Heritage Canada Foundation
40th Anniversary Conference
in association with the
Canadian Association of Heritage Professionals

RÉGÉNÉRATION
Heritage Leads the Way

October 31 – November 2
31 octobre au 2 novembre

Sponsorship Opportunities
2013
Sponsorship Opportunities
Heritage Canada Foundation's 40th Anniversary Conference
in association with the
Canadian Association of Heritage Professionals (CAHP | ACECP)

Regeneration: Heritage Leads the Way

October 31 – November 2, 2013
Fairmont Chateau Laurier
Ottawa, Ontario

Canada’s heritage conservation movement has made great strides in the last 40 years. It is now being challenged to respond to the changes taking place in Canadian society, culture, and economy: from the shift to smaller government and the drive for sustainable communities, to an emphasis on new conservation strategies and legislative tools. The Heritage Canada Foundation’s 40th Anniversary conference aims to capture this emerging vision for heritage and to show how it can contribute to a new age in Canada.

Partnering with the Heritage Canada Foundation (HCF) and the Canadian Association of Heritage Professionals (CAHP | ACECP) at this year’s conference in Ottawa is the best way to reach a diverse group of more than 350 heritage conservation professionals, architects, municipal planners, policy-makers and volunteers from across Canada. Your organization will benefit through numerous opportunities to meet decision-makers and leaders in the sector and better associate your brand with Canada’s premier heritage conservation education and networking event. Just as important, your partnership allows HCF to continue its tradition of conference excellence and its work to promote the preservation of Canada’s historic places.

What You Can Expect from this Year’s HCF Conference

HCF’s 40th Anniversary conference will blend ample networking opportunities and well-crafted learning sessions, workshops and tours, along with special events in prestigious venues and fun social events. Get connected and inspired!

• Gain exposure to a diverse audience before, during and after the conference.
• Benefit from valuable networking and learning opportunities in heritage rehabilitation and development.
• Display and distribute your materials throughout the conference in high-traffic areas.
Who You Will Meet

All conference participants are committed to heritage conservation. The Conference will attract over 350 delegates from across Canada, including:

- Professionals, policy-makers, and craftspeople involved with heritage properties, land conservation, and economic development initiatives.
- Architects, engineers, and construction firms participating in CAHP | ACECP.
- Building owners and potential buyers of retrofit and renovation services.
- Active members of professional associations and advocacy organizations from across Canada

### Past Conference Sponsors (2009 - 2012)

- Aird & Berlis Barristers and Solicitors
- ADI Ltd.
- American Express Foundation
- Andrex Holdings
- Atlas Corporation
- Atwill Morin
- Bondfield Construction
- BC Association of Heritage Professionals
- British Columbia Ministry of Environment
- Canada Green Building Council
- Canadian Forum for Public Research on Heritage
- CIBC MELLON
- CINTEC Reinforcement Systems
- City of Montreal
- City of St. John’s
- City of Toronto
- Clifford Group
- Colonial Building Restoration
- ConServ Epoxy LLC
- Contentworks
- Daubois
- Department of Canadian Heritage
- DFS Architecture & Design
- Diane A. Gagné Financial Services
- Donald Luxton and Associates
- DTAH
- Ecclesiastical Insurance
- Ecorad
- Edwards Heritage Consulting
- E.R.A. Architects Inc.
- Evergreen Brickworks
- Fournier Gersovitz Moss & Associés
Sponsorship Opportunities

Platinum Sponsor
$10,000 and above

In recognition of your generous support we will offer the following opportunities:

• Opportunity to address delegates from the podium during a plenary session.
• Appreciation of your organization’s sponsorship will be announced at all plenary sessions.
• A full-page, four-colour advertisement in HCF’s national magazine, Heritage ($1200 value).
• Full-page advertisement (black and white) in conference program.
• Inclusion of your organization’s name and logo on all conference communiqués and press releases.
• Social media posts (Facebook and Twitter) acknowledging your sponsorship before, during and after the conference.
• Your organization’s linked logo (graduated sizing) on HCF and CAHP | ACECP websites
• Your organization’s logo (graduated sizing) featured on screens at all sessions and room entrances.
• Your organization’s logo (graduated sizing) on conference program.
• Inclusion of a negotiable quantity and type of materials in delegate kits.
• Full display table in priority location of high-traffic lunch and break area.
• Three (3) complimentary conference registrations for members of your organization ($1200 value).
• One-year membership in HCF at the Organization level ($150 value).
• 2 one-year subscriber memberships with CAHP | ACECP ($100 value).

Standard package listed above, but customization is available.
Gold Sponsor

$5,000

In recognition of your generous support we will offer the following opportunities:

• Appreciation of your organization’s sponsorship will be announced at all plenary sessions.
• A half-page, four-colour advertisement in HCF’s national magazine, Heritage ($620 value).
• Half-page advertisement (black and white) in conference program.
• Inclusion of your organization’s name and logo on all conference communiqués and press releases.
• Social media posts (Facebook and Twitter) acknowledging your sponsorship before and during and the conference.
• Your organization’s linked logo (graduated sizing) on HCF and CAHP | ACECP websites
• Your organization’s logo (graduated sizing) featured on screens at all sessions and room entrances.
• Your organization’s logo (graduated sizing) on conference program.
• Inclusion of a brochure or promotional item in the delegate kits.
• Full display table in high-traffic lunch and break area.
• Three (3) complimentary conference registrations for members of your organization ($1200 value).
• One-year membership in HCF at the Organization level ($150 value).
• 2 one-year subscriber memberships with CAHP | ACECP ($100 value).

Standard package listed above, but customization is available.
Silver Sponsor

$2,500

In recognition of your generous support we will offer the following opportunities:

• Appreciation of your organization’s sponsorship will be announced at all plenary sessions.
• Quarter-page advertisement (black and white) in conference program.
• Inclusion of your organization’s name and logo on all conference communiqués and press releases.
• Social media posts (Facebook and Twitter) acknowledging your sponsorship during the conference.
• Your organization’s linked logo (graduated sizing) on HCF and CAHP | ACECP websites.
• Your organization’s logo (graduated sizing) featured on screens at all sessions and room entrances.
• Your organization’s logo (graduated sizing) on conference program.
• Inclusion of one (1) brochure in the delegate kits, ideally sized 8.5 X 11 or smaller.
• Opportunity to place your brochure on the Silver Sponsor display table.
• Two (2) complimentary conference registrations for members of your organization ($800 value).
• One-year membership in HCF at the Organization level ($150 value).
• 2 one-year subscriber memberships with CAHP | ACECP ($100 value).

Bronze Sponsor

$1,000

In recognition of your generous support we will offer the following opportunities:

• Appreciation of your organization’s sponsorship will be announced at a plenary session.
• Your organization’s logo (graduated sizing) on HCF and CAHP | ACECP websites.
• Your organization’s logo (graduated sizing) featured on screens at all sessions and room entrances.
• Your organization’s logo (graduated sizing) on conference program.
• Inclusion of one (1) brochure in the delegate kits, ideally sized 8.5 X 11 or smaller.
• Opportunity to place your brochure on the Bronze Sponsor display table.
• One (1) complimentary conference registrations for a member of your organization ($400 value).
• One-year membership in HCF at the Individual level ($40 value).
• One-year subscriber memberships with CAHP | ACECP ($50 value).

Friend of the Conference

$500

In recognition of your generous support we will offer the following opportunities:

• Your organization’s logo (graduated sizing) on HCF and CAHP | ACECP websites.
• Your organization’s logo (graduated sizing) on conference program.
• Opportunity to place your brochure on the Friend of the Conference display table.
• One-year membership in HCF at the Individual level ($40 value).
• One-year subscriber membership with CAHP | ACECP ($50 value).
Conference and Display Table Agenda

Thursday, October 31 (Various Locations)
8:30am – 3:00pm  Special Meetings
9:00am – 12:00pm  Ottawa Tours and Workshops
12:00pm – 3:00pm  Ottawa Tours and Workshops
   CAHP | ACECP Annual General Meeting (Chateau Laurier)
4:00pm – 6:00pm  Opening Plenary (Delegation of Ismaili Imamet, TBC)
6:00pm – 7:30pm  Opening Reception (Delegation of Ismaili Imamet, TBC)

Friday, November 1 (Fairmont Chateau Laurier)
7:00am – 8:30am  Display Table Move-In
8:00am – 8:30am  Morning Coffee (with display tables)
8:30am – 10:00am  Welcome and Keynote Plenary Session
10:00am – 10:30am  Health Break (with display tables)
10:30am – 12:00noon  Featured Speakers – Plenary Session
12:00noon – 1:30pm  Lunch (buffet served in display area)
1:30pm – 3:00pm  Concurrent Sessions & Field Sessions
3:00pm – 3:30pm  Health Break (with display tables)
3:30pm – 5:00pm  Concurrent Sessions & Field Sessions
6:30pm – 7:30pm  HCF Awards Ceremony & Reception (Rideau Hall, TBC)
   CAHP | ACECP Awards Ceremony (Location, TBC)

Saturday, November 2 (Fairmont Chateau Laurier)
8:00am – 8:30am  Morning Coffee (with display tables)
8:30am – 10:00am  Plenary Session – Featured Speaker
10:00am – 10:30am  Health Break (with display tables)
10:30am – 12:00noon  Concurrent Sessions & Field Sessions
12:00noon – 1:30pm  Lunch (buffet served in display area)
1:30pm – 3:00pm  Concurrent Sessions & Field Sessions
3:00pm – 3:30pm  Health Break (with display tables)
3:30pm – 5:00pm  Closing Plenary
5:00pm – 6:00pm  HCF AGM
5:30pm – 6:30pm  Display Table Move-Out
8:00pm – 10:00pm  Closing Party (Location TBC)
## Summary of Conference Benefits

<table>
<thead>
<tr>
<th></th>
<th>Plantinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
<th>Friend</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Cost</strong></td>
<td>$10,000 and above</td>
<td>$5,000</td>
<td>$2,500</td>
<td>$1,000</td>
<td>$500</td>
</tr>
<tr>
<td><strong>Opportunity to address delegates</strong></td>
<td>Yes</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Complimentary conference registration(s)</strong></td>
<td>3</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td><strong>Colour ad in Heritage magazine</strong></td>
<td>Full-page</td>
<td>Half-page</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Logo on conference communiqués</strong></td>
<td>Yes</td>
<td>Yes</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Individual display table in public area</strong></td>
<td>Yes, priority location</td>
<td>Yes</td>
<td>Yes (shared)</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Ad in conference program (graduated sizing)</strong></td>
<td>1-page</td>
<td>1/2-page</td>
<td>1/4-page</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Social Media Posts</strong></td>
<td>before, during and after the conference</td>
<td>before and during the conference</td>
<td>during the conference</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Brochure(s) in delegates bags</strong></td>
<td>Negotiable</td>
<td>Brochure or promo item</td>
<td>Brochure</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Logo on screensaver at all sessions and at plenary room entrance (graduated sizing)</strong></td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td></td>
</tr>
<tr>
<td><strong>Verbal acknowledgement at plenary session(s)</strong></td>
<td>All</td>
<td>All</td>
<td>All</td>
<td>A plenary session</td>
<td></td>
</tr>
<tr>
<td><strong>Logo on conference program (graduated sizing)</strong></td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>**Logo on HCF, CAHP</td>
<td>ACECP websites (graduated sizing)**</td>
<td>Yes Linked</td>
<td>Yes Linked</td>
<td>Yes Linked</td>
<td>Yes Not linked</td>
</tr>
<tr>
<td><strong>One-year membership in HCF</strong></td>
<td>Organization level</td>
<td>Organization level</td>
<td>Organization level</td>
<td>Individual level</td>
<td>Individual level</td>
</tr>
<tr>
<td>**One-year CAHP</td>
<td>ACECP subscriber membership**</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>1</td>
</tr>
</tbody>
</table>

For more information about sponsorship opportunities, please contact:
Chris Wiebe, Conference Coordinator, Heritage Canada Foundation
Tel. 613−237−1066 ext. 227; Email: cwiebe@heritagecanada.org
Conference Sponsorship Request Form

Heritage Canada Foundation Annual Conference
Fairmont Chateau Laurier
Ottawa, Ontario
October 31 – November 2, 2013

Organization/Firm: ________________________________________________

Contact Name and Position: _______________________________________

Address: _________________________________________________________

Telephone: _______________________ Fax: ___________________________

Email: __________________________ Website: ________________________

Please indicate the level of sponsorship you are interested in:

☐ Platinum Sponsor
☐ Gold Sponsor
☐ Silver Sponsor
☐ Bronze Sponsor
☐ Friend of the Conference

Sponsorship cheques can be made payable to Heritage Canada Foundation and sent to:

Heritage Canada Foundation
Attn: Conference Sponsorship
190 Bronson Avenue
Ottawa, Ontario
K1R 6H4

Tel: 613-237-1066
Fax: 613-237-5987