



SPONSORSHIP PROSPECTUS

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

Matt Dawe, Chair, Director
Katie Geoghegan, Vice Chair, Director
Russell Crook, Secretary-Treasurer, Director
Valerie Williams, Past Chair

CNAM Directors

Jude Pillainayagam, Director (West: BC, Alberta)
Sudhir Jha, Director (Territories)
Loretta Gette, P.Eng., Director (Prairie)
Leanne Brannigan, Director (Ontario)
Justine Baudart, Director (Quebec)
Irving "Bing" Leblanc, P.Eng., (First Nations)
Darla Campbell, P.Eng., CSR-P, Director, (Non-Public)
Bernadette O'Connor, Director (Non-Public)
Barry Kelly, Director (Non-Public)
Duane Nicol, Director at Large
Chris Klos, Director at Large
Jennifer Duncan, Director (East)
Tonya Knopp, 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

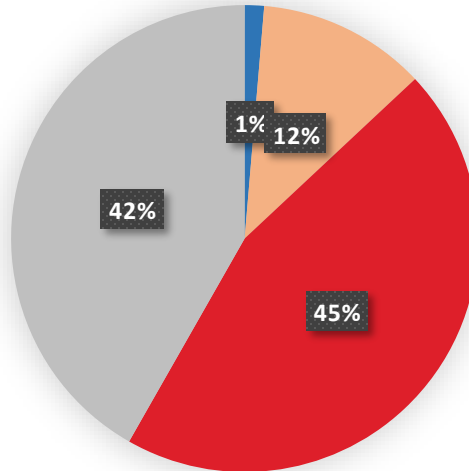
Douglas Cutts, Executive Director
Iain Cranston, Program Manager
Redstone Agency, Association Management Company



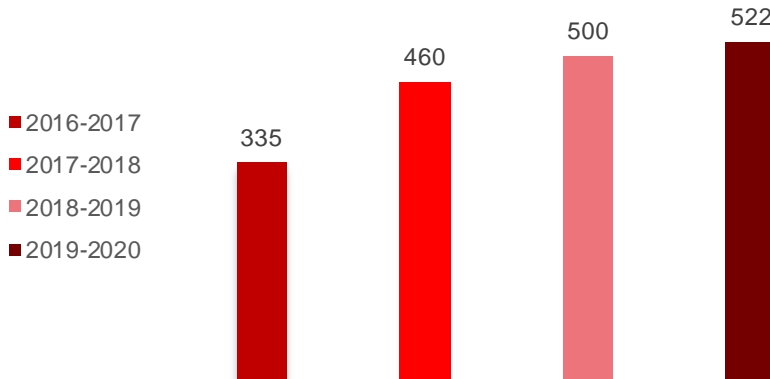
OUR MEMBERS

MEMBERSHIP

- Educational/Research Institute
- Private/Corporate
- Municipalities/Public
- Student



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 | |



CNAM MEMBERS

ORGANIZATIONS AND COMPANIES

Actual Media Inc.
AECOM
AECON Group. Inc
AIM Asset Insight Management Ltd.
Alberta Capital Region Wastewater Commission
Alpha Infrastructure Management Group
Amirkabir university of technology
AM-SK
Applied GeoLogics Inc.
Aquateira Utilities Inc.
Asset Management Ontario (AMONTario)
Assetic
Associated Engineering
Associated Engineering Ltd
Association of Municipalities of Ontario
Atana Management
Canadian Network of Asset Managers
Canadian Nuclear Laboratories
Canadian Urban Institute
Carleton University
CBCL Limited
CERIU
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 Charlottetown
City of Chestermere
City of Clarence-Rockland
City of Coquitlam
City of Corner Brook
City of Dauphin
City of Dryden
City of Edmonton
City of Flint
City of Fredericton
City of Greater Sudbury
City of Hamilton
City of Kamloops
City of Kawartha Lakes
City of Kingston
City of Kitchener
City of Langley
City of Lethbridge
City of London
City of Miramichi
City of Mississauga
City of Montreal
City of New Westminster
City of Niagara Falls
City of Ottawa
City of Penticton
City of Peterborough
City of Port Moody
City of Portage la Prairie
City of Regina
City of Saskatoon
City of Selkirk
City of St. Catharines
City of St. John's
City of Surrey
City of Swift Current
City of Thompson
City of Thunder Bay
City of Toronto
City of Vancouver
City of Vaughan
City of Vernon
City of Victoria
City of Windsor
City of Winnipeg
City of Yellowknife
Colliers Project Leaders
Concordia University
Corporation of City of London
Corporation of the City of Vernon
Corporation of the Town of Fort Erie
County of Grande Prairie
County of Lambton
County of Simcoe
Dalhousie
Defence Construction Canada
Department of Municipal Affairs and Housing
Dillon Consulting Limited
District of Coldstream
District of Mission
District of Summerland
District of West Vancouver
Eagle GIS
Edwards and Associates Limited
FCM
Federation of Canadian Municipalities
George Brown College
Georgian college
GLORYLORD GROUP
Government of Northwest Territories
Government of Saskatchewan
Government of Yukon
Haldimand County
Halifax Regional Municipality
Halifax Regional Water Commission
Halifax Water
Halton Region
Honeywell Building Solutions - NIH P3
Iain Cranston
ic Infrastructure
Independent Practitioner
Infrastructure Ontario
Jacobs
Kerr Wood Leidal Associates Ltd
Knight Piesold Ltd.
KPMG LLP
Lethbridge County
Loblaw's Inc
Loyalist Township
Martha Myers Consulting Services
McElhanney Consulting Services Lrd
McElhanney Consulting Services Ltd.
McElhanney Ltd.
McGill University
McMaster University
Memorial University of Newfoundland

CNAM MEMBERS

Municipal Affairs and Housing
MPE Engineering Ltd
MPE Engineering
Municipal and Community Affairs, GNWT
Municipality of Central Elgin
Municipality of Chatham-Kent
Municipality of the County of Colchester
Municipality of the County of Inverness
MuniSight. LTD
NAMS Canada
NB DELG
NB Department of Environment & Local Government
Niagara Region
North Shore Mi'kmaq District Council
ONTARIO FIRST NATIONS TECHNICAL SERVICES CORPORATION
Parks Canada Agency
Peace River Regional District
PLANIFIKA
Prince Rupert Port Authority
Province of Manitoba
Province of Nova Scotia
PSD Research | Consulting | Software
Queen's University
R.J. Burnside & Associates Limited
Red Deer County
Region of Niagara
Region of Peel
Region of York
Regional Municipality of Wood Buffalo
Regional Municipality of York
RM of East St. Paul, MB
RM of Springfield
RM of Stanley
Robinson Consultants Inc.
Rural Municipality of Montcalm
Ryerson University
S P Jain School of Global Management
Saskatchewan Ministry of Highways and Infrastructure
Saskatchewan Ministry of Parks, Culture and Sport
Schulich School of Business

SERCO
SLBC INC.
Solomon Matthewson Consulting
Sorbonne Business School
Spalding
Strathcona County
Mohawk College
Sturgeon County
Telenor Group
The City of Brampton
The City of Edmonton
The City of Waterloo
The Corporation of the Municipality of Leamington
The Corporation of the Town of Fort Erie
The County of Brant
The Federal Bridge Corporation Limited
TotalPave
Town of Ajax
Town of Bradford West Gwillimbury
Town of Bridgewater
Town of Caledon
Town of Drayton Valley
Town of East Gwillimbury
Town of Essex
Town of Fort Erie
Town of Fort Frances
Town of Grand Falls-Windsor
Town of Grand-Falls Windsor
Town of Halton Hills
Town of Innisfil
Town of Labrador City
Town of LaSalle
Town of Newmarket
Town of Oakville
Town of Ormocto
Town of Petawawa
Town of Portugal Cove St. Philips
Town of Quailicum Beach
Town of Richmond Hill
Town of Saugeen Shores

Town of Sidney
Town of Slave Lake
Town of St. Walburg
Town of Stonewall
Town of Whitby
Township of Esquimalt
Township of King
Township of Wilmot
TransAqua
TransLink
Trans-Plan
TWPL
UCLA Anderson School of Management
University of Alberta
University of British Columbia
University of British Columbia, MEL
Urban Systems
University of Calgary
University of Central Florida
University of Guelph
University of Lisbon - Instituto Superior Técnico
University of New Brunswick
University of Saskatchewan
University of Toronto
University of Victoria
University of Waterloo
University of Windsor
Vancouver Park Board
Village of New Maryland
Ville de Bromont
Watson & Associates Economists Ltd.
Western University
Wood PLC
Woodhouse AM Academy
WSP
WSP Canada
York University
Yukon Government

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 virtual platform.



Email campaign

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



Conference Platform

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



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

2021 CNAM VIRTUAL CONFERENCE



May 10-13, 2021



ONLINE!

Please join us for the 15th Annual Canadian Network of Asset Manager's (CNAM) Virtual Conference being held online between **May 10-13, 2021**.

The past year has been challenging in many regards with the onset of COVID-19 and a world pandemic. Many municipalities across the country, and the world over, are struggling to do more with less in terms of asset management.

Connect with us online as we reflect on the past year and set our sights on refocusing and determining the way forward in lieu of the challenges that face us.



The Conference will focus on virtual streams such as: AM 101, Organization and People, Long Term Sustainable Financial Planning, Climate Change—Adaptation and Mitigation Strategies, Operations and Maintenance—Infrastructure Development, and French Language Content.



NATIONAL CONFERENCE

VIRTUAL CONFERENCE SCHEDULE



Monday, May 10, 2021

Start Time (ET)	End Time (ET)	Title
12:00 PM	12:10 PM	Welcome Remarks
12:15 PM	12:45 PM	Concurrent Streams
12:55 PM	1:25 PM	Concurrent Streams
1:35 PM	1:50 PM	Coffee Break
1:50 PM	2:50 PM	Keynote Speaker
3:00 PM	4:00 PM	Virtual Networking

Tuesday, May 11, 2021

Start Time (ET)	End Time (ET)	Title
11:00 AM	12:00 PM	AGM
12:00 PM	1:00 PM	Sponsor / Vendor Showcase
1:00 PM	1:30 PM	Concurrent Streams
1:40 PM	2:10 PM	Concurrent Streams
2:20 PM	2:35 PM	Coffee Break
2:35 PM	3:05 PM	Concurrent Streams
3:15 PM	4:15 PM	AM Workshop
4:15 PM	5:15 PM	Virtual Networking & Knowledge Pods

Schedule subject to change

NATIONAL CONFERENCE

VIRTUAL CONFERENCE SCHEDULE



Wednesday, May 12, 2021

Start Time (ET)	End Time (ET)	Title
11:00 AM	11:10 AM	Conference Update
11:15 AM	11:45 AM	Concurrent Sessions
11:55 AM	12:55 PM	Sponsor / Vendor Showcase
12:55 PM	1:25 PM	Concurrent Sessions
1:35 PM	2:05 PM	Concurrent Sessions
2:05 PM	2:20 PM	Coffee Break
2:20 PM	2:50 PM	Concurrent Sessions
3:00 PM	4:00 PM	Virtual Networking

Thursday, May 13, 2021

Start Time (ET)	End Time (ET)	Title
11:00 AM	11:10 AM	Conference Update
11:15 AM	11:45 AM	Concurrent Sessions
11:55 AM	1:25 PM	Student Research Symposium
11:55 AM	1:25 PM	Sponsor / Vendor Showcase
1:35 PM	2:05 PM	Concurrent Sessions
2:15 PM	2:45 PM	Concurrent Sessions
2:55 PM	3:10 PM	Conference Closing
3:10 PM	4:10 PM	Virtual Networking

Schedule subject to change



SPONSORSHIP OPPORTUNITIES

TITLE SPONSOR - \$10,000



3 Opportunities Available

- ✓ Verbal recognition by CNAM Conference Chair during welcome remarks and Conference closing remarks
- ✓ Logo visibility on the lobby banner in the Virtual Conference platform
- ✓ Logo visibility on the event log in page
- ✓ Ability to provide organization promotional video, to be played on main stage during program
- ✓ Logo recognition on rotating banner ad in prime location on Virtual Conference platform
- ✓ Opportunity to provide remarks during Conference Update programming
- ✓ Logo recognition and link to website on the CNAM Conference website
- ✓ Logo recognition as Title Sponsor on all Conference Marketing (email communications + Virtual Conference program)
- ✓ Logo recognition on the post event email, thanking delegates for attending the Virtual Conference
- ✓ Logo recognition on the post event survey, which every delegate is invited to complete
- ✓ Ability to add one (1) question to the post event survey
- ✓ One (1) 15 minute "Lightning Talk" which may be used to highlight a product / service or your company updates
- ✓ Two (2) stand-alone posts on CNAM social media accounts, announcing the Title Sponsor
- ✓ One (1) stand-alone email sent to Conference attendees, in advance of the Virtual Conference
- ✓ Opportunity to provide two (2) giveaways to be used as a prize for the Gamification feature. Logo recognition included
- ✓ Two (2) branded push notifications, *each day*
- ✓ One (1) Exhibit Booth (including lead retrieval and live video capabilities) in prime location of exhibitor listing
- ✓ Three (3) complimentary registrations to CNAM 2021 Virtual Conference
- ✓ Two (2) Hosted CNAM Webinars within the calendar year
- ✓ One (1) Corporate Article/E-blast to CNAM membership within the calendar year
- ✓ One (1) Corporate Advertisement in the CNAM newsletter within the calendar year
- ✓ Customized post-event report

SPONSORSHIP OPPORTUNITIES

KEYNOTE SPONSOR \$5,000



~~1 Opportunity Available~~

SOLD

- ✓ Opportunity to introduce and thank keynote speaker
- ✓ Logo visibility on the event log in page
- ✓ Logo recognition in Keynote Speaker session description
- ✓ Logo recognition and link to website on the CNAM Conference website
- ✓ Logo recognition as Keynote Sponsor on all Conference Marketing (email communications + Virtual Conference program)
- ✓ Verbal recognition by CNAM Conference Chair during welcome remarks and Conference closing remarks
- ✓ Opportunity to provide one (1) giveaway to be used as a prize for the Gamification feature. Logo recognition included
- ✓ One (1) stand-alone post on CNAM social media accounts, announcing the Keynote Sponsor
- ✓ Two (2) branded push notifications
- ✓ One (1) Exhibit Booth (including lead retrieval and live video capabilities)
- ✓ One (1) complimentary registration to CNAM 2021 Virtual Conference
- ✓ One (1) 10 minute "Lightning Talk" which may be used to highlight a product / service or your company updates
- ✓ Customized post-event report

TEREO AWARD \$5,000



3 Opportunities Available

Virtual Tereo Awards

- ✓ Choose from Tereo, Pioneer or Ambassador Award. Or **\$12,500** for all three Awards
- ✓ Opportunity to provide introduction remarks before award presentation
- ✓ Opportunity to present award to winner
- ✓ Logo recognition and link to website on the CNAM Conference website
- ✓ Logo visibility on the event log in page
- ✓ Logo recognition as Tereo Award Sponsor on all Conference Marketing (email communications + Virtual Conference program)
- ✓ Logo to appear on display holding slide during award presentation
- ✓ Ability to provide organization promotion video, to be played during awards presentation
- ✓ Two (2) branded push notifications
- ✓ One (1) stand-alone post on CNAM social media accounts, announcing the Tereo Award Sponsor
- ✓ One (1) listing in Sponsor Showcase
- ✓ One (1) complimentary registrations to CNAM 2021 Virtual Conference
- ✓ One (1) 10 minute "Lightning Talk" which may be used to highlight a product / service or your company updates
- ✓ Customized post-event report

SPONSORSHIP OPPORTUNITIES

VIRTUAL NETWORKING SPONSOR \$3,000 4 Opportunities Available

- ✓ Title Sponsor of a Virtual Networking on Monday, Tuesday, Wednesday or Thursday
- ✓ One (1) complimentary registration to CNAM 2021 Conference
- ✓ Logo visibility on the event log in page
- ✓ One (1) listing in Sponsor Showcase
- ✓ Logo recognition and link to website on the CNAM Conference website
- ✓ Logo recognition as Partner on all Conference Marketing (email communications + Virtual Conference program)
- ✓ Logo recognition on main screen during Virtual Networking
- ✓ Customized post-event report

KNOWLEDGE POD SPONSOR \$3,000 1 Opportunities Available

- ✓ Title Sponsor of Knowledge Pods
- ✓ One (1) complimentary registration to CNAM 2021 Conference
- ✓ Logo visibility on the event log in page
- ✓ One (1) listing in Sponsor Showcase
- ✓ Logo recognition and link to website on the CNAM Conference website
- ✓ Logo recognition as Partner on all Conference Marketing (email communications + Virtual Conference program)
- ✓ Customized post-event report

STUDENT RESEARCH SYMPOSIUM \$3,000 ~~1 Opportunities Available~~

SOLD

- ✓ Title Sponsor of Student Research Symposium
- ✓ One (1) complimentary registration to CNAM 2021 Conference
- ✓ Logo visibility on the event log in page
- ✓ One (1) listing in Sponsor Showcase
- ✓ Logo recognition and link to website on the CNAM Conference website
- ✓ Logo recognition as Partner on all Conference Marketing (email communications + Virtual Conference program)
- ✓ Customized post-event report



SPONSORSHIP OPPORTUNITIES

CONFERENCE GIFT BAG SPONSOR \$3,000



~~1 Opportunity Available~~

SOLD

- ✓ Gift bags to be mailed to select VIP attendees. Each gift bag to include 3 – 5 items total which will be branded with CNAM Logo and/or Sponsor Logo
- ✓ Sponsor to assist in item selection
- ✓ Logo visibility on the event log in page
- ✓ Logo recognition and link to website on the CNAM Conference website
- ✓ Logo recognition as Partner on all Conference Marketing (email communications + Virtual Conference program)
- ✓ One (1) listing in Sponsor Showcase
- ✓ Customized post-event report

COFFEE BREAK SPONSOR \$2,000



~~3 Opportunities Available~~

Only 1 remaining!

- ✓ Title Sponsor of a Coffee Break on Monday, Tuesday or Wednesday
- ✓ Logo visibility on the event log in page
- ✓ One (1) listing in Sponsor Showcase
- ✓ Logo recognition and link to website on the CNAM Conference website
- ✓ Logo recognition as Partner on all Conference Marketing (email communications + Virtual Conference program)
- ✓ Logo recognition on main screen during Coffee Break
- ✓ Customized post-event report

SPONSORSHIP OPPORTUNITIES

CONFERENCE ITEMS

- **Virtual Exhibit Booth \$1,500**
 - ✓ One (1) Virtual Booth sorted alphabetically on the Virtual Event Platform including exhibitor portal for uploading files and keeping track of action items, website and social media links
 - ✓ One (1) CNAM 2021 Virtual Conference registration
 - ✓ Logo visibility on the event log in page
 - ✓ Logo recognition and link to website on the CNAM Conference website
 - ✓ Logo recognition as Partner on all Conference Marketing (email communications + Virtual Conference program)
 - ✓ Live Video chat & Lead Retrieval

- **Conference Partner \$1,750**
 - ✓ Logo visibility on the event log in page
 - ✓ Logo recognition and link to website on the CNAM Conference website
 - ✓ One (1) listing in Sponsor Showcase

- **Registration Subsidy \$1,475**
 - ✓ Sponsor registration for participants in small municipalities. (Increments of 5 attendees)
 - ✓ Logo recognition and link to website on the CNAM Conference website

SPONSORSHIP FORM

CompanyName_____

CompanyName/Title_____

Mailing Address_____

Telephone_____ Email_____

SPONSORSHIP PACKAGES

- Title Sponsor \$10,000**
- Keynote Sponsor \$5,000**
- One Tereo Award \$5,000**
- All Tereo Awards \$12,500**
- Virtual Networking Sponsor \$3,000**
- Knowledge Pod Sponsor \$3,000**
- Student Research Symposium \$3,000**
- Conference Gift Bag Sponsor \$3,000**
- Coffee Break Sponsor \$2,000**

CONFERENCE ITEMS

- Virtual Exhibit Booth \$1,500**
- Conference Partner \$1,750**
- Registration Subsidy \$1,475**

TOTAL SPONSORSHIP PACKAGE

\$

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.

CNAM reserves the right to refuse a sponsorship request.

CNAM has the right to amend the rules and regulations governing sponsorship at their discretion.