES AVAILABLE NOW

Don't forget to register!

WWW.CANADIANSTEELCONFERENCE.CA

Questions?

Contact Amanda Charlebois
Marketing & Communications Manager

(647) 264-1442
acharlebois@cisc-icca.ca

JOIN THE CONVERSATION
#WeAreSteel



@cisc_icca



@CISCWeAreSteel



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