

## 2018 National Conference Marketing Opportunities

All items are on a first come, first served basis. Add up the total of all selected items selected from this list and refer to the Sponsorship Levels Page to determine your additional benefits.

Please contact your representative for special items and opportunities not listed here.

---

### Awards Gala Dinner (\$10,500 CAD)

#### Exclusive

- Exclusive 60 second video reel before the start of the Awards Gala Dinner
- Logo recognition on menu cards
- Logo recognition on all signage associated with the Awards Gala Dinner
- Logo recognition in Awards Gala Dinner invitation emailed by RTNDA Canada to members and contacts prior to the conference

---

### Social Media Wall (\$10,000 CAD)

#### Exclusive

- Customized wall (logo & themed background)
- Social media wall will be visible in the plenary room and exhibit area

---

### Social Media Kiosk (\$10,000 CAD)

#### Exclusive

- Customized Selfie Station (Logo and branding) with 42" touch screen
- Logo and branding recognition in all "selfie's" tweeted from booth directly to social media

---

### President's Reception (\$8,000 CAD)

#### Exclusive

- Exclusive 30 second video reel before the start of the President's Reception
- Two tickets to the President's Reception
- Logo recognition on menu cards/display item to be supplied by contributor – subject to approval
- Logo recognition on all signage associated with the President's Reception
- Logo recognition in Presidents Reception invitation emailed by RTNDA Canada to members and contacts prior to the conference

---

### Lunch (\$8,000 CAD)

#### Two available

- Logo displayed on table-top cards during lunch (or display item to be supplied by sponsor – subject to approval)

---

### Delegate Bags (\$8,000 CAD)

#### Exclusive

- Company name, logo and web address along with conference logo on delegate bags

---

## Lounge Area in Plenary Room

(\$8,000 CAD)

### Exclusive

- Logo recognition on table-top cards (or display item to be supplied by sponsor – subject to approval) during selected session

---

## Charging Stations

(\$8,000 CAD)

### Exclusive

- Have a charging station branded with your logo
- Have the opportunity to place promotional material within the designated charging station area

---

## Portable Phone Charger

(\$7,000 CAD)

### Exclusive

- Company logo on the portable phone chargers

---

## Live Stream

(\$6,000 CAD)

### Exclusive

- Logo displayed during live stream

---

## Lanyards

(\$5,000 CAD)

### Exclusive

- Company name and logo on the lanyards

---

## Keynote Speaker

(\$5,000 CAD)

- Sponsoring company to introduce keynote speaker
- Verbal recognition at the start of sponsored speaker session

---

## Selfie Stick

(\$4,000 CAD)

### Exclusive

- Company logo on the selfie sticks



---

## Notepads & Pens

(\$3,000 CAD)

### Exclusive

- Company name and logo on conference pens and notepads (NOTE: Supporter to provide pens and notepads at their cost)

---

## Phone Pop Socket

(\$3,000 CAD)

### Exclusive

- Company logo on the phone pop sockets

---

## Coffee Breaks

(\$3,000 CAD)

### Two available (one sold)

- Logo displayed on table-top cards during coffee breaks (or display item to be supplied by sponsor – subject to approval)

---

## Catchbox

(\$3,000 CAD)

### Exclusive

- Customized Catchbox with your companies brand

---

## Educational Session

(\$1,500 CAD)

- Verbal recognition at the start of sponsored speaker session

## Contact Us

Ian Koenigsfest,  
President

[president@rtdnacanada.com](mailto:president@rtdnacanada.com)

Lesley Harmer,  
Sponsorship Co-Chair

[lesley.harmer@bellmedia.ca](mailto:lesley.harmer@bellmedia.ca)

Roshni Murthy,  
Sponsorship Co-Chair

[roshni.murthy@rci.rogers.com](mailto:roshni.murthy@rci.rogers.com)

RTDNA Canada  
C/- International Conference Services  
Suite 300, 1201 West Pender Street  
Vancouver, BC, Canada V6E 2V2  
Direct [+1] 647.323.2152  
Head Office [+1] 604.681.2153  
Fax [+1] 604.681.1049





---

## Special Partner (\$15,000 CAD per year)

3-year signed commitment for \$45,000 CAD

- Special Partners support both National and Regional Meetings
  - \$10,000 CAD goes toward National Conference
  - \$1,250 CAD goes to each 4 Regional Banquet/Meeting (total \$5,000 to all 4 regions)
- Two Complimentary Two Day Program Registrations
- Two Awards Gala Dinner Tickets
- One advertisement on rtdnacanada.com
- Opportunity to donate item to RTDNA silent auction
- Conference bag insert (supplied by sponsor)
- Logo recognition on the RTDNA website and onsite “Thank you” sign/holding slides
- Live mention by hosts/moderators during National Conference and Regional Meetings

### Why Should You Consider Being Special Partner?

The RTDNA's Special Partners receive unprecedented access to the RTDNA and its membership at the national and regional level. The three-year partnership demonstrates a commitment to a strong and independent journalism in Canada as well as supporting those embarking on a career in the media. RTDNA Canada will work collaboratively with new and returning Special Partners to develop the most appropriate and beneficial arrangement to maximize the return for our most valued supporters. As the pace of change quickens, a stable partnership providing an all-encompassing presence is advantageous to the Special Partner as well as to our association. We look forward to developing a plan that would be most rewarding for you.



# 2018 National Conference Exhibit Opportunities

Space will be allocated on a first come first-paid basis.

---

## Exhibitor Table (Prime Location)

(\$4,000 CAD)

- Table top display in foyer outside of main ballroom during sessions
- One 6ft table and two chairs (electricity not included)
- 2 two day conference program registrations

---

## Exhibitor Table (Standard)

(\$3,000 CAD)

- Table top display in foyer outside of main ballroom during sessions
- One 6ft table and two chairs (electricity not included)
- 2 two day conference program registrations

---

## Exhibitor Cocktail Table

(\$1,500 CAD)

- Table top display in foyer outside of main ballroom during sessions
- One cocktail table and two chairs (electricity not included)
- 1 two day conference program registration





## RTDNA CANADA NATIONAL SPONSORSHIP - 2018 ORDER FORM

Organization Name:			
Organization Name (as to appear on digital signs/website):			
Address:			
Postal Code/Zip Code:	Province/State:	Country:	
Print Name:	Title:		
Phone:	Fax:	Email:	
Date:	Signature:		
	<b>NATIONAL CONFERENCE - MARKETING ITEM(S)</b>	<b>COST (CAD)</b>	<b>TOTAL COST (CAD)</b>
	Awards Gala Dinner (Exclusive)	\$10,500	\$
	Social Media Wall (Exclusive)	\$10,000	\$
	Social Media Kiosk (Exclusive)	\$10,000	\$
	President's Reception (Exclusive)	\$8,000	\$
	Lunch (Two Available)	\$8,000	\$
	Delegate Bags (Exclusive)	\$8,000	\$
	Lounge Area in Plenary Room (Exclusive)	\$8,000	\$
	Charging Stations (Exclusive)	\$8,000	\$
	Portable Phone Charger (Exclusive)	\$7,000	\$
	Live Stream (Exclusive)	\$6,000	\$
	Lanyards (Exclusive)	\$5,000	\$
	Keynote Speaker	\$5,000	\$
	Selfie Stick (Exclusive)	\$4,000	\$
	Notepads & Pens (Exclusive)	\$3,000	\$
	Phone Pop Socket (Exclusive)	\$3,000	\$
	Coffee Breaks (Two Available)	\$3,000 x _____ = _____	\$
	Catchbox (Exclusive)	\$3,000	\$
	Educational Session	\$1,500	\$
	<b>NATIONAL CONFERENCE – EXHIBITION OPTIONS</b>	<b>COST (CAD)</b>	<b>TOTAL COST (CAD)</b>
	Exhibitor Table (Prime Location)	\$4,000	\$
	Exhibitor Table (Standard)	\$3,000	\$
	Exhibitor Cocktail Table	\$1,500	\$
	<b>NATIONAL CONFERENCE - SPONSORSHIP LEVELS</b>	<b>COST (CAD)</b>	<b>TOTAL COST (CAD)</b>
	Special Partner (Each year for three years)	\$15,000	\$
	Platinum Sponsor	\$10,000	\$
	Gold Sponsor	\$8,000	\$
	Silver Sponsor	\$5,000	\$
	Bronze Sponsor	\$3,000	\$
	Educator Sponsor	\$1,500	\$
	Friend	\$500	\$
	<b>TOTAL</b>		\$
	<b>13% HST</b>		\$
	<b>GRAND TOTAL</b>		\$

An invoice will be sent on receipt of this order. All items are on a first come-first paid basis. Items will be considered only upon receipt of payment. In order to avoid delays, we highly recommend all orders/agreements be e-mailed. The Conference will not take any responsibility for late or undelivered Agreements via mail. Items and rates are subject to change without notice.

**PAYMENT:** Due 30 days from date of invoice or as indicated. The Conference reserves the right to render this order null and void without notice if payment is not received by the due date.

**CANCELLATION:** Cancellation must be in writing. 25% cancellation fee will apply up to March 1, 2018. No refunds after this date. The Conference reserves the right to re-sell any Sponsorship items.