



**BUSINESS
TRANSITIONS
FORUM**

SPONSORSHIP DECK



ATLANTIC | APRIL 9, 2024 | HALIFAX CONVENTION CENTRE

ALBERTA | MAY 1, 2024 | HYATT REGENCY CALGARY

TORONTO | MAY 14, 2024 | METRO TORONTO CONVENTION CENTRE

WINNIPEG | OCTOBER 16, 2024 | DELTA WINNIPEG

VANCOUVER | NOVEMBER 28, 2024 | VANCOUVER CONVENTION CENTRE

www.businesstransitionsforum.com

A Conference for Entrepreneurs About
Growth & Transition



WHAT IS THE BUSINESS TRANSITIONS FORUM?

Imagined, produced, owned and operated in Canada since 2015

Since 2015, BTF has been recognized as Canada's hub for top business minds to network and share knowledge on strategic business growth, mergers, transition & exits. After a tumultuous 2 plus years, we are more dedicated than ever to connect business owners with the advice they need.

“ The Business Transitions Forum is really special because it helps entrepreneurs [...] really focus on what it's going to take for them to ultimately have a successful liquidity event. ”

- Bruce Harbinson, Regional Chair, TEC Canada





“The Business Transitions Forum is a great venue to network and it's incredible what you can learn from these people.”

- Michael Merrithew, President & CEO, Farpointe Investments Ltd.



WHY BUSINESS OWNERS ATTEND



Understand what can be done to increase or even multiply the value of any business



Hear from business owners that have sold; learn from their successes and failures



Learn how to preserve wealth from Canada's leading tax, legal & M&A experts



Learn how to protect employees and legacy by controlling transaction outcomes

WHY SPONSOR?

EXPOSURE

to entrepreneurs and business owners with M&A on their minds

CONNECT

with entrepreneurs to showcase your company

“There was a great combination of owners and advisors - lots of good advice and access to information. Excellent quality event..”

- Advisor

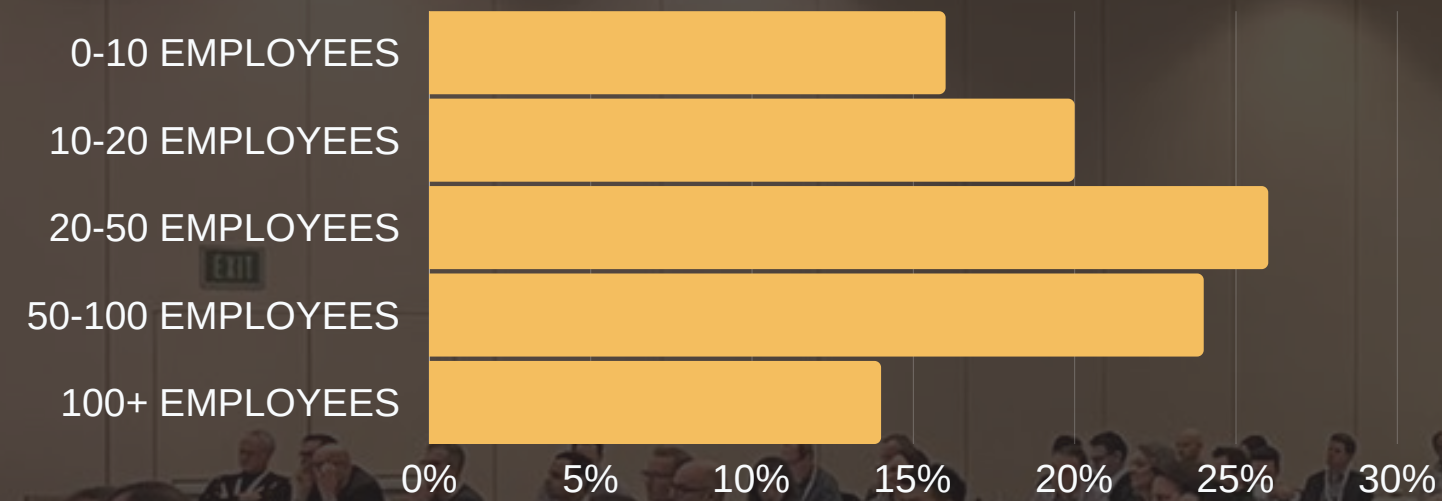
“The value you get from this one day is priceless.”

- Lynne Sullivan, Director, Sea Gas Management

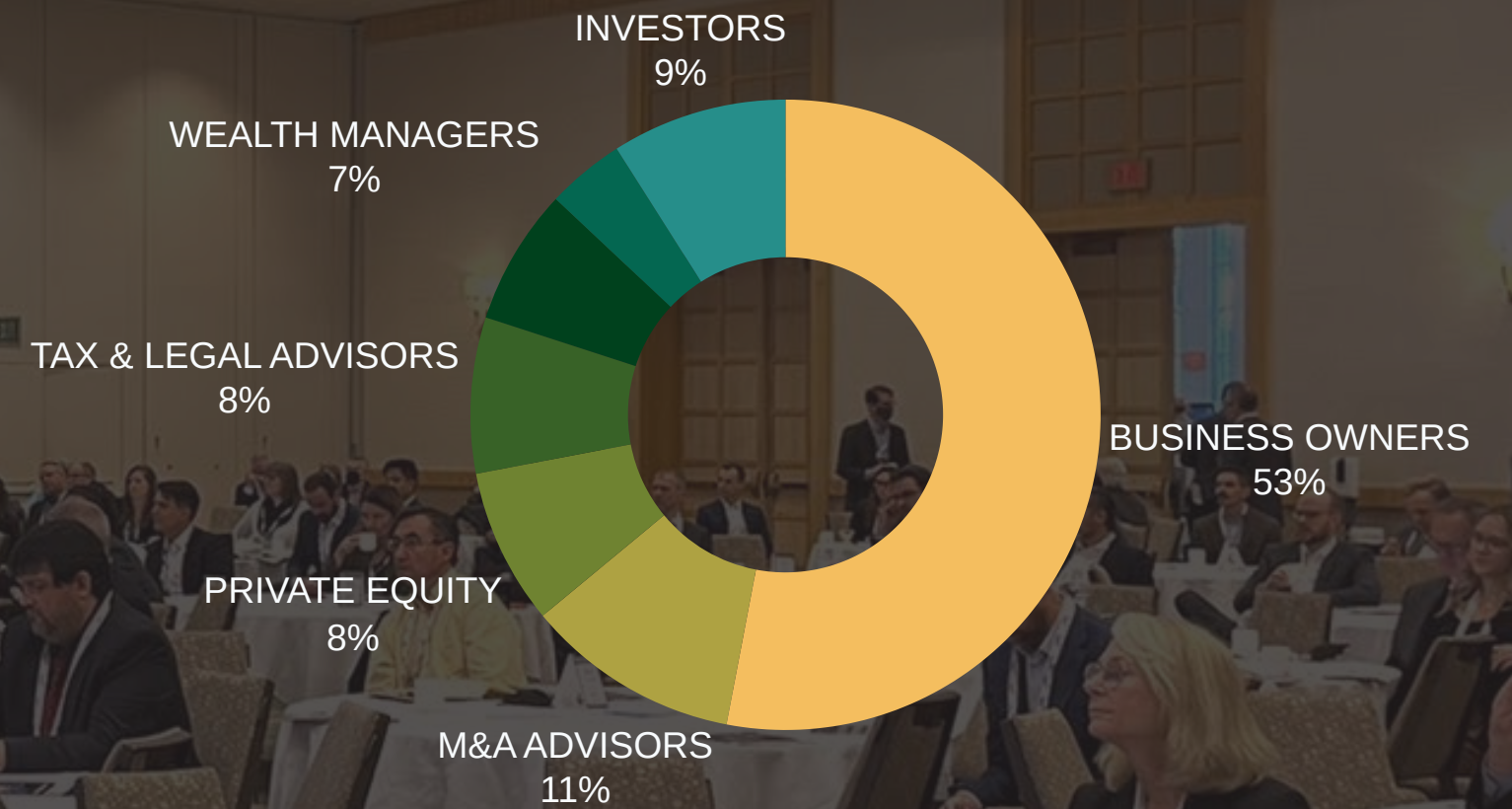
ATTENDEE PROFILE



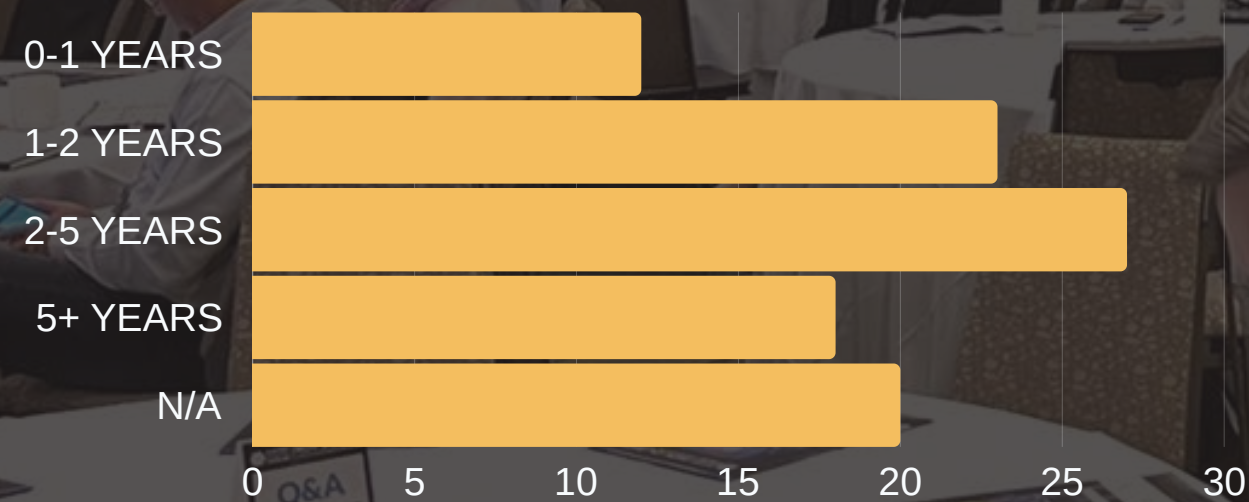
OF EMPLOYEES



WHO ATTENDS




TRANSITION HORIZON



“There was all very well organized, timely, and I would highly recommend this event to other business owners”

- Business Owner

PREMIUM SPONSORSHIP

	PRESENTING \$21,995	ENDEAVOUR \$17,995	ENTERPRISE \$13,995	VENTURE \$8,995
QUANTITY AVAILABLE (PER EVENT)	1	2	4	6
PRE / DURING EVENT				
 BTF INSIDER ADVERTISING DISCOUNT	40%	30%	20%	10%
LOGO ON WEBSITE / EMAILS	XL	L	M	S
LOGO ON ATTENDEE PLANNER BROCHURE	XL	L	M	S
OVERALL DIGITAL EXPOSURE				
PRE / DURING EVENT				
GUARANTEED SPEAKING POSITION	✓	✓	✓	✓
FULL CONFERENCE PASSES (SERVICE PROVIDER)	5	3	2	1
FULL CONFERENCE PASSES (ENTREPRENEUR)	5	3	2	1
CONFERENCE PASSES DISCOUNT RATE	50%	25%	25%	25%
ON-SITE LOGO EXPOSURE	XL	L	M	S
LOGO ON PODIUM	✓	-	-	-
VERBAL ACKNOWLEDGEMENT BY CONFERENCE CHAIR	✓	✓	✓	✓
VIP BUSINESS OWNER WELCOME RECEPTION TICKETS	3	2	2	1
LINKED ARTICLES IN BTF E-NEWSLETTER	3	2	1	1
SESSION SPONSOR	KEYNOTE	PLENARY	BREAKOUT	-
POST EVENT				
DIGITAL EXPOSURE (2 MONTHS)	✓	✓	✓	✓

Multi Year Discount: 10% for 2 Year Package

INDIVIDUAL SPONSORSHIPS

*each individual sponsorship includes 1 conference pass

	MORNING KEYNOTE SPONSOR	\$6,500		GLOSSARY OF TERMS SPONSOR	\$5,000
	LUNCHEON KEYNOTE SPONSOR	\$6,500		LUNCH SPONSOR	\$5,000
	COCKTAILS SPONSOR	\$6,500		BREAKFAST SPONSOR	\$4,500
	LANYARD SPONSOR	\$6,500		MINT SPONSOR	\$4,500
	BADGE SPONSOR	\$6,000		COCKTAIL NAPKIN SPONSOR	\$4,500
	PLENARY SPONSOR	\$5,500		MORNING COFFEE SPONSOR	\$4,500
	JOURNAL CO-SPONSOR	\$6,000		AFTERNOON REFRESHMENT SPONSOR	\$4,500



Multi Year Discount: 10% for 2 Year Package

SPONSORSHIP ADD-ONS

14,000+ subscribers and growing!

	10 Newsletters*	20 Newsletters*
LEADERBOARD BANNER AD/ SKYSCRAPER AD	\$4,700	\$7,990
PREMIUM BANNER AD	\$3,375	\$5,738
MIDDLE BANNER AD	\$2,000	\$3,400
LOWER BANNER AD	\$1,500	\$2,550

***PREMIUM SPONSORS receive up to 40% advertising discount!**

SAMPLE AD

Online Panel
Uncovering Growth Opportunities for Tech

Feb 25
Online Event

Jean-Philippe Pepin
VP and National Lead, Technology, BDC

Lily Roseville
Managing Partner, Intellectual Property-Risked Financing, BDC

bdc

BDC is the bank for Canadian entrepreneurs. It provides access to financing, as well as advisory services to help Canadian businesses grow and succeed. Its investment arm, BDC Capital, offers a wide range of risk capital solutions.

- **Business Transitions Forum (BTF) eNewsletters** are deployed on a bi-weekly basis to **over 14k subscribers.**
- **Year-round awareness** to complement your event-based sponsorship
- Gain **direct access to business owners** who are actively looking for information related to selling or transitioning their business.
- The content consists of **unique articles and interviews** curated & produced by BTF, as well as industry news and announcements.

MORE INFORMATION

DAY 2 WORKSHOP DELIVERY OPPORTUNITY

Co-present at this exclusive half-day workshop - your firm may deliver 1 hour of approved non-commercial curriculum to a room of 50 business owners (no advisors permitted). This not to be missed educational workshop draws a select group of entrepreneur attendees back for a second day “deep dive” into valuation and risk management.

\$5,000 per company (2 available)

Topics Include:

Creating & Working Through the Transition Checklist

Chips Off the Table Case Study

Do I Need an Exit Team and Why?

The Due Diligence Process & Why Sellers Should Care



“I thought it was a great event. I (and those I spoke with) can't wait until the next conference.”
- Business Owner





INTERESTED?

Get in touch

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