

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

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

"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 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
	Napkin Sponsor <i>1 available</i>	\$3,750		Plenary Session Sponsor <i>6 available</i>	\$3,495
	Morning Coffee Break Sponsor <i>1 available</i>	\$2,995		Breakout Session Sponsor <i>4 available</i>	\$2,750

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

FOR FURTHER INFORMATION ON SPONSORSHIP PACKAGES PLEASE CONTACT:

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