



## SPONSORSHIP & BRANDING PROGRAM

The 8<sup>th</sup> Canadian Alternative Investment Forum (CAIF)

Thursday, April 19th, 2018

Vantage Venues | 150 King Street West, 27th Floor, Toronto, ON



## CANADIAN ALTERNATIVE INVESTMENT FORUM (CAIF)

As thought leaders in the Canadian alternative investment industry, Introduction Capital produces CAIF annually to offer awareness on the current environment and an outlook as to what lies ahead. CAIF is a carefully curated full-day forum that introduces niche alternative opportunities, industry veterans and global trailblazers to an investing audience.

CAIF is purpose-designed to connect active allocators (including ultra high net worth individuals, family offices, institutions, foundations, endowments and their advisors/counsellors) to their peers, but as well as to innovators, entrepreneurs and investment managers.

## CAIF 2017 DELEGATE COMPOSITION



## SPONSORSHIP OPPORTUNITIES

Sponsorship includes global exposure to Introduction Capital's deep network of sophisticated allocators, alternative investment professionals, business leaders and entrepreneurs. The event publication forms part of Introduction Capital's marketing package for the year following and is widely distributed post-CAIF. The event publication, along with sponsor links and logos, are permanently archived on Introduction Capital's site for visitors to access.

### **PRIMARY SPONSOR \$15,000 (one opportunity available)**

- Invitation to moderate or speak on a panel
- Recognition from the podium during opening remarks
- Logo on screen during networking breaks
- Display table for promotional materials with banners in reception area plus the option to place materials on delegate seats
- Exposure in event publication includes: prominent logo on front cover, a full page advertisement on page facing agenda (premium page) and a company profile
- Dedicated email campaign announcing Primary Sponsor for CAIF 8
- Logo and link to company site on all CAIF broadcast emails, marketing campaigns and Introduction Capital's CAIF web page
- Inclusion in post-CAIF survey
- Sponsorship includes five registrations (valued at \$6,750) plus an additional three complimentary registrations for investor clients

### **INTRODUCE THE KEYNOTE SPEAKER \$15,000 (one opportunity available)**

- Recognition from the podium during opening remarks
- Introduction by Karen Azlen before keynote introduction
- Exposure in event publication includes: logo on front cover, a full page advertisement and a company profile
- Logo and link to company site on all CAIF broadcast emails, marketing campaigns and Introduction Capital's CAIF web page
- Sponsorship includes three registrations (valued at \$4,050) plus an additional one complimentary pass for investor client

### **PREMIUM SPONSOR \$10,000 (one opportunity available)**

- Recognition from the podium during opening remarks
- Display table for promotional materials with banners in reception area
- Exposure in event publication includes: logo on front cover, a full page advertisement on the outside back cover (premium page) and a company profile
- Logo and link to company site on all CAIF broadcast emails, marketing campaigns and Introduction Capital's CAIF web page
- Sponsorship includes three registrations (valued at \$4,050) plus an additional two complimentary registrations for investor clients

### **PRINCIPAL SPONSOR \$7,500**

- Recognition from the podium during opening remarks
- Exposure in event publication includes: logo on front cover, a full page advertisement (premium page) and a company profile
- Logo and link to company site on all CAIF broadcast emails, marketing campaigns and Introduction Capital's CAIF web page
- Sponsorship includes two registrations (valued at \$2,700) plus an additional complimentary registrations for an investor client

### **CONTINENTAL BREAKFAST SPONSOR \$3,500 (one opportunity available)**

- Recognition from the podium during opening remarks
- Display sign with company logo during morning registration and breakfast
- Exposure in event publication includes a full page advertisement
- Logo and link to company site on all CAIF broadcast emails, marketing campaigns and Introduction Capital's CAIF web page
- Sponsorship includes one registration (valued at \$1,350) plus an additional complimentary registration for an investor client

### **MORNING BREAK SPONSOR \$3,000**

- Signage in the Reception Area for the morning break
- Exposure in event publication includes a full page advertisement
- Logo and link to company site on all CAIF broadcast emails and Introduction Capital's CAIF web page
- Sponsorship includes one registration (valued at \$1,350)

### **LUNCH SPONSOR \$3,500 (Two opportunities available)**

- Recognition from the podium during opening remarks, before and after lunch
- Display sign with company logo during lunch
- Exposure in event publication includes a half page advertisement
- Logo and link to company site on all CAIF broadcast emails, marketing campaigns and Introduction Capital's CAIF web page
- Sponsorship includes one registration (valued at \$1,350) plus an additional complimentary registration for an investor client

### **AFTERNOON BREAK \$3,000**

- Signage in the Reception Area for the afternoon break
- Exposure in event publication includes a full page advertisement
- Logo and link to company site on all CAIF broadcast emails and Introduction Capital's CAIF web page
- Sponsorship includes one registration (valued at \$1,350)

### **COCKTAIL RECEPTION SPONSOR \$5,000 (one opportunity available)**

- Recognition from the podium during opening remarks and presentation of door prizes before cocktail reception
- Display sign with company logo during cocktail reception and option to offer promotional giveaways to delegates
- Exposure in event publication includes a full page advertisement
- Logo and link to company site on all CAIF broadcast emails, marketing campaigns and Introduction Capital's CAIF web page
- Sponsorship includes two registrations (valued at \$2,700)

## **PARTICIPATING SPONSOR, LEVEL 1**

**\$2,500 Early Bird Rate until Feb 2**

**\$2,895 Regular rate from Feb 3**

- Exposure in event publication includes a full page advertisement
- Logo and link to company site on all CAIF broadcast emails, marketing campaigns and Introduction Capital's CAIF web page
- Sponsorship includes one registration (valued at \$1,350) plus an additional complimentary registration for an investor client

## **PARTICIPATING SPONSOR, LEVEL 2**

**\$1,795 Early Bird Rate until Feb 2**

**\$2,095 Regular rate from Feb 3**

- Exposure in event publication includes a half page advertisement
- Logo and link to company site on all CAIF broadcast emails, marketing campaigns and Introduction Capital's CAIF web page
- Sponsorship includes one registration (valued at \$1,350)

**Custom branding packages are available.  
Please call us at 416 550 8243**

## **REGISTRATION**

- Extra Early Bird \$850 until **December 22, 2017**
- Early Bird \$1050 until **February 2, 2018**
- Regular \$1350 until **April 19, 2018**

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Join our global network of sophisticated investors, managers and experts by emailing [info@introcap.com](mailto:info@introcap.com).

### **IMPORTANT NOTES**

- All dollars are Canadian dollars and applicable taxes apply. Sponsorships are offered on a first come basis.
- Taxes apply on registration fees.
- Introduction Capital has full discretion over sponsors, speakers and content of CAIF.
- All investor guests must be qualified and approved by Introduction Capital.



## CAIF EVENT PUBLICATION ADVERTISING

### HOW TO SUPPLY PRINT ADS

Advertising material must be provided by e-mail, FTP or cloud transfer file services (WeTransfer, DropBox, Hightail etc.). We will accept PDFs but please ensure the files are CMYK and NOT RGB. We will not guarantee colours.

Please check your material before sending as we are not responsible for proofreading.

### PREFERRED FORMAT

Press-ready PDF files with fonts embedded and trim marks with bleed included.

*Accepted Applications*  
InDesign, Illustrator & Photoshop, or files “exported” from other applications following the specifications set out below.

### ARTWORK FILES

Provide the original art file in its native format along with any imported images. Provide all fonts.

Please ensure image resolution of 300 dpi for images and 1200 dpi for line art.

All Adobe Illustrator files must have fonts outlined and all links embedded. Name any colours used in files with a unique name, not “blue” etc.

Please include the advertising company’s name in the ad file name. Include contact information for the graphic designer.

### DISPLAY AD DIMENSIONS

1/4 Page..... 4” W x 5.375 H” Vertical  
1/2 Page..... 8” W x 5.375 H” Horizontal  
Full Page..... 8” W x 10.75” H Vertical  
\*Add 1/8” (.125) on all bleed trim edges

### AD DESIGN AND PRODUCTION CHARGES:

Full Page .....\$560 each  
Half Page .....\$440 each  
Quarter Page ..... \$310 each  
Output proof .....\$60 each

(If not supplied. Courier charges extra.)

Logo images will appear above listings at a maximum of 0.75 inch tall by a maximum of 2.25 inches wide.

### LOGO SUBMISSION

Logos must be submitted as eps, ai, jpeg or tiff files with a minimum resolution of 300 dpi.

*NOTE:* files gathered from a web site will typically not have the minimum 300 dpi resolution required for high resolution printing and will not be accepted. Logo redraw due to low resolution file supplied would cost \$150.

### EMAIL SUBMISSIONS

Send all ad and logo files to: [info@introcap.com](mailto:info@introcap.com) (maximum 10 MB attachment size).  
E-delivered ads must be accompanied by a colour proof sent by mail or PDF soft proof.

Introduction Capital Inc.  
introcap.com

Precision Matchmaking.  
World Class Access.