



CAPITALIZING
ON
Heritage

COMMUNITY, GOVERNMENT & SAVOIR-FAIRE



National Trust for Canada  Fiducie nationale du Canada

OTTAWA 2017 | OCTOBER 11-14

SPONSORSHIP OPPORTUNITIES
APT & National Trust for Canada Conference
The Westin Ottawa
Ottawa, Canada



A HISTORIC CITY AND A MAJOR MILESTONE OFFER THE PERFECT OPPORTUNITY FOR YOUR COMPANY!



National Trust
for Canada



Fiducie nationale
du Canada

The Association for Preservation Technology International (APT), and the National Trust for Canada are joining forces in Ottawa to host the largest heritage and preservation conference ever held in Canada.

Over the course of four days, policy makers and planners, crafts-people, architects, engineers, and volunteers will gather to discuss cutting-edge approaches to renewing and preserving our heritage places.

With the leading North American organizations in this industry coming together, conference sponsors can expect more visibility, increased traffic throughout the exhibit hall, added events to network with members, and exciting new sponsorship opportunities.

This is going to be an incredible year for Canada, as we celebrate 150 years of confederation. What an exciting time to be in Ottawa, Canada's capital!

Sincerely,
Mark Thompson Brandt and Chris Wiebe
Capitalizing on Heritage Co-Chairs

Greg Manley
APT Sponsorship and Marketing Committee Chair



The National Trust is proud to have presented the annual national conference in association with the Canadian Association for Heritage Professionals (CAHP) and its member firms for the past decade.

CAPITALIZING ON Heritage

COMMUNITY, GOVERNMENT & SAVOIR-FAIRE

Join 800+ conference participants at this historic event. Get ready to network, connect with new clients and profile your company's brand to a large, diverse audience.

Visibility: This will be the largest gathering of people working to preserve and regenerate heritage places ever held in Canada. This is the place for your brand to be seen. By combining forces, APT and the National Trust are bringing the best events and marketing opportunities that each conference has to offer, providing conference sponsors an unprecedented opportunity for profile.

Audience: Participants will come from a wide range of backgrounds: architects, conservators /preservationists, engineers, contractors, developers, educators, planners, students, and government representatives. Everyone shares a commitment to saving, preserving, and renewing heritage places for future use and appreciation.

Opportunity: Designed to maximize your time and investment, this relationship-building conference not only allows for valuable face-to-face time with participants during the Exhibit Gala and peak exhibit hours, but also with other industry leaders and professionals at the exclusive Sponsor Appreciation Cocktail. Continue your networking efforts during breaks, at evening social events, and even in halls and elevators! We encourage you to stay throughout the conference to maximize your return on investment, increase your leads, build relationships, and of course, benefit from the many educational sessions.

Come celebrate the 150th Anniversary of Canadian confederation. Call us to discuss to discuss this exciting opportunity.

Marti Smith
703-261-5025
exhibits@apti.org

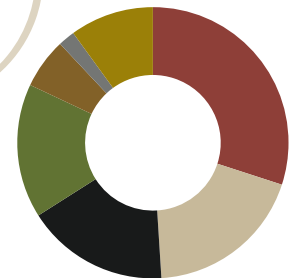
Alison Faulknor
613-237-1066 Ext. 225
AFaulknor@nationaltrustcanada.ca

"I thought the exhibitors were great. I stopped to talk to several during the exhibitor reception and learned more about their areas of expertise. I am actually going to contact one of them to learn more about how his product can restore the façade of the brownstone I live in."

Marcy Stanley
Thornton Tomasetti

Conference Snapshot

APT 2016 Conference
594 Participants



- Architects
- Student, Historian, Educator
- Planners, Consultant, Suppliers
- Preservationists, Conservator
- Crafts-people
- Land Architect, Other
- Engineer

National Trust 2016 Conference
530 Participants



- Planners and Government Officials
- Heritage, NGOs and Volunteers
- Architects, Engineers, Consultants
- Construction Industry and Suppliers
- Academics and Students



DIAMOND SPONSOR \$20,000 2 Available

Standard package, but customization is available.



Visibility

- Logo/Link on conference website
- Logo on conference signage
- Logo in conference program
- Logo/Link on conference mobile app
- Logo featured on presentation screens during plenary and key events



Marketing

- Logo and/or Link featured in:
 - All Conference E-blasts
 - APT Pre-conference *Communiqué*
- Will promote sponsor conference event, and/or promotion on social media



Networking

- Six (6) full conference registrations
- Exhibit Hall double prime space
 - 16'x 8' booth
 - Two (2), 6' draped tables, 4 chairs, waste basket
 - 7"x 44" sign with company name
 - Four (4) reps for booth
- Invitation to exclusive Sponsor Appreciation Reception



Awareness

- Full page ad in conference program, inside cover
- Verbal recognition at Joint Opening Keynote
- Brief remarks at Joint Opening Keynote
- Option to provide item for conference bag



PLATINUM SPONSOR \$10,000 and above 5 Available

Standard package, but customization is available.



Visibility

- Logo/Link on conference website
- Logo on conference signage
- Logo in conference program
- Logo/Link on conference mobile app
- Logo featured on presentation screens during plenary and key events



Marketing

- Logo and/or Link featured in:
 - All Conference E-blasts
 - APT Pre-conference *Communiqué*
- Will promote sponsor conference event, and/or promotion on social media



Networking

- Three (3) full conference registrations
- Exhibit Hall prime space
 - 8'x 8' booth
 - One (1) 6' draped table, 2 chairs, waste basket
 - 7"x 44" sign with company name
 - Two (2) reps per booth
- Invitation to exclusive Sponsor Appreciation Reception



Awareness

- Full page ad in conference program
- Verbal recognition at Joint Opening Keynote

"Through networking, professional development, and a rich exchange of ideas, our team is able to bring new energy, new thinking and inspiring stories to our programming. I am already planning on making Ottawa (2017) our biggest involvement yet."

Christopher Hahn
Dean, Algonquin College, Perth Campus



GOLD SPONSOR \$5,000

Standard package, but customization is available.



Visibility

- Logo/Link on conference website
- Logo on conference signage
- Logo in conference program
- Listed on conference mobile app
- Logo featured on presentation screens during plenary and key events



Marketing

- Name/Link featured in:
 - All Conference E-blasts
 - APT Pre-conference *Communiqué*
- Will promote sponsor conference event, and/or promotion on social media



Networking

- Two (2) full conference registrations
- Opportunity to purchase standard or prime booth space at reduced rate
- Invitation to exclusive Sponsor Appreciation Reception



Awareness

- Verbal recognition at Joint Opening Keynote

"As a new sponsor, we found the conference to be very well organized, and staffed by friendly and helpful people. We feel that we had good exposure in print and digital media, as well as on signage at the event. The vendors' area was set up for comfortable interactions with the delegates. In all, we feel that we had reasonable value for the price and look forward to participating in the conference in 2017."

Michael Sinclair
Swede Paint Enterprises





SILVER SPONSOR \$2,500

Standard package, but customization is available.



Visibility

- Logo/Link on conference website
- Logo on conference signage
- Logo in conference program
- Logo featured on presentation screens during plenary and key events



Networking

- One (1) full conference registration
- Opportunity to purchase standard or prime booth space at reduced rate
- Invitation to exclusive Sponsor Appreciation Reception



Awareness

- Verbal recognition at Joint Opening Keynote

BRONZE SPONSOR \$1,000



Visibility

- Name/Link on conference website
- Name in conference program
- Name featured on presentation screens during plenary and key events



Networking

- Opportunity to purchase standard or prime booth space
- Invitation to exclusive Sponsor Appreciation Reception



Awareness

- Verbal recognition at Joint Opening Keynote

FRIEND \$500



Visibility

- Name/Link on conference website
- Name in conference program





CONFERENCE EXHIBITOR

Connect with 800+ conference participants to promote your products and services

Highlights:

- Three (3) exclusive exhibit hours during the Exhibit Gala on Thursday, October 12
- Food and beverage in stages to entice participants to stay throughout the Exhibit Gala
- Exhibit Hall open all day Friday, October 13, concurrent with breakfast and lunch breaks
- Opportunity to attend sessions and activities (*Additional conference registration and special events tickets available at a fee)

Benefits:

- 8' x 8' booth with 8' high back and 3' high side drapes
- 6' draped table, two chairs, waste basket and a 7" x 44" sign with company name
- Two (2) company representatives in booth*
- Your company name posted and linked on the conference website
- Listing in the conference program including contact information, and short description of your product or services
- Listing in the mobile app and on Exhibit Hall floor map
- Invitation to exclusive Sponsor Appreciation Reception

	Purchased as stand alone or added to Bronze Sponsorship	As add-on to Silver Sponsors and above
Standard booth	\$1,100	\$500
Prime booth (included for Diamond & Platinum)	\$ 1,500	\$700

*Exhibitors may purchase a full registration at the discounted rate of \$400.00, limit 2. You may also purchase additional booth representative passes, maximum 4, at \$195. Booth representatives will only have access to the Exhibit Gala and the Exhibit Hall hours on the following day.

You will receive an exhibitor manual at least six weeks prior to the event. This will include the General Service Contractor contact information, move in/move out times and instructions, exhibit hours, confirmation of booth package and, details and costs related to additional services (e.g., internet, power and furniture).





UNIQUE OPPORTUNITIES

	As Add-On to Sponsorship	Stand Alone
Hospitality Events		
• Joint Continental Breakfast (2 available)	\$3,500	\$5,000
• APT Chapters/New Members Breakfast	\$5,000	\$7,500
• APT Preview Lunch & Student Scholar Recognition	\$5,000	\$7,500
• Joint Conference Lunch (2 available)	\$6,500	\$8,000
• Refreshment Break (4 available)	\$1,250	\$2,500
Special Events		
• Joint Opening Keynote	\$6,500	\$8,000
• APT Awards Banquet	\$6,500	\$8,000
• National Trust Awards Ceremony	\$6,500	\$8,000
Branding		
• Lanyards	\$2,000	\$3,500
• Tote Bag	\$3,500	\$5,000
• Sponsored Lounge for Attendees (Exclusive)	\$15,000	N/A
• Internet Zone	\$12,500	N/A
• Cell Phone Charging Station	\$1,000	\$1,500
• Mobile App (Exclusive)	\$7,500	\$9,000
• Bag Insert (20 Available, 1 item per sponsor)	\$ 500	N/A

To secure your unique opportunity, contact your sponsorship representative today!

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703-261-5025, exhibits@apti.org

Alison Faulknor
613-237-1066 Ext. 225, AFaulknor@nationaltrustcanada.ca

"The extended opportunity to meet the exhibitors and discuss how our businesses could work together was excellent. The additional time on Tuesday until noon was a great opportunity to partner with our exhibitors and meet some attendees missed the day before"

Ingrid Mayr, Inside Sales
Aperam Stainless Services & Solutions Canada Inc.



AGENDA

HIGHLIGHTS & CONFERENCE ACCOMMODATIONS

AGENDA*

Wednesday, October 11

Workshops, Day 1

Full, Half-day Field Sessions

Thursday, October 12

Workshops, Day 2

Exhibitor Move-in

Exclusive Sponsor Appreciation Cocktail

Joint Opening Keynote

Exhibit Gala

Friday, October 13

Joint Continental Breakfast in Exhibit Hall

Concurrent Tracks

Joint Lunch Buffet in Exhibit Hall

APT Preview Lunch & Student Scholar Recognition

Concurrent Annual General Meetings:

APT and National Trust

Concurrent Awards Ceremony and Banquet:

APT & National Trust

Saturday, October 14

APT Chapters/New Members Breakfast

National Trust Plenaries

Concurrent Tracks

APT College of Fellows

Joint Closing Celebration

Accommodations:

Most conference activities will take place at The Westin Ottawa with some events at the nearby Fairmont Château Laurier.

You are responsible to book your own reservations with the hotel once you have registered to attend the Conference (only registered attendees will have access to book at the conference rates). Booking information will be included in your registration email confirmation.

When securing your reservation, please be sure to mention that you are attending the APT-National Trust Joint Conference to receive the special conference rate. Please make your hotel reservation by **September 18**, to secure the conference rate. Reservations made after this date may be subject to the prevailing hotel rates. Hotel reservation information will be emailed at a later date.

The Westin Ottawa
11 Colonel By Drive
Ottawa, Ontario, Canada, K1N 9H4,
www.thewestinottawa.com





The Fairmont Château Laurier
1 Rideau Street
Ottawa, Ontario, Canada, K1N8S7
www.fairmont.com/laurier-ottawa

Conference website: heritageconference2017.com

*Note: Details are subject to change.

SPONSORSHIPS

At-A-Glance

	Diamond \$20,000	Platinum \$10,000+	Gold \$5,000	Silver \$2,500	Bronze \$1,000	Friend \$500	Exhibitor
 Visibility							
Conference website	Logo/Link	Logo/Link	Logo/Link	Logo/Link	Name/Link	Name/Link	Name/Link
Conference signage	Logo	Logo	Logo	Logo			
Conference program	Logo	Logo	Logo	Logo	Name	Name	Name, contact info and short description
Conference mobile app	Logo/Link	Logo/Link	Name				Name listed and booth on Exhibit Hall floor map
Featured on presentation screens	Logo	Logo	Logo	Logo	Name		
 Networking							
Conference Registration(s)	6	3	2	1			
Exhibit Booth	Double Prime Space	Prime Space	Purchase	Purchase	Purchase	Purchase	Purchase
Invitation to exclusive Sponsor Appreciation Reception	•	•	•	•	•		•
 Marketing							
Conference E-blasts	Logo/Link	Logo/Link	Name/Link				
APT Pre-conference <i>Communiqué</i>	Name/Link	Name/Link	Name/Link				
Feature sponsor conference event and/or promotion on social media sites	•	•	•				
 Awareness							
Full page ad in conference book	Inside cover	•					
Verbal recognition at Joint Opening Keynote	•	•	•	•	•		
Brief remarks at Joint Opening Keynote	•						
Option to provide item for conference bag	•						

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SPONSOR/EXHIBITOR INFORMATION FORM

Organization / Firm: _____

Contact Name and Position: _____

Address: _____

Telephone: _____ Fax: _____

Email: _____

Website: _____

Please indicate the level of sponsorship you are interested in:

- ☐ Diamond
 ☐ Platinum
 ☐ Gold
 ☐ Silver
 ☐ Bronze
 ☐ Friend
☐ Exhibitor:
 ☐ Prime Booth Space
 ☐ Standard Booth Space
 ☐ Registration
 ☐ Booth Representative

Unique Opportunities:

Hospitality Events

- ☐ Joint Continental Breakfast (2 available)
☐ APT Chapters/New Members Breakfast
☐ APT Preview Lunch & Student Scholar Recognition
☐ Joint Conference Lunch (2 available)
☐ Refreshment Break (4 available)

Special Events

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☐ APT Awards Banquet
☐ National Trust Awards Ceremony

Branding

- ☐ Lanyards
☐ Tote Bag
☐ Sponsored Attendee Lounge (Exclusive)
☐ Internet Zone
☐ Cell Phone Charging Station
☐ Mobile App (Exclusive)
☐ Bag Insert

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