



Canadian Federation of Apartment Associations

Fédération Canadienne Des Associations De Propriétaires Immobiliers

# CANADIAN

*Rental Housing Conference*

June 14 -15, 2010

Organized by CFAA in collaboration with BCAOMA & ROMS BC.

*The Coast Plaza Hotel & Suites, 1763 Comox Street  
Vancouver, British Columbia*



*Conference Partnership Package*



*We invite you to support the Rental Housing Industry at the CFAA Canadian Rental Housing Conference.*

*Connect with major BC & national Landlords as well as Apartment Association Leaders from across Canada in Vancouver, BC.*

*June 14-15, 2010*



# CANADIAN

## Rental Housing Conference

June 14 -15, 2010

### *CFAA Board of Directors*

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### *Conference Partnership Information*

#### **About CFAA**

The Canadian Federation of Apartment Associations (CFAA) represents the owners and managers of close to one million rental suites through 17 member associations across Canada.

#### **About the Conference**

The CFAA Annual Conference brings together major landlords and association leaders from across Canada. This year we also expect a substantial number of major Vancouver and Victoria landlords to attend our redesigned conference events. Delegates will discuss what is happening in BC and across the country, learn about where the rental housing industry is likely to be in 5 years, and find out about current energy conservation options and subsidies available in BC and from the government of Canada.

#### **Conference Partnership**

Conference partnership allows you or your sales representative to connect with senior executives and key property managers, as well as association leaders, in the rental housing industry. Partner participation will be limited in order to maximize your interaction with rental housing providers at our conference (outlined on the next page). Most partners select one of our two conference days to partner with us. The Principal Conference, Photography, Signage and Printing Partners participate on both days.

#### **Dates**

##### **Monday, June 14, 2010—CFAA Energy & Environment Conference**

- Future energy issues, sub-metering and current conservation options and subsidies

##### **Tuesday, June 15, 2010—CFAA Investment & Management Conference**

- Rental housing in 5 yrs & options for effective building management today

#### **Deadline**

The earlier you sign up for a conference partnership the more CFAA will be able to showcase your company in our promotional material! The registration deadline is March 15, 2010 to book your CFAA Conference Partnership.

#### **Accommodations**

A block of rooms have been reserved at The Coast Plaza Hotel & Suites, 1763 Comox Street, Vancouver for the nights of Sunday, June 13, and Monday, June 14, 2010. The group room rates are \$149 (plus tax) for a comfort room and \$179 (plus tax) for a one bedroom suite, both with city views of Vancouver. Subject to availability, these rates will be available 3 days before or after the room block. To book by telephone please call 1-800-716-6199 and state you are involved with the "CFAA Conference" to receive the preferred rate or you may also book online at

<https://www.coastpromos.com/cfaa10>.

# CANADIAN

## Rental Housing Conference

June 14 -15, 2010

### Conference Partnership Information

#### Monday, June 14, 2010 Energy & Environment Conference

Day 1: Host Partner



	Investor/Executive Stream*	Property Management Stream*
8:00 - 8:45	Registration & Breakfast	
8:45 - 9:45	Future Energy Market Regulation	Waste Disposal & Recycling
9:45 - 10:15	Smart metering & Sub-metering	The bed bug problem - how to manage it
10:15 - 10:45	Networking Break with Conference Partners' Exhibits	
10:45 - 12:00	Energy Price Outlook	Electricity savings measures & subsidies
12:00 - 1:00	Lunch	
1:00 - 2:15	New Energy Technologies - Solar water heating & Geothermal	Fuel saving measures & subsidies
2:15 - 2:45	Networking Break with Conference Partners' Exhibits	
2:45 - 4:00	Roundtable Discussions: Q & A with Energy & Environment Speakers	Financial evaluation of energy savings projects
4:00 - 5:30	Hospitality Suite**	
5:30 - 9:30	Cocktail Reception, Dinner & Entertainment***	

#### Tuesday, June 15, 2010 Investment & Management Conference

Day 2: Host Partner



	Investor/Executive Stream*	Property Management Stream*
8:00 - 8:45	Registration & Breakfast	
8:45 - 10:15	Cross Canada Round Up - New regulations & measures by Canadian cities and provinces - What may affect you next year and in the next 5 years	Moving towards a smoke free building  Attracting and keeping tenants - the ongoing fundamentals
10:15 - 10:45	Networking Break with Conference Partners' Exhibits	
10:45 - 12:00	The economy in 2010 & 2011 - what it means for housing	Ancillary revenue sources - what's new & works best?
12:00 - 1:00	Lunch	
1:00 - 2:15	Multi-family sales & CMHC's April Rental Market Report for Vancouver	Attracting and keeping tenants in the digital era
2:15 - 2:45	Networking Break with Conference Partners' Exhibits	
2:45 - 4:00	Roundtable Discussions: Q&A with Investment & Management Speakers (includes CMHC's April Rental Market Report for Victoria)	The new HST & tax deferral on sale and reinvestment

Schedule & Speakers as of February 16, 2010

\* At the Conference itself, conference delegates can choose from either stream at any given time slot.

\*\* Included in Day 1: Energy & Environment Conference and Full (both day) Conference Registration.

\*\*\* The Cocktail Reception, Dinner & Entertainment are together a separate line item on the registration.

Conference schedule and speakers are subject to change without notice.  
For registration and updates, please visit our website, [www.cfaa-fcapi.org](http://www.cfaa-fcapi.org).

# CANADIAN

*Rental Housing Conference*

**June 14 -15, 2010**

## *Conference Partnership Opportunities*

All partners will be recognized on our website prior to the conference, in our conference material, on signage at our events, as well as in the CFAA newsletter, *National Outlook*, in the issue following the conference. All partners have the opportunity to provide literature or a promotional item for the conference delegate gift bags.

### CONFERENCE PARTNERSHIPS

#### Host Partner



**SOLD**

#### Gold Partner

**\$2,500 (selling out quickly!)**



- Your company will be recognized as a Gold Partner on our invitation.
- Two company representatives may join our delegates for sessions, breakfast, lunch and networking breaks on the conference day you partner with us, as well as the hospitality suite, cocktail reception & dinner on Monday.
- Exhibit your products or services at our two half hour breaks on the day you partner with us.

#### Silver Partner



**\$1,500 (limited number available)**

- Your company will be recognized as a Silver Partner on our invitation.
- One company representative may join our delegates for sessions, breakfast, lunch and networking breaks on the conference day you partner with us, as well as the hospitality suite, cocktail reception & dinner on Monday.
- Exhibit your products or services at our two half hour breaks on the day you partner with us.

#### Breakfast or Lunch Partner

**\$1,000 (3 available)**



- Your company will be recognized on signage at the meal you partner with us.
- One company representative may join our delegates for conference sessions, breakfast, lunch and the two half hour networking breaks on the conference day you select as well as the hospitality suite on Monday.

#### Networking Break Partner

**\$500 (4 available)**

- Your company will be recognized as our Break Partner on signage at the morning or afternoon break you select to partner with us.
- One company representative may join our delegates for conference sessions, breakfast, lunch and the two half hour networking breaks on the conference day you select as well as the hospitality suite on Monday.

# CANADIAN

*Rental Housing Conference*  
June 14 -15, 2010

## *Conference Partnership Opportunities*

### **Hospitality Suite Partner**

**\$2,500**

- Your company will be recognized as the Hospitality Suite Partner on the drink ticket handed out to all conference attendees, in our conference material and on signage at the hospitality suite.
- Delegates registered for either day of the conference are invited to attend, and receive one drink ticket.
- Company representative(s) are invited to network with conference delegates at the hospitality suite.

### **MONDAY EVENING PARTNERSHIPS**

#### **Entertainment Partner**

**\$3,000**

- Your company will be recognized as our Entertainment Partner in our conference material, on signage at the dinner and on stage when the entertainer is introduced.
- One company representative may join our dinner guests for the cocktail reception & dinner on Monday night.

#### **Dinner Partner**

**\$2,500**

- Your company will be recognized as a Dinner Partner in our conference material and at the dinner.
- One company representative may join our dinner guests for the cocktail reception & dinner on Monday night.
- Optional opportunity to provide a small gift for dinner guests.

#### **Red or White Wine Partner**

**\$1,500**

- Your company will be recognized as a Wine Partner in our material, and on signage at dinner.
- One company representative may join our dinner guests for the cocktail reception & dinner on Monday night.

#### **Cocktail Reception Partner**

**\$2,000**

- Your company will be recognized as the Cocktail Reception Partner on the drink ticket handed out to all conference attendees, in our conference material and on signage during the cocktail reception.
- Two company representatives may join our conference delegates for the hospitality suite, cocktail reception & dinner on Monday night.

#### **Centerpiece Partner**

**\$750**

- Your company will be recognized as the Centerpiece Partner in our conference material and at the event.
- Your company name and logo will be displayed in the centerpieces at dinner.

**For partnership add-ons, including the possibility of a presentation, please go to page 6.**

#### **Additional Representatives**

If you would like to have additional company representatives attend our Conference events, please contact to Erin Wallace, Membership & Event Coordinator, [events@cfaa-fcapi.org](mailto:events@cfaa-fcapi.org). She will supply you with the appropriate delegate registration form.

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## *Conference Partnership Opportunities*

### **PARTNERSHIP ADD-ONS (may be added to conference, entertainment or refreshment partnerships)**

#### **Presentation**

**\$1,000**

- In our redesigned Conference program, Conference Partners may have an opportunity to make a presentation about your product or services as part of a panel that your product or services fit into.
- The presentation would include a brief introduction of your company, 8 to 10 minutes about the product or service (how it works, what is done and its benefits) and participation in a Q & A or discussion period. The presentation may be in front of the whole conference or in front of a substantial break out group of people who have selected the topic.

#### **Gift Bag Partner**

**\$750 and provide bags**

- Contribute 200 conference appropriate bags for Monday or Tuesday's conference.
- Expose your company name and logo to all the conference delegates.

#### **Lanyard Partner**

**\$500 and provide lanyards**

- Contribute 200 conference appropriate lanyards for Monday or Tuesday's conference.
- Expose your company name and logo to all the conference delegates.

### **MISCELLANEOUS PARTNERSHIPS**

#### **Photography Partner**

**\$2,500 or a professional photographer**

- One company representative may attend our conference sessions, breakfasts, lunches, networking breaks and dinner on Monday night.
- With your cooperation, delegates will go to your site to view photographs taken at our events.
- In lieu of the Photographer Partner fee, your company can provide a professional photographer for both days of the conference as well as dinner on Monday night.
- Opportunity to provide literature and a promotional item for the conference delegate gift bags.

#### **Signage Partner**

**\$2,500 or signage in-kind**

- One company representative may attend our conference sessions, breakfasts, lunches and networking breaks throughout our conference.
- You will be given recognition as our signage sponsor on our website before, during and after the event.
- Your company name and logo will be given recognition as our signage sponsor at our event, viewed by landlords attendees from Vancouver and across Canada.
- Opportunity to provide literature and a promotional item for the conference delegate gift bags.

#### **Printing Partner**

**\$2,000 or printing in-kind**

- One company representative may attend our conference sessions, breakfasts, lunches and networking breaks throughout our conferences.
- Your company name and logo will be given recognition as our printing sponsor on our event material supplied to landlords attendees from Vancouver and across Canada.
- Opportunity to provide literature and promotional items for the conference delegate gift bags.

**Partnership and Conference Cancellation Policy :** The benefits of conference partnership include the exposure you will receive while CFAA promotes the Conference among landlords across Canada and in Vancouver. The sooner you agree to partner with CFAA the more exposure you will receive. If you cancel your partnership prior to March 15, 2010, CFAA will refund 50% of your partnership fee. However, if you have taken an in-kind partnership and you cancel, you agree to pay CFAA 50% of the dollar contribution stated for that partnership. After March 15, the full partnership fee is non-refundable, and in-kind partners agree to pay 100% of the dollar contribution stated for that partnership. You and CFAA recognize that it is possible that an epidemic, natural disaster, war or similar event outside CFAA's control would render it impractical to conduct the Conference. If CFAA cancels the Conference due to an epidemic, natural disaster, war or similar event outside CFAA's control which renders the conduct of the Conference impractical, then CFAA will refund 100% of the partnership fees received for presentations, and 50% of all other partnership fees received. If CFAA cancels the Conference for any reason other than an epidemic, natural disaster, war or similar event outside CFAA's control which renders the conduct of the Conference impractical, then CFAA will refund 100% of all partnership fees, and that shall be the limit of CFAA's liability for such cancellation.

# CANADIAN

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*CFAA Allied Membership Opportunities*

Besides supporting CFAA's annual conference, you can advertise in our quarterly newsletter, **National Outlook** and/or become a **CFAA Allied Member!** Membership information is outlined below. Please contact Erin Wallace for advertising opportunities.

## **GOLD Level Membership**

- 1/2 page advertisement, company profile or company article in one edition of CFAA's quarterly newsletter, National Outlook (one per membership year).\*
- Your logo in all issues of CFAA's National Outlook, identifying you as a Gold Allied Member.
- Your logo posted on the CFAA website home page with a link to your company website.
- A company description displayed on the Allied Members page on our website (description may be up to 75 words).

## **SILVER Level Membership**

- 1/4 page advertisement, company profile or company article in one edition of CFAA's quarterly newsletter, National Outlook (one per membership year).\*
- Recognition in all issues of CFAA's National Outlook, identifying you as a Silver Allied Member.
- Your logo posted on the CFAA website with a link to your company website.

## **BRONZE Level Membership**

- Recognition in all issues of CFAA's National Outlook, identifying you as a Bronze Allied Member.
- Your company name posted on the CFAA website with a link to your company website.

With all levels Membership, CFAA Allied Members receive:

- The first choice of CFAA Conference Sponsorship Opportunities.
- The opportunity to become familiar with our member associations.
- Our quarterly newsletter National Outlook via e-mail.
- The benefit of being known as a supporter of the private rental housing industry in Canada.

## **Membership Fees**

**Gold \$ 2,500**

**Silver \$ 1,250**

**Bronze \$ 750**

**Become a valued supporter of the private rental housing industry in Canada!  
Contact Erin Wallace to discuss Allied Membership.**

Erin Wallace, CFAA Membership & Events Coordinator, E-mail: [events@cfaa-fcapi.org](mailto:events@cfaa-fcapi.org)  
1600 Carling Avenue, Suite 640, Ottawa, ON, K1Z 1G3 Tel: (613) 235-0101 x227, Fax: (613) 238-0101

\* Provided that your advertisement, company profile or article is provided to CFAA upon our request.



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# CANADIAN

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## *Conference Partnership Registration*

To partner with CFAA for our Vancouver events, please fill out this application and return to CFAA.

### *Contact Information*

Company Name: \_\_\_\_\_ Contact Person: \_\_\_\_\_

Names of Attendees: \_\_\_\_\_

Company Address: \_\_\_\_\_

City/Province/Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

### *CFAA Canadian Rental Housing Conference – June 14-15, 2010*

#### **Conference Partnerships**

- |                   |                                  |  |    |  |
|-------------------|----------------------------------|--|----|--|
| Gold              | <input type="checkbox"/> \$2,500 | <input type="checkbox"/> Monday—Energy & Environment                           | OR | <input type="checkbox"/> Tuesday—Investment & Management |
| Silver            | <input type="checkbox"/> \$1,500 | <input type="checkbox"/> Monday—Energy & Environment                           | OR | <input type="checkbox"/> Tuesday—Investment & Management |
| Lunch             | <input type="checkbox"/> \$1,000 | <input type="checkbox"/> Monday—Energy & Environment                           | OR | <input type="checkbox"/> Tuesday—Investment & Management |
| Breakfast         | <input type="checkbox"/> \$1,000 | <input type="checkbox"/> Monday—Energy & Environment                           | OR | <input type="checkbox"/> Tuesday—Investment & Management |
| Break             | <input type="checkbox"/> \$ 500  | <input type="checkbox"/> Monday—Energy & Environment                           | OR | <input type="checkbox"/> Tuesday—Investment & Management |
| Hospitality Suite | <input type="checkbox"/> \$2,500 | (This takes place on Monday immediately after the conference ends for the day) |    |  |

#### **Monday Evening Partnerships**

- |                    |  |                                   |   |
|--------------------|--|-----------------------------------|---|
| Entertainment      | <input type="checkbox"/> \$3,000 partnership fee | or                                | <input type="checkbox"/> entertainment expenses |
| Dinner             | <input type="checkbox"/> \$2,500                 |                                   |   |
| Cocktail Reception | <input type="checkbox"/> \$2,000                 |                                   |   |
| Wine               | <input type="checkbox"/> \$1,500                 | <input type="checkbox"/> red wine | <input type="checkbox"/> white wine             |
| Centerpieces       | <input type="checkbox"/> \$ 750                  |                                   |   |

#### **Miscellaneous Partnerships**

- |                     |                                  |    |  |
|---------------------|----------------------------------|----|--|
| Photography Partner | <input type="checkbox"/> \$2,500 | or | <input type="checkbox"/> you may provide us with a photographer for conference & Monday night dinner |
| Signage Partner     | <input type="checkbox"/> \$2,500 | or | <input type="checkbox"/> signage in kind   |
| Printing Partner    | <input type="checkbox"/> \$2,000 | or | <input type="checkbox"/> printing in kind  |

#### **In addition to an event or refreshment partnership, please consider adding one of the follow opportunities:**

- |                  |                                  |  |
|------------------|----------------------------------|--|
| Presentation     | <input type="checkbox"/> \$1,000 | (Available if your topic fits into our conference program. Discuss options with us!) |
| Gift Bag Partner | <input type="checkbox"/> \$ 750  | and 200 bags   |
| Lanyard Partner  | <input type="checkbox"/> \$ 500  | and 200 lanyards   |
- Please select:  Energy OR  Investment & Management

- CFAA Allied Membership**  Gold (\$2,500)  Silver (\$1250)  Bronze (\$750)

(Membership is an additional way to support the industry; you are not required to be a member to be an event partner.)

GST #: 890851850 RT0001 Subtotal: \_\_\_\_\_ 5% GST: \_\_\_\_\_ TOTAL: \_\_\_\_\_

- Cheque enclosed (please make payable to “CFAA”).
- Cheque will be sent via mail (please make payable to “CFAA”).

### *Please Return this Application to CFAA*

Erin Wallace, Membership & Events Coordinator, E-mail: [events@cfaa-fcapi.org](mailto:events@cfaa-fcapi.org), Website: [www.cfaa-fcapi.org](http://www.cfaa-fcapi.org)  
CFAA, 1600 Carling Avenue, Suite 640, Ottawa, ON, K1Z 1G3 Tel: (613) 235-0101 x227, Fax: (613) 238-0101  
(Please note: Fax receipts will read from Dickie & Lyman, which provides CFAA’s administration.)