CNAR INTERACTIVE DIGITAL EVENT 2020

Continuously Connecting Canadian Regulators

PROSPECTUS FOR SPONSORS

CNAR
RCOR

About CNAR

Continuously Connecting Canadian Regulators

What is now known as the Canadian Network of Agencies for Regulation ("CNAR") was established in 2003 as a federation of national organizations whose provincial and territorial members are responsible for protecting the public through self-regulation.

Today, CNAR connects Canada's provincial and national regulators, licensing boards, accrediting agencies, examining bodies, and government officials at all levels to discuss challenges, share ideas and develop best practices related to a wide range of issues relevant to organizations engaged in the self-regulation of professions and occupations.

Since 2007, CNAR has held an annual conference to address emerging regulatory issues and exchange information between licensing boards, accrediting agencies, examining bodies, and government officials at all levels.

CNAR 2020: Digital Interactive Event

We are pleased to invite your organization to participate in the 13th Annual CNAR Conference, which will be held virtually from September through November, 2020. CNAR's interactive digital 2020 event will be the hub this fall for regulators to receive continuous **Canadian-specific** content. CNAR 2020 will be offered in 'bite-sized' sessions providing **continuous connection and learning** among Canadian regulators on such timely, hot-button issues as diversity, the COVID-19 impact on day-to-day regulatory practices, and more.

WHAT TO EXPECT AT CNAR 2020:

Brand exposure with high-level decision-makers, registrars, executive directors, CEOs

30+ Educational Sessions

High-profile **Opportunities**

Professional Reusable digital assets

Weekly connection with regulators from across the country

80+ Speakers

CNAR RCOR

WHY SPONSOR?

- ☐ Access to hundreds of delegates from across the country with an interest in regulatory issues
- ☐ Market your products and services and strengthen your brand exposure among high-level attendees in licensing boards, accrediting agencies, examining bodies, and regulatory executives at all levels
- ☐ Glean vital data from your primary target market and influencers
- ☐ Stay apprised of trends in the sector to strengthen your future marketing efforts
- ☐ Discover clients and build new partnerships
- ☐ Lay the groundwork for continued business growth
- ☐ Show your support of CNAR's commitment to excellence in self-regulation

WHO ATTENDS?

Attendees include CNAR members, high-level representatives from provincial/territorial regulatory bodies and other non-profit organizations engaged in regulatory work; federal/provincial/territorial government representatives; and others with an interest in regulatory issues. The 2019 conferences in Quebec City attracted over 600 delegates; CNAR has noted excitement about the 2020 interactive event and expects the lower travel expenses and convenience of a virtual event will again attract hundreds of regulators from all provinces and territories nationwide.

Plan to be a part of Canada's premier event in regulation. Take advantage of the opportunity to present your organization to a targeted audience through program sponsorship. We have updated the opportunities this year to best leverage our virtual program and are excited to present them in the following pages.

"The Conference provides an incredible amount of information."

"There is a great sense of community at CNAR."

"This is now on my workplace's yearly calendar of must-attend events."

All quotes from CNAR 2019 survey feedback.

CNAR 2020: OUR VIRTUAL CONFERENCE ADVANTAGE

CNAR has partnered with Matchbox Virtual Media (www.matchboxvirtual.com) to deliver CNAR 2020's Interactive Conference. Based in Montreal, Matchbox was established to produce virtual conferences long before COVID-19 demanded a "pivot" away from in-person events; today, Matchbox is Canada's premier virtual conference platform offering a breadth of experience, rich interactivity, professional video presentation production, a team of skilled professionals, and tried and tested methodologies in executing successful virtual conferences globally.

The Virtual Conference Sponsor Advantage:

- ✓ Sponsorship opportunities that give vendors ownership of professionally produced digital assets

- ✓ Access to marketing and production best practices in developing taped two-minute segments and eBooks

- ✓ Long-term visibility and familiarity with a key audience, as sessions are staggered over three months rather than three days

- ✓ Continued exposure via video recording playback among attendees who cannot attend live sessions

- ✓ Hard data and analysis through the development of eBooks and/or strategically worded sponsored questions which induce rich attendee engagement

- ✓ Larger audience, as many attendees may not normally have the budget to attend in-person conferences

- ✓ Affordable sponsorship opportunities, given reduced overhead

According to post-conference surveys from the last three years, 100% of sponsors reported full satisfaction with their brand representation at the annual CNAR Conference

SPONSORSHIP AT-A-GLANCE

	PREMIER 1 AVAILABLE	PLATINUM 2 AVAILABLE	GOLD 3 AVAILABLE	SILVER 4 AVAILABLE	BRONZE 8 AVAILABLE	VIRTUAL EXHIBITOR 10 AVAILABLE
Two-Minute Pre-recorded Speaking Opportunity Played During Opening Remarks on Conference Launch Day	✔ *Value: $2,500*					
Press Release Quote	✔					
Include Featured Resource in Virtual Library	✔ One Month *Value $500*	✔ Two Weeks *Value: $250*				
Press Release Inclusion	✔	✔	✔			
"Call-to-Action" Sponsored Pop-Up & Leads	Six Sessions *(first choice in sessions; excluding keynotes) Value: $1,500*	Four Sessions *(second choice in sessions; excluding keynotes) Value: $1,000*	Two Sessions *(third choice in sessions; excluding keynotes) Value: $500*			
Opt-In Attendee List	✔	✔	✔			
Branding exposure (rotating logo before session commencement)	Six	Four	Two			
Acknowledgment by Executive Director During Opening Remarks	✔	✔	✔			
Recognition on CNAR Social Media	2x/month during 3-months	Monthly during 3-month span	Twice during 3-month span	✔	✔	
Inclusion on Rotating Banner in Virtual Conference Lobby Throughout 3-Month Conference	✔	✔	✔	✔	✔	
Acknowledgement in CNAR Conference eMarketing Communications	EIGHT	SIX	FOUR	THREE	TWO	ONE
Full Conference Passes	SIX *Value: $4,050*	FOUR *Value: $2,700*	THREE *Value $2,025*	THREE *Value: $2,025*	TWO *Value: $1,350*	ONE *Value: $675*
Logo on CNAR Website	TOP BILLING	✔	✔	✔	✔	✔
Sponsor Real Estate in Virtual Platform Lobby (Logo + Description)	Dedicated Tab	Dedicated Tab	Dedicated Tab	Shared Tab	Shared Tab	Shared Tab
Sponsor Real Estate on Virtual Event Registration Page	✔	✔	✔	✔	✔	✔

The Premier sponsor receives the highest level of exposure at the CNAR 2020 Interactive Conference. Representatives have the opportunity to address attendees during the opening session remarks, have the opportunity to feature six sponsored questions, and maximize branding with top-level Canadian regulators.

- ✓ Complimentary registration for <u>six attendees</u>; 25% discount for additional attendees
- ✓ Dedicated tab in Virtual Lobby, including company description, logo, and hyperlinks to website and company contacts
- ✓ <u>Complete attendee list</u> available one week prior to the Conference (one-time use)
- ✓ Two-minute speaking opportunity during opening remarks at the Conference (pre-recorded; script to be approved by CNAR)
- ✓ Primary visibility on event registration page
- ✓ Call-to-Action pop up questions and data at <u>six</u> sessions (excluding keynotes)
- ✓ Inclusion of featured resource in virtual library for one month
- ✓ Rotating logo on screen before <u>six</u> sessions (for half hour before session commences)
- ✓ Inclusion in CNAR press release, including company representative quote, which is sent to all CNAR members and Conference attendees
- ✓ Inclusion on rotating banner thanking top-level sponsors in virtual lobby
- ✓ Top-billing and most prominent placement of corporate logo on CNAR website, linking to organization's website
- ✓ Real estate on event registration page
- ✓ Recognition on CNAR social media channels 2x/monthly during 3-month Conference
- ✓ Acknowledgement in eight issues of CNAR Conference eMarketing Communications
- ✓ Acknowledgement by Executive Director during opening remarks
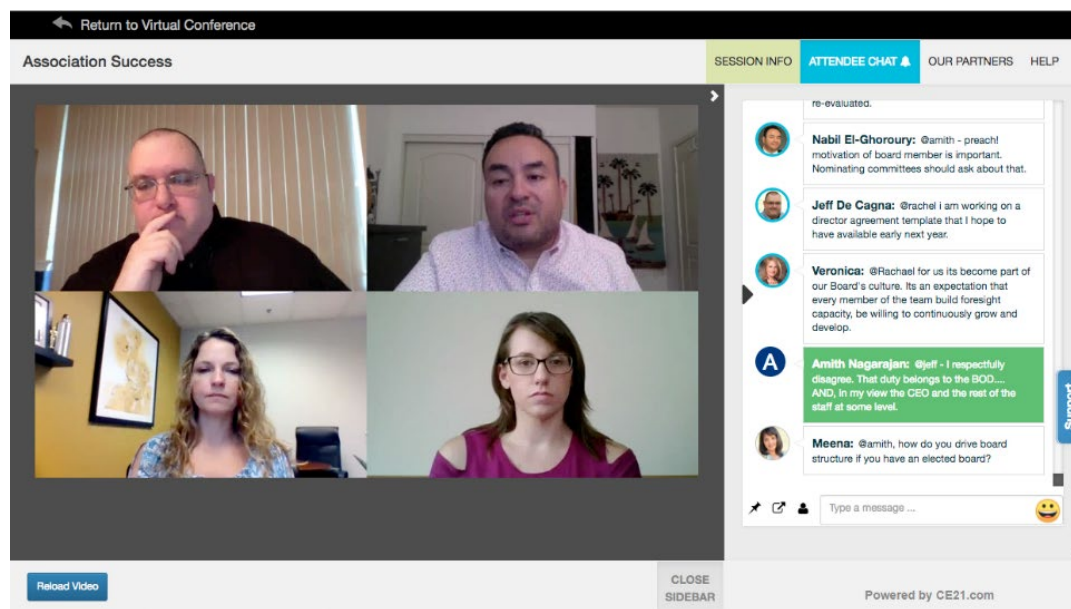
PLATINUM (TWO AVAILABLE)
$8,000 (*CNAR partners: $6,800*)

- ✓ Complimentary registration for <u>four attendees</u>
- ✓ Dedicated tab in Virtual Lobby, including company description, logo, and hyperlinks to website and company contacts
- ✓ <u>Complete attendee list</u> available one week prior to the Conference (one-time use)
- ✓ Visibility on event registration page
- ✓ Call-to-Action pop up questions and data at <u>four</u> sessions (excluding keynotes)
- ✓ Inclusion of featured resource in virtual library for two weeks
- ✓ Rotating logo on screen before <u>four</u> sessions (for half hour before session commences)
- ✓ Inclusion in CNAR press release, including company description and logo
- ✓ Inclusion on rotating banner thanking top-level sponsors in virtual lobby
- ✓ Prominent placement of corporate logo on CNAR website, linking to organization's website
- ✓ Real estate on event registration page
- ✓ Recognition on CNAR social media channels monthly during three-month conference
- ✓ Acknowledgement in four issues of CNAR Conference eMarketing Communications
- ✓ Acknowledgement by Executive Director during opening remarks

GOLD (THREE AVAILABLE)
$6,500 (*CNAR partners: $5,525*)

- ✓ Complimentary registration for <u>three attendees</u>
- ✓ Dedicated tab in Virtual Lobby, including company description, logo, and hyperlinks to website and company contacts
- ✓ <u>Complete attendee list</u> available one week prior to the Conference (one-time use)
- ✓ Visibility on event registration page
- ✓ Call-to-Action pop up questions and data at <u>two</u> sessions (excluding keynotes)
- ✓ Rotating logo on screen before <u>two</u> sessions (for half hour before session commences)
- ✓ Inclusion in CNAR press release, including company description and logo
- ✓ Inclusion on rotating banner thanking top-level sponsors in virtual lobby
- ✓ Prominent placement of corporate logo on CNAR website, linking to organization's website
- ✓ Real estate on event registration page
- ✓ Recognition on CNAR social media channels
- ✓ Acknowledgement in three issues of CNAR Conference eMarketing Communications
- ✓ Acknowledgement by Executive Director during opening remarks

SILVER (FOUR AVAILABLE) $4,500

- ✓ Complimentary registration for <u>three attendees</u>
- ✓ Inclusion in shared tab in Virtual Lobby, including company description, logo, and hyperlinks to website and company contacts
- ✓ Visibility on event registration page
- ✓ Inclusion on rotating banner thanking top-level sponsors in virtual lobby
- ✓ Placement of corporate logo on CNAR website, linking to organization's website
- ✓ Real estate on event registration page
- ✓ Recognition on CNAR social media channels
- ✓ Acknowledgement in three issues of CNAR Conference eMarketing Communications

BRONZE (EIGHT AVAILABLE) $3,000

- ✓ Complimentary registration for <u>two attendees</u>
- ✓ Inclusion in shared tab in Virtual Lobby, including company description, logo, and hyperlinks to website and company contacts
- ✓ Visibility on event registration page
- ✓ Inclusion on rotating banner thanking sponsors in virtual lobby
- ✓ Placement of corporate logo on CNAR website, linking to organization's website
- ✓ Real estate on event registration page
- ✓ Recognition on CNAR social media channels
- ✓ Acknowledgement in two issues of CNAR Conference eMarketing Communications

VIRTUAL EXHIBITOR (TEN AVAILABLE) $2,000

- ✓ Complimentary registration for <u>one attendee</u>
- ✓ Inclusion in shared tab in Virtual Lobby, including company description, logo, and hyperlinks to website and company contacts
- ✓ Visibility on event registration page
- ✓ Placement of corporate logo on CNAR website, linking to organization's website
- ✓ Real estate on event registration page
- ✓ Acknowledgement in one issue of CNAR Conference eMarketing Communications

E-BOOK SPONSORSHIP
$6,500

Work with the CNAR and the Matchbox Virtual teams to gain additional insight from session attendees through analysis of the presentation material, and the interactive chat. Through strategic planning and facilitated chat prompts, you can utilize the session to gather data and develop concrete conclusions that will assist you in better servicing your clients and offering them a valuable, objective knowledge resource. As the featured sponsor of a CNAR Conference eBook, you will also gain the rights to distribute the material to your clients and post it on your website. CNAR will also offer the eBook to all CNAR members, further garnering exposure to your brand and highlighting your leadership in sharing industry knowledge. Please accompanying sample for more details. *(One session only. Partner discount not applicable.)*

"CNAR 2019 brought so many regulators together. I felt the conference sessions spoke clearly to what is going on in regulation right now in Canada. Presenters were honest and transparent - and I found that most encouraging because I think that's the first step to finding solutions to any problems that exist." – CNAR 2019 Delegate

PRE-RECORDED KEYNOTE INTRODUCTION
$4,000

Attendees will be sure to see your brand! CNAR 2019 keynotes were part of the most talked about part of the Conference. With sponsorship, a representative from your company can address all conference attendees in the virtual plenary room by introducing the keynote speaker and providing concluding commentary via two pre-recorded video clips (two minutes each). Link your company with the keynote speaker topic and your corporate mission.

Sponsorship includes:
- ✓ Your company logo exclusively on screens in the virtual plenary room prior to the keynote address highlighting you as the keynote/plenary sponsor
- ✓ <u>One</u> Conference registration
- ✓ Company listing in the virtual lobby, with link to company website
- ✓ Company logo on CNAR event registration web page, with link to company website

PANEL SESSION SPONSOR
(including two-minute pre-recorded message)
$2.500
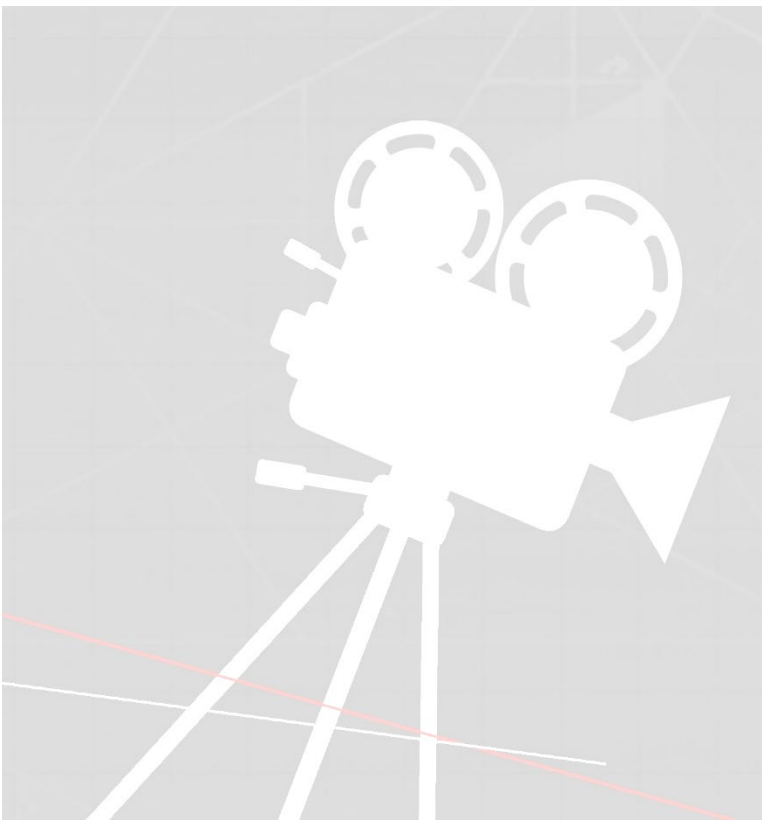
Maximize your exposure by sponsoring one of CNAR's 24 session events! Work with CNAR and Matchbox Virtual's production team to develop a professionally recorded two-minute speaking opportunity which will run just prior to the session. This is your opportunity to talk about industry trends, your company or firm's most recent research findings, or case studies that may be relevant to viewers. Guided through the process by Matchbox's best practices, your video clip will reach live participants, as well as all playback viewers. The video clip will also become your own marketing tool to post on your website and social media channels. As the session sponsor, you receive:
- ✓ A two-minute pre-recorded segment (which becomes the sponsor's digital asset)
- ✓ Your logo rotating in the waiting room as attendees arrive, providing your brand maximum exposure among a targeted audience
- ✓ A one-time use attendee list for that session to thank delegates for attending and help develop future relationships.
- ✓ One sponsored question pop up

(Excludes keynote sessions. Please see video link for sample.)

FEATURED RESOURCE IN VIRTUAL LIBRARY PACKAGE
$1,500

Whether waiting for a session to commence or simply browsing the platform, delegates will have the opportunity to peruse a virtual library within the conference platform where valuable industry resources material will be available. Take advantage of the opportunity to increase your audience for your recent white papers, industry guides, or other resource material. *(Pricing includes resource posting for the whole three-month Conference. Resource can be refreshed by sponsor monthly.)*

CALL-TO-ACTION/SPONSORED QUESTION POP UP PACKAGE
$2,000

Featured towards the end of a session segment, utilize a pop-up/call-to-action to give attendees the option to connect with you. Attendees who opt-in will be sent to you as leads for you to pursue. You can also use the pop up to get a live response to a question or issue you (or your clients) are currently facing. Package includes **five pop up questions** to be featured during sessions of your choice (after top-level sponsor choices).

SPONSOR GIVEAWAY
$2,500

CNAR will support your special prize giveaway for attendees! CNAR will promote your giveaway during the event via pop ups and the virtual lobby. Collect entries (and sales leads) for two weeks, then draw a winner during a live Zoom call at the end of the month during which you can address attendees for a 30-second draw (or the Executive Director can announce the winner on your behalf). Sponsorship includes:

- ✓ giveaway promotion announcement in the virtual lobby (banner)
- ✓ two pop ups and related leads
- ✓ leads generated through contest entries
- ✓ 30-second speaking opportunity over Zoom

BOOKING
To book your sponsorship, please complete the form included in the last page of this package and return it to Alana (acoleman@cnar-rcor.ca). Every sponsor, including returning sponsors, must complete a form and provide full payment to secure the booking.

TERMS AND CONDITIONS
CNAR partners have first option on larger sponsorship packages. Returning sponsors are given the right of first refusal. All other available sponsorships are on a 'first-come, first-served' basis. A sponsorship is secured only on receipt of the completed form and **full payment**. All payments are final. CNAR reserves the right to refuse a sponsorship request. CNAR reserves the right to amend the rules and regulations governing sponsorship

SPONSORSHIP OPPORTUNITIES
Contact: Alana Coleman, Director,
Communications and Member Services
acoleman@cnar-rcor.ca
613-410-6998

GENERAL INFORMATION
https://www.cnar-rcor.ca/post/cnar-2020-goes-digital

PROGRAM-AT-A-GLANCE
https://bit.ly/3eThrwH

Thank you for your support! We look forward to working with you to make your experience as successful as possible.

CNAR RCOR
Canadian Network
of Agencies for Regulation
Réseau canadien des organismes
de réglementation

Special thanks to our 2019 sponsors:

PREMIER

Yardstick Assessment Strategies / Stratégies en évaluation

PLATINUM

WeirFoulds LLP

GOLD

PROMETRIC   Legio

SILVER

WES — WORLD EDUCATION SERVICES

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