

# 2017/2018 SPONSORSHIP DECK



“ 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](http://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
- 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 to exclusive Business Owner Welcome Reception the evening before the conference

**\*COMPLIMENTARY GENERAL REGISTRATIONS ARE FOR THE 'CONFERENCE' ON DAY 1 ONLY.  
ACCESS TO DAY 2 WORKSHOP NOT INCLUDED.**

"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 to exclusive Business Owner Welcome Reception the evening before the conference

**\*COMPETITORS MAY NOT SPONSOR AT THE SAME LEVEL**

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"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**



## 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 to exclusive Business Owner Welcome Reception the evening before the conference

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"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**



## 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 to exclusive Business Owner Welcome Reception the evening before the conference

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ACCESS TO DAY 2 WORKSHOP NOT INCLUDED.

"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**



## INDIVIDUAL SPONSORSHIPS\*

 Wine & Cheese Reception Co-sponsor **\$5,000**  
*2 available*

 Luncheon Keynote **\$5,000**  
*1 available*


 Lanyard Sponsor **\$4,750**  
*1 available*

 Pen Sponsor **\$4,500**  
*1 available*


 Morning Keynote **\$4,000**  
*1 available*

 Badge Sponsor **\$3,750**  
*1 available*

 Napkin Sponsor **\$3,750**  
*1 available*


 Morning Coffee Break Sponsor **\$2,995**  
*1 available*

 Digital Content Co-sponsor **\$5,000**  
*2 available*

 Valet Parking Sponsor **\$5,000**  
*1 available*

 Bottled Water Sponsor **\$4,500**  
*1 available*

 Luncheon Co-sponsor **\$4,000**  
*2 available*

 Journal Co-sponsor **\$4,000**  
*2 available*

 Breakfast Sponsor **\$3,750**  
*1 available*

 Plenary Session Sponsor **\$3,495**  
*6 available*

 Breakout Session Sponsor **\$2,750**  
*4 available*

**\*CONFERENCE REGISTRATION NOT INCLUDED WITH INDIVIDUAL SPONSORSHIPS**

FOR FURTHER INFORMATION ON SPONSORSHIP PACKAGES PLEASE CONTACT:

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