



THE CANADIAN REAL ESTATE ASSOCIATION 2021 SPONSORSHIP OPPORTUNITIES

The Canadian Real Estate Association (CREA) is one of Canada's largest single-industry trade associations, representing more than 130,000 real estate brokers, agents and salespeople, working through 81 real estate Boards and Associations across Canada.

Thank you for your interest in becoming a CREA sponsor. CREA has made the shift to virtual meetings with the help of the technologies that our sponsors and exhibitors utilize every day to connect and engage. To make this the best and most cost-effective experience possible for your company, with lasting results, we're excited to announce our new Virtual Event Space which will afford you endless new sponsorship opportunities and ways to engage with our audience.

Highlights



Virtual Exhibitor Space includes business description & services; social media links; videos, GIFs, static imagery; and representative information.

Connect with participants through public chat board exclusive to each vendor page, secure one-to-one chat and video conferencing.

Share marketing files and collateral on your vendor page, present demos with share screen sessions.

Take advantage of **networking time** that is built into the program. Be online to connect with clients.

Live visitor tracking shows in real-time exactly who is visiting your booth, allowing staff to start conversations.

Exclusivity through **virtual product demos, sponsored sessions** and more.

Take advantage of **banner ads, alerts, social posts** and more with a custom call to action.

Have fun with it - join our event gamification for added opportunities for engagement.

Promote your brand - with video content made available directly in the Virtual Space.

No physical exhibitor booths? No problem.
Explore the untapped potential of online sponsorship.

Interested in becoming a CREA sponsor?

Contact: Jackie Taylor, Meetings & Events Coordinator

jtaylor@crea.ca

Are you looking for an event that will allow you to showcase your products and services to hundreds of Brokers and REALTORS®?

In 2021 we are pleased to provide two (2) sponsorship opportunities.

CREA will be holding **two (2) Virtual CREA Broker Summits** bringing together brokers from across the country for a half-day of engaging topics, centered around ways to help brokerages succeed and gain a competitive advantage, featuring top industry experts.

Expected attendance: 500+ Brokers and REALTORS® at each event.

We hope you will consider sponsoring **one or both** of these events!

2021 CREA SPRING BROKER SUMMIT

JUNE 3, 2021

VIRTUAL EVENT

2021 CREA WINTER BROKER SUMMIT

DECEMBER 3, 2021

VIRTUAL EVENT

EXHIBITOR DAY

This year we are pleased to open the virtual space and promote “Exhibitor Day” the day prior to each of the broker summits for you to meet with clients, via live chat or set up dedicated time slots for product demonstrations to help generate leads.

Exhibitor Days will be promoted through all our communications going out to members.

Opportunities will also be available before and during the Broker Summit on June 3.

SPONSORSHIP LEVELS FOR EACH EVENT

Sponsorship Opportunity 1:

2021 CREA SPRING BROKER SUMMIT - JUNE 3, 2021

Sponsorship Opportunity 2:

2021 CREA WINTER BROKER SUMMIT - DECEMBER 3, 2021

PLATINUM	\$15,000.00 (Dec. 3 – tentatively sold)
GOLD	\$ 7,500.00
SILVER	\$ 5,000.00
BRONZE	\$ 2,000.00

Review the various levels of sponsorship to see what might best fit your budget. CREA also welcomes customized sponsorship opportunities should you not see anything that meet your individual needs. Please contact us should you wish to discuss.

2021 CREA SPRING BROKER SUMMIT - JUNE 3, 2021

EXHIBITOR DAY: JUNE 2, 2021

PLATINUM SPONSORSHIP - \$15,000.00 (EXCLUSIVE) (TENTATIVELY SOLD)

Your Platinum Sponsorship includes:

- **Virtual Exhibitor Space**



See highlights section above

- **Keynote Speaker (exclusive)**

An exclusive opportunity to have a representative from your Company introduce the keynote speaker, with a banner or watermark within the livestream video highlighting your company.

- **Email blast to attendees (exclusive)**

Your platinum sponsorship of the Keynote Speaker will be included in the notices forwarded to attendees.

- **Branded Announcement (exclusive)**

Create an announcement you'd like to share with the delegates and it will be sent as a push notification at a selected time during the Broker Summit. Sponsor logo can be included within the announcement's body.

- **Login Page Banner (exclusive)**

A graphic every single attendee is guaranteed to see because it is right on the login page itself.

- **Portal Header Sponsor Logo (exclusive)**

This one graphic will always be visible in the virtual event portal, no matter where people are taken in the virtual space.

- **Two Video Spots**

An opportunity to show two videos during the livestream (max. 2 minutes/each).

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- **Lobby Banner**

In the virtual event's lobby, a banner image will be visible across the top of the virtual space.

- **Gamification**

Help encourage attendees to meet with you, by including challenges that reward players for visiting profiles, attending a demo or meeting with a representative.

- **Complimentary registration** to attend all sessions on June 3rd.

- **Logo featured on CREA's members only intranet Events site.**

GOLD SPONSORSHIP - \$7,500.00

Your Gold Sponsorship includes:

- **Virtual Exhibitor Space**



See highlights section above

- **Two (2) Sponsored Sessions**

For added exposure, include a banner or watermark within the livestream video highlighting your company.

- **One Video Spot**

An opportunity to show a video during the livestream (max. 1 minute).

- **Afternoon Virtual Break Sponsor**

Logo or short video ad will be shown during the virtual break.

- **Lobby Banner**

In the virtual event's lobby, a banner image will be visible across the top of the virtual space.

- **Two (2) Banner Ads**

Incorporate additional branding with a link to your website within some of the sections on the virtual event space that generally get the most traffic

- **Gamification**

Help encourage attendees to meet with you, including challenges that reward players for visiting profiles, attending a demo or meeting with a representative.

- **Logo featured on** Event site on CREA's intranet site.

SILVER SPONSORSHIP - \$5,000.00

Your Silver Sponsorship includes:

- **Virtual Exhibitor Space**



See highlights section above

- **One (1) Sponsored Sessions**

For added exposure, include a banner or watermark within the livestream video highlighting your company.

- **One Video Spot**

An opportunity to show a video during the livestream (max. 1 minute).

- **Lobby Banner**

In the virtual event's lobby, a banner image will be visible across the top of the virtual space.

- **Two (2) Banner Ads**

Incorporate additional branding with a link to your website within some of the sections on the virtual event space that generally get the most traffic

- **Gamification**

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- **Logo featured on** Event site on CREA's intranet site.

BRONZE SPONSORSHIP - \$2,000.00

Your Bronze Sponsorship includes:

- **Virtual Exhibitor Space**



See highlights section above

- **One (1) Banner Ad**

Incorporate additional branding with a link to your website within some of the sections on the virtual event space that generally get the most traffic

- **Lobby Banner**

In the virtual event's lobby, a banner image will be visible across the top of the virtual space.

- **Gamification**

Help encourage attendees to meet with you, including challenges that reward players for visiting profiles, attending a demo or meeting with a representative.

- **Logo featured on Event site on CREA's intranet site.**

2021 CREA WINTER BROKER SUMMIT - DECEMBER 3, 2021

EXHIBITOR DAY: DECEMBER 2, 2021

PLATINUM SPONSORSHIP - \$15,000.00 (EXCLUSIVE)

Your Platinum Sponsorship includes:

- **Virtual Exhibitor Space**



See highlights section above

- **Keynote Speaker (exclusive)**

An exclusive opportunity to have a representative from your Company introduce the keynote speaker, with a banner or watermark within the livestream video highlighting your company.

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Your platinum sponsorship of the Keynote Speaker will be included in the notices forwarded to attendees.

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GOLD SPONSORSHIP - \$7,500.00

Your Gold Sponsorship includes:

- **Virtual Exhibitor Space**



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- **Two (2) Sponsored Sessions**

For added exposure, include a banner or watermark within the livestream video highlighting your company.

- **One Video Spot**

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- **Afternoon Virtual Break Sponsor**

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SILVER SPONSORSHIP - \$5,000.00

Your Silver Sponsorship includes:

- **Virtual Exhibitor Space**



See highlights section above

- **One (1) Sponsored Session**

For added exposure, include a banner or watermark within the livestream video highlighting your company.

- **One Video Spot**

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<p>GOLD - \$7,500.00</p>	<p><i>Includes:</i></p> <ul style="list-style-type: none"> ● Virtual Exhibitor Space ● Two (2) Sponsored Sessions ● One Video Spot ● Afternoon Virtual Break Sponsor ● Lobby Banner ● Two (2) Banner Ads ● Gamification ● Logo on CREA’s Events site
<p>SILVER - \$5,000.00</p>	<p><i>Includes:</i></p> <ul style="list-style-type: none"> ● Virtual Exhibitor Space ● One (1) Sponsored Session ● One Video Spot ● Lobby Banner ● Two (2) Banner Ads ● Gamification ● Logo on CREA’s Events site
<p>BRONZE - \$2,000.00</p>	<p><i>Includes:</i></p> <ul style="list-style-type: none"> ● Virtual Exhibitor Space ● One (1) Banner Ad ● Lobby Banner ● Gamification ● Logo on CREA’s Events site