



We are pleased to invite your organization to participate in the 2010 Canadian Institute of Planners Conference. The Conference is titled **Climate Change + Communities: A Call to Action**, and will be held October 2 – 5, 2010 in Montreal, Quebec. CIP greatly values the support of corporate sponsors in their efforts to deliver a high quality program.

The CIP **Climate Change + Communities** Conference will bring together planning professionals from Canada and other countries to address the transnational planning issues of climate change. Through presentations and workshops, participants will share their experiences in working in climate change adaptation programs, develop creative strategies, acquire the tools for action, and learn how to measure success. This multi-disciplinary, international conference will provide essential information on the science and theory of climate change as it relates to planning practice.

Who will participate?

The conference attracts over 900 planning professionals from a wide spectrum including: municipal managers, land use planners, land developers, urban designers and architects, GIS specialists, scientists, and natural resource managers. Our membership is professional, forward thinking, and well educated.

Sponsor Recognition

All Sponsors will be recognized on the conference web site until the month following the Conference. In addition, all sponsors will be recognized in the On-site signage and on PowerPoint slides at the conference. Higher levels of sponsorship will allow for the presentation of promotional literature and your marketing message at exhibit booths located in the foyer area, outside the session rooms, where participants will network during refreshment breaks.

Sponsorship Program Management

Questions regarding sponsorship should be directed to:

Christine Helm

Canadian Institute of Planners
141 Laurier Avenue West, Suite 1112
Ottawa ON K1P 5J3
Phone: (800) 207-2138 or (613) 237-7526, ext. 503
Fax: (613) 237-7045
Email: chelm@cip-icu.ca



DIAMOND LEVEL

\$15,000+

As a Diamond level conference partner, you will achieve a high profile as a premium sponsor of one of 4 conference themes. Available to a maximum of 5 sponsors, your organization will have extensive visibility throughout the conference.

Exclusive Diamond Level Benefits include:

- Invitation to the Sponsors' Reception, where your representative can network with international delegates
- One full page advertisement in *Plan Canada*
- Logo/Name on signage and PowerPoint slides throughout the conference
- Your Corporate promotional material (one piece) placed in delegate bags
- Three (3) full complimentary registrations to the entire conference OR six (6) complimentary one-day passes to the conference
- One (1) premium display space in the foyer outside the plenary session room
- Link from the conference web site to your own web site during the conference year.

DIAMOND LEVEL OPPORTUNITIES

ADDED BENEFIT

Conference Sub-theme Sponsorship

As the sponsor of one of the 4 conference themes your corporate logo will appear in the program as the sub-theme sponsor and recognition will be given at all concurrent sessions under that sub theme.

Digital Sponsorship

As the digital sponsor, you will ensure that all delegates have access to free wi-fi throughout the conference.

Your organization's logo/name will appear on signage in the digital café area.

Your logo will be featured as a screensaver on each computer monitor in the digital café.

Conference sub-themes include:

- *Climate Change and the Natural Environment;*
- *Climate Change and the Built Environment;*
- *Climate Change and the Social Environment; and*
- *Climate Change and the Economy.*

PLATINUM LEVEL

\$10,000+

Platinum level sponsorship offers your organization high visibility and recognition as a leader in the industry.

Platinum Level Benefits include:

- Invitation to the Sponsors' Reception, where your representative can network with international delegates
- One ½ page advertisement in *Plan Canada*
- Logo/Name on signage and PowerPoint slides throughout the conference
- Two (2) full complimentary registrations to the entire conference OR Four (4) complimentary one-day passes to the conference
- Your Corporate promotional material (one piece) placed in delegate bags
- One (1) premium display space in the foyer outside the plenary session room
- Link from the conference web site to your own web site during the conference year

PLATINUM LEVEL OPPORTUNITIES

ADDED BENEFIT

Celebrating Excellence – Gala Dinner

An opportunity to place favours at the dinner along with a formal thank you at the start of the evening

Welcome Reception

An opportunity to hand out favours at the end of the evening, and a formal thank you from the podium at the start of the evening.

Luncheon (2 available)

Opportunity for a representative to welcome participants and receive a formal thank you at the event.

Delegate Bags

These environmentally friendly bags will be given to all delegates at the registration desk and will feature your corporate logo accompanied by the conference logo.

Badge Wallet

Your logo will be featured on the badge wallet that every delegate will be wearing, which means your brand will be one of the most prominently visible images throughout the conference.

Digital Café

Signage in the café area. Your logo will be featured as a screensaver on each computer monitor.

GOLD LEVEL

\$5,000+

Several opportunities are available which offer excellent recognition for Gold Level Sponsors:

Gold Level Benefits include:

- Invitation to the Sponsors' Reception, where your representative can network with international delegates
- One ¼ page advertisement in *Plan Canada*
- One (1) full complimentary registration to the conference OR two (2) complimentary one-day passes
- Logo/Name on signage and PowerPoint slides throughout the conference
- Link from the conference web site to your own web site during the conference year

GOLD LEVEL OPPORTUNITIES

ADDED BENEFIT

Water bottles

These stainless steel water bottles will feature your corporate logo and will be well used during and after the conference.

Conference Signage

Your company name will appear on all signage.

Breakfast Functions (3 available)

Signage at the selected breakfast, in addition to the opportunity to hand out favours.

Registration Desk

Your logo will be featured in the on-site signage and at the registration desk as the sponsor of this important element.

Pocket Program Guide

Your logo will be featured on a handy guide that delegates will use as they move to sessions during the conference.

Keynote Speaker (Select one of 6)

Your logo will appear on the screen during speaker introductions.

Jan Gehl – Professor of Urban Design, School of Architecture at the Royal Danish Academy of Fine Arts; Founding partner of Gehl Architects

Désirée McGraw – Executive Director, Jeanne Sauvé Foundation and Scholars Program

Andrew Weaver – Co-winner of Nobel Peace Prize; Author, *Keeping Our Cool: Climate Change: The Scale of the Problem, the Path to the Solution*

Larry Beasley, CM, FCIP – internationally acclaimed urban planner

Wade Davis – Explorer-in-Residence of National Geographic, a noted Canadian anthropologist, ethnobotanist, photographer, and author whose work has focused on worldwide indigenous cultures.

M^{me} Fatimata Dia Touré – Director, L'Institut de l'énergie et de l'environnement de la Francophonie.

**Silver Level
Benefits include:**

- Invitation to the Sponsors' Reception, where your representative can network with international delegates
- Logo/Name on signage and PowerPoint slides throughout the conference
- Your Corporate promotional material (one piece) available as handouts on site
- Link from the conference web site to your own web site during the conference year

SILVER LEVEL OPPORTUNITIES

ADDED BENEFIT

Design Charrette

Sponsor this full day event and you will receive your logo on signage and have the opportunity to place favours or handouts at a table in the room.

Refreshment Breaks (6 available)

Signage at the selected break, in addition to the opportunity to hand out favours

Student Posters Display

Signage at the display area, in addition to the opportunity to hand out favours and welcome delegates.

**Bronze Level
Benefits include:**

- Invitation to the Sponsors' Reception, where your representative can network with international delegates
- Logo/Name on signage and PowerPoint slides throughout the conference
- Your Corporate promotional material (one piece) available as handouts at your session
- Link from the conference web site to your own web site during the conference year

BRONZE LEVEL OPPORTUNITIES

ADDED BENEFIT

Concurrent Sessions
(Several Available)

Select a session that is in line with your overall corporate message.

½ day Mobile Workshops
(Several Available)

An opportunity to place promotional literature and appropriate recognition will be given on board the bus.

Intensive Training Workshops

Select a session that is in line with your overall corporate message.

FRIENDS OF CIP

\$500+

Friends of CIP will assist in ensuring that the conference remains affordable for Planners and students to attend.

As a Friend of CIP you will receive the following recognition:

- An invitation to the Sponsors' Reception, where your representative can network with international delegates
- Company name on signage and PowerPoint slides throughout the conference
- Listing on the conference web site
- Link from the conference web site to your own web site during the conference year.



SPONSORSHIP APPLICATION AND CONTRACT

Please accept this conference as proof of payment. Invoices for the amount owing will only be issued upon request.

Organization Details and Contact

Name _____ Title _____

Company/Organization _____

Address _____

City _____ Province _____ Postal code _____ Telephone _____

Fax _____ E-mail _____ URL _____

Level of Sponsorship

Which level of sponsorship are you interested in?

Diamond: \$15,000+

Platinum: \$10,000+

Gold: \$5,000+

Silver: \$2,500+

Bronze: \$1,000+

Friends of CIP: \$500+

Sponsorship Fee \$ _____ + \$ _____ GST (5%) = TOTAL \$ _____

Item, event or session you would like to sponsor _____

Terms and Conditions of Sponsorship

1. We will allocate sponsorships on a "first-come, first-served" basis.
2. Final payment should be received no later than September 1, 2010. Failure to meet the payment deadlines may result in the cancellation of the sponsorship and forfeiture of all deposits.
3. All payments are final.
4. We reserve the right to refuse a sponsorship request.
5. We reserve the right to amend the rules and regulations governing sponsorship.

Acceptance

The undersigned is authorized to commit to the conditions of this contract.

Name _____ Title _____ Date _____

Payment

VISA

MasterCard

Cheque (payable to Canadian Institute of Planners)

Card number _____ Expiry date _____ Signature _____

Please complete and return to:

2010 CIP Conference
Canadian Institute of Planners
141 Laurier Avenue West, Suite 1112
Ottawa ON K1P 5J3

Fax to (613) 237-7045
e-mail: chelm@cip-icu.ca
Phone: (800) 207-2138 or (613) 237-
7526, ext. 503

Thank you!



EXHIBIT SPACE

\$1,200+

Your organization can have a prominent on-site presence at the 2010 Conference throughout the principal conference days with an exhibitor display booth to advertise or promote your organization, and its services, or products. Allocation of booth will be done on a "first come first served" basis.

Exhibitor Space Includes:

- One eight-foot by ten-foot booth space, with skirted display backing and one six-foot skirted table
- Name, organization profile and logo in the Conference on-site program
- Inclusion in the Exhibitor Networking booklet with contact and brief summary information
- Logo/Name on on-site signage • One complimentary registration to the entire conference
- Link from the conference web site to your own web site during the conference year

Registration for Exhibit Space

Company/Organization _____

Name _____ Title _____

Address _____

City _____ Province _____ Postal code _____ Telephone _____

Fax _____ E-mail _____ URL _____

Upon receipt of registration, you will be sent a package including an exhibitor contract and prospectus. Please note that space is limited, early registration is advisable.

Please include a brief summary on your organization's products or services with contact information to be included in our Exhibitor Networking booklet.

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Canadian Institute of Planners
141 Laurier Avenue West, Suite 1112
Ottawa ON K1P 5J3

Fax to (613) 237-7045
e-mail: chelm@cip-icu.ca
Phone: (800) 207-2138 or (613) 237-
7526, ext. 503

Thank you!



Terms and Conditions of Contract between the Sponsor/Exhibitor and the Canadian Institute of Planners (CIP)

1. CIP reserves the right, at its sole discretion, to change the date or dates upon which the event is held or to cancel the event and shall not be liable in damages or otherwise by reason of any such change or cancellation, other than to refund in full any amounts paid by the Sponsor/Exhibitor to CIP.
2. The Sponsor/Exhibitor shall not assign this contract without the prior written consent of CIP. Any attempt to do so renders the contract null and void and will result in immediate cancellation of this contract with no refund.
3. The Sponsor/Exhibitor shall comply with all rules and regulations set by CIP for the event and agrees that CIP's decision to adopt and enforce any such rule or regulation shall be final and binding.
4. The Sponsor/Exhibitor is responsible for compliance with all applicable laws, bylaws, ordinances, regulations, requirements, codes and standards, including those with respect to fire, safety, health and environmental matters and shall ensure that all equipment, materials and goods used by the Sponsor/Exhibitor so comply.
5. The Sponsor/Exhibitor shall indemnify and hold harmless CIP and from and against any loss, injury or damages whatsoever suffered by CIP as a result the Sponsor/Exhibitor's failure to comply with the terms and conditions of this contract or as a result of the Sponsor/Exhibitor's participation in the event, including without limitation, any third-party claim against CIP with respect to loss, injury or damage sustained or suffered by any other Sponsor/Exhibitor, the owner of the building, attendees of the event, and their respective directors, officers, agents and employees.
6. This contract may be cancelled by either party provided written notice is received by the other before July 31, 2010 in which case all monies paid by the Sponsor/Exhibitor will be refunded less an administration fee of \$300.00. If the Sponsor/Exhibitor cancels after such date, it will be responsible for the full contract price. Cancellations must be made in writing, on company letterhead.
7. Sponsor/Exhibitor's display space must comply with all requirements of CIP and of the owner of the building. CIP reserves the right at any time to alter or remove any exhibits or any part thereof, including printed material, products, signs, lights or sound and to expel Sponsors/Exhibitors or their personnel if, in CIP's opinion, their conduct or presentation is objectionable to CIP or to other participants.
8. Goods must not be shipped to the event with any shipping charges to be paid on arrival and any such goods will not be accepted by CIP. CIP assumes no responsibility for loss or damage to the Sponsor/Exhibitors' goods or property before, during or after the event.
9. The Sponsor/Exhibitor is responsible for the placement and cost of insurance relating to its participation in the event. The Sponsor/Exhibitor agrees to furnish immediately to CIP upon request certificates of insurance pertaining to all policies of insurance carried by the Sponsor/Exhibitor together with satisfactory evidence from the insurers of the continuation of such policies. The Sponsor/Exhibitor agrees to comply with any of the foregoing, in addition to any other rights or remedies available to CIP at law or under this contract.
10. The Sponsor/Exhibitor will comply with the rules and regulations of any unionized contractors that may be selected by CIP to service the Sponsor/Exhibitors. Any dispute between the Sponsor/Exhibitor and any such contractor or union representative will be referred to CIP for resolution, whose decision shall be final and binding on all parties.
11. CIP reserves the right to cancel this contract and to expel the Sponsor/Exhibitor if the Sponsor/Exhibitor fails to comply with any terms and conditions of this contract or the event rules and regulations, in which case the Sponsor/Exhibitor shall forfeit as liquidated damages and not as a penalty all payments made pursuant to this contract, all without limiting CIP other rights and remedies at law under this contract as a result of such failure to comply.