



# SPONSORSHIP PROSPECTUS

Opportunity for Annual Engagement

# ABOUT CNAM

## WHAT IS CNAM?

CNAM is the association of public infrastructure asset management in Canada. Our government and private sector members develop policy, tools and technologies which improve the level of service for public infrastructure assets in every province and territory. CNAM shares that knowledge with other members and stakeholders through our annual conference, webinars, various committees and resources such as CNAMpedia.

CNAM is a not-for-profit organization initially established for municipalities by municipalities. The focus has since shifted to include all public infrastructure asset management.

## CNAM BOARD OF DIRECTORS

### CNAM Executive

Valerie Williams, Chair, Director (East)  
Matt Dawe, Vice Chair, Director  
Russell Crook, Secretary-Treasurer, Director  
Melissa Osborne, Past Chair

### CNAM Directors

Joel Shaw, Director (West: BC, Alberta)  
Sudhir Jha, Director (Territories)  
Loretta Gette, P.Eng., Director (Prairie)  
Jeffrey Morrison, Director (Ontario)  
Justine Baudart, Director (Quebec)  
Irving "Bing" Leblanc, P.Eng., (First Nations)  
Darla Campbell, P.Eng., CSR-P, Director, (Non-Public)  
Katie Geoghegan Director (Non-Public)  
Barry Kelly, Director (Non-Public)  
Alicia Keating, Director at Large  
Chris Klos, Director at Large  
Pious Maposa, Director at Large  
Brandon Searle, P.Eng., Director at Large  
Michael Benson, Non-voting Director  
Todd Latham, Non-voting Director

## CNAM HAS RELATIONSHIPS WITH STRONG INDUSTRY PARTNERS AND THEIR MEMBERS:

Asset Management BC (AMBC)  
Asset Management Ontario (AM-ONT)  
Asset Management Saskatchewan (AM-SK)  
Atlantic Infrastructure Management Network (AIM)  
Building Asset Management NL (BAM! NL)  
Canadian Association of Municipal Administrators (CAMA)  
Canadian Institute of Planners (CIP)  
Canadian Public Works Association (CPWA)  
Canadian Society for Civil Engineering (CSCE)  
Canadian Water and Wastewater Association (CWWA)  
Centre d'expertise et de recherche en infrastructures urbaines (CERIU)  
Federation of Canadian Municipalities (FCM)  
Government Finance Officers Association (GFOA)  
Infrastructure Asset Management Alberta (IAMA)  
Institute of Public Works Engineering Australasia (IPWEA)  
Municipal Natural Assets Initiative (MNAI)  
Ontario Coalition for Sustainable Infrastructure (OCSI)  
Plant Engineering and Maintenance Association of Canada (PEMAC)  
The Institute of Asset Management (IAM)  
Yukon Asset Management Community of Practice (YAM – CoP)

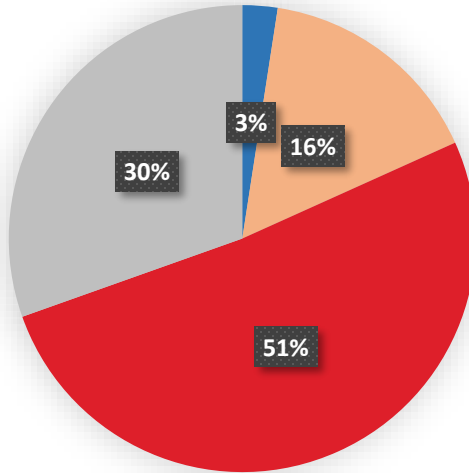
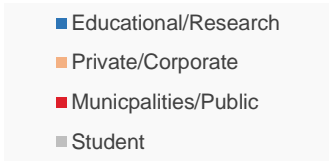
## CNAM ASSOCIATION MANAGEMENT

Douglas Cutts, Executive Director  
Iain Cranston, Program Manager  
Redstone Agency, Association Management Company

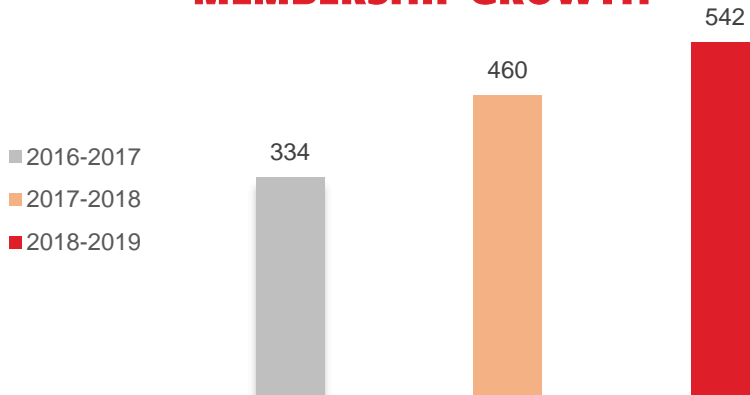


# OUR MEMBERS

## MEMBERSHIP



## MEMBERSHIP GROWTH



### Members' Areas of Practice

- |                               |                     |                             |                    |
|-------------------------------|---------------------|-----------------------------|--------------------|
| Asset Management              | Consulting Services | Finance/Treasury            | Municipality       |
| Business Planning             | Corporate Strategy  | Information Technology      | Project Management |
| Law/ Bylaw Enforcement        | Education/ Research | Infrastructure              | Other              |
| Climate Change/Sustainability | Environmental       | Land Management/Development |                    |
| Community Services            | Facility            | Media                       |                    |

# WHY SPONSOR

## HOW WE'LL HELP YOUR BRAND

As an annual CNAM sponsor, you benefit from a wide variety of branding opportunities throughout the year. Many of our members hold senior positions in their organizations and have significant decision-making and purchasing power. You also don't have to be Canadian to benefit from this opportunity; through sponsorship you can engage with our American members and expand your network.

Here is a breakdown of our marketing activities that will include your brand:



### Website and digital advertisements

Your logo will appear on our website, event pages and conference mobile app.



### Email campaign

Your company will be promoted via a series of monthly email communications sent directly to the inboxes of 1800+ industry professionals.



### Conference App

Every attendee of our Annual Conference, will have access to the conference app featuring information about our sponsors.



### On-site displays

Your logo will be featured on a variety of onsite signage and digital presentation formats.



### Onsite integration of brand

Branding of the event venues using décor, signage and electronic displays to ensure excellent brand recognition and connection with the audience.



### Thank you & recognition at events

CNAM will provide a verbal thank you to our sponsors at all events throughout the year.



### Promote company expertise at annual events

You will have the opportunity to present at the Conference and/or during webinars, regional workshops, and/or other events highlighting a topic in your company's expertise.



### Social media

Your sponsorship of CNAM's programs, events and services will be promoted via the CNAM Twitter & LinkedIn accounts.

# NATIONAL CONFERENCE

## 2020 CNAM CONFERENCE

 St. John's, NL  May 11 -14, 2020

Join us in St John's, NL – one of the oldest and most vibrantly colourful cities in North America - for the 14th Annual Canadian Network of Asset Managers Conference. Canadian public sector staff and the consultants and contractors they work with know that asset management is foundational to reliable, efficient service delivery. Building on that foundation of supporting service delivery is CNAM's conference theme – Asset Management: Rock Solid!

The annual conference and trade show will continue to explore these challenges through leading edge professional development, idea sharing, workshops and fun networking opportunities with your peers and new players in government, academia and industry.

So mark your calendars for May 11-14, 2020 - we will see you then in beautiful St John's, NL!



# CNAM MEMBERS

## ORGANIZATIONS AND COMPANIES

AANDC  
Actual Media Inc.  
AECOM  
AECON Group. Inc.  
Alberta Capital Region Wastewater Commission  
Allnorth Consultants Limited  
Alpha Infrastructure Management Group  
Anderson Business Consulting Inc.  
Applied Geologics Inc.  
Aqua Data Inc.  
Aquatera Utilities Inc.  
Assembly of First Nations  
Asset Management BC  
AssetFuture  
Assetic  
Associated Engineering Ltd  
Association of Municipalities of Ontario  
ATAP Infrastructure Management Ltd.  
Athabasca County  
Athabasca University  
Atlantic Infrastructure Management Network (AIM)  
BC Ferries  
Brazeau County  
Canadian Nuclear Laboratories  
Canadian Urban Institute  
Capital Region Housing  
Capital Regional District  
Carleton University  
CBCL Limited  
CERIU  
CHC  
City of Abbotsford  
City of Airdrie  
City of Barrie  
City of Bozeman, MT  
City of Brampton  
City of Brandon  
City of Burlington  
City of Burnaby  
City of Calgary  
City of Cambridge  
City of Campbell River  
City of Camrose  
City of Castlegar  
City of Charlottetown  
City of Chestermere  
City of Clarence-Rockland  
City of Coquitlam  
City of Corner Brook  
City of Cornwall  
City of Courtenay  
City of Dryden  
City of Edmonton  
City of Fredericton  
City of Greater Sudbury  
City of Hamilton  
City of Kamloops  
City of Kawartha Lakes  
City of Kelowna  
City of Kingston  
City of Kitchener  
City of Lethbridge  
City of London  
City of Markham  
City of Medicine Hat  
City of Melville  
City of Mississauga  
City of Montreal  
City of Morden  
City of Mount Pearl  
City of Nanaimo  
City of New Westminster  
City of Niagara Falls  
City of Oshawa  
City of Ottawa  
City of Owen Sound  
City of Peterborough  
City of Portage la Prairie  
City of Portland (Oregon), Bureau of Environmental Services  
City of Prince George  
City of Quebec  
City of Red Deer  
City of Regina  
City of Saint John  
City of Salmon Arm  
City of Saskatoon  
City of Selkirk  
City of Spruce Grove  
City of Surrey  
City of Swift Current  
City of Toronto  
City of Trail  
City of Vancouver  
City of Vaughan  
City of Vernon  
City of Victoria  
City of Waterloo, The  
City of Wetaskiwi  
City of Windsor  
City of Windsor  
City of Winnipeg  
Cole Engineering Group Ltd.  
Concordia University  
Corporation of City of London  
Corporation of the City of North Bay  
Corporation of the Town of Kingsville  
Corporation of the Town of Oakville  
County of Brant, The  
County of Dufferin  
County of Grande Prairie  
County of Lambton  
CTZoom Technologies / Infratech Services  
Defence Construction Canada  
Dillon Consulting Limited  
District of Mission  
District of North Vancouver  
District of Summerland  
District of West Vancouver  
EBA, A Tetra Tech Company | Transportation Practice  
Edmonton Airports  
Egov Solutions, Inc.  
EPCOR Utilities Inc.  
Esri Canada  
Federal Bridge Corporation Ltd  
Federation of Canadian Municipalities  
Fracta  
George Brown College  
Georgian College  
GHD Limited  
Glorylord Group  
GNWT - Municipal and Community Affairs  
Government of New Brunswick  
Government of Northwest Territories

# CNAM MEMBERS

Halifax Regional Municipality  
Halifax Regional Water Commission  
Halton Region  
Hippo CMMS  
Horizant Solutions Inc.  
icInfrastructure  
Institute of Public Works Engineering  
Australia  
ISL Engineering and Land Services Ltd.  
Jacobs  
Kativik Regional Government  
Kerr Wood Leidal Associates Ltd  
Knight Piesold Ltd.  
KPMG LLP  
LadderUp Consulting Ltd.  
Lethbridge County  
Loblaws Inc.  
Louis Berger Inc.  
Loyalist Township  
Martha Myers Consulting Services  
McElhanney Consulting Services Ltd.  
McGill University  
McMaster University  
Metro Vancouver  
Mountain View County  
MPE Engineering Ltd  
Municipal and Community Affairs, GNWT  
Municipal District of Bonnyville No. 87  
Municipal District of Taber  
Municipalities Newfoundland and Labrador  
Municipality of Chatham-Kent  
Municipality of the County of Colchester  
Municipality of the County of Colchester  
MuniSight. LTD  
N.I.N.E. Enterprises Inc.  
NAIT  
NAMS Canada  
Niagara Region  
Northwest Territories Power Corporation  
O. Cube Asset Management Ltd.  
Ontario First Nations Technical Services Corporation  
Opus International Consultants  
Parks Canada  
Province of Manitoba  
Peace River Regional District  
Port Metro Vancouver  
Port of Prince Rupert  
PowerPlan Inc.  
Province of Nova Scotia  
Public Sector Digest Inc.  
qathet Regional District  
Queen's University  
R.J. Burnside & Associates Ltd.  
Red Deer County  
Region of Peel  
Region of Waterloo  
Regional District of Central Okanagan  
Regional Municipality of York  
Remsoft Inc.  
Riva Modeling Systems Inc.  
Robinson Consultants Inc.  
Rural Municipality of Manitou Lake No 442  
Rural Municipality of Montcalm  
Rural Municipality of Springfield  
Rural Municipality of Stanley  
RV Anderson Associates Ltd.  
Ryerson University  
S P Jain School of Global Management  
Saskatchewan Ministry of Highways  
SaskBuilds  
Schulich School of Business  
Seadrill  
Shared Services Canada  
Shermco Industries  
Smoky Lake County  
SNC-Lavalin  
Solomon Matthewson Consulting  
Spalding  
Stantec  
Strategic Leadership Solutions  
Strathcona County  
Sturgeon County  
Sunshine Coast Regional District  
System Eyes Consulting  
Telenor Group  
Town of Ajax  
Town of Banff  
Town of Beaumont  
Town of Bradford West Gwillimbury  
Town of Caledon  
Town of Canmore  
Town of Drayton Valley  
Town of East Gwillimbury  
Town of Essex  
Town of Fort Frances  
Town of Gillam  
Town of Grand Falls-Windsor  
Town of Innisfail  
Town of Kindersley  
Town of Labrador City  
Town of Langley  
Town of LaSalle  
Town Of Lincoln  
Town of Naicam  
Town of New Glasgow  
Town of Newmarket  
Town of Oakville  
Town of Olds  
Town of Petawawa  
Town of Qualicum Beach  
Town of Richmond Hill  
Town of Saugeen Shores  
Town of Sidney  
Town of South Bruce Peninsula  
Town of Stonewall  
Town of Stony Plain  
Town of Sylvan Lake  
Town of Westlock  
Town of Whitby  
Township of King  
Township of Springwater  
TransAqua  
TransLink  
Turner & Townsend  
UCLA Anderson School of Management  
University of Alberta  
University of British Columbia  
University of Calgary  
University of Central Florida  
University of Guelph  
University of New Brunswick  
University of Saskatchewan  
University of Toronto  
University of Victoria  
University of Waterloo  
University of Windsor  
Vancouver Fraser Port Authority  
Village of New Maryland  
Ville de Beaconsfield  
Ville de Bromont  
Ville de Dieppe  
Ville de Longueuil  
Ville de Montreal  
Wood PLC  
WSP  
York University  
Yukon Government

# SPONSORSHIP PACKAGES

## WELCOME RECEPTION **\$12,500**

- ✓ Corporate branding with banners, give-away items and an opportunity to make welcome remarks at the reception.
- ✓ Includes opportunity to provide three questions for the attendee post conference survey.

## KEYNOTE SPEAKER **\$5,000** (3 opportunities available)

- ✓ Introduce and thank keynote speaker.

## STUDENT POSTER SESSIONS & AWARDS **\$5,000**

- ✓ Support the new professionals in asset management as they provide insight into their research through the annual poster contest. Be a judge and be front and centre for new talent at the conference, and hand out cash prizes and awards.
- ✓ Includes opportunity to attend the New Professionals Networking Event and deliver remarks.

## LUNCH **\$2,500** (3 opportunities available)

- ✓ Choose from Tuesday, Wednesday or Thursday.

## NETWORKING BREAK **\$1,500** (5 opportunities available)

- ✓ Choose from Tuesday, Wednesday or Thursday.

### BRANDING OPPORTUNITIES INCLUDED IN PACKAGES ABOVE:

- ✓ Logo on screens during conference
- ✓ Logo on conference app corporate listing
- ✓ Logo on conference name badge
- ✓ Logo on conference related eblasts
- ✓ Listing on cnam.ca website
- ✓ Corporate banner on website
- ✓ Logo on media advertising
- ✓ Customized post event



# À LA CARTE OPTIONS

## TEREO AWARD OPTIONS

- **Tereo Awards Dinner \$10,000**
  - ✓ Become the key sponsor for the evening. Provide welcome remarks and branding opportunity.
- **Tereo Award \$5,000**
  - ✓ Choose from Tereo, Pioneer or Ambassador Award. Or **\$10,000** for all three Awards.

## CONFERENCE ITEMS

- **Conference Delegate Bags \$4,000**
- **Conference Notebooks \$5,000**
- **Conference Pens \$1,500**
- **Conference Lanyards \$3,500**
- **Trade Show booth \$2,000**
  - ✓ Includes table, chairs, draping, electrical and two booth staff (non-session attending)
- **Sponsor Discounted Conference Registrations \$600 each**
  - ✓ In conjunction with sponsorship

## ADDITIONAL MARKETING OPPORTUNITIES

- **CNAM Hosted Webinars \$600** (6 opportunities available, **or \$3,000 for all 6**)
- **Corporate Profile or Article \$500**
- Feature your corporate profile or submit an article in one edition of the CNAM quarterly newsletters.
- **Advertisement \$250**
  - ✓ Quarter page advertisement in one edition of the CNAM quarterly newsletters.

Sponsorship benefits are delivered between Jan 1st, 2020 - Jan 30th, 2021. Confirm your sponsorship today and start enjoying your benefits right away!

# SPONSORSHIP FORM

## TEREO AWARD OPTIONS

Company Name \_\_\_\_\_

Company Name/Title \_\_\_\_\_

Mailing Address \_\_\_\_\_

Telephone \_\_\_\_\_ Email \_\_\_\_\_

### SPONSORSHIP PACKAGES

- Welcome Reception \$12,500**
- Keynote Speaker \$5,000**
- Student Poster Sessions & Awards \$5,000**
- Lunch \$2,500**
- Networking Break \$1,500**

### CONFERENCE ITEMS

- Conference Delegate Bags \$4,000**
- Conference Notebooks \$5,000**
- Conference Pens \$1,500**
- Conference Lanyards \$3,500**
- Trade Show booth \$2,000**
- Sponsor Discounted Conference Registrations \$600 each # \_\_\_\_\_**

### TEREO AWARDS

- Tereo Awards Dinner \$10,000**
- Tereo Awards \$10,000**
- Tereo Award \$5,000**

### ADDITIONAL OPPORTUNITIES

- CNAM Hosted Webinar \$600**
- All CNAM Hosted Webinars for 2019/2020 \$3,000**
- Corporate Profile or Article \$500**
- Advertisement \$250**

## TOTAL SPONSORSHIP PACKAGE

<b>\$</b> <span style="border: 1px solid black; display: inline-block; width: 150px; height: 30px; vertical-align: middle;"></span>
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#### Terms and Conditions of Sponsorship

CNAM will allocate the sponsorship on a first-come, first-served basis by category. A sponsorship will be placed on tentative hold upon receipt of signed reservation form. An invoice will be issued via email and is payable upon receipt. Sponsorship is not guaranteed until payment is received. Please make cheques payable to the Canadian Network of Asset Managers. All Payments are final. Cost quoted in Canadian funds. GST will be added. CNAM reserves the right to refuse a sponsorship request. CNAM has the right to amend the rules and regulations governing sponsorship at their discretion.