HERITAGE Rising

NATIONAL TRUST CONFERENCE 2016

Sponsorship Opportunities
National Trust Conference 2016

In association with the Canadian Association of Heritage Professionals (CAHP)

October 20-22, 2016 • Hamilton, Ontario
Hamilton Convention Centre

National Trust for Canada
Bringing heritage to life

CAHP | ACECP

HERITAGE *Rising*

Heritage places are rising stars. They have an authenticity and vibrancy that can't be purchased off-the-rack and they sit at the intersection of defining issues of our time – how to live sustainably and equitably.

National Trust Conference 2016, Heritage Rising, is inspired by Hamilton, a resilient city with an exceptional heritage legacy that has bounced back from the decline of its industrial sector. It now boasts one of Canada's fastest growing economies.

Propelled by a growing creative sector and a blend of grassroots and public projects, heritage-led regeneration is transforming the city's urban fabric and creating a dynamic new civic identity.

VISIBILITY AND ACCESS

The annual National Trust Conference is **Canada's largest event for** professionals, practitioners and volunteers engaged in regenerating and saving our heritage places.

The **500-plus participants** expected at Heritage Rising will come from a diverse range of backgrounds: architects, professionals and trades; planners and government representatives; heritage organizations, volunteers and the general public; and university instructors and students.

Your organization will benefit from numerous opportunities to network with decision-makers and leaders in the sector, and to align your brand with Canada's largest heritage conservation education and networking event.

This is the place for your brand to be seen and heard

The National Trust Annual Conference provides you and your organization with multiple networking opportunities with delegates during activities, on tours, with one-on-one face time, during learning sessions and workshops. You are also invited to mingle at special events in prestigious venues with lively social activities, associating your brand with the event in an environment that fosters a positive experience.

Your materials are also displayed in high-traffic areas and distributed to conference delegates based on your sponsorship: you are in control of how much and where.

A diverse audience of professionals

While the term heritage may seem somewhat specific at first, the attendees prove that there is so much more to the field than meets the eye. While you will certainly find heritage professionals, supporters and advocates among the crowd, you will also find architects, engineers, construction firms, policy-makers, craftspeople involved with heritage properties and land conservation and economic development initiatives, building owners and potential buyers of retrofit and renovation services, all from across Canada and the United States.

ATTENDEE PROFILE

*Numbers from National Trust Conference 2015 in Calgary

- 32% Heritage Professionals, Industry, Practitioners
- 26% Government Officials (Federal, Provincial, Territorial, Municipal)
- 29% Heritage Organizations, Committees &Volunteers
- 14% University/College Instructors & Students

SPONSORSHIP OPPORTUNITIES

Platinum
SPONSOR
$10,000
AND ABOVE
1 AVAILABLE

SOLD

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

- Opportunity to address delegates from the podium during a plenary session
- Logo on delegate bag
- Exhibitor Table (large)
- Your organization's ad or logo on all conference communiqués and press releases (sent to our extensive, targeted communications list)
- Social media posts acknowledging your sponsorship before, during and after the conference (over 6,400 Twitter followers and 2,100 Facebook friends)
- Promo announcements about your organization (100 words & slide on screen) made by the moderator at three (3) concurrent sessions
- One-page advertisement in conference program
- Your organization's ad and logo on scrolling presentation between conference sessions
- Verbal appreciation of your organization's sponsorship announced at all plenary sessions
- Inclusion of brochure or promo item in delegate bag
- Three (3) conference registrations ($1,305 value)
- Invitation to exclusive sponsor appreciation cocktail
- Your organization's logo on the conference program
- Your organization's linked logo prominently featured on National Trust and CAHP websites

Standard package, but customization is available.

Gold SPONSOR

$5,000

~~5 AVAILABLE~~
3 AVAILABLE

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

- Exhibitor Table (large)
- Your organization's ad or logo on all conference communiqués and press releases (sent to our extensive, targeted communications list)
- Social media posts acknowledging your sponsorship before, during and after the conference (over 6,400 Twitter followers and 2,100 Facebook friends)
- Promo announcements about your organization (100 words & slide on screen) made by the moderator at three (3) concurrent sessions
- Half-page advertisement in conference program
- Your organization's ad and logo on scrolling presentation between conference sessions
- Verbal appreciation of your organization's sponsorship announced at all plenary sessions
- Inclusion of brochure or promo item in delegate bag
- Three (3) conference registrations ($1,305 value)
- Invitation to exclusive sponsor appreciation cocktail
- Your organization's logo on the conference program
- Your organization's linked logo prominently featured on National Trust and CAHP websites

Standard package, but customization is available.

Silver SPONSOR

$2,500

LIMITED AVAILABILITY

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

- Exhibitor Table (regular)
- Your organization's ad or logo on all conference communiqués and press releases (sent to our extensive, targeted communications list)
- Social media posts acknowledging your sponsorship before, during and after the conference (over 6,400 Twitter followers and 2,100 Facebook friends)
- Promo announcements about your organization (100 words & slide on screen) made by the moderator at one (1) concurrent sessions
- Quarter-page advertisement in conference program
- Your organization's ad and logo on scrolling presentation between conference sessions
- Verbal appreciation of your organization's sponsorship announced at all plenary sessions
- Inclusion of brochure or promo item in delegate bag
- Two (2) conference registrations ($870 value)
- Invitation to exclusive sponsor appreciation cocktail
- Your organization's logo on the conference program
- Your organization's linked logo prominently featured on National Trust and CAHP websites

Standard package, but customization is available.

Bronze SPONSOR

$1,000

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

- Your organization's ad and logo on scrolling presentation between conference sessions
- Verbal appreciation of your organization's sponsorship announced at one (1) plenary session
- Inclusion of brochure or promo item in delegate bag
- One (1) conference registration ($435 value)
- Invitation to exclusive sponsor appreciation cocktail
- Your organization's logo on the conference program
- Your organization's linked logo prominently featured on National Trust and CAHP websites

Friend OF THE CONFERENCE

$500

Don't need all that visibility? A Friend sponsorship offers these opportunities:

- Your organization's logo on the conference program
- Your organization's linked logo prominently featured on National Trust and CAHP websites

UNIQUE OPPORTUNITIES

Thinking about sponsoring the National Trust Conference in a different way? Take a look at these unique opportunities, tailored to your specific needs. All unique sponsorships include an invitation to the Sponsor Recognition Cocktail.

Breakfast Sponsor (2 available)
$1,000

Lunch Sponsor (2 available)
$2,500

Coffee Break Sponsor (4 available)
$750

Brand the cell phone charging station
$1,000

Brand the Lanyard
$2,000
SOLD

Awards Ceremony & Reception
$5,000

Keynote Sponsor
$5,000

Opening Reception Sponsor
$10,000
SOLD

Closing Plenary Sponsor
$1,500

Closing Celebration Sponsor
$1,500

Insert in Delegate Bag (5 available)
$400

Want to propose something you don't see listed here? We would be happy to discuss your company's individual needs and customize a sponsorship that is right for you.

Contact Chris Wiebe, Conference Coordinator at cwiebe@nationaltrustcanada.ca or 613-237-1066 ext. 227.

CONFERENCE AGENDA 2016

Wednesday, October 19
Art Gallery of Hamilton

9:30 a.m. – 5:00 p.m.
Hamilton Indigenous Heritage Round-table

Thursday, October 20
Various Locations

8:30 a.m. – 4:00 p.m.
Special Meetings

9:00 a.m. – 12:00 p.m.
Tours and Workshops

12:00 p.m. – 4:00 p.m.
Tours and Workshops

6:00 p.m. – 7:30 p.m.
Sponsor Appreciation Event
Liuna Station

7:30 p.m. – 9:30 p.m.
Opening Keynote
Liuna Station

9:30 p.m. – 10:30 p.m.
Opening Reception
Liuna Station

Friday, October 21
Hamilton Convention Centre

7:00 a.m. – 10:00 a.m.
Exhibitors Table Move-In

7:30 a.m. – 8:30 a.m.
Morning Coffee
(with Exhibitors Tables)

8:30 a.m. – 10:00 a.m.
Plenary Session

10:00 a.m. – 10:30 a.m.
Health Break
(with Exhibitors Tables)

10:30 a.m. – 12:00 p.m.
Concurrent Sessions
and Field Sessions

12:00 p.m. – 1:30 p.m.
Lunch

1:30 p.m. – 3:00 p.m.
Concurrent Sessions
and Field Sessions

3:00 p.m. – 3:30 p.m.
Health Break
(with Exhibitors Tables)

3:30 p.m. – 5:00 p.m.
Concurrent Sessions
and Field Sessions

7:30 p.m. – 9:00 p.m.
National Awards Ceremony
and Reception
Scottish Rite Club

Saturday, October 22
Hamilton Convention Centre

7:30 a.m. – 8:30 a.m.
Morning Coffee
(with Exhibitors Tables)

8:30 a.m. – 10:00 a.m.
Plenary Session

10:00 a.m. – 10:30 a.m.
Health Break
(with Exhibitors Tables)

10:30 a.m. – 12:00 p.m.
Concurrent Sessions
and Field Sessions

12:00 p.m. – 1:30 p.m.
Lunch

1:30 p.m. – 3:00 p.m.
Concurrent Sessions
and Field Sessions

3:00 p.m. – 3:30 p.m.
Health Break
(with Exhibitors Tables)

3:30 p.m. – 5:00 p.m.
Closing Plenary

3:30 p.m. – 6:00 p.m.
Exhibitors Table Move-Out

5:00 p.m. – 6:00 p.m.
National Trust for Canada AGM

8:00 p.m. – 11:00 p.m.
Closing Celebration

THANK YOU TO OUR 2015 SPONSORS!

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HERITAGE Rising

National Trust Conference 2016
Hamilton Convention Centre
Hamilton, Ontario
October 20–22, 2016

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

Unique opportunities:

◯ Breakfast ◯ Lunch ◯ Coffee Break ◯ Brand the cell phone charging station ◯ Lanyard

◯ Awards Ceremony and Reception ◯ Keynote Speaker- Theme: Indigenous Heritage ◯ Opening Reception

◯ Closing Plenary ◯ Closing Celebration ◯ Insert in Delegate Bag

Sponsorship cheques can be made payable to the National Trust for Canada and sent to:

National Trust for Canada
Attn: Conference Sponsorship
190 Bronson Avenue
Ottawa, Ontario
K1R 6H4
Tel: 613-237-1066 ext. 227
cwiebe@nationaltrustcanada.ca

National Trust for Canada
Bringing heritage to life

Fiducie nationale du Canada
Le patrimoine en vie

CAHP | ACECP

A percentage of every conference sponsorship from a CAHP member firm goes directly to CAHP

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www.nationaltrustconference.ca www.conferencefiducienationale.ca

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190 ave Bronson Ave.
Ottawa, ON K1R 6H4

Telephone / Téléphone: (613) 237-1066
Toll-free in Canada / Sans frais au Canada: 1-866-964-1066
Fax: (613) 237-5987

info@nationaltrustcanada.ca

www.nationaltrustcanada.ca www.fiducienationalecanada.ca