



THE CANADIAN ASSOCIATION OF FIRE CHIEFS ANNUAL CONFERENCE

SPONSORSHIP BENEFITS AND
OPPORTUNITIES

**Fire-Rescue Canada© 2012
ASHES TO INNOVATION
September 23-26, 2012
St. John's, Newfoundland**



Fire-Rescue Canada© – THE fire and emergency service conference in Canada! This annual, four-day event attracts leading authorities and vendors from all sectors of the fire and emergency services community.

Fire –Rescue Canada© focuses on education through numerous guest speakers, seminars and workshops with a three-day vendors gallery and attracts hundreds of delegates from across Canada and the United States.

In order for Fire-Rescue Canada© to be a success and to defray the cost incurred, financial contributions from your company would be greatly appreciated.

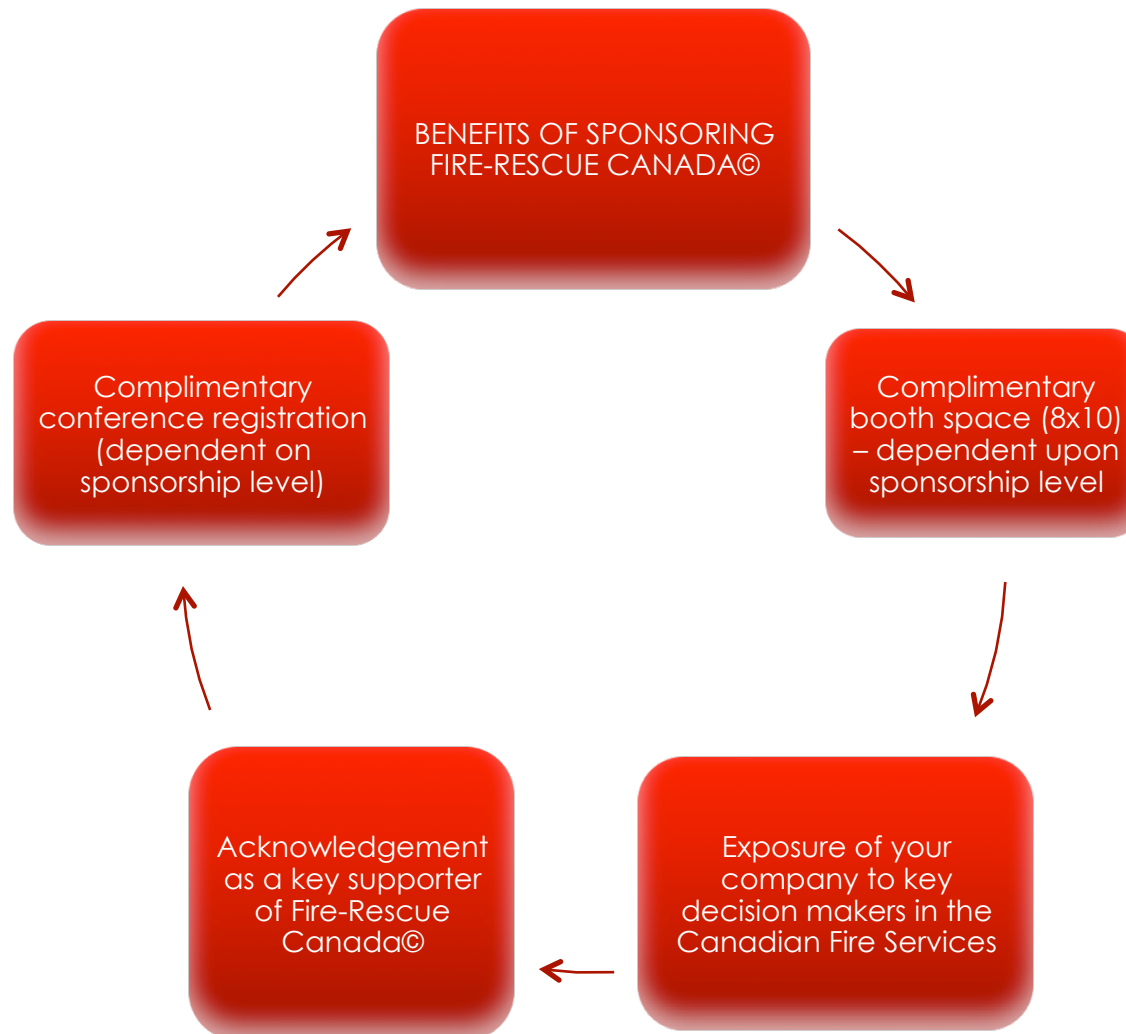
The Canadian Association of Fire Chiefs invites you to support Fire-Rescue Canada©'s success by participating as a sponsor. A full list of sponsorship benefits and opportunities is enclosed for your perusal.

Thank you for taking the time to review this package and we look forward to your support of Fire-Rescue Canada 2012.

Yours truly,

Fire Chief Rob Simonds, CFO
President
Canadian Association of Fire Chiefs

FIRE-RESCUE CANADA© SPONSORSHIP OPPORTUNITIES



PLATINUM SPONSORSHIP - \$15,000



Conference Signage

- Your company name and logo on signage to be prominently displayed throughout the conference and in the conference program

Marketing Profile

- Your company logo and level of sponsorship will be displayed on the conference website with a link to your website
- Your company logo and contact information to appear in an issue of the Canadian Fire Chiefs Magazine
- Your company logo and name will appear in the exhibitor listing located on the conference mobile application
- Banner ad with landing page on the conference mobile application (only 3 available)
- Sponsor recognition with namebadges
- On-screen recognition in the main plenary room
- Opportunity to give a 15 minute presentation at a plenary session (on a first come, first basis)
- 1 tradeshow alert during Vendors Gallery hours via conference mobile application
- One (1) 8x10 booth space in the Vendors Gallery
- Opportunity to include 1 insert in the delegate bags

Other Benefits

- Opportunity to introduce a keynote speaker
- One (1) reserved table for eight (8) at the Closing Ceremonies and Banquet
- Five (5) complimentary conference registrations for use by your representatives

GOLD SPONSORSHIP - \$10,000

Conference Signage

- Your company name and logo on signage to be prominently displayed throughout the conference and in the conference program

Marketing Profile

- Your company logo and level of sponsorship will be displayed on the conference website with a link to your website
- Your company logo and contact information to appear in an issue of the Canadian Fire Chiefs Magazine
- Your company logo and name will appear in the exhibitor listing located on the conference mobile application
- Sponsor recognition with namebadges
- On-screen recognition in the main plenary room
- Opportunity to give a 15 minute presentation at a plenary session (on a first come, first basis)
- 1 tradeshow alert during Vendors Gallery hours via conference mobile application
- One (1) 8x10 booth space in the Vendors Gallery

Other Benefits

- Opportunity to introduce a keynote speaker
- One (1) reserved table for eight (8) at the Closing Ceremonies and Banquet
- Four (4) complimentary conference registrations for use by your representatives

Gold Sponsorships available: Breakfast and lunch buffets (3 each), audio visual services, speaker fees



SILVER SPONSORSHIP - \$7,500



Conference Signage

- Your company name and logo on signage to be prominently displayed throughout the conference and in the conference program

Marketing Profile

- Your company logo and level of sponsorship will be displayed on the conference website with a link to your website
- Your company logo and contact information to appear in an issue of the Canadian Fire Chiefs Magazine
- Your company logo and name will appear in the exhibitor listing located on the conference mobile application
- Sponsor recognition with namebadges
- On-screen recognition in the main plenary room
- Opportunity to give a 15 minute presentation at a plenary session (on a first come, first basis)
- 1 tradeshow alert during Vendors Gallery hours via conference mobile application
- One (1) 8x10 booth space in the Vendors Gallery

Other Benefits

- Opportunity to introduce a keynote speaker
- Three (3) complimentary conference registrations for use by your representatives

Silver Sponsorships available: Delegate conference bags, Conference Mobile Application Sponsorship, Coffee Breaks, Speaker fees, preliminary program printing

BRONZE SPONSORSHIP- \$5,000



Conference Signage

- Your company name and logo on signage to be prominently displayed throughout the conference and in the conference program

Marketing Profile

- Your company logo and level of sponsorship will be displayed on the conference website with a link to your website
- Your company logo and contact information to appear in an issue of the Canadian Fire Chiefs Magazine
- Your company logo and name will appear in the exhibitor listing located on the conference mobile application
- Sponsor recognition with namebadges
- On-screen recognition in the main plenary room
- Opportunity to give a 15 minute presentation at a plenary session (on a first come, first basis)
- One (1) 8x10 booth space in the Vendors Gallery

Other Benefits

- Two (2) complimentary conference registrations for use by your representatives

Bronze sponsorships available: Hospitality suite, Welcome Reception, Coffee Breaks, companion program events, signage, transportation

SUPPORTING SPONSORSHIP- \$500 TO \$4,500



Conference Signage

- Your company name and logo on signage to be prominently displayed throughout the conference and in the conference program

Marketing Profile

- Your company logo and level of sponsorship will be displayed on the conference website with a link to your website
- Your company logo and name will appear in the exhibitor listing located on the conference mobile application
- On-screen recognition in the main plenary room

Supporting sponsorships available:

Photography - \$500

Bag Inserts - \$500

Banquet Flowers - \$1,500

Lanyards - \$1,500

Name Badge Holders - \$1,500

Speaker Gifts - \$1,500

Audio Visual services for individual sessions \$1,500 to \$2,500

CAFC Leadership Workshop - \$2,500

Pocket Schedule - \$2,500

FIRE-RESCUE CANADA© 2012 SPONSORSHIP APPLICATION FORM



Please complete all sections of this form and return it to CAFC Headquarters. Once received and processed, the identified contact person will be sent a confirmation email and receipt. If you have any questions, please contact Vicky Roper at 613-270-9138 or by email vproper@cafc.ca

Organization Information:

Contact Person: _____

Title: _____

Company/Organization: _____

Address: _____

City: _____ Prov/State _____ Postal Code/Zip: _____

Tel: _____ Fax: _____

E-mail: _____

Sponsorship Levels (all prices are in Canadian dollars):

Platinum	_____ \$15,000	Gold	_____ \$10,000
Gold	_____ \$10,000	Bronze	_____ \$ 5,000
Supporting	_____ \$ _____		

Method of Payment:

Visa Mastercard Cheque – Payable to Canadian Association of Fire Chiefs

Card Number: _____

Expiry Date: _____ Cardholder's Name: _____

Signature: _____

Please fax your completed form to: 800-775-5189 or email to: vproper@cafc.ca