

THE CAAR CONFERENCE SPONSORSHIP OPPORTUNITIES

The CAAR Conference is an annual event that takes place in February and focuses on timely, thought-provoking speakers to engage our target audience: agri-retailers across Canada. Sponsoring the CAAR Conference provides your company direct exposure to an average of 350 delegates including agri-retailers and manufacturers.



FEB. 14 - 16, 2017 | FAIRMONT BANFF SPRINGS

SPONSOR THE CAAR CONFERENCE

The CAAR Conference is the only Canadian national conference focused on bringing together agri-retailers and suppliers from across North America for two days of quality learning and networking, to help nurture and grow the agri-retail business and industry relationships.

CAAR is proud to offer many opportunities for you to gain extraordinary value and corporate exposure in return for your support. **Whether you seek to build your brand, launch a new product, or simply be recognized for your support of this important event and association, CAAR's return on your investment is second to none.**

Your support of this important and unique event is critical to ensuring the CAAR Conference continues to be a valuable and successful tool available to the agri-retail industry. It is more important than ever for the industry to work together, and there is no better way to do that than face to face.

SPONSORSHIP LEVELS

ONLINE

Logo Recognition:

- Conference registration website
- CAAR Conference email communications* and registration confirmations

*Minimum of 20 emails plus auto-responses, sent directly to CAAR members.

PRINT MATERIALS

Logo Recognition:

- CAAR Conference registration guide
- CAAR Conference promotional postcard
- CAAR Conference program
- Signage at the CAAR Conference
- *The Communicator* (May 2017 issue)

Advertising Space:

- CAAR Conference registration guide
- CAAR Conference program

PROMOTIONAL ITEMS

- Stuffer ad in registration bag

*other items are negotiable

SPEAKING OPPORTUNITY

- Conference Agenda Speaker Slot - Time TBD

DIGITAL

- Logo on sponsorship powerpoint

REGISTRATION

- Complimentary Conference Pass & Banquet Ticket
- Acknowledgment at opening and closing
- 8x10 tradeshow booth space*

**Booth space is limited and awarded on a first-come, first-served basis.

	PLATINUM \$10,000+	GOLD \$5,000+	SILVER \$3,000+	BRONZE \$1,000+
ONLINE				
Logo Recognition: • Conference registration website • CAAR Conference email communications* and registration confirmations <small>*Minimum of 20 emails plus auto-responses, sent directly to CAAR members.</small>	Logo, Hyperlink & Header Logo Header Logo	Logo & Hyperlink Footer Logo	Logo & Hyperlink	Logo
PRINT MATERIALS				
Logo Recognition: • CAAR Conference registration guide • CAAR Conference promotional postcard • CAAR Conference program • Signage at the CAAR Conference • <i>The Communicator</i> (May 2017 issue)	✓ ✓ ✓ ✓ ✓	✓ ✓ ✓ ✓ ✓	✓ ✓ ✓ ✓	✓ ✓ ✓ ✓
Advertising Space: • CAAR Conference registration guide • CAAR Conference program	Full Page Ad Full Page Ad	1/4 Page Ad 1/4 Page Ad		
PROMOTIONAL ITEMS				
• Stuffer ad in registration bag <small>*other items are negotiable</small>	Full Page Ad	Full Page Ad	1/2 Page Ad	
SPEAKING OPPORTUNITY				
• Conference Agenda Speaker Slot - Time TBD	✓			
DIGITAL				
• Logo on sponsorship powerpoint	✓	✓	✓	✓
REGISTRATION				
• Complimentary Conference Pass & Banquet Ticket • Acknowledgment at opening and closing • 8x10 tradeshow booth space*	3 ✓ Comp. Standard 8x10 Booth	2 25% Discount on Booth		



EXCLUSIVE OPPORTUNITIES FOR SPONSORSHIP

CAAR is pleased to offer phenomenal, exclusive sponsorship opportunities for your company at the CAAR Conference. Each of the items outlined below are affiliated with a sponsorship level, with the associated benefits outlined on the previous pages.

In addition to the benefits associated to the corresponding level of sponsorship, each of the options noted below also offer additional, exclusive sponsor recognition. If you have an idea that isn't listed please feel free to contact us at the CAAR Office to discuss more ideas and options.

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CUSTOMIZABLE TAKEAWAYS

Looking to send home something special with each attendee? CAAR has numerous options for lasting exposure, ensuring your company is on the mind of attendees whenever your product is used. Options for item type and quantity are available, contact the CAAR Office for more details.

Icebreaker Drinkware	\$2,500 +cost of item	Silver Level	SOLD Icebreaker & Banquet Cocktail Napkins	\$2,500	Bronze Level
Auction/Tradeshow Floor Drinkware	\$2,500 +cost of item	Silver Level	Customized Pens		Contact CAAR for pricing
Icebreaker Ice cubes	\$2,500 +cost of item	Silver Level	Customized Notepads		Contact CAAR for pricing

EXCLUSIVE ADVERTISING OPPORTUNITIES*

In print and online, CAAR is offering exclusive advertising options to allow you to connect with 4,000** potential delegates as well as 350** conference attendees, depending on the option you choose. **numbers are estimates based on averages

PRE-CONFERENCE OPTIONS

SOLD Weekly Online Registration Prize	\$3,000	Silver Level
SOLD Registration Guide Back Page Ad	\$3,000	Silver Level

CONFERENCE EVENT OPTIONS

Conference Program Back Page Ad	\$3,000	Silver Level
Auction Guide Back Page Ad	\$3,000	Silver Level

LOGO RECOGNITION

Conference Hotel Keycards	\$5,000	Gold Level	Banquet Centrepieces	\$3,000	Silver Level
SOLD Conference Centre & Hotel WIFI	\$4,000	Silver Level	SOLD Luggage Tags	\$2,000	Bronze Level
Conference Agenda Cards	\$3,000	Silver Level	Nametag Recycle Prize	\$1,500	Bronze Level

CONFERENCE SPEAKERS

The speaker program at the CAAR Conference is known for its timely, relevant content. CAAR's speakers bring tangible value to attendees in their presentations. Help attendees connect to the conference by sponsoring one of CAAR's numerous speaker presentations.

Banquet Entertainment <i>Comedian Darrin Rose – Costar of Mr. D & host of Match Game</i>	\$7,500	Gold Level	SOLD Thursday Economist Speaker <i>Jean-Phillipe Gervais, FCC</i>	\$5,000	Gold Level
Thursday Closing Keynote Speaker <i>Michelle Ray – Engagement & Communication Expert</i>	\$7,500	Gold Level	CAAR Pro-Ag Investments Auction Auctioneers <i>Dallas Baillie and Sheldon Matsalla</i>	\$3,000	Silver Level
Wednesday Opening Keynote Speaker <i>Kevin Hurst</i>	\$5,000	Gold Level	Management Workshop	\$5,000	Gold Level
Wednesday Speaker Panel	\$5,000	Gold Level	Sales Workshop	\$5,000	Gold Level

CAAR'S CHOICE AWARDS

The CAAR's Choice Awards have become a hallmark of the CAAR Conference. Sponsor companies are invited to attend the CAAR's Choice Awards Banquet to present the award to recipients.

SOLD Agronomist of the Year Award	\$5,000	Gold Level	SOLD 4R Nutrient Stewardship Agri-Retailer Award	\$5,000	Gold Level
SOLD Retailer of the Year Award	\$5,000	Gold Level	Retailer Hall of Fame Award	\$5,000	Gold Level

FOOD & BEVERAGE

Catch the eye of conference attendees by sponsoring one of the meals they are sure to enjoy!

Wednesday Breakfast	\$7,500	Gold Level	Banquet Wine	\$5,000	Gold Level
Thursday Breakfast	\$7,500	Gold Level	Networking Refreshment Breaks <i>(includes Exhibitor Setup, morning and tradeshow breaks on Wednesday and Thursday)</i>	\$4,000	Silver Level
Wednesday Lunch	\$7,500	Gold Level	Icebreaker Cocktails		Contact CAAR for pricing
SOLD Thursday Lunch	\$7,500	Gold Level	Auction/Tradeshow Floor Cocktails		Contact CAAR for pricing
SOLD Banquet Meal	\$7,500	Gold Level			
Icebreaker Hors D'Oeuvres	\$5,000	Gold Level			

*Sponsorship items are subject to deadlines, please contact the CAAR office for more details.

CAAR PRO-AG INVESTMENTS

The agriculture industry is on the cusp of tremendous advancement as we are challenged to feed a growing world. To succeed in providing for this unprecedented need, it will take investment in the tools that will get us there. Pooling our resources will ensure we all reap the rewards with less effort.

CAAR Pro-Ag Investments is a diverse range of initiatives that center on enhancing and strengthening the Canadian agriculture industry. Donations towards CAAR Pro-Ag Investments go directly to important causes such as: agricultural scholarships, industry initiatives, and CAAR's advocacy efforts, among others.



HOW TO DONATE TO CAAR PRO-AG INVESTMENTS?

CAAR Pro-Ag Investments Auction: The CAAR Pro-Ag Investments Auction is the Association's most important fundraiser, and is currently held in conjunction with The CAAR Conference. All proceeds go directly to CAAR Pro-Ag Investments initiatives.

CAAR Pro-Ag Investments Fundraisers: CAAR periodically hosts fundraising events which are critical to the Pro-Ag Investments as both a means to raise support as well as to update supporters on the progress of our initiatives.

Direct Donations: CAAR accepts monetary donations year-round in support of CAAR Pro-Ag Investments. Contact the CAAR office to donate!

CAAR PRO-AG INVESTMENTS: SPONSORSHIP PACKAGES*

	PARTNER \$8,000+	PATRON \$7,999 – 4,000	FRIEND UP TO \$3,999
ONLINE			
Logo Recognition:			
<ul style="list-style-type: none"> • CAAR Pro-Ag Investments web page (caar.org) • Event specific promotional emails 	✓ ✓	✓	✓
PRINT MATERIALS			
Logo Recognition:			
<ul style="list-style-type: none"> • CAAR Pro-Ag Investments auction guide • Event tent cards • Signage at all CAAR Pro-Ag Investments events 	✓ ✓ ✓	✓ ✓ ✓	✓
DIGITAL			
<ul style="list-style-type: none"> • Logo recognition on sponsor slideshow 	✓	✓	✓
ADVERTISING			
<ul style="list-style-type: none"> • Advertising space in auction guide 	Full Page		

*CAAR Pro-Ag Investments supporters will be recognized for a minimum of one calendar year.

Donations to the CAAR Pro-Ag Investments Auction will contribute to your sponsorship level at the CAAR Conference at a rate of 50% of SRP.