



2024 SPONSORSHIP OPPORTUNITIES

Portfolio Management Association of Canada

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PMAC 2024

We can't wait to see you in person!

PMAC is excited to return to a full schedule of in-person and virtual events for 2024! These not-to-be-missed opportunities will help you showcase your products and services to the largest Canadian gatherings of compliance, legal and operational leadership of Canadian asset management firms.

Why Sponsor a PMAC Event?

Interact one-on-one with CFOs, CCOs, in-house counsel and other decision makers from a wide variety of portfolio management firms at our in-person conferences. PMAC's virtual events attract larger audiences coast to coast offering sponsors a unique opportunity for access to decision makers.

Our mission is to offer members information, industry networking and compliance support. By **sponsoring a PMAC event, you're helping to "Advance Standards" in the industry.**



Increase corporate profile with senior investment and compliance professionals.

Engage with larger, more diverse audience



Distinguished presence to an expansive membership base, across Canada and Internationally. PMAC's event bulletins reach 5,000+ subscribers.

Marquee events offer immersive experiences for attendees and sponsors.



Your brand associated with PMAC as "Advancing Standards" in the industry.

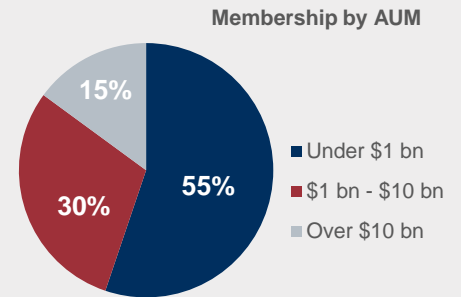
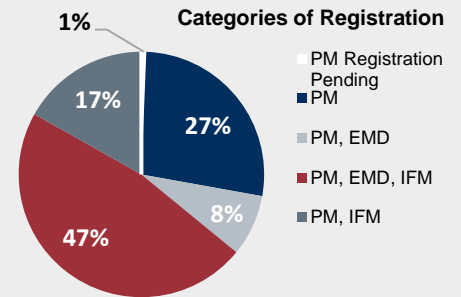
PMAC Membership



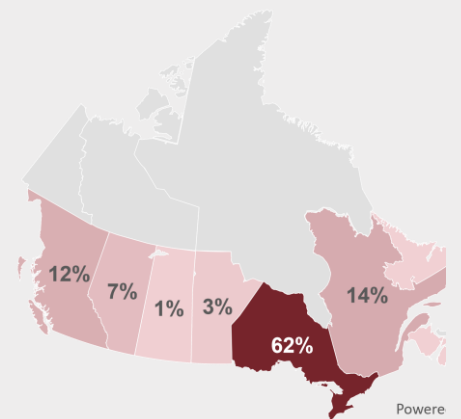
325+ member firms across Canada



\$3.9 trillion assets collectively managed



Membership By Location



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2024 Events at a Glance

Date	Event	Location
In-Person		
March 13 2024	<i>Vancouver Curling Funspiel (SOLD OUT)</i>	Vancouver, BC
March 19 2024	<i>Toronto Curling Funspiel (SOLD OUT)</i>	Toronto, ON
April 2 2024	<i>Montreal Curling Funspiel (SOLD OUT)</i>	Montreal, QC
April 18 2024	<i>Calgary Compliance and Networking Luncheon (SOLD OUT)</i>	Calgary, AB
May 16 2024	<i>Vancouver Regulatory & Compliance Forum</i>	Vancouver, BC
June 5 2024	<i>Toronto Regulatory & Compliance Forum</i>	Toronto, ON
July 16 2024	<i>Golf Day</i>	Bondhead Golf Course Beeton, ON
September 19 2024	<i>Montreal Regulatory & Compliance Forum</i>	Montreal, QC
November 12 2024	<i>National Conference</i>	Toronto, ON
Virtual Events are available for sponsorship, for more information please contact Amanda Browne		

Regulatory & Compliance Forums

Vancouver: May 16 2024, *Rosewood Hotel Georgia*

Toronto: June 5 2024, *Toronto Board of Trade*

Montreal: September 19 2024, *St. James Club*

Time: All day



200+
Attendees

Attendee Demographic:

Senior Legal Counsel
Compliance Professionals
Operations Managers, who also have compliance responsibilities

Key Opportunities for Sponsors:

- **Receive attendee list** ahead of and after the forum.
- **Increased brand awareness** through PMAC promotional emails and day of representation.
- **Direct access to current and prospective clients** with 1:1 engagement opportunities and networking breaks.
- **High Top table space** for branding and client and prospective conversations

In 2023 we were fortunate enough to open the doors to 400+ member attendees over three cities, to cover topics such as conflicts of interest, privacy, registration, and other private and institutional hot topics. In 2024 we look forward to increasing value for members and affiliates with full day programming geared towards supporting firm's keeping up with regulatory changes and remaining compliant.

<u>Sponsorship Opportunities</u>	Presenting Sponsor	Session Sponsor	Supporting Sponsor
Quantity Available	SOLD OUT	Limited	Limited
PMAC Affiliate Member Pricing	\$5,800	\$3,450	\$2,650
Non-Affiliate Pricing	-	\$4,300	\$3,300
Attendee Passes	3	2	2
Sponsorship Benefits and Brand Exposure			
Prominent Logo Exposure	✓	-	-
Introduction of session of choice & exclusive branding	✓	-	-
Recognition by event day host	✓	✓	✓
Sponsor logos included on all event materials	✓	✓	✓
Firm attendee list leading up to event	✓	✓	✓

PMAC National Conference

Date: November 12, 2024

Time: All day

Location: Fairmont Royal York



300+
Attendees

Attendee Demographic: Senior Industry Executives and Directors

Key Opportunities for Sponsors:

- **Receive attendee list** ahead of and after the conference.
- **Increased brand awareness** through PMAC promotional emails and day of representation.
- **Direct access to current and prospective clients** with 1:1 engagement opportunities and networking breaks with decision makers and senior leadership.

As PMAC's most highly anticipated event of the year, we welcome investment professionals and firms from across the country together to network, develop professional skills, gain insight on market outlooks, and engage in important thought leadership initiatives. Past speakers include Brian Belski, Charles Myers, Lesley Marks, Jean Chretien, and Hayley Wickenheiser.

<u>Sponsorship Opportunities</u>	Diamond	Platinum	Sapphire	Gold	Silver	Wi-Fi
Quantity Available	SOLD OUT	SOLD OUT	SOLD OUT	18	12	1
Early-Bird PMAC Affiliate Pricing	\$23,000	\$11,500	\$8,650	\$5,750	\$2,900	\$2,500
PMAC Affiliate Pricing	\$26,400	\$13,200	\$9,950	\$6,600	\$3,350	\$2,900
Early-Bird Non-Affiliate Pricing	-	-	-	\$7,200	\$3,650	\$3,150
Non-Affiliate Pricing	-	-	-	\$8,300	\$4,200	\$3,600
Attendee Passes (additional passes can be purchased at a discounted rate)	8	4	3	2	1	0
Sponsorship Benefits and Brand Exposure						
Prominent Logo Exposure	✓	-	-	-	-	-
Introduction of keynote speaker & exclusive branding	✓	-	-	-	-	-
Session introduction	✓	✓	✓	-	-	-
Sponsor Booth (contact details, promotional videos, marketing, and publications).	✓	✓	✓	✓	✓	-
Recognition by event day host	✓	✓	✓	✓	✓	✓
Sponsor logos included on all event materials (event invitations and communications, registration page)	✓	✓	✓	✓	✓	✓

2nd Annual Golf Day

Date: July 16, 2024

Time: All day

Location: Bondhead Golf Course, Beeton



200+
Attendees

Attendee Demographic: Industry professionals, members, and executives

Key Opportunities for Sponsors:

- **Receive attendance list** of firms and affiliate members.
- **Unique promotional opportunities** including but not limited to contest sponsorship, engagement activities etc.
- **Opportunity to provide branded merch** given to all participating attendees in goodie bag.
- **Lead generation** beyond member scope.
- **Prime access to branding** throughout the course.
- **Undivided access** to clients/prospects.

The PMAC Golf Tournament will provide a chance for members and affiliates to network, host and engage with peers in a dynamic and fun environment while supporting various charitable causes. Due to high demand, we look forward to doubling both attendance and sponsorship opportunities in 2024.

<u>Sponsorship Opportunities</u>	Presenting	Supporting Prize Hole	Hole-In-One	Hole with foursome	Hole
Quantity Available	SOLD OUT	8	2	14	10
PMAC Affiliate Pricing	\$6,500	\$3,250	\$3,000	\$1500	\$750
Non-Affiliate Pricing	-	-	-	\$1950	\$1000
Golfer(s)	8 golfers	4 golfers	2 golfers	4 golfers	-
<u>Additional Sponsorship Opportunities</u>	Putting Contest	Swing & Sizzle	Beverage	Mulligan	Please note PMAC is reserving foursomes beyond packages for members.
Quantity Available	1	1	2	1	
PMAC Affiliate Pricing	\$1,000	\$1,000	\$1,000	\$1,000	
Non-Affiliate Pricing	\$1,250	\$1,250	\$1,250	\$1,250	
Representatives on site/hole	1 Representative	1 Representative	1 Representative	1 Representative	

Thank you to our 2023 Event Partners!



Contact

For more information or to confirm your sponsorship, please contact:

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