2018 SPONSORSHIP DECK

BUSINESS TRANSITIONS FORUM
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WWW.BUSINESS**TRANSITIONS**FORUM.COM

BUSINESS TRANSITIONS FORUM

WHAT IS THE BUSINESS TRANSITIONS FORUM

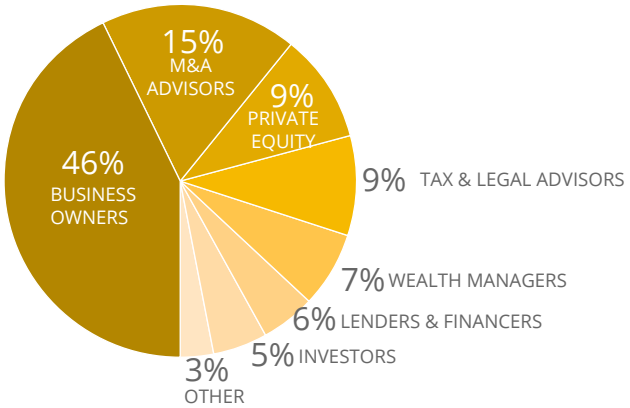
Established in 2015, The **BUSINESS TRANSITIONS FORUM (BTF)** is Canada's hub for business owners that wish to plan for the eventual transition of any business. BTF has helped thousands of business owners demystify the process...and the pitfalls of exiting.

WHY BUSINESS OWNERS ATTEND

- Understand what can be done to increase or even multiply the value of any business
- Learn how to preserve wealth from Canada's leading tax, legal & M&A experts
- Meet business owners that have sold; learn from their successes and failures
- Learn how to protect employees and legacy by controlling transaction outcomes

WHO ATTENDS?

Hundreds of business owners & senior executives of privately owned businesses from any industry plus a dynamic mix of investors, M&A advisors, tax and legal experts.



SIZE & TYPES OF BUSINESSES IN ATTENDANCE

REASONS FOR ATTENDING

BUSINESS TRANSITIONS FORUM

PRESENTING

PRESENTING SPONSOR

$19,995 - 1 AVAILABLE PER EVENT

- Five complimentary general registrations to the conference
- Bring an unlimited number of clients for 50% off the posted rate
- Corporate logo prominently displayed on the podium throughout day
- Corporate logo rotating prominently on the screen throughout the conference
- Corporate logo prominently displayed on front page of the Conference Program (onsite)
- Corporate logo prominently displayed on the cover of the Attendee Planner brochure (pre-event)
- Highest tier placement and sizing of corporate logo on website for a 6 month period
- Highest tier placement and sizing of corporate logo on all conference signage
- Highest tier placement of corporate logo on all applicable digital marketing pieces
- Logo inclusion in all 3rd party advertising
- Verbal acknowledgement of your sponsorship by the Conference Chairman
- Your corporate brochure placed at each delegate chair (sponsor to provide)
- Up to 3 sponsored articles in BTF electronic newsletters (provided by sponsor)
- Opportunity to distribute “Sponsored Articles/Reports” via BTF website (provided by sponsor)
- One complimentary session sponsorship
- Periodic social media shout outs
- Send three staff members to the exclusive Business Owner Welcome Reception

"I felt quite comfortable and did not feel any sales pressure at all. The day was very professional and provided a good day to learn about succession planning."
- Business Owner

"I liked the variety of topics. There was a little bit for everyone and I found that I actually enjoyed all the sessions, which is rare for a conference. Well done!"
- Advisor

ENDEAVOUR SPONSOR

$16,995 - 2 AVAILABLE PER EVENT

- Three complimentary general registrations to the conference
- Bring an unlimited number of clients for 50% off the posted rate
- Corporate logo rotating prominently on the screen throughout the conference
- Corporate logo prominently displayed on the cover of the Conference Program (onsite)
- Corporate logo prominently displayed on the cover of the Attendee Planner brochure (pre-event)
- Placement of corporate logo on the website for a 6 month period
- Placement of corporate logo on select conference signage
- Placement of corporate logo on all applicable digital marketing pieces
- Logo inclusion in all 3rd party advertising
- Verbal acknowledgement of your sponsorship by the Conference Chairman
- 2 sponsored articles in BTF electronic newsletter (provided by sponsor)
- Opportunity to distribute 1 Sponsored Articles/Report via BTF website (provided by sponsor)
- Periodic social media shout outs
- Send two staff members to the exclusive Business Owner Welcome Reception

"Great show, lots of meaningful takeaways. Quality of speakers was excellent and I met great people. Food was great, the atmosphere was great and there was a lot of excellent information, I'll be back next year."
- Owner

"This was the largest gathering of business owners looking for exit knowledge and expertise in Canada. Maybe even North America."
- Speaker

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ENTERPRISE

ENTERPRISE SPONSOR

$12,995 - 4 AVAILABLE PER EVENT

- Two complimentary general registrations to the conference
- Bring an unlimited number of clients for 30% off the posted rate
- Corporate logo rotating on the screen throughout the conference
- Corporate logo displayed on the cover of the Conference Program (onsite)
- Corporate logo displayed on the cover of the Attendee Planner brochure (pre-event)
- Placement of corporate logo on the website for a 6 month period
- Placement of corporate logo on select conference signage
- Placement of corporate logo on all applicable digital marketing pieces
- Logo inclusion in all 3rd party advertising
- Verbal acknowledgement of your sponsorship by the Conference Chairman
- 1 sponsored article in BTF electronic newsletter (provided by sponsor)
- Periodic social media shout outs
- Send two staff members to the exclusive Business Owner Welcome Reception

"This was my first time attending and I thoroughly enjoyed the event. Overall, it's excellent!"
- Business Owner

"It is was very well organized, timely and I would highly recommend this event to other business owners."
- Business Owner

"I thought it was a very informative event. ***Very.*** As one not overly familiar with the M&A process I was able to take away a lot of valuable information." **- Business Owner**

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VENTURE

VENTURE SPONSOR

$7,995 - 5 AVAILABLE PER EVENT

- One complimentary general registration to the conference
- Bring an unlimited number of clients for 25% off the posted rate
- Corporate logo prominently displayed inside the printed Conference Program (onsite)
- Corporate logo prominently displayed inside the printed Attendee Planner brochure (pre-event)
- Placement of corporate logo on the website for a 6 month period
- Placement of corporate logo on select conference signage
- Placement of corporate logo in select digital marketing pieces
- Verbal acknowledgement of your sponsorship by the Conference Chairman
- Periodic social media shout outs
- Send one staff member to the exclusive Business Owner Welcome Reception

"I want to thank you for bringing this event to Calgary, it has been my catalyst to move forward on my succession planning goals. I feel re-energized and for this I'm very grateful."
- Business Owner

"I thought it was overall a great event. I (and those I spoke with) can't wait until next year."
- Business Owner

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INDIVIDUAL

INDIVIDUAL SPONSORSHIPS*

Cocktails & Conversation Co-sponsor *2 available*	**$5,000**
Luncheon Keynote *1 available*	**$5,000**
Lanyard Sponsor *1 available*	**$4,750**
Morning Keynote *1 available*	**$4,000**
Badge Sponsor *1 available*	**$3,750**
Napkin Sponsor *1 available*	**$3,750**
Plenary Session Sponsor *5 available*	**$3,500**
Breakout Session Sponsor *6 available*	**$3,000**
Digital Content Co-sponsor *2 available*	**$5,000**
Bottled Water Sponsor *1 available*	**$4,750**
Pen Sponsor *1 available*	**$4,500**
Luncheon Co-sponsor *2 available*	**$4,000**
Journal Co-sponsor *2 available*	**$4,000**
Breakfast Sponsor *1 available*	**$3,750**
Morning Coffee Break Sponsor *1 available*	**$3,000**

*** INDIVIDUAL SPONSORSHIPS COME WITH ONE COMPLIMENTARY GENERAL REGISTRATION TO THE CONFERENCE**

FOR FURTHER INFORMATION ON SPONSORSHIP PACKAGES PLEASE CONTACT:

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