



## 2010 CREA Sponsorship Opportunities

You are invited to be a part of CREA's 2010 networking opportunities.

### About CREA

The Canadian Real Estate Association (CREA) is one of Canada's largest single-industry trade associations, representing more than 96,000 real estate Brokers, agents and salespeople working through more than 100 real estate Boards and Associations.

CREA's primary mission is to represent its members at the federal level of government and to act as a watchdog on national legislation that pertains to the real estate industry. CREA has frequently taken strong stands to defend the public's right to own and enjoy property.

CREA owns the MLS® trademark and has a proprietary interest in the REALTOR® trademark. The REALTOR® trademark is an assurance of integrity and can only be used in Canada by members of The Canadian Real Estate Association who accept and respect a strict Code of Ethics. The real estate database systems operated by our member Boards and Associations under the MLS® trademark, provide an ongoing inventory of available properties and ensure maximum exposure of properties listed for sale. This is important because most resale homes in Canada go through MLS®.

The Association also operates the REALTOR.ca and ICX.CA websites, and the REALTOR Link® Intranet site for members across Canada.

### Why Sponsor a CREA Event?

- Create brand awareness by being on site
- Create an opportunity to reach the leadership of Canadian real estate Boards & Associations
- Create an opportunity to network with current and potential clients
- Create an integral role in delivering high-value information to attendees



## 2010 CREA Leadership Summit

**WHEN:** Tuesday, March 23, 2010

**WHERE:** The Westin Ottawa  
11 Colonel By Drive  
Ottawa, ON K1N 9H4

**WHY:** The CREA Leadership Summit is designed to bring together industry leaders and stakeholders to discuss issues facing the future of real estate in Canada. This summit is the Association's national conference and is attended by approximately 400 Board and Association Presidents, Directors and Executive Officers from across the country.

If you market products and services to the real estate industry, these are the individuals you need to know! CREA offers an opportunity to create brand awareness and develop relationships through one-on-one networking. Take advantage of this unique audience by participating in the following advertising and event sponsorship opportunities!

### SPONSORSHIP LEVELS

PLATINUM SPONSOR – Keynote Speakers \$10,000.00

Sponsorship of one of the following **(1 available)**:

1. Opening Keynote Speaker **SOLD!**
2. Closing Keynote Speaker

- Introduction of CREA Leadership Summit opening or closing keynote speaker – *first come first serve basis*
- Recognition as a Platinum sponsor displayed in CREA Internet café area
- Logo recognition as a Platinum sponsor on CREA events website
- On-site signage
- Full page ad plus recognition as a Platinum Sponsor in final program
- Name and logo on slides "Thank you to the Sponsors"
- Sponsor brochure/flyer included in all delegate tote bags (insert provided by sponsor)
- Pre-event and post-event attendee list (as authorized by attendees)
- Tabletop exhibit in CREA Internet café; includes 1 x 6 foot table and 2 chairs
- 1 electrical outlet
- 1 Complimentary Internet access at your kiosk
- 4 complimentary exhibitor badges\*

*\*Additional exhibitor badges are available at a cost of \$75/person*



## GOLD SPONSOR – Session Speaker \$7,500.00

- Speaker introduction
- Recognition as Gold sponsor displayed in CREA Internet café area
- Logo recognition as a Gold sponsor on CREA events website
- On-site signage
- Half page ad plus recognition as a Gold sponsor in final program
- Name and logo on slides "Thank you to the Sponsors"
- Sponsor brochure/flyer included in all delegate tote bags (insert provided by sponsor)
- Post-event attendee list (as authorized by attendees)
- Tabletop exhibit in CREA Internet café; includes 1 x 6 foot table and 2 chairs
- 1 electrical outlet
- 1 Complimentary Internet access at your kiosk
- 4 complimentary exhibitor badges\*
- PLUS 2 complimentary conference registrations, which includes 2 tickets to the President's dinner - Yet another networking opportunity!

## SILVER SPONSOR - Tote Bag \$4,000.00 **SOLD!**

- All meeting participants will receive a tote bag featuring your logo. It is your own walking billboard!
- Recognition as Silver sponsor displayed in CREA Internet café area
- Logo recognition as a Silver sponsor on CREA events website
- On-site signage
- Quarter page ad plus recognition as a Silver sponsor in final program
- Name and logo on slides "Thank you to the Sponsors"
- Sponsor brochure/flyer included in all delegate tote bags (insert provided by sponsor)
- Post-event attendee list (as authorized by attendees)
- Tabletop exhibit in CREA Internet café; includes 1 X 6 foot table and 2 chairs
- 1 electrical outlet
- 1 Complimentary Internet access at your kiosk
- PLUS 4 complimentary exhibitor badges\*

*\*Additional exhibitor badges are available at a cost of \$75/person*



## BRONZE SPONSOR – Coffee Break \$3,500.00

Sponsorship of one of the following:

1. AM refreshment break **SOLD!**
2. PM refreshment break **SOLD!**

- On site signage in food service area during sponsored refreshment break
- Recognition as Bronze sponsor displayed in CREA Internet café area
- Logo recognition as a Bronze sponsor on CREA events website
- On-site signage
- Quarter page ad plus recognition as a Bronze sponsor in final program
- Name and logo on slides "Thank you to the Sponsors"
- Sponsor brochure/flyer included in all delegate tote bags (insert provided by sponsor)
- Post-event attendee list (as authorized by attendees)
- Tabletop exhibit in the CREA Internet; café includes 1 x 6 foot table and 2 chairs
- 1 electrical outlet
- 1 Complimentary Internet access at your kiosk
- PLUS 3 complimentary exhibitor badges\*

## EXHIBITOR – Table Top \$1,500.00

- Tabletop exhibit in the CREA Internet café includes 1 X 6 foot table and 2 chairs
- Space provided for your company backdrop (must not exceed 6 feet)
- Recognition as exhibitor on CREA events website
- Exhibitor acknowledgement in final program
- 1 electrical outlet
- 1 Complimentary Internet access at your kiosk
- PLUS 2 complimentary exhibitor badges\*

## ADVERTISING SPONSORSHIPS

### STAINLESS STEEL WATER BOTTLE \$4,500.00 **SOLD!**

Have your company logo on these 500 ML water bottles. Attendees will use these during the event as well as at work and home after the meeting is over. Produced and distributed by CREA. Logo provided by sponsor. Plus, receive a 50% discount on the Table Top Exhibitor fee!

*\*Additional exhibitor badges are available at a cost of \$75/person*



## BADGE LANYARD \$2,000.00 **SOLD!**

Each attendee will receive a badge lanyard that features the sponsor's logo or company name printed on it. Sponsor is responsible for producing the lanyard. Plus, receive a 25% discount on the Table Top Exhibitor fee!

## LUGGAGE TAGS \$2,000.00

Each attendee will receive a luggage tag that features the sponsor's logo. CREA will produce and distribute the luggage tag. Sponsor must provide logo. Plus, receive a 25% discount on the Table Top Exhibitor fee!

## LIP BALM \$1,200.00

Help prevent sunburn and chapped lips. Your company logo will be on each lip balm for attendees to use over and over. Produced and distributed by CREA. Sponsor provides logo. Plus, receive a 25% discount on the Table Top Exhibitor fee!

## REALTOR Mall™ Please contact for pricing (*see contact details below*)

- REALTOR Mall™ is an advertising medium used to promote third-party products and services for the benefit of REALTORS®
- REALTOR Mall™ is one of the key components within our members only Intranet site, called REALTOR Link®
- In any given month, REALTOR Link® has over 200,000 unique visits and over 800,000 page views
- Display your products and services to more than 98,000 REALTORS®!

## CALL US TODAY!

*To become a sponsor of any 2010 CREA events, please contact:*

Julie Daviau, Meetings and Events Coordinator  
**The Canadian Real Estate Association**  
200 Catherine Street, 6<sup>th</sup> Floor  
Ottawa ON K2P 2K9  
Phone: 613-237-7111 ext. 2318 or 1-800-842-2732 Fax: 613-234-2567  
Email: [jdaviau@crea.ca](mailto:jdaviau@crea.ca)

Visit our website at: <http://events.crea.ca>

*\*Additional exhibitor badges are available at a cost of \$75/person*



## 2010 Joint AE Institute with NAR

**WHEN:** April 16-20, 2010

**WHERE:** Quebec City Convention Center  
1000, boul. René-Lévesque Est.  
Quebec City, QC G1R 2B5

Please note that the Joint AE Institute with NAR will replace the AEC Seminar this year. A separate sponsorship opportunities package is attached.

### CALL US TODAY!

*To become a sponsor of any 2010 CREA events, please contact:*

Julie Daviau, Meetings and Events Coordinator

**The Canadian Real Estate Association**

200 Catherine Street, 6<sup>th</sup> Floor

Ottawa ON K2P 2K9

Phone: 613-237-7111 ext. 2318 or 1-800-842-2732 Fax: 613-234-2567

Email: [jdaviau@crea.ca](mailto:jdaviau@crea.ca)

Visit our website at: <http://events.crea.ca>

*\*Additional exhibitor badges are available at a cost of \$75/person*



## MTC TECHNOLOGY FORUM

**WHEN:** Saturday, October 23, 2010

**WHERE:** Sheraton Hotel Newfoundland  
115 Cavendish Square  
St. John's, Newfoundland A1C 3K2

**WHY:** The MTC Technology Forum provides opportunity for two-way communication with leadership of organized real estate on national technology products, developments and issues. Promote sharing technology ideas and services. Facilitate increased interaction among leadership and staff involved in technology planning and delivery. The MTC Technology Forum is attended by approximately 250 real estate Boards & Associations, Executive Officers, Brokers, REALTORS® and Board staff.

### SPONSORSHIP LEVELS

**GOLD SPONSOR – Welcome Reception \$7,500.00 **SOLD!****

- Exclusive sponsorship of cocktail reception (Friday, October 22, 2010)
- Timed speaking opportunity
- Recognition as a Gold sponsor displayed in CREA Internet café area
- Logo recognition as Gold sponsor displayed on CREA events website
- On-site signage
- Full page ad plus recognition as a Gold sponsor in final program
- Name and logo on slides "Thank you to the Sponsors"
- Sponsor brochure/flyer included in all delegate tote bags (insert provided by sponsor)
- Pre-event and post-event attendee list (as authorized by attendees)
- Tabletop exhibit in the CREA Internet Café; includes 1 x 6 foot table and 2 chairs, location sponsors choice
- 1 electrical outlet
- 1 Complimentary Internet connection at your kiosk
- 2 complimentary exhibitor badges\*
- PLUS 1 complimentary Forum registration

*\*Additional exhibitor badges are available at a cost of \$75/person*



## SILVER SPONSOR - Tote Bag \$3,500.00 **SOLD!**

- Sponsor logo to be featured on all MTC delegate tote bags (logo provided by sponsor)
- Recognition as a Silver sponsor displayed in CREA Internet café area
- Logo recognition as Silver sponsor displayed on CREA events website
- On-site signage
- Half page ad plus recognition as a Silver sponsor in final program
- Name and logo on slides "Thank you to the Sponsors"
- Sponsor brochure/flyer included in all delegate tote bags (insert provided by sponsor)
- Post-event attendee list (as authorized by attendees)
- Tabletop exhibit in the CREA Internet Café; includes 1 x 6 foot table and 2 chairs, location sponsors choice
- 1 electrical outlet
- 1 Complimentary Internet connection at your kiosk
- PLUS 2 complimentary exhibitor badges\*

## BRONZE SPONSOR - Coffee Break \$2,500.00

Sponsorship of one of the following **(1 available)**:

1. AM refreshment break **SOLD!**
2. PM refreshment break

- On site signage in food service area during sponsored refreshment break
- Recognition as Bronze sponsor displayed in CREA Internet café area
- Logo recognition as a Bronze sponsor on CREA events website
- On-site signage
- Quarter page ad plus recognition as a Bronze sponsor in final program
- Name and logo on slides "Thank you to the Sponsors"
- Sponsor brochure/flyer included in all delegate tote bags (insert provided by sponsor)
- Post-event attendee list (as authorized by attendees)
- Tabletop exhibit in the CREA Internet café; includes 1 x 6 foot table and 2 chairs
- 1 electrical outlet
- 1 Complimentary Internet access at your kiosk
- PLUS 2 complimentary exhibitor badges\*

*\*Additional exhibitor badges are available at a cost of \$75/person*



## TABLE TOP EXHIBITOR \$1,500.00

- Tabletop exhibit in the CREA Internet café includes 1 X 6 foot table and 2 chairs
- Space provided for your company backdrop (must not exceed 6 feet)
- Recognition as exhibitor on CREA events website
- Exhibitor acknowledgement in final program
- 1 electrical outlet
- 1 Complimentary Internet access at your kiosk
- PLUS 2 complimentary exhibitor badges\*

## ADVERTISING SPONSORSHIPS

### STAINLESS STEEL WATER BOTTLE \$4,000.00

Have your company logo on these 500 ML water bottles. Attendees will use these during the event as well as at work and home after the meeting is over. Produced and distributed by CREA. Logo provided by sponsor. Plus, receive a 50% discount on the Table Top Exhibitor fee!

### BADGE LANYARD \$2,000.00 **SOLD!**

Each attendee will receive a badge lanyard that features the sponsor's logo or company name printed on it. Sponsor is responsible for producing the lanyard. Plus, receive a 25% discount on the Table Top Exhibitor fee!

### LUGGAGE TAGS \$2,000.00

Each attendee will receive a luggage tag that features the sponsor's logo. CREA will produce and distribute the luggage tag. Sponsor must provide logo. Plus, receive a 25% discount on the Table Top Exhibitor fee!

### LIP BALM \$1,200.00

Help prevent sunburn and chapped lips. Your company logo will be on each lip balm for attendees to use over and over. Produced and distributed by CREA. Sponsor provides logo. Plus, receive a 25% discount on the Table Top Exhibitor fee!

*\*Additional exhibitor badges are available at a cost of \$75/person*



REALTOR Mall™ Please contact for pricing (*see contact details below*)

- REALTOR Mall™ is an advertising medium used to promote third-party products and services for the benefit of REALTORS®
- REALTOR Mall™ is one of the key components within our members only Intranet site, called REALTOR Link®
- In any given month, REALTOR Link® has over 200,000 unique visits and over 800,000 page views
- Display your products and services to more than 98,000 REALTORS®!

## CALL US TODAY!

*To become a sponsor of any 2010 CREA events, please contact:*

Julie Daviau, Meetings and Events Coordinator

**The Canadian Real Estate Association**

200 Catherine Street, 6<sup>th</sup> Floor

Ottawa ON K2P 2K9

Phone: 613-237-7111 ext. 2318 or 1-800-842-2732 Fax: 613-234-2567

Email: [jdaviau@crea.ca](mailto:jdaviau@crea.ca)

Visit our website at: <http://events.crea.ca>

*\*Additional exhibitor badges are available at a cost of \$75/person*