

MOBILITY REIMAGINED

SEPTEMBER 21-25, 2020

CERC
CONFERENCE
2020



2020 Virtual Conference

SPONSORSHIP OPPORTUNITIES

Industry Leader Benefits

	PLATINUM X 1 \$3,000	DIAMOND X 2 \$2,000	GOLD Unlimited \$1,000	SILVER Unlimited \$500	BRONZE Unlimited \$250	APP X 1 \$2,500
Article promotion: Featured tweets with link to article of your choosing	✓	✓	✓			
Blog: Featured guest blog on CERC website	✓	✓	✓	✓		
Conference address: Opening remarks via livestreaming	✓					
Conference address: Closing remarks via livestreaming	✓					
Social Media: Sponsor to post promo video on CERC social media platforms	✓	✓				✓
Introduction of one session on each day of the conference via video	New!	New!				
Pop-up ads: To appear during sponsored sessions	New!	New!				
White papers posted to CERC website	✓	✓	✓	✓		

Marketplace/Exhibitor Benefits

	PLATINUM X 1 \$3,000	DIAMOND X 2 \$2,000	GOLD Unlimited \$1,000	SILVER Unlimited \$500	BRONZE Unlimited \$250	APP X 1 \$2,500
Community Board: Opportunity to interact with delegates pre-conference	✓	✓				✓
Dedicated company landing page: Company description and logo; links to company video and website; ability to add links to company resources, reports, and blogs	✓	✓				✓
Full delegate pass(es)	1	1				1
Interactive booth: Includes passport contest (gamification/lead generation); ability to integrate livestream (Vimeo, YouTube, Zoom); live chat/schedule meetings; and 3 booth staff	New!	New!				New!
Prime booth space: First visible booths in Whova mobile & desktop app	✓	✓				
Welcome remarks and celebratory opening of Trade Show	✓	✓				

*CERC will continue to update this sponsorship document with new opportunities as they become available

**Gold sponsors are eligible for 50% discount on interactive exhibitor booth

Canadian Employee Relocation Council

44 Victoria Street, Suite 1711

Toronto, ON M5C 1Y2

info@cerc.ca

T: 416-593-9812 or 1-866-357-2372

www.cerc.ca



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Brand Exposure Benefits

	PLATINUM X 1 \$3,000	DIAMOND X 2 \$2,000	GOLD Unlimited \$1,000	SILVER Unlimited \$500	BRONZE Unlimited \$250	APP X 1 \$2,500
Brochure: Sponsors & Exhibitors	✓	✓	✓	✓	Company Name	✓
Buyer's Guide Ad	✓					
Digital marketing: Acknowledgement in all electronic marketing for event	✓	✓	✓	✓	✓	✓
E-News: Acknowledgement in CERC monthly E-News	✓	✓	✓	✓	✓	✓
Event sponsor: Break/networking or networking/happy hour				✓		
Event sponsor: Opening of trade show		✓				
Home page: Platinum sponsor logo placed prominently on home page	✓					
Permission to use event name and logo for advertising promotion or PR	✓	✓	✓	✓	✓	✓
Perspectives magazine thank you ad: Company logo in Winter edition of magazine	✓	✓	✓	✓		✓
Perspectives magazine thank you ad: Company name in Winter edition of magazine					✓	✓
Push notifications: Mention sponsor 1X/day		New!				
Social media: Highlighted as a sponsor through CERC's various social media platforms	✓	✓	✓	✓		
Website banner: Company logo & link on CERC website (rotating banner)	✓	✓	✓	✓	✓	✓
Waiting Room: Sponsor logo appears on session waiting room	New!					
Whova mobile & desktop app – sponsor logo recognition (home page rotating banner)	✓	✓	✓	✓	✓	✓
Whova mobile & desktop app – sponsor logo recognition (agenda page rotating banner)	✓	✓	✓	✓		✓
Whova mobile & desktop app – sponsor logo recognition (profile page rotating banner)	✓	✓	✓			✓
Whova mobile & desktop app – company description	✓	✓	✓	✓	✓	✓
Whova mobile & desktop app top banner – sponsor recognition						✓

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