

2016 SPONSORSHIP DECK



BUSINESS
TRANSITIONS
FORUM

NOV 29 / 30, 2016
VANCOUVER, BC



BUSINESS
TRANSITIONS
FORUM

NOV 16 / 17, 2016
CALGARY, AB



BUSINESS
TRANSITIONS
FORUM

JUNE 7 / 8, 2016
TORONTO, ON



“ The BUSINESS TRANSITIONS FORUM (BTF) is a multi-city conference for business owners that wish to learn how to plan for the eventual sale of a mid-market privately owned business. The Forums focus on planning and transactional strategies that will demystify the transition process and increase the probability of a successful and profitable exit. ”

WWW.BUSINESSTRANSITIONSFORUM.COM

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
- Opportunity to introduce and thank the Conference Chairman at the podium
- 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
- 3 Exclusive Access to Business Owner Welcome Reception the evening before the conference

*COMPLIMENTARY GENERAL REGISTRATIONS IS TO THE 'CONFERENCE' ON DAY 1 ONLY.
ACCESS TO VALUE BUILDER WORKSHOP NOT INCLUDED.

"I found the conference well organized and very informative." - **Owner**

"Especially impressive was the number and relative proportion of business owners present." - **Advisor**

"An exceptional conference with such high end presenters. All business owners learned a great deal of priceless information." - **Speaker**



PRESENTING

ENDEAVOUR SPONSOR

\$16,995 - 3 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
- 2 Exclusive Access to Business Owner Welcome Reception the evening before the conference

*COMPETITORS MAY NOT SPONSOR AT THE SAME LEVEL

*COMPLIMENTARY GENERAL REGISTRATIONS IS TO THE 'CONFERENCE' ON DAY 1 ONLY.
ACCESS TO VALUE BUILDER WORKSHOP NOT INCLUDED.

"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



ENDEAVOUR

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
- 2 Exclusive Access to Business Owner Welcome Reception the evening before the conference

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"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." - **Owner**

"I liked that it finally pushed me over the edge to definitely put my company up for sale." - **Owner**

"Your event was quite the smashing success. Congratulations!" - **Advisor**



ENTERPRISE

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
- 1 Exclusive Access to Business Owner Welcome Reception the evening before the conference

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*COMPLIMENTARY GENERAL REGISTRATIONS IS TO THE 'CONFERENCE' ON DAY 1 ONLY.
ACCESS TO VALUE BUILDER WORKSHOP NOT INCLUDED.

"Happy to be at this conference. I'm really finding a lot of value. I have made phenomenal connections today. This is an excellent event for entrepreneurs thinking of selling."

- **Owner**

"We learned valuable information that we hope will help us with our strategic planning. This is our opportunity to identify various things that we need to do to make our company ready for transition." - **Owner**



VENTURE

INDIVIDUAL SPONSORSHIPS*

Wine & Cheese Reception Co-sponsor <i>2 available</i>	\$5,000	Digital Content Co-sponsor <i>2 available</i>	\$5,000
Luncheon Keynote <i>1 available</i>	\$5,000	Valet Parking Sponsor <i>1 available</i>	\$5,000
Lanyard Sponsor <i>1 available</i>	\$4,750	Bottled Water Sponsor <i>1 available</i>	\$4,500
Pen Sponsor <i>1 available</i>	\$4,500	Luncheon Co-sponsor <i>2 available</i>	\$4,000
Morning Keynote <i>1 available</i>	\$4,000	Journal Co-sponsor <i>2 available</i>	\$4,000
Badge Sponsor <i>1 available</i>	\$3,750	Breakfast Sponsor <i>1 available</i>	\$3,750
Morning Coffee Break Sponsor <i>1 available</i>	\$2,995	Plenary Session Sponsor <i>6 available</i>	\$2,995
Breakout Session Sponsor <i>4 available</i>	\$2,500		

***INDIVIDUAL SPONSORSHIPS RECEIVE A 20% OFF THE POSTED RATE**

FOR FURTHER INFORMATION ON SPONSORSHIP PACKAGES PLEASE CONTACT:

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INDIVIDUAL