

SPONSORSHIP BENEFITS 2022

THE CANADIAN STEEL CONFERENCE

September 27-29, 2022
Sheraton Vancouver Wall Centre, BC

*The Return on Your Investment
Is Priceless!*



SPONSORSHIP ADVANTAGES

The Canadian Steel Conference is recognized as the steel construction industry's premier event; a signature event that models the best practices of the steel construction industry.

The conference offers the unique and valuable opportunity to all participants to meet, exchange, collaborate and network with industry leaders and stakeholders.

This conference also offers a rich and comprehensive program of multiple business development, educational, and networking activities.

The comprehensive technical program of the conference includes a multitude of technical sessions, covering a plethora of topics and subjects, and an expanded trade show featuring leading industry exhibitors, showcasing their latest products/services, valuable for the steel industry.

Our 2022 marketing and sponsorship program offers various branding options at pre-event, on-site and post-event activities. These include opportunities to deliver introductory remarks at different events throughout the conference, exhibit in our tradeshow and promote your brand on CISC's various digital platforms.

Be the forefront of Canada's steel construction industry

Be part of the strength that unites the steel construction industry

Be part of the force that makes the steel construction industry stronger

Be part of the "WE"



DOWN THE CISC MEMORY LANE



SPONSORSHIP CATEGORIES

- ▶ Steel
- ▶ Platinum
- ▶ Gold
- ▶ Silver
- ▶ Bronze

Our 2022 marketing and sponsorship program offers various branding options. These include opportunities to deliver introductory remarks, exhibit in our tradeshow and promote your brand on CISC's various digital platforms.

INVESTING IN THE PRESENT INSPIRES THE FUTURE!



Increase profile and market share

Expand your brand exposure and increase your market share as a front-runner in the steel construction industry.



Target the right market and demographic

As a trade show exhibitor, demonstrate your products/services to the right demographic and a target market customer base.



Network with Decision-Makers

We are your promotional partners to facilitate connecting you with the right businesses, leaders, and decision-makers.

We are your promotional partners. We will be the facilitators in connecting your businesses with leaders and decision-makers.

THE BENEFIT OF YOUR SPONSORSHIP IS AMAZING! BUT THE RETURN ON YOUR INVESTMENT IS PRICELESS!

Steel Level

Your benefit: \$26,150

Your cost: \$15,000

Platinum Level

Your benefit: \$19,350

Your cost: \$10,000

Gold Level

Your benefit: \$12,175

Your cost: \$7,500

Silver Level

Your benefit: \$8,000

Your cost: \$5,000

Bronze Level

Your benefit: \$5,800

Your cost: \$3,500



cisco icca

THE ALFRED F. WONG
LIFETIME ACHIEVEMENT AWARD



SPONSORSHIP BENEFITS

(Exclusive to CISC Members & Associates)

BENEFITS	STEEL \$15,000	PLATINUM \$10,000	GOLD \$7,500	SILVER \$5,000	BRONZE \$3,500
Pre-event					
Company logo on the CISC's Canadian Steel Conference website	✓	✓	✓	✓	✓
Conference delegate registration for three delegates	✓				
Conference delegate registration for two delegates		✓			
Conference delegate registration for one delegate			✓		
Big box ad on CISC's corporate website (blog section)	✓	✓	✓		
Highlighted blog post on CISC's corporate website (content provided by sponsoring company)	✓	✓			
On-site					
Exclusive half hour conference room session (Limited spots available).	✓				
Corporate video and/or welcome message presentation opportunity at technical session (maximum length 2 minutes)	✓				
Complimentary booth (subject to availability; exhibitors have full access to the CISC Canadian Steel Conference)	✓	✓			
Full page ad in conference program	✓				
1/2 page ad in conference program		✓			
1/4 page ad in conference program			✓		
Branding (logo in conference program)	✓	✓	✓	✓	Name listed
Branding (sponsor banners) at registration desk	✓	✓	✓	✓	Name listed
Branding at Steel Sponsors reception	✓				
Branding at AGM & sessions	✓	✓	✓	✓	Name listed
Introduce speakers at technical sessions	✓	✓	✓		
Branding at Member & Associates welcome reception	✓	✓	✓	✓	Name listed
Logo on table tents	✓	✓	✓	✓	Name listed
Opportunity to place corporate literature at CISC's marketing display table (contact us to co-ordinate shipping)	✓	✓	✓		
Post-event					
Company logo in post event thank you ad in Advantage Steel Magazine	✓	✓	✓	✓	Name listed
Company logo on thank you webpage	✓	✓	✓	✓	Name listed
Estimated value of benefits	\$26,150	\$19,350	\$12,175	\$8,000	\$5,800

TRADE SHOW EXHIBIT OPPORTUNITY

(Exclusive to CISC Members & Associates)



Targeted access to key Canadian steel industry stakeholders.

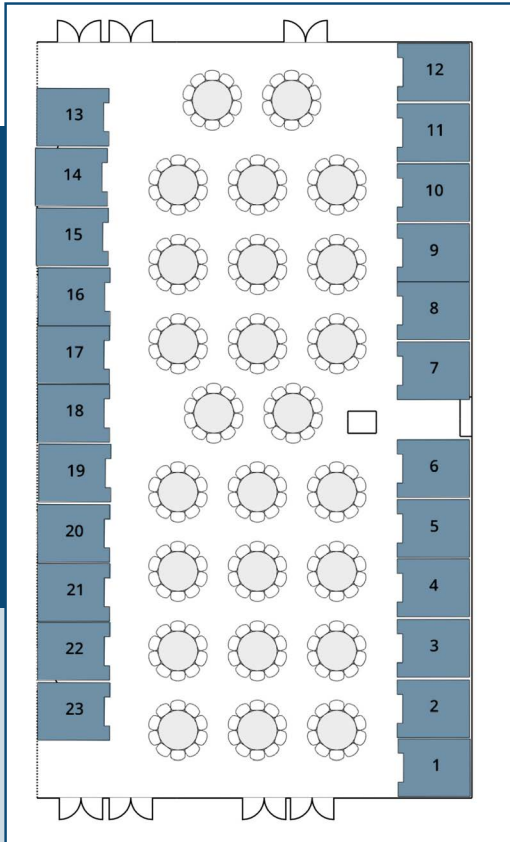
YOU NEED TO BE PRESENT!

You need to showcase your products and services!

"You" need to be part of the "WE"

Limited Exhibit Space Available - Act Now!

Applications accepted on a first-come, first-served basis.



BOOTHS (23 AVAILABLE)

(SPONSORS TO CHOOSE THEIR SPOT FROM BOOTHS 1 TO 23)

\$3,000.00

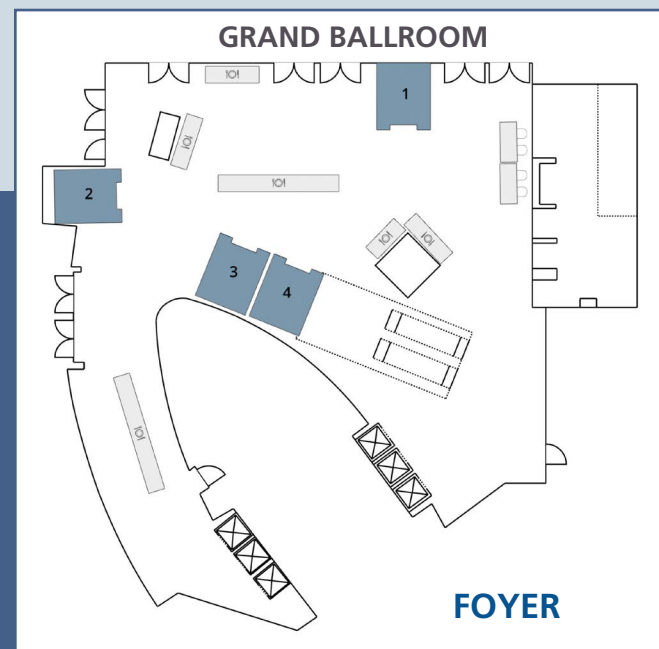
- 1 - 8' x 10' Booth space in the Grand Ballroom with electrical outlet
- 1 table with 2 chairs
- Booth package includes 2 exhibitor registrations (to register in advance). Registered exhibitors have full access to the CISC Canadian Steel Conference. Additional exhibitors will have to register as full conference delegates.
- Exhibitors are responsible for all other expenses.

PREMIUM BOOTHS (4 AVAILABLE)

(AT THE GRAND BALLROOM FOYER)

\$5,000.00

- 1 - 8' x 10' Booth space with electrical outlet
- 1 table with 2 chairs
- Booth package includes 2 exhibitor registrations (to register in advance). Registered exhibitors have full access to the CISC Canadian Steel Conference. Additional exhibitors will have to register as full conference delegates.
- Exhibitors are responsible for all other expenses.



The meeting rooms assignments and/or square footage layouts shown, do not account for the Covid-19 social distancing requirements or guidelines in effect in Vancouver, on the dates of the event. The CISC and the Hotel reserve the right to adjust the assigned meeting spaces accordingly and will notify all parties as required.

ADVERTISING GUIDE & SPECIFICATIONS FOR ALL SPONSORS

Ads in Event Program

STEEL SPONSOR



FULL PAGE AD

Trim: 8.5" x 11"

Bleed: 8.75" x 11.25"

Type Safety Area:
8" x 10.5"

File Format: PDF - High Quality Print, 300 dpi

PLATINUM SPONSOR

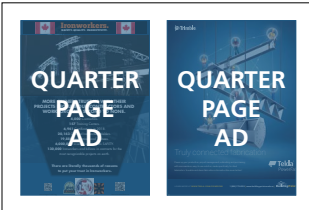


HALF PAGE AD

Trim: 7.5" x 4.8"

File Format: PDF - High Quality Print, 300 dpi

GOLD SPONSOR



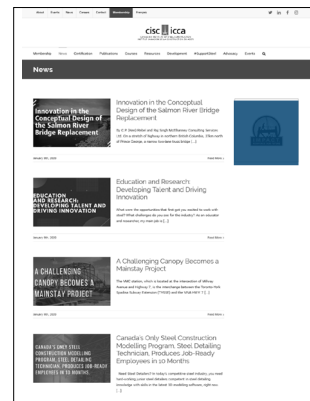
QUARTER PAGE AD

Trim: 3.6" x 4.8"

File Format: PDF - High Quality Print, 300 dpi

Ads on CISC's Corporate Website

STEEL OR PLATINUM SPONSOR



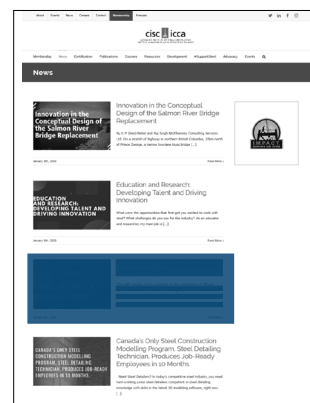
BIG BOX AD ON CISC NEWS PAGE

File Size: 528 px x 528 px

On site, actual size will be 264 x 264 px

File Format: png, jpg, 72 dpi

STEEL OR PLATINUM SPONSOR



HIGHLIGHTED BLOG ON CISC NEWS PAGE

Thumbnail Image:

560 px x 315 px

Blog Post: Minimum 300 words, Maximum 600 words

Images: 2 images maximum

Link: To organization/company to be displayed at end of post

Language: English, French, or both

Sending Artwork / Content

Please send your corporate logo as well as all artwork/content to steelconference@cisc-icca.ca.

Note: Please send your corporate logo in the following format: vector (.eps, .ai, .pdf)

Important Dates

Logo / Material Deadline: **Friday July, 29th, 2022.**

Program with Ads will be distributed electronically to all conference participants

SPONSORSHIP & TRADE SHOW OPPORTUNITIES SELECTION FORM

CISC'S CANADIAN STEEL CONFERENCE • SEPTEMBER 27-29, 2022

Company Name: _____ Contact Name: _____

Address: _____

Telephone Number: _____ E-mail Address: _____

Deadline for early bird submission of sponsorship application and accompanying payment is Friday, April 29, 2022.

(Note: Please also include a high resolution / vector logo (.eps, .ai, .pdf) with submission to steelconference@cisc-icca.ca.)

Please select which marketing opportunities you want to participate in:

1. SPONSORSHIP OPPORTUNITY

STEEL SPONSOR: ☐ \$ 15,000.00

SILVER SPONSOR: ☐ \$ 5,000.00

PLATINUM SPONSOR: ☐ \$ 10,000.00

BRONZE SPONSOR: ☐ \$ 3,500.00

GOLD SPONSOR: ☐ \$ 7,500.00

2. TRADE SHOW EXHIBIT OPPORTUNITY

☐ \$ 3,000.00 (includes 2 exhibitors)

☐ \$ 5,000.00 (includes 2 exhibitors)

8' x 10' BOOTH Booth #: _____

8' x 10' PREMIUM BOOTH Booth #: _____

Exhibitors:

(1) _____
FIRST NAME LAST NAME EMAIL

(2) _____
FIRST NAME LAST NAME EMAIL

Payment: ☐ Electronic Fund Transfer (EFT) ☐ CISC Steel Store (Credit Card)

For your Electronic Fund Transfer (EFT) info as follows:

Below is the banking information for processing of your electronic payment to:
CANADIAN INSTITUTE OF STEEL CONSTRUCTION in Canadian Funds:

Bank: ROYAL BANK
Bank #: 003
Transit #: 06532
A/C #: 1005107
Swift #: ROYCCAT2

Please send payment confirmation to payment@cisc-icca.ca, referencing to the order number(s) each payment made.

For payment via credit card, please visit the CISC Steel Store at:
<https://steelstore.cisc-icca.ca/collections/the-canadian-steel-conference-2022>

AMPLIFY YOUR BRAND

"RJC Engineers is proud to have been a sponsor of the CISC Steel Conference. We are always impressed with the professionalism of the conference organizers and our experience as sponsors always exceed our expectations. With industry stakeholders, senior management and key decision makers in attendance, this annual conference offers unique opportunities to profile RJC and boost our visibility within the Canadian steel construction industry, while delivering key networking and relationship building possibilities."

- Monica Silenzi, Leader, Corporate Marketing



CONTACT INFORMATION

Sponsorship & Trade Show Exhibit

Email: steelconference@cisc-icca.ca

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Steel Market & Industry Development Engineer

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*Join the Conversation
#WeAreSteel*

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