



SPONSORSHIP OPPORTUNITIES

National Trust Conference 2021

In association with the Canadian Association of Heritage Professionals (CAHP)

Heritage and the Global Reset: Seizing the Moment

September 28 - October 1, 2021 • Presented virtually



National Trust
for Canada



CAHP | ACECP

nationaltrustconference.ca

2021 VIRTUAL CONFERENCE

Why sponsor the National Trust Conference?

Get ready to network virtually with an estimated 500+ conference participants, connect with new clients and profile your company's brand to a large, diverse audience. Building on last year's virtual conference, we are once again planning an exciting virtual experience with added sponsor benefits and improvements to the sponsor experience. An upgraded Exhibit Hall, new advertising opportunities, and new ways of networking with potential clients are just some of the changes coming this year.

The National Trust Conference, presented in association with the Canadian Association of Heritage Professionals (CAHP), is **Canada's largest heritage conservation event** for professionals, practitioners, government officials, and volunteers engaged in regenerating and saving historic places – from urban and rural buildings to districts, downtowns, and landscapes.

What can you expect as a sponsor?

Visibility: The National Trust Conference is the place to be seen among heritage leaders. We offer plenty of opportunities for you to profile your company and showcase your projects, products and services.

Audience: Participants will come from a wide range of backgrounds: architects, conservators/preservationists, engineers, contractors, developers, educators, planners, students, and government representatives. Everyone shares a commitment to saving, preserving, and renewing historic places for future use and appreciation.

Opportunity: The 2020 Virtual Conference was a tremendous success, and we anticipate another great event in 2021! Designed to maximize your time and investment, the 2021 National Trust Conference allows for valuable interaction with participants, professionals, and industry leaders. New features include an improved Exhibit Hall and a new virtual platform, allowing you to put your company front and centre.

We'll see you this Fall!

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ATTENDEE PROFILE

34%

Heritage Professionals,
Industry, Practitioners

26%

Government Officials
(Federal, Provincial,
Territorial, Municipal)

29%

Heritage Organizations,
Committees, Volunteers



SPONSORSHIP OPPORTUNITIES



Platinum SPONSOR

**\$10,000
AND ABOVE**



Only
3
Available



Visibility

Conference Website:

- Logo and link on sponsor page
- Logo on sponsors section of home page

Event Platform:

- Logo on login banner on registration page
- Logo on the rotating section on the header page (top right corner)
- Logo included in branded announcements — push notifications
- Your company's promo video on home page — plays on a continuous loop

- Your company's promo video to play before the keynote session and plenary sessions
- Logo on introduction slides before all sessions — plays on a loop in the lobby

Plus:

- Link & logo included in all conference communications — National Trust & CAHP
- Horizontal banner advertisement included in one National Trust email newsletter and in one membership digital magazine



Networking

Premium booth space at virtual exhibit hall:

- Sponsor logo and banner
- Description of company, projects, services
- Listed in the interactive exhibit hall map — see attendees in your booth in real time and engage them through video chat, private message or email
- Upload up to 2 videos featuring your company and services

- Include links to your resources, products & services — contact information for your team and associates

Plus:

- 5 conference registrations — access to full virtual event
- 5 exhibit booth representatives — access to the exhibit booth



Marketing & Engagement

- Push notifications to attendees including a message about your company
- Social media posts from the National Trust & CAHP
- Access metrics — booth traffic, impressions, time spent in your booth

- Lead retrieval — receive information from who visited your booth, contact info and detailed metrics sent to your company
- Participate in the online gamification — scavenger hunt where attendees are encouraged to visit your booth in order to win a prize

SPONSORSHIP OPPORTUNITIES



Gold
SPONSOR

\$5,000



Visibility

Conference Website:

- Logo & link on sponsor page
- Logo on sponsors section of home page

Event Platform:

- Logo on login banner on registration page
- Logo on the rotating section on the header page — top right corner
- Logo included in branded announcements — push notifications

- Logo on introduction slides before all sessions — plays on a loop in the lobby

Plus:

- Link & logo included in all conference communications — National Trust & CAHP
- Horizontal banner advertisement included in one National Trust email newsletter



Networking

Premium booth space at virtual exhibit hall:

- Sponsor logo and banner
- Description of company, projects, services
- Listed in the interactive exhibit hall map — see attendees in your booth in real time and engage them through video chat, private message or email
- Upload up to 2 videos featuring your company and services

- Include links to your resources, products & services — Contact information for your team and associates

Plus:

- 3 conference registrations — access to full virtual event
- 3 exhibit booth representatives — access to the exhibit booth



Marketing & Engagement

- Social media posts from the National Trust & CAHP
- Access metrics — booth traffic, impressions, time spent in your booth
- Lead retrieval — receive information from who visited your booth, contact info and detailed metrics sent to your company

- Participate in the online gamification — scavenger hunt where attendees are encouraged to visit your booth in order to win a prize

SPONSORSHIP OPPORTUNITIES



Silver
SPONSOR

\$2,500



Visibility

Conference Website:

- Logo & link on sponsor page
- Logo on sponsors section of home page

Plus:

- Link & logo included in all conference communications — National Trust & CAHP

Event Platform:

- Logo included in branded announcements — push notifications
- Logo on introduction slides before all sessions — plays on a loop in the lobby



Networking

Standard booth space at virtual exhibit hall:

- Sponsor logo and banner
- Description of company, projects, services
- Upload up to 2 videos featuring your company and services
- Include links to your resources, products & services
- Contact information for your team and associates

Plus:

- 2 conference registrations — access to full virtual event
- 2 exhibit booth representatives — access to the exhibit booth



Marketing & Engagement

- Access metrics — booth traffic, impressions, time spent in your booth

SPONSORSHIP OPPORTUNITIES



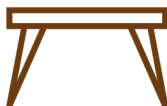
Bronze SPONSOR

\$1,200



Visibility

- Logo & link on sponsor page of conference website
- Logo on introduction slides before all sessions — plays on a loop in the lobby of the event platform
- Link & logo included in all conference communications — National Trust & CAHP



Networking

Standard booth space at virtual exhibit hall:

- Sponsor logo and banner
 - Description of company, projects, services
 - Upload up to 2 videos featuring your company and services
 - Include links to your resources, products & services
 - Contact information for your team and associates
- Plus:**
- 1 conference registration — access to full virtual event
 - 1 exhibit booth representative — access to the exhibit booth



Marketing & Engagement

- Access metrics — booth traffic, impressions, time spent in your booth

Friend

\$500



Visibility

- Name & link on sponsor page of conference website
- Link & name included in all conference communications – National Trust & CAHP

UNIQUE OPPORTUNITIES

Conference Platform

Lobby Banner (only one available) — \$5,000

- Top banner on the main page will be the first thing attendees see upon entering the conference site

The Gamification Prize Sponsor — \$2,000

- Listed on the website as the sponsor for the online gamification
- A representative from your company can announce the winner in short video played for attendees at the closing plenary

Networking Room Sponsor (limited availability) — \$2,000

- Your company's logo at the top of the video player which will broadcast the event
- Your company's name beside the event listed in the agenda
- Verbal acknowledgement during the event

Keynote Session Sponsor (only one available) — \$1,500

- Your company's logo at the top of the video player which will broadcast the event
- Your company's name beside the event listed in the agenda
- Verbal acknowledgement during the event

Plenary Session Sponsor (4 available) — \$1,000

- Your company's logo at the top of the video player which will broadcast the event
- Your company's name beside the event listed in the agenda
- Verbal acknowledgement during the event

Session Sponsor — \$750

- Your company's logo at the top of the video player which will broadcast the event
- Your company's name beside the event listed in the agenda
- Verbal acknowledgement during the event



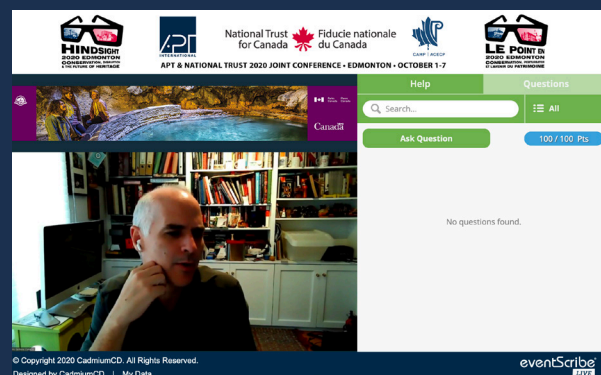
National Trust Marketing

Horizontal Advertisement with National Trust (Digital *Locale* magazine) — \$650

One banner advertisement from your company sent to our membership base via our quarterly online publication — 1,500 subscribers

Advertisement with National Trust Newsletter — \$500

One banner advertisement from your company sent to the National Trust communications list — 15,000 subscribers



VIRTUAL EXHIBIT HALL

Building on the success from our online conference in 2020 we are again offering our sponsors the ability to showcase their company through an interactive exhibit booth. This year, the Exhibit Hall will be an engaging virtual event that will allow you to connect with attendees and promote your brand, products and services. We are offering two types of exhibit booths depending on your level of sponsorship.

Here are the benefits included in these booths:

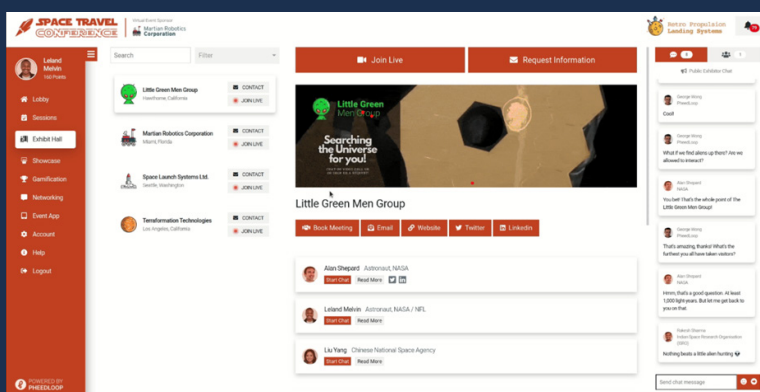
Premium Booth

1. Banner at the top of the page
2. Description of company, projects, and services
3. Company logo
4. Links to company site, social media accounts, and resources
5. Contact information for your company and associates
6. Upload up to 2 promotional videos featuring your company, services, or past projects
7. Listed in the interactive exhibit hall map
 - a. See when attendees join the exhibit hall and enter your booth in real time
 - b. The ability to engage them through private video chat, direct messages, or email
8. Access to exhibit booth metrics — see booth traffic, impressions, time spent in your booth
9. Access to lead retrieval
 - a. Receive detailed information of who visited your booth
 - b. Contact information for all delegates who attend your booth
 - c. Marketing information and metrics on your booth
10. Participation in the online gamification, designed to drive attendance at your booth

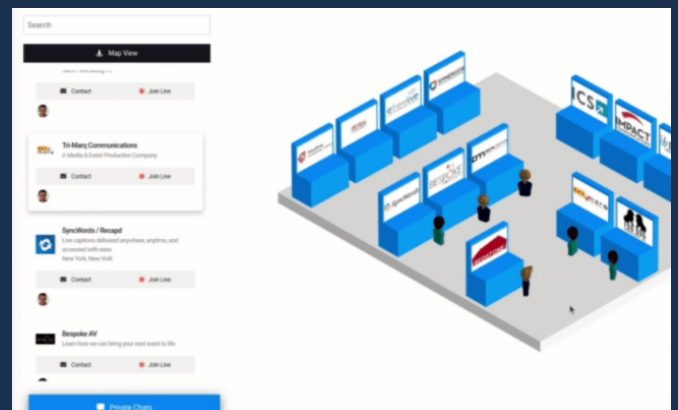
Standard Booth

1. Banner at the top of the page
2. Description of company, projects, and services
3. Company logo
4. Links to company site, social media accounts, and resources
5. Contact information for your company and associates
6. Upload one promotional video featuring your company, services, or past projects
7. Access to exhibit booth metrics — see booth traffic, impressions, time spent in your booth

In addition, for sponsors participating in the scavenger hunt, the game will encourage attendees to visit your booth and learn more about your company and/or past projects to qualify for the prizes. A leaderboard will show the top point achievers that will qualify for prizes!



Screenshot of Exhibit Booth



Screenshot of Interactive Exhibit Hall

SUMMARY OF BENEFITS

	Platinum \$10,000	Gold \$5,000	Silver \$2,500	Bronze \$1,200	Friend \$500
Visibility					
Conference Website Sponsor Page	Logo & Link	Logo & Link	Logo & Link	Logo & Link	Name & Link
Conference Website Home Page	Logo	Logo	Logo		
Login Banner on Registration Page of Event Platform	Logo	Logo			
Rotating Section on Header, Right Corner, of Event Platform	Logo	Logo			
Branded Announcements Through Event Platform	Logo	Logo	Logo		
Promo Video on Home Page of Event Platform	•				
Promo Video to Play Before Conference Sessions on Event Platform	•				
Featured on Slides Before Conference Sessions on Event Platform	Logo	Logo	Logo	Logo	
Featured in all Conference Communications	Logo & Link	Logo & Link	Logo & Link	Logo & Link	Name & Link
Advertisement in National Trust Newsletter	•	•			
Advertisement in National Trust Membership E-blast	•				
Networking					
Exhibit Booth	Premium	Premium	Standard	Standard	
Exhibit Booth Registrations	5	3	2	1	
Conference Registrations	5	3	2	1	
Marketing & Engagement					
Access Metrics from Exhibit Booth	•	•	•	•	
Lead Retrieval (Detailed Attendee Information) from Exhibit Booth	•	•			
Participation in Online Gamification	•	•	•		
Push Notifications to Attendees	•				
Social Media Posts Acknowledging Your Company	•	•			

THANK YOU TO OUR 2020 SPONSORS

PLATINUM SPONSORS



PULLMAN

Restoration • Preservation • Repositioning



Parks
Canada

Parcs
Canada

GOLD SPONSORS



Architectural
Resources Group



ARCHITECTURE



ROBERTSON MARTIN
ARCHITECTS



VERTICAL
access

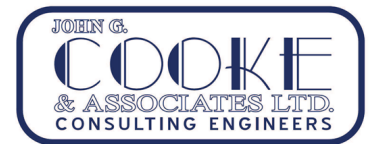


National Trust for Canada



THANK YOU TO OUR 2020 SPONSORS

SILVER SPONSORS



SPONSORSHIP FORM

National Trust Conference 2021 September 28 - October 1, 2021 • Presented Virtually

Organization/Firm: _____

Contact Name: _____

Position: _____

Address: _____

Telephone: _____ Fax: _____

Email: _____ Website: _____

Please indicate the level of sponsorship you are interested in:

- ☐ Platinum Sponsor (\$10,000+) ☐ Gold Sponsor (\$5,000) ☐ Silver Sponsor (\$2,500)
☐ Bronze Sponsor (\$1,200) ☐ Friend of the Conference (\$500)

Please indicate which unique sponsorships you are interested in:

- ☐ Lobby Banner Sponsor (exclusive) (\$5,000) ☐ Gamification Prize Sponsor (\$2,000)
☐ Networking Room Sponsor (Limited Availability) (\$2,000) ☐ Keynote Session Sponsor (exclusive) (\$1,500)
☐ Plenary Session Sponsor (4 available) (\$1,000) ☐ Session Sponsor (\$750)
☐ National Trust *Locale* Advertisement (magazine) (\$650) ☐ National Trust Newsletter Advertisement (\$500)

	Type	Price
Level of Sponsorship		
Unique Opportunities		
	Total	

Sponsorship cheques can be made payable
to the National Trust for Canada and sent to:

National Trust for Canada
190 Bronson Ave
Ottawa ON
K1R 6H4

To pay by credit card, please contact:

Kevin Parker
613-237-1066 ext. 234
kparker@nationaltrustcanada.ca



National Trust
Conference
2021



National Trust
for Canada



CAHP | ACECP

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