



2023 SPONSORSHIP OPPORTUNITIES

Portfolio Management Association of Canada

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PMAC 2023

We can't wait to see you in person!

With a successful run of virtual and hybrid events for the last 3 years, PMAC is excited to return to a full schedule of in-person and virtual events for 2023! 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 portfolio management firms.

Why Sponsor a PMAC Event?

PMAC's virtual events have expanded our reach, now gathering larger audience numbers than ever before.

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 your corporate profile with senior investment and compliance professionals.

Engage with larger, more diverse audiences.



Differentiate your brand to an expansive membership base, across Canada and Internationally. PMAC's event bulletins reach 4,500+ subscribers.

Participate in marquee events that offer immersive experiences for attendees and sponsors.



Align your brand with PMAC's in helping "Advancing Standards" in the industry.

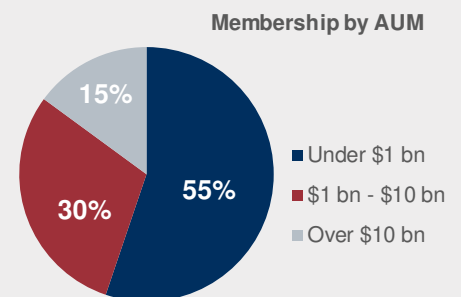
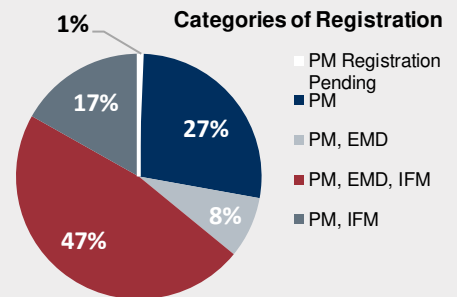
PMAC Membership



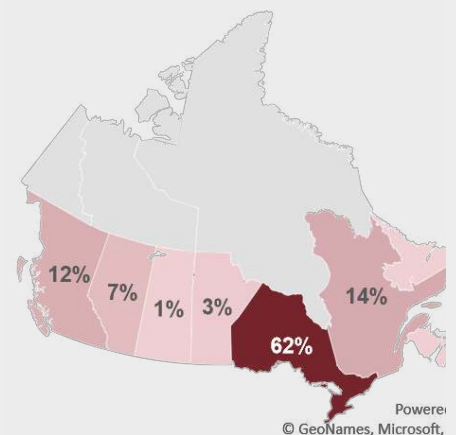
310+ member firms across Canada



\$3.5 trillion assets collectively managed



Membership By Location



2023 Events at a Glance

Date	Event	Location
In-Person		
March 22	<i>Montreal Curling Funspiel</i>	Montreal, QC
April 4	<i>Toronto Curling Funspiel</i>	Toronto, ON
May 9	<i>Vancouver Regulatory & Compliance Forum</i>	Vancouver, BC
May 10	<i>Calgary Networking Session</i>	Calgary, AB
Spring 2023	<i>Young Professionals Event</i>	Toronto, ON
June 7	<i>Toronto Regulatory & Compliance Forum</i>	Toronto, ON
July 18	**NEW** <i>Golf Tournament</i>	Bondhead Golf Course Beeton, ON
September 20	<i>Montreal Regulatory & Compliance Forum</i>	Montreal, QC
November 14	<i>National Conference</i>	Toronto, ON
Virtual Events		
Spring 2023	<i>Cyber Security Webcast</i>	Zoom
April 19	<i>Succession Planning Webcast</i>	Zoom
Spring 2023	<i>Small Firm/Start-up Event</i>	Zoom
Fall 2023	<i>Behavioural Economics/Client Outcome Webcast</i>	Zoom

Regulatory & Compliance Forums

Vancouver: Tuesday May 9th, Rosewood Hotel Georgia

Toronto: Wednesday June 7th, Toronto Board of Trade

Montreal: Thursday September 21st, 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.

In 2022 we were fortunate enough to open the doors to over 350 member attendees over three cities, to cover topics such as conflicts of interest, privacy, registration, and other private and institutional hot topics. In 2023 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	1	3	Limited
Costs for PMAC Affiliate Member	\$5,500	\$3,250	\$2,500
Costs for Non-Affiliate	N/A	\$3,750	\$3,000
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: Tuesday, November 14, 2023

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	Gold+	Gold	Silver	Tech
Quantity Available	1	2	3	Limited	Limited	Limited
Costs for PMAC Affiliate	\$20,000	\$10,000	\$7,500	\$5,000	\$2,500	\$2,000
Costs for Non-Affiliate	N/A	N/A	\$8,500	\$6,000	\$3,500	\$3,000
Attendee Passes (additional passes can be purchased at a discounted rate)	8	4	3	2	1	1
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).	✓	✓	✓	✓	✓	-
1:1 Networking with Attendees	✓	✓	✓	✓	✓	✓
Recognition by event day host	✓	✓	✓	✓	✓	✓
Sponsor logos included on all event materials (event invitations and communications, registration page)	✓	✓	✓	✓	✓	✓
Attendee list leading up to event	✓	✓	✓	✓	✓	✓

***NEW* Golf Tournament**

Date: July 18, 2023

Time: All day

Location: Bondhead Golf Course, Beeton



75+
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.
- **Lead generation** beyond member scope.
- **Prime access to branding** throughout the course.
- **Undivided access** to clients/prospects.

PMAC is delighted to announce the newest addition to our event calendar in 2023. 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.

More info and pricing to come!

Toronto & Montreal Curling Funspiel

Montreal: Wednesday March 22nd, *Royal Montreal Curling Club*

Toronto: Tuesday April 4th, *Toronto Cricket Club*



30+
Attendees

Attendee Demographic: Industry professionals, members, and executives

Key Opportunities for Sponsors:

- **Unique promotional and lead generating opportunities.**
- **Prime access to branding.**
- **Undivided access to clients/prospects.**

<u>Sponsorship Opportunities</u>	Toronto Sponsor	Montréal Sponsor
Quantity Available	1	1
Costs for PMAC Affiliate Member	\$1,500	\$1,500
Costs for Non-Affiliate Member	-	-
Attendee Passes (team registration for staff and clients)	4	4

Thank you to our 2022 Event Partners!

ARC



Aviso
Correspondent
Partners

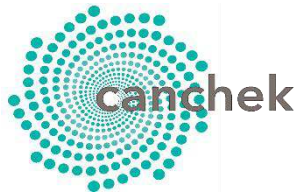


BLG
Borden Ladner Gervais

Brightmark



Broadridge BMO  Exchange Traded Funds



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FUNDATA Since 1987
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MAKO
FINTECH



Toren
& Associates

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