

SOUL

ÂME WINNIPEG 2018  
GRIT AND AUTHENTICITY



# SPONSORSHIP KIT

CIP + MPPI SOUL 2018 CONFERENCE  
WINNIPEG, MANITOBA  
JULY 19 - 22 2018  
[WWW.CIP-ICU.CA/SOUL\\_2018](http://WWW.CIP-ICU.CA/SOUL_2018)  
#SOUL2018

We are pleased to invite your organization to participate in the CIP/MPPI SOUL 2018 Conference in Winnipeg, Manitoba from July 19 - 22 2018, which will be jointly hosted by the Canadian Institute of Planners (CIP) and Manitoba Professional Planners Institute (MPPI). SOUL 2018 will offer participants an opportunity to share experiences, learn from colleagues practicing in every province and territory, and work toward answers to significant planning questions that arise in various ways across the country and abroad.

SOUL 2018 offers your organization an exceptional opportunity to showcase your brand and gain exposure within the professional planning community, as well as maximize your communication and interaction with conference participants; including policy makers, industry leaders, and practitioners. At SOUL 2018, the program will challenge delegates to reflect on what SOUL means to the Planning Community across Canada, to mesh the practical with the thoughtful, through the lens of our dynamic city and regional landscapes.

As a conference sponsor and/or exhibitor, your organization will be an integral part of an event where delegates experience, learn, and share what it takes to create thriving cities, towns, and communities. We are excited to welcome 650 planners, decision makers, students, and those interested in planning, representing the 6500 members of the Canadian Institute of Planning, to Winnipeg in 2018.

We invite you to position your organization for success by increasing your visibility within the planning community, and sponsoring and exhibiting at SOUL 2018.

We look forward to seeing you in Winnipeg!

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**QUESTIONS REGARDING SPONSORSHIP SHOULD BE DIRECTED TO SHERRI CLAIR:**

Canadian Institute of Planners  
141 Laurier Avenue West, Suite 1112, Ottawa ON K1P 5J3  
**Phone:** (800) 207-2138 or (613) 237-7526, ext. 508  
**Email:** [sclair@cip-icu.ca](mailto:sclair@cip-icu.ca)

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### Benefits of Partnering:

- The opportunity to network with key decision makers and planning professionals from across Canada
- Increased brand exposure in a dynamic and professional environment with potential clients
- Recognition in collateral materials, including on the website and mobile app, in the conference pocket program, and on-site signage
- Promotion of your brand to CIP's audience of over 7000 contacts via social media and email blasts
- Additional deliverables according to sponsorship level, such as complimentary conference registrations, job postings, and more

# SPONSORSHIP OPPORTUNITIES

By selecting a sponsorship opportunity from the list below you will receive the exposure from the deliverables outlined under that sponsorship, in addition to the level benefits associated with the dollar amount (see page 5).

## DIAMOND OPPORTUNITIES \$10,000+

### Mobile App - \$10,000

- Diamond benefits
- Logo will be displayed on the home page of the conference mobile app, used by over 75% of participants in 2017
- Acknowledgement of sponsorship in all promotion of the mobile app, including on-site signage

### Wi-Fi - \$10,000

- Diamond benefits
- Logo will be displayed alongside Wi-Fi access information on signage throughout the conference space
- Acknowledgement of sponsorship on printed Wi-Fi access instructions distributed on site

### Welcome Reception - \$10,000

- Diamond benefits
- Logo will be featured on Welcome Reception signage
- Sponsor can provide promotional item at each place setting\*
- Acknowledgement of sponsorship in all promotion of Welcome Reception

### Final Evening Social Event - \$10,000

- Diamond benefits
- Logo will be featured on Final Evening Event signage
- Sponsor can provide promotional item at each place setting\*
- Acknowledgement of sponsorship in all promotion of Final Evening Event

### Lanyards - \$10,000

- Diamond benefits
- Logo will be featured on official conference lanyard alongside SOUL 2018 logo

## PLATINUM OPPORTUNITIES \$7,500+

### Awards Luncheon (2) \$7,500

- Platinum benefits
- Logo will be featured on Luncheon signage
- Sponsor can provide promotional item at each place setting\*
- Acknowledgement of sponsorship in all promotion of Awards Luncheon

### Keynote Speaker (3 opportunities) - \$7,500

- Platinum benefits
- Opportunity to introduce Keynote Speaker
- Logo will be featured on session signage
- Acknowledgement of sponsorship in all promotion of Keynote Speaker

### Delegate Bags - \$7,500

- Platinum benefits
- Sponsor to provide 650 reusable bags featuring company logo/design or message\*
- Delegate bags will be distributed at registration

### Printed Pocket Program (approx. 4"x4") - \$7,500

- Platinum benefits
- Logo will be featured on front cover
- Full-page advertisement on back cover
- Pocket Programs will be distributed at registration

\* Subject to approval by CIP

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## GOLD OPPORTUNITIES \$5,000+

### Breakfast (3 opportunities) \$5,000

- Gold benefits
- Logo will be featured on Breakfast signage
- Sponsor can provide promotional item at each place setting\*
- Acknowledgement of sponsorship in promotion of Breakfast

### Registration Desk \$5,000

- Gold benefits
- Logo will be displayed prominently in registration area
- Acknowledgement of sponsorship in communications regarding Registration Desk information

### Winnipeg Planners Guide \$5,000

- Gold benefits
- Logo to be featured on the front of the guide
- Full-page advertisement on back cover
- Available to delegates at conference and online

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## BRONZE OPPORTUNITIES \$1,500+

### Workshop (5 opportunities) \$2,000

- Bronze benefits
- Acknowledgement in online and printed pocket program alongside selected workshop or session†
- Signage at selected workshop or session

### Learning Tour (5 opportunities) \$2,000

- Bronze benefits
- Acknowledgement in online and printed pocket program alongside selected learning tour†
- Signage at selected learning tour

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## SILVER OPPORTUNITIES \$2,500+

### Refreshment breaks (5 opportunities) \$2,500

- Silver benefits
- Logo will be featured on signage throughout meal areas during refreshment break
- Acknowledgement of sponsorship in promotion of refreshment break

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## FRIENDS OF SOUL 2018 \$500

### Social Media, Print and On-site Acknowledgement \$1000

- Brand promoted on social media and conference website
- Sponsorship acknowledged in printed pocket program and on-site signage

### Print and On-site Acknowledgement \$500

- Sponsorship acknowledged in printed pocket program and on-site signage

\* Subject to approval by CIP

† Selection of workshops, sessions, and tours will be done when full program is available.

## LEVEL BENEFITS

RECOGNITION ON CONFERENCE WEBSITE, MOBILE APP, & TWITTER	PROMO ITEM IN DELEGATE BAG*	LOGO RECOGNITION ON SIGNAGE AND IN PROGRAM	CONFERENCE REGISTRATION	INVITATION TO VIP RECEPTION	PLANCANADA / PLAN NORTHWEST RECOGNITION	ACCESS TO DELEGATE LIST	JOB POSTING ON CIP WEBSITE	EXHIBIT SPACE
<b>DIAMOND \$10,000 +</b>								
<ul style="list-style-type: none"> <li>Logo, 150 word company description, and link to sponsor site on conference website</li> <li>Promotion via twitter and mobile app</li> </ul>	✓	<ul style="list-style-type: none"> <li>Displayed onsite</li> <li>Featured in conference Pocket Program</li> </ul>	<ul style="list-style-type: none"> <li>2 Full Registrations OR 4 one-day passes</li> </ul>	<ul style="list-style-type: none"> <li>2 Invitations</li> </ul>	<ul style="list-style-type: none"> <li>Recognition of sponsorship in Plan Canada</li> <li>Discounted advertising rates in Plan Canada and Plan Northwest</li> </ul>	Delegate list provided at 30 and 60 days before conference and final list post conference **	<ul style="list-style-type: none"> <li>1 Job posting</li> </ul>	<ul style="list-style-type: none"> <li>1 10x10 Exhibit space</li> </ul>
<b>PLATINUM \$7,500 +</b>								
<ul style="list-style-type: none"> <li>Logo and link to sponsor site on conference website</li> <li>Promotion via twitter and mobile app</li> </ul>	✓	<ul style="list-style-type: none"> <li>Displayed onsite</li> <li>Featured in conference Pocket Program</li> </ul>	<ul style="list-style-type: none"> <li>1 Full Registration OR 2 one-day passes</li> </ul>	<ul style="list-style-type: none"> <li>1 Invitation</li> </ul>	<ul style="list-style-type: none"> <li>Recognition of sponsorship in Plan Canada</li> <li>Discounted advertising rates in Plan Canada and Plan Northwest</li> </ul>	Delegate list provided at 30 and 60 days before conference and final list post conference **	<ul style="list-style-type: none"> <li>1 Job posting</li> </ul>	<ul style="list-style-type: none"> <li>50% discount on 1-10x10 Exhibit space</li> </ul>
<b>GOLD \$5,000 +</b>								
<ul style="list-style-type: none"> <li>Logo and link to sponsor site on conference website</li> <li>Promotion via twitter and mobile app</li> </ul>	✓	<ul style="list-style-type: none"> <li>Displayed onsite</li> <li>Featured in conference Pocket Program</li> </ul>	<ul style="list-style-type: none"> <li>1 Full Registration OR 2 one-day passes</li> </ul>	<ul style="list-style-type: none"> <li>1 Invitation</li> </ul>	Recognition of sponsorship in Plan Canada	Delegate list provided at 30 and 60 days before conference and final list post conference **		<ul style="list-style-type: none"> <li>25% discount on 1-10x10 Exhibit space</li> </ul>
<b>SILVER \$2,500 +</b>								
<ul style="list-style-type: none"> <li>Logo and link to sponsor site on conference website</li> <li>Promotion via twitter and mobile app</li> </ul>		<ul style="list-style-type: none"> <li>Displayed onsite</li> <li>Featured in conference Pocket Program</li> </ul>	<ul style="list-style-type: none"> <li>1 day pass</li> </ul>		Recognition of sponsorship in Plan Canada	Delegate list provided at 30 and 60 days before conference and final list post conference **		
<b>BRONZE \$1,500</b>								
<ul style="list-style-type: none"> <li>Logo and link to sponsor site on conference website</li> <li>Promotion via twitter and mobile app</li> </ul>		<ul style="list-style-type: none"> <li>Displayed onsite</li> <li>Featured in conference Pocket Program</li> </ul>			Recognition of sponsorship in Plan Canada	Delegate list provided at 30 and 60 days before conference and final list post conference **		
<b>FRIENDS OF SOUL 2018</b>								
<ul style="list-style-type: none"> <li>Sponsorship acknowledged in printed pocket program and on-site signage</li> <li>Brand promoted on social media and conference website (\$1000 Social Media, Print and Online Sponsorship)</li> </ul>								

## EXHIBITORS

Your organization can have a prominent on-site presence at SOUL 2018 throughout the principal conference days with an exhibitor display booth to advertise or promote your organization, and its services or products. Exhibitors are not required to staff their booth for all hours of the conference, but must have staff present during exhibit show times.

## PASSPORT PROGRAM

Exhibitors will benefit from a passport program to attract attendees. Each attendee will receive a passport book in their registration kit which will include the participating sponsor names and exhibit booth numbers. Attendees can visit and obtain a sticker from exhibitors listed in their passport book. Completed passports can then be deposited at registration for a chance to win a prize. CIP will offer a prize and exhibitors may also donate a prize. Please contact [sclair@cip-icu.ca](mailto:sclair@cip-icu.ca) for more information.

### FULL BOOTH (10X10) - \$1500

- One 10x10 foot booth space with skirted display backing and one six-foot skirted table
- Logo and link to your website from the SOUL 2018 website
- One complimentary full registration
- Maximum 2 additional exhibitor only badges does not allow access to events, meals or conference activities
- Acknowledgement of exhibitor in the promotion of SOUL 2018

### TABLE TOP - PUBLIC AGENCY - \$750

- One six-foot skirted table in exhibitor area
- Logo and link to your website from the Building Resilience website
- Maximum 2 exhibitor only badges – does not allow access to events, meals or conference activities
- Acknowledgement of exhibitor in the promotion of SOUL 2018

### TABLE TOP - NON-PROFIT (SPACE IS LIMITED) - \$500

- One six-foot skirted table in exhibitor area
- Logo and link to your website from the Building Resilience website
- Maximum 2 exhibitor only badges – does not allow access to events, meals or conference activities
- Acknowledgement of exhibitor in the promotion of SOUL 2018



## SPONSORSHIP/EXHIBITOR APPLICATION AND CONTRACT

### ORGANIZATION DETAILS AND CONTACT

Name \_\_\_\_\_ Title \_\_\_\_\_

Company/Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Province \_\_\_\_\_ Postal code \_\_\_\_\_

Telephone \_\_\_\_\_ E-mail \_\_\_\_\_

### LEVEL OF SPONSORSHIP

Which level of sponsorship are you interested in?

Diamond: \$10,000+     Platinum: \$7,500+     Gold: \$5,000+     Silver: \$2,500+     Bronze: \$1,500+

Item you wish to sponsor: \_\_\_\_\_

### EXHIBITORS

Exhibitor: Full \$1,500     Exhibitor: Table Top \$750     Exhibitor: Table Top (Non Profit) \$500

TOTAL	\$
8%tax (exhibitors only)	\$
TOTAL	\$

### TERMS AND CONDITIONS OF SPONSORSHIP

1. We will allocate sponsorships on a "first-come, first-served" basis.
2. Final payment should be received no later than June 30, 2018. Failure to meet the payment deadlines may result in the cancellation of the sponsorship and forfeiture of all deposits.
3. All payments are final.
4. We reserve the right to refuse a sponsorship request.
5. We reserve the right to amend the rules and regulations governing sponsorship.

### ACCEPTANCE

The undersigned is authorized to commit to the conditions of this contract.

#### PAYMENT

VISA     MasterCard     Cheque (payable to Canadian Institute of Planners)

Card Number \_\_\_\_\_ Expiry date \_\_\_\_\_

Name \_\_\_\_\_ Date \_\_\_\_\_ Signature \_\_\_\_\_

PLEASE COMPLETE AND RETURN TO: SHERRI CLAIR SCLAIR@CIP-ICU.CA

## TERMS AND CONDITIONS OF CONTRACT BETWEEN THE SPONSOR/ EXHIBITOR AND THE CANADIAN INSTITUTE OF PLANNERS (CIP)

1. CIP reserves the right, at its sole discretion, to change the date or dates upon which the event is held or to cancel the event and shall not be liable in damages or otherwise by reason of any such change or cancellation, other than to refund in full any amounts paid by the Sponsor/Exhibitor to CIP.
2. The Sponsor/Exhibitor shall not assign this contract without the prior written consent of CIP. Any attempt to do so renders the contract null and void and will result in immediate cancellation of this contract with no refund.
3. The Sponsor/Exhibitor shall comply with all rules and regulations set by CIP for the event and agrees that CIP's decision to adopt and enforce any such rule or regulation shall be final and binding.
4. The Sponsor/Exhibitor is responsible for compliance with all applicable laws, bylaws, ordinances, regulations, requirements, codes and standards, including those with respect to fire, safety, health and environmental matters and shall ensure that all equipment, materials and goods used by the Sponsor/Exhibitor so comply.
5. The Sponsor/Exhibitor shall indemnify and hold harmless CIP and from and against any loss, injury or damages whatsoever suffered by CIP as a result the Sponsor/Exhibitor's failure to comply with the terms and conditions of this contract or as a result of the Sponsor/Exhibitor's participation in the event, including without limitation, any third-party claim against CIP with respect to loss, injury or damage sustained or suffered by any other Sponsor/Exhibitor, the owner of the building, attendees of the event, and their respective directors, officers, agents and employees.
6. This contract may be cancelled by either party provided written notice is received by the other before April 15, 2018 in which case all monies paid by the Sponsor/Exhibitor will be refunded less an administration fee of \$300.00. If the Sponsor/Exhibitor cancels after such date, it will be responsible for the full contract price. Cancellations must be made in writing, on company letterhead.
7. Sponsor/Exhibitor's display space must comply with all requirements of CIP and of the owner of the building. CIP reserves the right at any time to alter or remove any exhibits or any part thereof, including printed material, products, signs, lights or sound and to expel Sponsors/Exhibitors or their personnel if, in CIP's opinion, their conduct or presentation is objectionable to CIP or to other participants.
8. Goods must not be shipped to the event with any shipping charges to be paid on arrival and any such goods will not be accepted by CIP. CIP assumes no responsibility for loss or damage to the Sponsor/Exhibitors' goods or property before, during or after the event.
9. The Sponsor/Exhibitor is responsible for the placement and cost of insurance relating to its participation in the event. The Sponsor/Exhibitor agrees to furnish immediately to CIP upon request certificates of insurance pertaining to all policies of insurance carried by the Sponsor/Exhibitor together with satisfactory evidence from the insurers of the continuation of such policies. The Sponsor/Exhibitor agrees to comply with any of the foregoing, in addition to any other rights or remedies available to CIP at law or under this contract.
10. The Sponsor/Exhibitor will comply with the rules and regulations of any unionized contractors that may be selected by CIP to service the Sponsor/Exhibitors. Any dispute between the Sponsor/Exhibitor and any such contractor or union representative will be referred to CIP for resolution, whose decision shall be final and binding on all parties.
11. CIP reserves the right to cancel this contract and to expel the Sponsor/Exhibitor if the Sponsor/Exhibitor fails to comply with any terms and conditions of this contract or the event rules and regulations. In which case the Sponsor/Exhibitor shall forfeit as liquidated damages and not as a penalty all payments made pursuant to this contract, all without limiting CIP other rights and remedies at law under this contract as a result of such failure to cooperate.



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**PHOTOGRAPHY:**  
JOSH LAVALLEE  
HTFC PLANNING & DESIGN  
THE FORKS