



Sponsorship Brochure

2009 Annual PAAC Conference & AGM

November 4 & 5, 2009

Toronto Board of Trade

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The Public Affairs Association of Canada

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Sponsorship Brochure

In today's political environment of international conflict, climate change and technology-enabled globalization, the task of the public affairs professional is more nuanced than ever. Charged with the task of shaping agendas, controlling messages and managing issues for politicians and corporations alike, the public affairs expert of the 21st century is by necessity a savvy navigator and skilled communicator who understands how to achieve a desired result.

The 2009 PAAC Conference provides a targeted, cost-effective means of accessing and promoting your products and services to the top public affairs professionals around the country.

Don't miss this opportunity to become a strategic partner in the pre-eminent Canadian event exploring "the new public affairs" of corporate activism and grassroots advocacy.

Becoming a strategic partner in this conference will allow you to:

- Target a rapidly growing segment of the public affairs industry
- Position your organization as a leader
- Benefit from an extensive promotional campaign showcasing your firm's logo through our communications campaign
- Influence and win the loyalty of public and private decision-makers and stakeholders
- Reinforce your status as an engaged and connected corporate citizen

Who Will You Connect With?

Professionals whose interest or responsibilities lie in the area of issues management, government relations, trend analysis, policy development, strategic planning, audience or constituency relations – incl. public, media, labour and investor relations

- Corporate CEO's
- Government professionals
- Self-employed Consultants
- Communication Specialists
- Public Relations Professionals
- Not-for-Profit Professionals

Public Affairs Conference & AGM 2009

**November 4 & 5
Toronto Board of Trade
Toronto, Ontario**

TITLE SPONSOR

Investment: \$10,000

Before

- Maximum promotional value as a premier sponsor of the 2009 Annual PAAC Conference
- Inclusion as title sponsor on all promotional materials related to the conference
- Featured inclusion on the conference website (logo) including company profile and direct link to your website

During

- Recognition at the event as the premier sponsor via signage and verbal acknowledgment
- 4 complimentary conference registrations
- 4 invitations to The President's Reception
- An opportunity for a qualified representative of your organization to make a 5 minute presentation, chair a panel or facilitate a breakout session during the conference
- Insert of corporate literature in delegate kits and/or distribution on display table
- On-site signage
- Photo opportunity with PAAC Executive
- Full page ad in conference brochure

After

- Inclusion in PAAC special issue newsletter about the Conference
- Featured on the PAAC website for 1 year as a "PAAC Partner", which includes logo, company profile and direct link to your website
- Full access to master attendee list for follow up
- First right of refusal for future events

AWARD OF DISTINCTION LUNCHEON SPONSOR**Investment: \$7,500****Before**

- Recognition as the Award of Distinction sponsor on all promotional materials related to the conference
- Featured inclusion on PAAC Conference website (logo) and direct link to your website

During

- 1 complimentary conference registration and 2 complimentary luncheon registrations
- Introduction of Award of Distinction recipient
- Photo opportunity with Award of Distinction recipient
- Insert of corporate literature in delegate kits and/or on display
- Recognition at the Luncheon as the Award of Distinction Sponsor
- On-site signage
- Half page ad in the conference brochure

After

- Inclusion in PAAC special issue newsletter about the Conference
- First right of refusal for future events

PRESIDENT'S RECEPTION SPONSOR**Investment: \$4,500****Before**

- Logo inclusion on all promotional materials related to the conference
- Featured inclusion on PAAC Conference website (logo) and direct link to your website

During

- 1 complimentary conference registration & 2 invitations to the President's Reception.
- Photo opportunity with PAAC Executive
- On-site signage
- Formal acknowledgment during the reception

After

- Inclusion in PAAC special issue newsletter about the Conference
- First right of refusal for future events

LUNCH SPONSOR**Investment: \$3,500****Before**

- Logo inclusion on all promotional materials related to the conference
- Featured inclusion on PAAC Conference website (logo) and direct link to your website

During

- 1 complimentary conference registration and 2 complimentary luncheon registrations
- Insert of corporate literature in delegate kits and/or on display
- On-site signage
- Formal acknowledgement during the luncheon

After

- Inclusion in PAAC special issue newsletter about the Conference
- First right of refusal for future events

KEYNOTE SPEAKERS (2) SPONSOR**Investment: \$3,000****Before**

- Featured inclusion on PAAC Conference website (logo)
- Logo inclusion on pre and post conference materials

During

- Introduction or Thank You for Keynote Speaker
- Session signage
- Formal acknowledgment following the presentation

After

- First right of refusal for future events

SESSION SPONSOR**Investment: \$2,000****Before**

- Featured inclusion on PAAC Conference website (logo)
- Logo inclusion on pre and post conference materials

During

- Session signage
- Formal acknowledgment before and/or after the session

After

- First right of refusal for future events

CONFERENCE PARTNER**Investment: \$1,500****Before**

- Featured inclusion on PAAC Conference website (logo)
- Logo inclusion on all promotional materials related to the conference

During

- 1 complimentary conference registration
- On-site signage
- Formal acknowledgment at session

After

- First right of refusal for future events

COFFEE BREAKS (4) SPONSOR**Investment: \$1,500****Before**

- Logo inclusion on pre and post conference materials
- Featured inclusion on conference website

During

- Formal acknowledgment before and/or after the coffee break

After

- First right of refusal for future events

CONFERENCE PORTFOLIO SPONSOR**Investment: \$3,000**

- Company logo on delegate portfolios

HELPDESKS – ½ DAY (4)**Investment: \$1,000****Before**

- Logo inclusion on pre and post conference materials
- Featured inclusion on conference website

During

- ½ day helpdesk session in semi-private room

After

- First right of refusal for future events

ADVERTISERS

Advertising opportunities for the PAAC Conference Program

Insert – Conference Portfolio	\$750.00
Full page – Outside back cover:	\$500.00
Full page – Inside Front or Back Cover	\$400.00
Half page – Inside booklet	\$250.00

We welcome the opportunity to tailor any of the above packages to suit your specific business development needs.

For more information, please contact:

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