



**Canadian Apprenticeship Forum –
Forum canadien sur l'apprentissage**

PARTNERSHIP OPPORTUNITIES

***CAF-FCA 2010 Conference
“Apprenticeship – The Framework for
Canada’s Renewable Resource”***

June 6 – 8, 2010
Delta Hotel and St. John’s Convention Centre
St. John’s, Newfoundland and Labrador

Partner Opportunities

The Canadian Apprenticeship Forum – Forum canadien sur l'apprentissage (CAF-FCA) presents its conference:

APPRENTICESHIP – THE FRAMEWORK FOR CANADA'S RENEWABLE RESOURCE

The Delta Hotel and the St. John's Convention Centre is the place to be for the CAF-FCA June 6 – 8, 2010 Apprenticeship Conference. During these 2 ½ days, your organization will have the opportunity to reach key decision-makers of the Canadian apprenticeship community and to network with delegates from across the country.

It is expected that more than 450 delegates will attend this highly popular, traditionally sold-out event. The 2010 conference will focus on building the case for apprenticeship, especially in light of the current economic climate.

Join us for this highly interactive event, as a variety of presenters take the podium and share their perspectives on apprenticeship training in Canada.

Become a partner and ...

Be well recognized and visible within the conference program and in other materials used or displayed throughout the event. Become a Conference Partner and:

- ✓ Attract new members / partners
- ✓ Create pan-Canadian awareness of your organization
- ✓ Promote your project / program
- ✓ Reach key stakeholders within the apprenticeship community
- ✓ Secure your place and visibility at a national gathering of apprenticeship stakeholders
- ✓ Be recognized as a key supporter of the Canadian apprenticeship training systems
- ✓ Demonstrate your organization's commitment to apprenticeship training

Partnership levels and benefits

Partners of the **CAF-FCA 2010 Conference "Apprenticeship – The Framework for Canada's Renewable Resource"** will receive recognition for their support of and contribution to the Canadian apprenticeship systems. Partners will have numerous unique opportunities both prior to, and during the 2 ½ day conference, to feature their organization, to reach key decision-makers and to network. Each partnership opportunity includes an excellent range of benefits, with increasing visibility at the higher levels.

Conference Objectives

- To provide opportunities to gain extensive insight from speakers and delegates; discuss strategic directions; and network with others within the apprenticeship community.
- To present and discuss CAF-FCA initiatives which are of interest to the apprenticeship community.
- To provide opportunities for others within the apprenticeship community to share ideas and initiatives underway in Canada.
- To increase the number of partnerships at various levels demonstrating support and commitment from the apprenticeship community.
- To increase the participation from employers.

About Us

The Canadian Apprenticeship Forum – Forum canadien sur l'apprentissage (CAF-FCA) is the only not-for-profit, multi-partite organization that brings together the key constituents within the apprenticeship community. CAF-FCA is a unique partnership of representatives from business, labour, the Interprovincial Alliance of Apprenticeship Board Chairs (IPA), educators, persons with disabilities, women, members of visible minorities, Aboriginal persons, the Canadian Council of Directors of Apprenticeship (CCDA), and Human Resources and Social Development Canada (HRSDC).

CAF-FCA Mission Statement

- To promote apprenticeship as an effective training and education system that contributes to the development of a skilled labour force.
- To provide a mechanism for key stakeholders to support the apprenticeship delivery systems across Canada.

Partnership information and communication

All communication concerning conference partnership should be directed to:

Hélène Lamadeleine
Conference Manager
c/o Golden Planners Inc.
CAF-FCA 2010 Conference
1390 Prince of Wales Drive, Suite 310
Ottawa, ON K2C 3N6
Tel: (613) 241-9333
Fax: (613) 565-2173
E-mail: lamadeleine@goldenplanners.ca

We look forward to seeing you at the conference!



Canadian Apprenticeship Forum – Forum canadien sur l'apprentissage

CAF-FCA 2010 Conference Partnership Opportunities

The following partnership opportunities are available for qualified organizations*. Please select the option which would best suit your organization and submit the attached Partnership Agreement Form.

Premier Partnership Opportunity:

<input type="checkbox"/> Theme Conference Partner - \$20,000 (One available)	
Exclusive recognition as the sole "Theme" Partner	
<ul style="list-style-type: none"> Φ Recognized as Conference Theme Partner. Φ Six (6) complimentary registrations (value of \$650 per person – includes tickets to the off-site activity) Φ Priority allocation and complimentary trade show double booth space to promote your organization (value of \$1,500) Φ Full-page ad in a prominent location in the Conference Program brochure to be distributed on-site to all delegates. 	<ul style="list-style-type: none"> Φ Recognition in conference promotional material and on the homepage Web site (with hotlink) Φ Customized on-site recognition. Φ Insert a promotional item (provided by your organization) or brief company profile / brochure in the delegate kit package (maximum 5 pages) Φ Special acknowledgement at the opening plenary and closing session during the Conference.

Hospitality Partnership Opportunities:

<input type="checkbox"/> Banquet Partner, Sunday, June 6 - \$15,000 (One available)	
Exclusive recognition as the "Banquet" Partner	
<ul style="list-style-type: none"> Φ Recognized as Banquet Partner (Sunday, June 6th). Φ Five (5) complimentary registrations (value of \$650 per person – includes tickets to the off-site activity) Φ One complimentary trade show booth space with priority allocation (after the Theme Partner) to promote your organization (value of \$750) 	<ul style="list-style-type: none"> Φ Full-page ad in the Conference Program Φ Recognition in conference promotional material and on the homepage Web site (with hotlink) Φ Insert a promotional item (provided by your organization) or brief company profile / brochure in the delegate kit package (maximum 5 pages) Φ Acknowledgement at the Banquet Φ Customized on-site recognition
<input type="checkbox"/> Lunch with Keynote Speaker Partner - \$10,000 each (Two available)	
<ul style="list-style-type: none"> Φ Recognized as Lunch Partner for either the Monday, June 7th or Tuesday, June 8th lunch. Φ Four (4) complimentary registrations (value of \$650 per person – includes tickets to the off-site activity) Φ One complimentary trade show booth space to promote your organization (value of \$750) 	<ul style="list-style-type: none"> Φ Half-page ad in the Conference Program Φ Recognition in conference promotional material and on the homepage Web site (with hotlink) Φ Insert a promotional item (provided by your organization) or brief company profile / brochure in the delegate kit package (maximum 5 pages) Φ Acknowledgement at the selected Lunch Φ Customized on-site recognition

☐ Reception Partner, Sunday, June 6 - \$7,500 (One available)	
<ul style="list-style-type: none"> Φ Recognized as Reception Partner for Sunday, June 6th. Φ Three (3) complimentary registrations (value of \$650 per person – includes tickets to the off-site activity) Φ Quarter-page ad in the Conference Program Φ Recognition in conference promotional material and on the homepage Web site (with hotlink) Φ 	<ul style="list-style-type: none"> Φ Insert a promotional item (provided by your organization) or brief company profile / brochure in the delegate kit package (maximum 5 pages) Φ Acknowledgement at the Banquet following the reception on Sunday, June 6th Φ Customized on-site recognition
☐ Breakfast Partner - \$7,500 each (Two available)	
<ul style="list-style-type: none"> Φ Recognized as Breakfast Partner for either the Monday, June 7th or Tuesday, June 8th buffet breakfast. Φ Three (3) complimentary registrations (value of \$650 per person – includes tickets to the off-site activity) Φ Quarter-page ad in the Conference Program Φ 	<ul style="list-style-type: none"> Φ Recognition in conference promotional material and on the homepage Web site (with hotlink) Φ Insert a promotional item (provided by your organization) or brief company profile / brochure in the delegate kit package (maximum 5 pages) Φ Acknowledgement at the selected Breakfast Φ Customized on-site recognition
☐ Networking Break Partner - \$3,500 each (Three available)	
<ul style="list-style-type: none"> Φ Recognized as Networking Break Partner for either Monday morning, or afternoon, June 7th; or Tuesday morning, June 8th. Φ One (1) complimentary registration (value of \$650 per person – includes one ticket to the off-site activity) 	<ul style="list-style-type: none"> Φ Recognition in conference promotional material and on the homepage Web site (with hotlink) Φ Customized on-site recognition

Conference Services Partnership Opportunities:

☐ Presentation Support Services - \$12,000 (One available)	
<ul style="list-style-type: none"> Φ Recognized as Partner for Presentation Support Services. Φ Four (4) complimentary registrations (value of \$650 per person – includes tickets to the off-site activity) Φ One complimentary trade show booth space to promote your organization (value of \$750) 	<ul style="list-style-type: none"> Φ Half-page ad in the Conference Program Φ Recognition in conference promotional material and on the homepage Web site (with hotlink) Φ Insert a promotional item (provided by your organization) or brief company profile / brochure in the delegate kit package (maximum 5 pages) Φ Customized on-site recognition
☐ Printing Services - \$8,000 (One available)	
<ul style="list-style-type: none"> Φ Recognized as Partner for Printing Services. Φ Three (3) complimentary registrations (value of \$650 per person – includes tickets to the off-site activity) Φ Quarter-page ad in the Conference Program Φ 	<ul style="list-style-type: none"> Φ Recognition in conference promotional material and on the homepage Web site (with hotlink) Φ Insert a promotional item (provided by your organization) or brief company profile / brochure in the delegate kit package (maximum 5 pages) Φ Customized on-site recognition

☐ Communications Services - \$7,500 (One available)	
<ul style="list-style-type: none"> Φ Recognized as Partner for Communications Services. Φ Three (3) complimentary registrations (value of \$650??? per person – includes tickets to the off-site activity) Φ Quarter-page ad in the Conference Program 	<ul style="list-style-type: none"> Φ Recognition in conference promotional material and on the homepage Web site (with hotlink) Φ Insert a promotional item (provided by your organization) or brief company profile / brochure in the delegate kit package (maximum 5 pages) Φ Customized on-site recognition

Program Partnership Opportunities:

☐ Plenary / Panel Session Partner - \$5,000 (One available)	
<ul style="list-style-type: none"> Φ Recognized as Plenary / Panel Session Partner for the Tuesday, June 8th morning session. Φ Two (2) complimentary registrations (value of \$650 per person – includes tickets to the off-site activity) Φ Business-card size ad in the Conference Program 	<ul style="list-style-type: none"> Φ Recognition in conference promotional material and on the homepage Web site (with hotlink) Φ Table for collateral material within plenary/panel session meeting room. Φ Acknowledgement at the plenary/panel session Φ Customized on-site recognition

☐ Concurrent Session Partner - \$2,500 each (Fifteen to Twenty available)	
<ul style="list-style-type: none"> Φ Recognized as Concurrent Session Partner for the selected session. Φ Recognition in conference promotional material and on the homepage Web site (with hotlink) 	<ul style="list-style-type: none"> Φ Table for collateral material within session meeting room. Φ On-site recognition

General Partnership Opportunities:

☐ General Partnership Contribution - \$1,000 each	
<ul style="list-style-type: none"> Φ Recognized as a General Partner. Φ General acknowledgement and logo in conference promotional materials and on the homepage Web site 	<ul style="list-style-type: none"> Φ On-site recognition

*The Canadian Apprenticeship Forum – Forum canadien sur l'apprentissage (CAF-FCA) reserves the right to approve at its sole discretion, all partnership applications.



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PARTNERSHIP AGREEMENT

Please complete this agreement, submit it along with your selection of partnership opportunity and forward the completed signed agreement with payment to the CAF-FCA 2010 Conference Office. Please read the “Partnership Benefit Specifications, Terms and Conditions” as outlined on the next page.

Please note that partnership opportunities will be allocated on a first come- first served basis.

IMPORTANT: Please indicate below the name of your organization as it should appear for any and all acknowledgements of your partnership contribution.

Name of Organization

Contact

Title _____ Department _____

Address _____

City _____ Province _____ Postal Code _____

Telephone _____ Fax _____

Email _____

Website _____

The following payment is based upon acceptance of this Partnership Agreement by the Canadian Apprenticeship Forum-Forum canadien sur l'apprentissage (CAF-FCA). This Application becomes a contract upon acceptance by CAF-FCA and is not subject to cancellation, except by the consent of both parties, as indicated in writing.

Method of Payment Please invoice my organization

VISA Mastercard AMEX Cheque: **Please make cheque payable to “CAF-FCA Conference”**

Please note: If paid by credit card, “Golden Planners In Trust” will appear on your credit card statement

Credit Card Number _____

Name on Card _____

Expiry Date _____ Signature of Card Holder _____

CAF-FCA reserves the right to approve at its sole discretion, all partnership applications. I have read and understand this application and hereby agree to all of the terms and conditions stipulated on the reverse of this Agreement. I agree to make full payment upon signature of this contract for indicated partnership amount plus indicated additional costs.

Authorized Signature

Date

Please submit the completed agreement to:

Hélène Lamadeleine, Golden Planners Inc., 1390 Prince of Wales Drive, Suite 310, Ottawa, ON K2C 3N6 Tel: (613) 241-9333; Fax: 613-565-2173; E-mail: lamadeleine@goldenplanners.ca

Partnership Benefit Specifications, Terms and Conditions (as applicable to the partnership opportunity selected)

1. **Partnerships are accepted on a first-come, first-served basis for all partnership levels except for the “Theme” partner.**
2. **Should CAF-FCA receive multiple applications for the “Theme” partner by close of business on November 2nd, 2009, then a draw will take place to select the “Theme” partner. The successful organization will be advised in writing by November 13, 2009.**
3. **Should the selected “Theme” partner be a joint multi-organization support arrangement, only one benefits package will apply, as described in the Theme Conference Partner category.**
4. CAF-FCA reserves the right to limit the number of program partners.
5. A partnership is secured only on receipt of the payment and payment is due upon the signing of the contract. Please make cheques payable to **CAF-FCA Conference**.
6. CAF-FCA reserves the right to re-sell the Partnership if the signed agreement and payment is not received within 30 days of receipt of the agreement.
7. All payments are final and no refund will be issued. Costs are quoted in Canadian funds.
8. Acceptance of partnerships does not imply endorsement of partners’ products or services in any way, nor does it entitle the partnering organization to speak from the podium during the conference, unless as specified as part of the benefits applicable.
9. CAF-FCA reserves the right to decline any partnership level and the right to amend the rules and regulations governing partnership at their discretion.
10. The partnering organization’s name in the preliminary program (to be distributed in January 2010) must be fully **confirmed by November 15, 2009**.
11. Partners eligible for an ad in the Final Conference Program must supply an electronic version of the artwork by email or on a CD **no later than April 1, 2010**.
12. By completing and submitting the Partnership Agreement, you give consent to the CAF-FCA and GPI to collect your personal information in order to process your form, to maintain contact with you, and to send you information related to CAF-FCA projects and activities. This consent may also include the sharing of such information with a third party for the purposes of managing certain aspects of partnership activity.