52nd Annual Canadian Employee Benefits Conference
November 24-27, 2019
Hilton San Francisco Union Square
San Francisco, California

SPONSORSHIP OPPORTUNITIES

@IFCanAnnual | #IFCanAC

www.ifebp.org/canannual
Every year, nearly 1,500 decision makers representing billions of dollars in multi-employer, public sector and corporate employee benefit plans attend the Annual Canadian Employee Benefits Conference for the objective and on-point education they need. In addition, attendees are also drawn to this industry-leading event for the access it provides to sponsors representing a variety of products and services that can help their funds.

What Are Multi-Employer Trust Funds, and How Do They Make Purchasing Decisions?

Most common in the construction, retail, trucking, hotel, service and entertainment industries, multi-employer trust funds ensure employees have benefits coverage despite switching employers often. Funds are established through collective bargaining and are arranged by industry on a local, regional or national level. They are governed by a board of trustees that has the authority to purchase benefit goods and services for the fund. These are the attendees you will meet at the Annual Conference!

Past Sponsors

Join these past sponsors that have gained recognition as industry leaders that support the International Foundation educational mission and have found value in marketing to its audience.

- BDO Canada LLP
- BPA Financial Group
- Eckler Ltd.
- Fengate
- Franklin Templeton Investments
- Homewood Health
- HUB International
- Invesco Canada
- Jarislowsky, Fraser Ltd.
- Koskie Minsky LLP
- Leith Wheeler Investment Counsel Ltd.
- MFS Investment Management
- Northleaf Capital Partners
- Orbis Investments
- PBI Actuarial Consultants Ltd.
- Robbins Geller Rudman & Dowd LLP
- SAI Actuarial Services

Our Attendees Want to Meet You!

Our conference attendees are searching for specific products and services that will help them better manage their funds. The following organization types are prime candidates for connecting with attendees.

- Accountant/CPA/CFA firms
- Investment advisors
- Law firms
- Law firms
- TPAs, pharmaceutical companies and PBMs
- Preretirement services
- Publishers
- Software providers
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- Preretirement services
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Sponsorship Information

The Annual Conference delivers quality prospects you can use to grow your business! Work smarter and network with nearly 1,500 employee benefits influencers and decision makers all gathered in one place at one time. You’ll make valuable connections that can positively impact your bottom line.

Benefits of Sponsorships

**Networking Opportunities:** Sponsorships are one of the very few ways to get direct access to our audience—We do not sell our attendee or member lists.

**Quality Leads:** Our attendees are the decision makers for their funds, so you always have access to the most desirable prospects.

**Optimum Brand Exposure:** Sponsorships are designed to give you maximum brand exposure with recognition on our website, in on-site signage and program materials, with sponsor ribbons and more!

**Maximum Value for Your Dollar:** Sponsors are recognized before, during and after the conference, giving you maximum value for your dollar.

**Competitive Advantage:** Stand out from the competition by being there to meet with our attendees face to face. This is your opportunity to answer their questions and learn about the issues of greatest concern to them.

Sponsor Rewards

1. Your company logo is featured on sponsor banners and table tents prominently displayed at the conference.

2. Your company logo, description and contact information for inquiries are included in on-site program materials.

3. Recognition on a general sponsorship “Thank You” slide is included as part of session introductions.

4. Sponsor ribbons are affixed to name badges of your company’s attendees.

5. Sponsor representatives are invited to attend the conference speakers’ reception.

6. FREE, 12-month enhanced company listing (value of $1,250) is included in the Service Provider Directory, the International Foundation online resource for members in search of new vendors, products and services.

7. Recognition is included on the conference web page on the Foundation website and in the annual, full-page “Sponsor Thank You” ad in Plans & Trusts magazine.

**General Conference Sponsorship**

- **Member:** C$1,925
- **Nonmember:** C$2,255

**Conference Registration Fees**

- **Member:** C$1,925 (C$2,225 after October 13, 2019)
- **Nonmember:** C$2,255 (C$2,555 after October 13, 2019)
Attendee Information

Who Attends?
More than 950 multi-employer trustees
Nearly 85 administrators
Over 170 public employee representatives

Attendee Industry Representation
- Construction: 44%
- Public Employees Administration: 33%
- Other Services: 9%
- Retail/Wholesale: 6%
- Finance/Insurance: 2%
- Arts, Entertainment and Recreation: 1%
- Manufacturing: 1%
- Administration and Support Services: 2%

Asset Size of Pension Funds Represented
- $500M-$1B: 11%
- $100-$499M: 34%
- $50-$99.9M: 32%
- $10-$49.9M: 10%
- $1-$9.9M: 8%
- <$1M: 5%

Geographic Attendance Breakdown
- Alberta: 12%
- British Columbia: 20%
- Manitoba: 6%
- New Brunswick: 4%
- Newfoundland & Labrador: 3%
- Ontario: 32%
- Quebec: 10%
- Saskatchewan: 7%
- Prince Edward Island: <1%
- Nova Scotia: 6%
- Other: <1%

Past Attendees at the Canadian Annual Represent Titles Including:
- Account Executive
- Actuary
- Administrator
- Benefit Plan Coordinator
- Benefits and Compensation
- Board Director, Member, Chairman
- Business Agent, Manager
- CEO, CFO, Chief of Health and Wellness, COO
- Directors: Wellness, Employee and Labour Relations, Finance
- General Manager
- Human Resources: Director, Manager, Officer, Coordinator
- Lawyer
- Pension and Benefits: Director, Insurance Representative, Manager, Administrator, Officer
- Plan Administrator
- President, Managing Director/Partner
- Principal, Portfolio Manager, Risk Investment
- Regional Director, Manager, Vice President, AVP
- Secretary/Treasurer
- Trustee: Labour and Management
To register additional attendees, please copy this form.

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<tr>
<th>APPROVED BY</th>
<th>Name</th>
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<td>Name/title of person to serve as event contact</td>
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52nd Annual Canadian Employee Benefits Conference • November 24-27, 2019 • C$6,500

Note: All sponsor representatives must pay the conference registration fee. All workshops and preconference sessions incur separate registration fees. For more information on other conferences, please visit the education tab on www.ifebp.ca.

☐ I have read and signed the Sponsorship Terms and Conditions on page 6 and have included it with this application.

Conference Registration (See registration fee amounts on page 3. Late registration fees apply after October 13, 2019.)

(1) Full first name_________________________________________ M.I. _____ Last name_________________________________________
Title ____________________________________________________
Address ____________________________________________________
City _________________________________________________________ State/Province _____ Country _____ Zip/Postal code ____________
Phone ____________________________________________________
Fax _______________________________________________________
E-mail (mandatory for hotel confirmation) _______________________
Last 4/3 digits of SSN/SIN _____________________________ Date of birth (mm/dd/yyyy) ________________________________
☐ VISA ☐ MasterCard ☐ Discover ☐ American Express
Credit card # _______________________________ Exp. date _______________ Cardholder’s name (print) __________________________
Number of adults ___________________________ Arrival date ___________ Departure date ___________ Special request ___________________

(2) Full first name_________________________________________ M.I. _____ Last name_________________________________________
Title ____________________________________________________
Address ____________________________________________________
City _________________________________________________________ State/Province _____ Country _____ Zip/Postal code ____________
Phone ____________________________________________________
Fax _______________________________________________________
E-mail (mandatory for hotel confirmation) _______________________
Last 4/3 digits of SSN/SIN _____________________________ Date of birth (mm/dd/yyyy) ________________________________
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City _________________________________________________________ State/Province _____ Country _____ Zip/Postal code ____________
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☐ VISA ☐ MasterCard ☐ Discover ☐ American Express
Credit card # _______________________________ Exp. date _______________ Cardholder’s name (print) __________________________
Number of adults ___________________________ Arrival date ___________ Departure date ___________ Special request ___________________

To register additional attendees, please copy this form.

Hotel Reservation Deadline: October 22, 2019

Hotel rooms have been secured by the International Foundation. To take advantage of special rates, all hotel requests must be made through the International Foundation. Hotel and registration confirmations will be mailed directly to the event contact unless otherwise indicated. Reservations confirmed on a first-come, first-served basis. Best available will be assigned. C$400 hotel deposit required.

NEW registration/hotel/cancellation/refund policies in effect for 2019. Please visit www.ifebp.org/policies for details.

For more information on conference hotels, please visit www.ifebp.org/conannual.

Sponsorship Payment

Full payment in Canadian funds must accompany order. Make cheque payable to International Foundation.

☐ Cheque # ___________________________ C$ _______________________
Credit card # ___________________________ Exp. date _______________ Cardholder’s name (print) __________________________

Registration/Order Summary

Sponsorship C$ ___________________________
Registrations C$ ___________________________
Hotel deposits (C$400 each) C$ ___________________________
Total (Canadian funds) C$ ___________________________

Questions, call (262) 373-7656 or e-mail dianem@ifebp.org.

E-mail this form to dianem@ifebp.org
Fax your registration with credit card number: (262) 364-1818
Mail the registration form with cheque or credit card number to: International Foundation–Sponsorships, P.O. Box 2406, Station A, Toronto, ON M5W 2K6

Diane Mahler | dianem@ifebp.org | (262) 373-7656
Sponsorship Terms and Conditions

Sponsor Program Management
Sponsorships are administered by and subject to the terms and conditions imposed by the International Foundation of Employee Benefit Plans, Inc., hereafter referred to as the International Foundation.

General
The International Foundation reserves the right to determine the eligibility of any Sponsor and reserves sole control over sponsorship, event and program policies. These conditions and guidelines are established for the mutual protection of the International Foundation and the Sponsors. In order to be an eligible Sponsor at the International Foundation Annual Canadian Conference, a company/organization must be an International Foundation member. Acceptance of the Sponsor Agreement does not constitute, in any way, an International Foundation endorsement or approval of the Sponsor’s products or services. The International Foundation is merely agreeing to display a Sponsor’s name at an event, subject to International Foundation policies and procedures, which may change from time to time. The International Foundation reserves the right to make changes to the terms, conditions and guidelines, as may be deemed to be in the best interest of the International Foundation’s programs. All matters not specifically covered by these conditions and guidelines shall be subject to the decision of the International Foundation.

Contract for Sponsorship
The Sponsor Agreement, accompanied by the required payment, constitutes a contract for sponsorship at an event subject to the condition of acceptance by the International Foundation. Sponsors are accepted on a first-come, first-served basis and must be applied for in writing. This contract may be terminated by the International Foundation in the event of strikes, labor disputes, acts of God or other circumstances beyond the control of the International Foundation, which may affect the event.

Terms of Payment
To secure a sponsorship, all Sponsor Agreements must be submitted with this signed contract and, depending on the time frame, either:

50% Deposit—A minimum deposit of 50% per event level, per conference will be accepted up to six months prior to the selected conference start date. Or . . .

Full payment—Full payment per event level, per conference must accompany any Sponsor Agreements submitted within six months prior to the conference start date. Deposits will not be accepted within this time frame.

Balances on any deposits are due six months prior to the conference start date. The International Foundation reserves the right to resell the sponsorship if full payment is not received by the due date.

Cancellation Policy
An administrative fee equaling 25% of the selected program event sponsorships will be withheld for any cancellations received in writing at least 60 days prior to the event, provided a replacement Sponsor can be obtained for the affected event. No refunds will be granted within the 60-day period preceding the event.

Sharing and Subletting
Two (2) companies may not share a sponsorship of a single event. A company is defined as the same business or firm and can involve only a single line of business. The signage per Sponsor shall only identify a single firm or business.

Sponsor Registration
Any sponsoring company planning to have representative attendees must purchase conference registrations at the published price. No company representatives may attend the conference or the event unless registered and they have paid the appropriate fees, regardless of the length of time they will be attending the event. Registrations received as rewards of sponsorship have no cash value.

NEW registration and hotel cancellation policies are in effect for all 2019 programs. Please visit www.ifebp.org/policies for details.

Responsibility of the Sponsoring Firm
To be fully familiar with these rules and regulations, and to see that each member of the firm attending the conference as a registrant is familiar with these rules and regulations.

Signature: ___________________________ Print name: ___________________________
Title: ___________________________ Date: ___________________________

IMPORTANT: Copy this document for your files. Also provide each registrant attending the conference with a copy.
Sponsor Publications/Signage
As part of your sponsorship, your company contact information, logo and product description will be published in a variety of ways: signage, banners, program materials and/or directories, International Foundation website and Service Provider Directory. Please provide requested information below, and return by deadline.

☐ 52nd Annual Canadian Employee Benefits Conference—November 24-27, 2019  Deadline: October 4, 2019

Product/Service Inquiry Contact Information

Company name _______________________________________________________________________________________________

Website address ______________________________________________________________________________________________

Name (of person to handle product inquiries) __________________________________________ Title _________________________

Company address _____________________________________________________________________________________________

City ________________________________________________ Province _______ Country ______ ZIP/Postal code ____________

Phone _____________________________________________ Fax  ____________________________________________________

E-mail address ________________________________________________________________________________________________

Materials Due

E-mail this form and all materials due to Diane Mahler at dianem@ifebp.org. Contact Diane for any assistance at (262) 373-7656 or dianem@ifebp.org.

☐ 75-word written description of your product or service in a Word document. The International Foundation reserves the right to edit descriptions for space considerations.

☐ Logo. Submit an Illustrator EPS file (converted to outlines) or large, high-resolution (300 ppi) TIF file. PNG or web page images cannot be accepted.

☐ Service Provider Directory. You will receive a complimentary 12-month enhanced listing on the Foundation website ($1,250 value). Your listing, under the following categories, starts the first day of the month the conference occurs in and ends the last day of that 12th month.

Sample Description

INTERNATIONAL FOUNDATION OF EMPLOYEE BENEFIT PLANS

www.ifebp.org
18700 West Bluemound Road  |  Brookfield, WI 53045
Diane Mahler, Exhibits Associate
Voice: (262) 373-7656  |  Fax: (262) 786-8650
E-mail: dianem@ifebp.org

The International Foundation of Employee Benefit Plans is a nonprofit organization dedicated to providing the diverse employee benefits community with objective, solution-oriented education, research and information.

The International Foundation delivers research findings, education and networking opportunities to thousands of benefits professionals who rely on us for objective, accurate and timely information.

Please check unlimited categories:

☐ Accounting/Auditing
☐ Actuarial Consulting
☐ Administrative Services Only—Insurance
☐ Banking/Financial/Custodial
☐ Benefit Consulting
☐ Communication Products and Services
☐ Compliance
☐ Computer/Software
☐ Defined Contribution (DC) Plan Services
☐ Fiduciary Services
☐ Financial/Retirement Planning
☐ Fraud Detection and Prevention
☐ Health Care—Consulting
☐ Health Care—Dental Plans
☐ Health Care—Fully Insured Products
☐ Health Care—General
☐ Health Care—Hearing
☐ Health Care—Pharmacy Benefit Managers/Specialty Drugs
☐ Health Care—Vision Plans
☐ Health Care—Wellness
☐ Insurance
☐ Investment—Asset Managers
☐ Investment—Consulting
☐ Legal
☐ Professional Trustee/Independent Fiduciary
☐ Publisher
☐ Trust Fund Administration
☐ Work/Life Benefits
☐ Other

More information at www.ifebp.ca

E-mail product/service description to dianem@ifebp.org

For more information, phone (262) 373-7656