



2020

SPONSORSHIP PACKAGE

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Please Note: By agreeing to sponsor, you have agreed to PMAC's [Terms & Conditions](#).

ABOUT PMAC

The Portfolio Management Association of Canada (PMAC) is a forum for portfolio management firms to share best practices and industry knowledge. PMAC currently represents over 280 portfolio management firms who collectively manage more than \$2.7 trillion of assets. The Association plays a critical industry advocacy working with various regulators and government bodies.

A LETTER FROM THE PRESIDENT

The portfolio management industry is at a critical juncture where, more than ever, the need to advance industry standards must be carefully balanced. PMAC focuses on ways to achieve this balance through information sharing and advocacy, coupled with constructive, regular dialogue with industry regulators.

PMAC hosts several flagship events each year. There are three Regulatory & Compliance Forums across Canada, and the National Conference in Toronto. PMAC also organizes regular educational seminars and networking events on trending topics in the industry. By sponsoring a PMAC Event, you will benefit from exposure of your company's products and services while supporting a leading industry non-profit association.

Your sponsorship makes it possible for PMAC to continue to produce high quality events with world class speakers, as well as provide members a forum to foster long-lasting connections for mutual success.

We appreciate your support and look forward to developing a lasting relationship with you and your firm.

Katie Walmsley
President, PMAC

Regulatory & Compliance Forums

EVENT HIGHLIGHTS

LOCATIONS

Vancouver, Montreal & Toronto

DATES

Vancouver – Thursday, May 14, 2020

Montreal – Thursday, May 28, 2020

Toronto – Thursday, September 24, 2020

PURPOSE

The Regulatory & Compliance Forums cover a variety of topics that address new developments, critical issues, and insights on how to sustain a successful compliance program. Attendees will hear from regulators, industry leaders, and experts who will discuss priorities for 2020.

Held annually in three cities, these full day events are the highlight for senior compliance, legal and regulatory professionals. Participants receive the opportunity to network and connect with like-minded professionals.

BRAND PROMOTION

1. Event bulletins – Logo included on event invite
2. Website advertising – Logo on events registration page
3. Social media advertising – Targeted “Sponsor Spotlight” highlighting your firms’ profile

Regulatory & Compliance Forums

Packages Available: LEAD, GOLD & TECHNOLOGY

Available at Each Location: Vancouver, Montreal & Toronto

	Lead Sponsor (available to affiliates only)	Gold Sponsor	Technology Sponsor
Quantity Available	SOLD OUT	Limited available	2
Cost for Affiliate Member ^{*†}	\$5,500 (Toronto) \$4,500 (Vancouver & Montreal)	\$2,500	\$1,850
Cost for Non-affiliate Member ^{*†}	N/A	\$3,000	\$2,250
Complimentary Attendee Passes	3	2	1
Presence in Networking Room	8-foot wide booth or banner, choice of placement	High top table available to place marketing collateral, and space for 3-foot wide banner	Branded charging station and logo on Wi-Fi cards for each attendee table
Co-host Announcements	All sponsors will be announced in the co-host's morning introduction.		
Session Introductions	Lunch Keynote	First 3 sponsors to register will receive this opportunity	N/A
Logo Recognition on Event Announcements	YES	YES	YES
Logo on Conference Signage	YES	YES	YES
Delegate Agenda	Full page advertisement and prime logo placement	Logo placement	Logo placement
Event App (Event Mobi)	- Company profile with 150- word description - Load marketing materials (3 documents) on to sponsor profile - Logo included on banner ad	- Company profile with 80- word description - Load marketing materials (3 documents) on to sponsor profile - Logo included on banner ad	- Company profile with 80- word description - Load marketing materials (3 documents) on to sponsor profile - Logo included on banner ad
Attendee List (name and firm name only)	YES	YES	YES

^{*} Priced per location.

[†] Prices do not include applicable taxes.

National Conference

EVENT HIGHLIGHTS

LOCATION

Fairmont Royal York, Toronto

DATE

Tuesday, November 17th, 2020

PURPOSE

This event will feature an exceptional line-up of world class thought leaders and sessions focused on global issues. Investment industry executives from across Canada have the chance to exchange ideas and insights, deepen knowledge of industry trends, and develop valuable relationships with other professionals.

Held annually in Toronto, this event is PMAC's largest event of the year with 325+ senior industry professionals attending. Past keynote speakers include: The Right Honourable Jean Chretien, and Canada's former Ambassador to the United States, David MacNaughton.

Join the 30+ suppliers in the exhibitor hall, connected to the main conference space. This is a great opportunity for our sponsors to showcase their products and services to top industry executives in the industry. Register early, space is limited!

BRAND PROMOTION

1. Event bulletins – Logo included on event invite
2. Website advertising – Logo on events registration page
3. Social media advertising – Targeted "Sponsor Spotlight" highlighting your firms' profile

National Conference

Packages Available: DIAMOND, PLATINUM, GOLD+, GOLD, SILVER & TECHNOLOGY

	DIAMOND	PLATINUM	GOLD+	GOLD	SILVER	TECHNOLOGY
Quantity Available	SOLD OUT	SOLD OUT	2	Limited	Limited	2
Cost for Affiliates*	\$18,500	\$7,500	\$5,000	\$3,500	\$1,800	\$2,000
Cost for Non-affiliates*	N/A	N/A	\$5,500	\$4,000	\$2,000	\$2,250
Complimentary Attendee Passes	16	8	3	2	1	1
Reserved Table	YES	-	-	-	-	-
Exhibitor Space †	10-foot booth placed in high traffic location	8-foot booth placed in high traffic location	6-foot booth in choice of location	6-foot booth space (or table); avoiding competitors	3-foot space, sharing table with non-competitor	Branded charging station and Wi-Fi cards placed on attendee tables
Exclusive Branding	Lunch and Keynote	Choice of: Breakfast or Cocktail Reception	Choice of: AM Break, PM Break 1, or PM Break 2	-	-	-
Session Introductions	YES	YES	-	-	-	-
Co-host Introductions	YES	YES	YES	YES	YES	YES
Delegate Agenda	Full page advertisement, prominent logo placement	½ page advertisement, shared with other Platinum sponsor, prime logo placement	Logo	Logo	Logo	Logo
Logo on Conference Signage	YES	YES	YES	YES	YES	YES
Event App	<ul style="list-style-type: none"> - Company profile with 150-word description - Load marketing materials (3 documents) on to sponsor profile - Logo in banner ad 	<ul style="list-style-type: none"> - Company profile with 100-word description - Load marketing materials (3 documents) on to sponsor profile - Logo in banner ad 	<ul style="list-style-type: none"> - Company profile with 80-word description - Load marketing materials (3 documents) on to sponsor profile - Logo in banner ad 	<ul style="list-style-type: none"> - Company profile with 80-word description - Load marketing materials (3 documents) on to sponsor profile - Logo in banner ad 	<ul style="list-style-type: none"> - Company profile with 80-word description - Load marketing materials (3 documents) on to sponsor profile - Logo in banner ad 	<ul style="list-style-type: none"> - Company profile with 80-word description - Load marketing materials (3 documents) on to sponsor profile - Logo in banner ad
Attendee List (name and firm name only)	YES	YES	YES	YES	YES	YES

* Please note that prices do not include applicable taxes.

† Sponsors are responsible for their own technology requirements for running their booth, outside of basic Wi-Fi and power.

Lawyers' Network

EVENT HIGHLIGHTS

LOCATION

Downtown Toronto Venue, available by webcast for those across Canada

DATES

TBD – July 2020

COST

Gold Level - **\$750** (+tax)

PURPOSE

PMAC's Lawyers' Network is an annual event, hosted in-person in Toronto and is available by webcast for those across Canada. This event will have an educational seminar, paired with a networking reception.

The event attracts 60+ legal professionals who have been called to the bar, with the audience largely being in-house and private practice lawyers at investment management firms or law firms.

SPONSORSHIP BENEFITS

- Introduced by event co-hosts with logo presence
- Opportunity for opening or closing remarks
- Sit and network with attendees
- Banner in seminar room
- Logo included on invitation and on event page
- Continue conversations at the networking reception

BRAND PROMOTION

1. Event bulletins – Logo included on event invite
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3. Social media advertising – Targeted “Sponsor Spotlight” highlighting your firms’ profile

Educational Seminars

EVENT HIGHLIGHTS

LOCATIONS & DATES

- Calgary (TBD April)
- Montreal (TBD September or October)

COSTS

Gold Level: **\$750 (+ tax)** – *multiple spots available at each location*

PURPOSE

PMAC will arrange for two separate educational seminars in both Calgary and Montreal. It is expected that over 50 will attend in person, at each location. These seminars will also be available by tele-conference, for those across Canada.

These events will cover a timely industry related topic with top speakers, selected by our Member Services Committee. These events will be held in conjunction with a networking reception.

SPONSORSHIP BENEFITS

- Logo included on event page and announcements
- Introduced by event co-hosts with logo presence
- Sit and network with attendees
- Banner in seminar room
- Continue conversations at the networking reception

BRAND PROMOTION

1. Event bulletins – Logo included on event invite
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Past Sponsors

PMAC Events would not be possible without the support of our sponsors. Your contributions make it possible to continue to provide relevant forums for our members and those involved in the industry. Thank you.



Ready to sponsor?

Please contact:

Emma Harris
Member Services Manager

Email: eharris@pmac.org
Phone: 416-504-1118 Ext. 206

Please note: sponsorship is only confirmed upon receipt of email confirmation by Emma Harris.

By agreeing to sponsor, you have agreed to PMAC's [Terms & Conditions](#).