



Canadian Federation of Apartment Associations

Fédération Canadienne Des Associations De Propriétaires Immobiliers

Organized by CFAA in collaboration with BCAOMA & ROMS BC.

CANADIAN

Rental Housing Conference

June 14 -15, 2010

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



Conference Partnership Package

Principal Conference Partner



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

SAVE UP TO \$500 on Monday Evening Partnerships! Expires May 19, 2010.



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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 final registration deadline is May 19, 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> by May 11, 2010.

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Rental Housing Conference

June 14 -15, 2010

Conference Partnership Information

Monday, June 14, 2010 Energy & Environment Conference

Day 1: Host Partner



8:00 - 8:45
8:45 - 9:45
9:45 - 10:15
10:15 - 10:45
10:45 - 12:00
12:00 - 1:00
1:00 - 2:15
2:15 - 2:45
2:45 - 4:00
4:00 - 5:30
5:30 - 9:30

Investor/Executive Stream*

Property Management Stream*

Registration & Breakfast

Future Energy Market Regulation

Waste Disposal & Recycling

Smart metering & Sub-metering

The bed bug problem - how to manage it

Networking Break with Conference Partners' Exhibits

Energy Price Outlook

Electricity savings measures & subsidies

Lunch

New Energy Technologies
- Solar water heating & Geothermal

Fuel saving measures & subsidies

Networking Break with Conference Partners' Exhibits

Roundtable Discussions: Q & A with
Energy & Environment Speakers

Financial evaluation of energy savings
projects

Hospitality Suite

Cocktail Reception, Dinner & Entertainment**

Tuesday, June 15, 2010 Investment & Management Conference

Day 2: Host Partner



8:00 - 8:45
8:45 - 10:15
10:15 - 10:45
10:45 - 12:00
12:00 - 1:00
1:00 - 2:15
2:15 - 2:45
2:45 - 4:00

Investor/Executive Stream*

Property Management Stream*

Registration & Breakfast

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

Networking Break with Conference Partners' Exhibits

The economy in 2010 & 2011
- what it means for housing

Ancillary revenue sources
- what's new & works best?

Lunch

Multi-family sales & CMHC's April
Rental Market Report for Vancouver

Attracting and keeping tenants in the
digital era

Networking Break with Conference Partners' Exhibits

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

CMHC's April
Rental Market
Report for Victoria

* At the Conference itself, conference delegates can choose from either stream at any given time slot.
** The Cocktail Reception, Dinner & Entertainment are together a separate line item on the registration.

Schedule & Speakers as of May 1, 2010

Conference schedule and speakers are subject to change without notice.
For registration and updates, please visit our website, www.cfaa-fcapi.org.

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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 OUT

Gold Partner \$2,500 (available for Monday's Energy & Environment Conference, Tuesday SOLD OUT)



- Your company will be recognized as a Gold Partner.
- 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.
- 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 remaining)**



- 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 (3 remaining)**

- 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.

CFAA Monday Evening Partnerships are
NOW discounted up to \$500!

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Rental Housing Conference

June 14 -15, 2010

Conference Partnership Opportunities

Hospitality Suite Partner

\$2,500

\$500 OFF!

now \$2,000

- 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

\$500 OFF!

now \$2,500

- 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

\$500 OFF!

now \$2,000

- 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

\$500 OFF!

now \$1,000

- 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

\$500 OFF!

now \$1,500

- 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

\$250 OFF!

now \$500

- 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.

Partner with us or attend our conference as a delegate (must register by June 4, 2010)

Register online at www.cfaa-fcapi.org or contact Erin Wallace, Membership & Event Coordinator, (613) 235-0101 x227 or events@cfaa-fcapi.org. Conference partners get additional attendees at the pre-April 22 early bird rate of \$195 for one day or \$345 for both days. From April 22 to May 12 it is \$245 for one day or \$425 for both days. Then from May 13 to June 4 it is \$295 for one day or \$495 for both days.

Cocktail Reception, Dinner & Entertainment is \$95 (or \$125 without conference registration)

NEW! Half Table (4 guests & company name on table) \$380 SAVE \$120

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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.

MISCELLANEOUS PARTNERSHIPS

Photography Partner

SOLD OUT

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.

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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
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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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 \$2,500 Monday—Energy & Environment OR Tuesday—Investment & Management
- Silver \$1,500 Monday—Energy & Environment OR Tuesday—Investment & Management
- Lunch \$1,000 Monday—Energy & Environment OR Tuesday—Investment & Management
- Breakfast \$1,000 Monday—Energy & Environment OR Tuesday—Investment & Management
- Break \$ 500 Monday—Energy & Environment OR Tuesday—Investment & Management
- Hospitality Suite now \$2,000 (This takes place on Monday immediately after the conference ends for the day)

Monday Evening Partnerships

- Entertainment now \$2,500 partnership fee or entertainment expenses
- Dinner now \$2,000
- Cocktail Reception now \$1,500
- Wine now \$1,000 red wine white wine
- Centerpieces now \$ 500

Miscellaneous Partnerships

- Signage Partner \$2,500 or signage in kind
- Printing Partner \$2,000 or printing in kind

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

- Presentation \$1,000 (Available if your topic fits into our conference program. Discuss options with us!)
- Gift Bag Partner \$ 750 and 200 bags Energy & Environment 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 by April 21, 2010—Thank you!

Erin Wallace, Membership & Events Coordinator, E-mail: events@cfaa-fcapi.org, Website: 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.)