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

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# THE CANADIAN STEEL CONFERENCE

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**CALGARY, ALBERTA**

September 27th to 29th, 2017



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**SPONSORSHIP OPPORTUNITIES**

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# SPONSOR THE CANADIAN STEEL CONFERENCE:

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*Now in an exciting new format open to the entire construction industry!*

Build your business, boost sales and network with over 300 stakeholders from the Canadian steel industry including consultants from leading engineering and architectural firms.

We are pleased to launch CISC's new Canadian Steel Conference now open to all stakeholders in the construction industry!

The CISC's Canadian Steel Conference is the Canadian steel industry's one and only business development and executive networking event and the largest gathering of senior level leaders and decision makers in the industry. This annual event provides a unique and targeted opportunity to profile your organization, showcase your products and services, grow sales, and build lasting business relationships.

The Canadian Steel Conference will be held from **September 27-29, 2017** at the **Hyatt Regency Hotel in Calgary, Alberta**, one of North America's most vibrant and diverse cities.

This exciting three day event offers a comprehensive program that is packed with multiple business development, educational, networking and social events including multi-day, multi-track education sessions, and an expanded trade show exhibit showcasing the latest products & services in the steel industry.

Delegates and exhibitors can look forward to networking with over 300 attendees from the Canadian Steel industry and consultants from leading engineering and architectural firms.

Our 2017 marketing & sponsorship program offers branding and profiling opportunities at various pre-event, on-site and post-event activities including opportunities to deliver introductory remarks at different events, exhibit in our tradeshow, and host a hospitality suite among others.

A highlight of key benefits is provided on the next few pages.

If you need more information or want to discuss any of these opportunities please call **Tareq Ali, Director of Marketing & Communications** at **(905) 604-3231 extension 113**, or **[tali@cisc-icca.ca](mailto:tali@cisc-icca.ca)**.



# SPONSORSHIP PACKAGE

(Only open to Members & Associates)

BENEFITS	STEEL \$10,000	PLATINUM \$7,500	GOLD \$5,000	SILVER \$2,500
<b>Pre-event</b>				
Company logo on the CISC's Canadian Steel Conference Website <b>(valued at \$500)</b>	✓	✓	✓	Name listed <b>(50% of benefit value)</b>
Conference delegate registration for two delegates (excludes Fun Night) <b>(valued at \$300)</b>	✓			
<b>On-site</b>				
Complimentary Booth (Subject to availability; exhibitors have full access to the Canadian Steel Conference except the "Fun Night") <b>(valued at \$2500)</b>	✓			
Full page ad in Conference program <b>(valued at \$2,000)</b>	✓			
Branding (logo in Conference program) <b>(valued at \$500)</b>	✓	✓	✓	Name listed <b>(50% of benefit value)</b>
Branding (sponsor banners) at Registration desk <b>(valued at \$2,000)</b>	✓	✓	✓	Name listed <b>(50% of benefit value)</b>
Branding/verbal recognition at Steel Sponsors Reception on Thursday <b>(valued at \$2,000)</b>	✓	✓		
Verbal recognition/branding at AGM & educational sessions <b>(valued at \$1,000)</b>	✓	✓		
Introduce speakers at educational sessions <b>(valued at \$2,000)</b>	✓	✓		
Introduce/ thank award winners <b>(valued at \$2,000)</b>	✓			
Branding at Chairman's Welcome Reception on Wednesday <b>(valued at \$1,000)</b>	✓	✓	✓	Name listed <b>(50% of benefit value)</b>
Hospitality suites <b>(valued at \$500)</b>	Reduced Price: \$150	Reduced Price: \$250	Regular Price: \$500	
<b>Post-event</b>				
Company name in post event press release <b>(valued at \$500)</b>	✓	✓		
Company logo in post event thank you ad in Advantage Steel <b>(valued at \$1,000)</b>	✓	✓	✓	Name listed <b>(50% of benefit value)</b>
Company logo on Thank you webpage <b>(valued at \$500)</b>	✓	✓	✓	Name listed <b>(50% of benefit value)</b>
<i>Estimated value of benefits</i>	\$18,300	\$11,000	\$5,500	\$2,750

# EXCEPTIONAL MARKETING OPPORTUNITIES



(Only available to Members & Associates)

## EXCLUSIVE FUN NIGHT SPONSOR

Be the sole sponsor and host of this unique themed event with a local flavour.

**\$10,000<sup>00</sup>**

- We will work with you to develop customized marketing opportunities at the event including speaking opportunities, branding, promotional material distribution, etc.

## TRADE SHOW EXHIBIT OPPORTUNITY

Targeted access to key Canadian steel industry stakeholders.

Grow sales, build leads and network with over 300 Steel industry leaders, engineers and architects at your booth. 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 5 to select your booth space. Indicate your preferred booth number on the Marketing Opportunities selection form. Pls. note that booth numbers will be assigned on a first come, first served basis.

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

- 1- 8' 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 (excludes Fun Night)
- Additional exhibitors can be registered for \$150/person

*Exhibitors are responsible for all other expenses. A detailed exhibit floorplan is provided on page 5.*

**BOOK YOUR SPACE TODAY!**

## CUSTOMIZED HOSPITALITY SUITES

Invite delegates and customers to your customized event in one of our meeting rooms. Perfect for hosting presentations and discussion along with refreshments or meals. Limit one (1) room per company. Suites allocated on a first come, first served basis on the specified booking dates.

**HOSPITALITY  
SUITES**

- \$150 for Steel Sponsors: Open for bookings immediately
- \$250 for Platinum sponsors: Open for bookings on March 1
- \$500 for Gold sponsors: Open for bookings on April 1

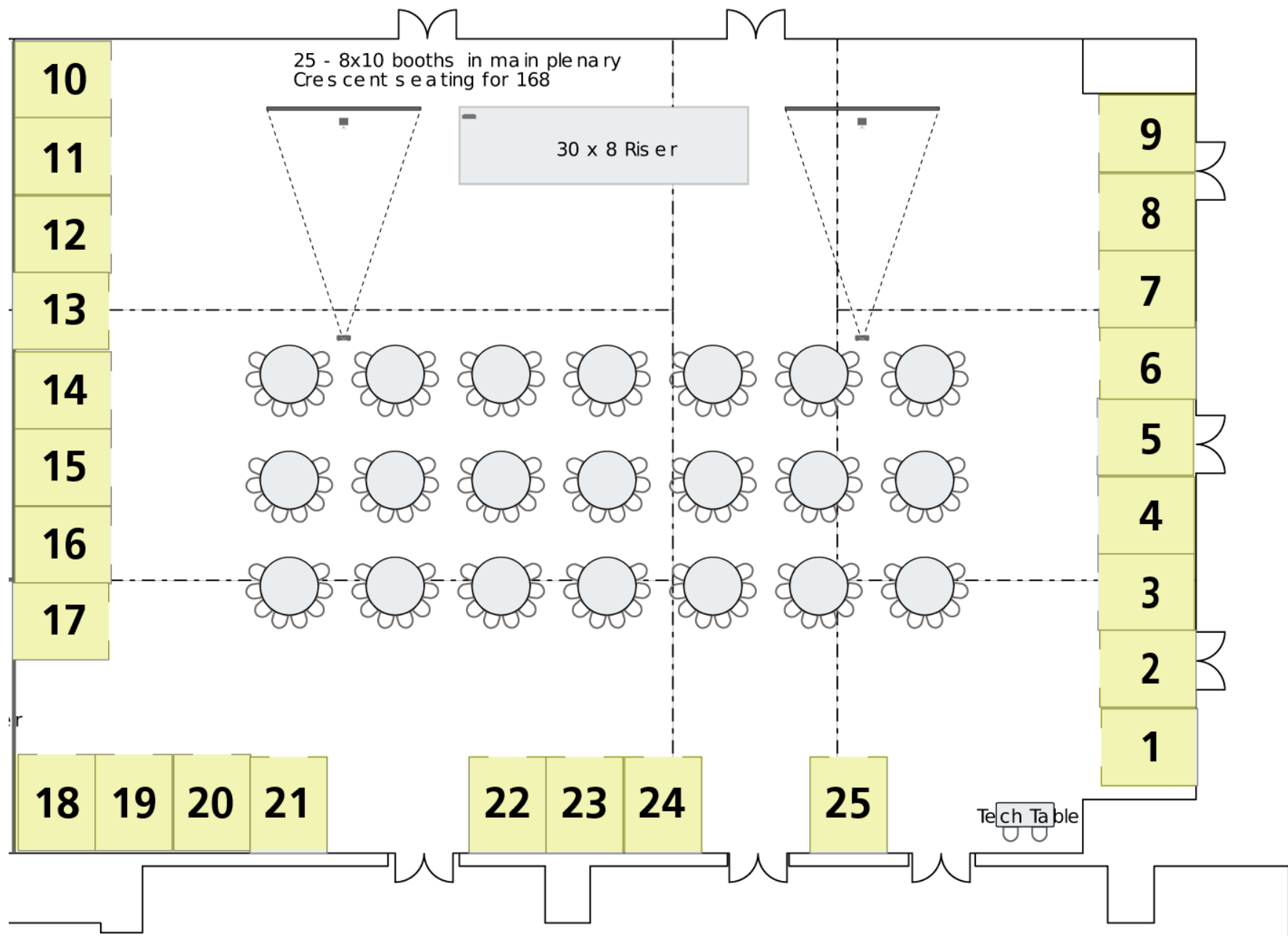
Hospitality suites will only be available on Friday, September 29 from 12 pm -3pm.

Refer to the different room layouts and capacities on page 6, and mark your selection on the Marketing opportunities selection form.

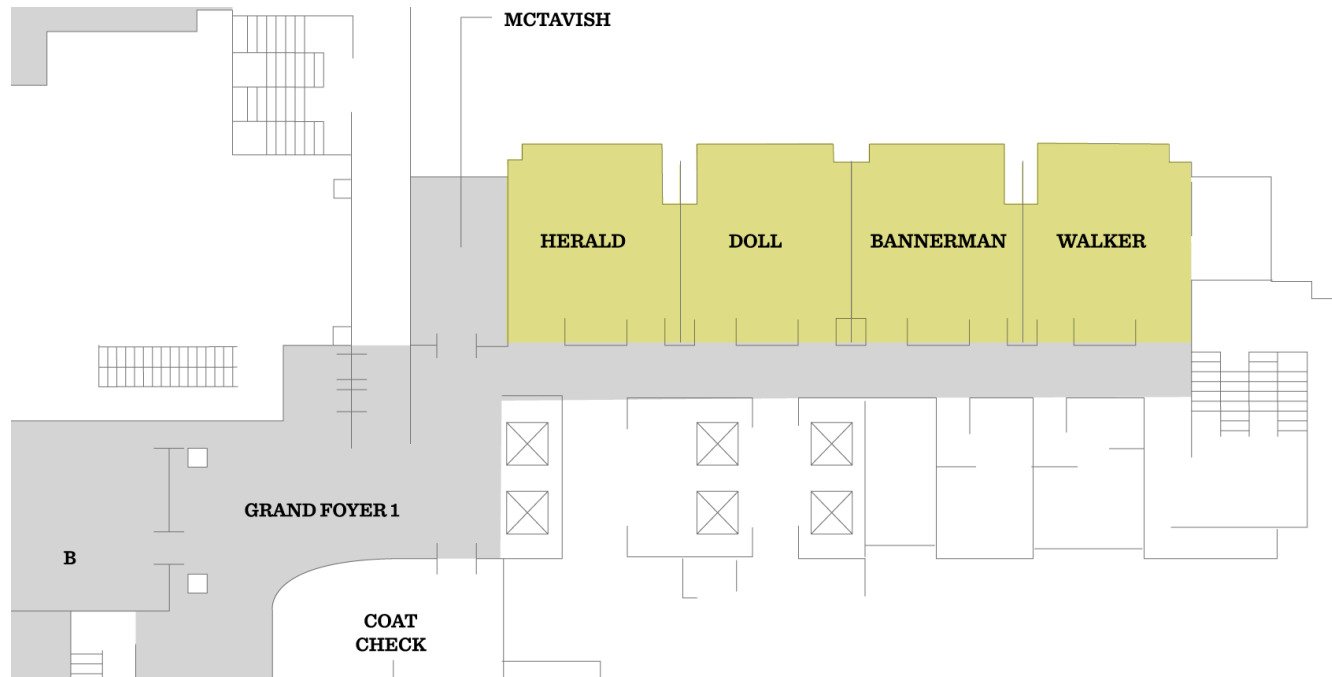
*Refer to page 6 for room layout and capacity. Hosts will be responsible for all expenses.*



# TRADE SHOW EXHIBIT FLOOR PLAN



# HOSPITALITY SUITES



## CAPACITY CHART



Room Name	Room Dimensions L x W x H	Room Size Sq. Ft.	Banquet	Reception	Theater	Classroom	Boardroom	U-Shape	Hollow Square
<b><i>Third Floor</i></b>									
Herald Room	25.5' x 25.5' x 10'-14'	650	40	50	65	36	24	25	28
Doll Room	26' x 25.5' x 10'-14'	690	40	50	65	36	24	25	28
Bannerman Room	26.5' x 25.5' x 10'-14'	675	40	50	65	36	24	25	28
Walker Room	25' x 25.5' x 10'-14'	640	40	50	65	36	24	25	28

# MARKETING OPPORTUNITIES SELECTION FORM



CISC'S CANADIAN STEEL CONFERENCE • SEPTEMBER 27 - 29, 2017

Company Name: \_\_\_\_\_ Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone Number: \_\_\_\_\_ E-mail Address: \_\_\_\_\_

**Deadline for submission of sponsorship application and accompanying payment is Friday, March 10, 2017.**  
(Note: Payment must be received at the time of the submission of your form. Please also include a high resolution / vector logo with submission.)

Please select which marketing opportunities you want to participate in:

### 1. SPONSORSHIP OPPORTUNITY

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

**2. TRADE SHOW EXHIBIT OPPORTUNITY**  \$ 2,500.00 (includes 2 exhibitors) # of additional exhibitors: \_\_\_\_ \$150.00/ person  
 8' x 10' BOOTH Booth #: \_\_\_\_\_ Name of exhibitors: (1) \_\_\_\_\_, (2) \_\_\_\_\_

### 3. HOSPITALITY SUITES

Friday September 29,  
12 PM - 3 PM

Limit one Hospitality Suite per company. Suites allocated on a first come, first served basis on the specified booking dates.

#### SUITE:

- Herald  
 Doll  
 Bannerman  
 Walker

#### LAYOUT:

- Banquet     Boardroom  
 Reception     U-Shape  
 Theatre     Hollow Square  
 Classroom

#### TYPE:

- Steel Sponsor: \$ 150.00 (Open for bookings immediately)  
 Platinum Sponsor: \$ 250.00 (Open for bookings March 1)  
 Gold Sponsor: \$ 500.00 (Open for bookings April 1)  
Platinum and Gold sponsors are requested to check back on March 1 and April 1 for availability

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 tali@cisc-icca.ca. Any questions related to sponsorship can be sent to the e-mail address above, or call Tareq Ali at (905) 604-3231 ext. 113. Thank you for your support!  
Please make all cheques payable to Canadian Institute of Steel Construction.