



THE VAN HORNE INSTITUTE

2016 Canadian Inland Ports Conference

Sponsorship Opportunities

September 20-21, 2016, Fort Garry Hotel, Winnipeg, Manitoba

About the Conference

Across the world, Inland Ports are being developed as an integral component of the national port system.

Global trading patterns continue to evolve through the development of new and innovative strategic transportation infrastructure, such as Inland Ports, designed to create efficient and cost effective national and international trade corridors.

With seaports growing in size and capacity, an inland port provides an extremely efficient counterbalance that connects the seaport with the inland port through a dedicated rail line and/or road network that carries containers from the ships directly to the inland port to be distributed from that location. Importantly Inland Ports are handlers of bulk commodities both for containerization closer to the source and for the transloading in bulk to better prepare goods prior to reaching the marine terminals for export.

Attendance at this conference is a must in order to understand how Inland Ports create a present and future economic benefit for the community and the province in which the inland port is located.

The Conference will ask the question as to how Western Canadian inland ports stack up to those established in Europe and in North and South America.

The Conference will discuss the role of airports as a strategic component of an inland port. We will hear from shippers and transportation service providers, as we develop an action plan for the future expansion of the network of inland ports across Canada.

Why Become a Sponsor?

Become a sponsor of this Conference and immerse your organization directly into your target market! As a sponsor you are assured of full exposure during the promotion and duration of the event. Other benefits will include:

- ✓ Increasing your marketing capabilities by inserting your organization's brand directly onto the workshop website and other related marketing materials
- ✓ Networking with key members of related industries and industry colleagues
- ✓ Maximizing your exposure to relevant groups and key delegates
- ✓ Creating lead generation and new contacts
- ✓ Using a cost-effective method of promoting brand awareness to a relevant audience

PLATINUM LEVEL SPONSORS WILL RECEIVE:	COST
<ul style="list-style-type: none"> • 4 x complimentary registrations to the Conference (<i>value of \$2400</i>) • Your company representative giving the introduction of a keynote speaker • Your company logo displayed on screen during the breakfast, lunch, dinner, and coffee breaks • Your company acknowledged at the start and end of the Conference • Your company logo displayed on the Conference website • Opportunity to display your company literature on a sponsor table during the Conference • Your company logo included in all electronic promotional materials and in the final program distributed to attendees onsite • 4 Platinum Level Sponsors – CentrePort Canada; Ashcroft Terminal; Calgary Regional Partnership; Global Transportation Hub 	\$5,000
GOLD LEVEL SPONSORS WILL RECEIVE:	COST
<ul style="list-style-type: none"> • 3 x complimentary registrations to the Conference (<i>value of \$1800</i>) • Your company logo displayed on screen during the breakfast, lunch, and coffee breaks • Your company acknowledged at the start or end of the Conference • Your company logo displayed on the Conference website • Opportunity to display company literature on a sponsor table during the Conference • Your company logo included in all electronic promotional materials and in the final program distributed to attendees onsite 	\$4,000
SILVER SPONSORS WILL RECEIVE:	COST
<ul style="list-style-type: none"> • 2 x complimentary registrations to the Conference (<i>value of \$1200</i>) • Your company logo displayed on screen during the breakfast and coffee breaks • Your company acknowledged at the start and end of the Conference • Your company logo displayed on the Conference website • Opportunity to display company literature on a sponsor table during the Conference • Your company logo included in all electronic promotional materials and in the final program distributed to attendees onsite • 2 Silver Sponsors – Purolator; Port Alberta 	\$3,000
BRONZE SPONSORS WILL RECEIVE:	COST
<ul style="list-style-type: none"> • 1 x complimentary registration to the Conference (<i>value of \$600</i>) • Your company logo displayed on screen during coffee breaks • Your company acknowledged at the start and end of the Conference • Your company logo displayed on the Conference website • Opportunity to display company literature on a sponsor table during the Conference • Your company logo included in all electronic promotional materials and in the final program distributed to attendees onsite • 4 Bronze Sponsors – CP; CIFFA; The Freight Management Association of Canada (FMA); Cargo Logistics Canada (CLC) 	\$2,000

Sponsorship Acceptance Form

If you would like to secure your sponsorship opportunity, please return this form to Bryndis Whitson, Manager, Strategic Development & Member Relations at the Van Horne Institute at: bwhitson@ucalgary.ca. For further questions she can be contacted at: 403-220-2114.

Contact Person

First Name _____

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Sponsor Level

Platinum Sponsor \$5,000

Gold Sponsor \$4,000

Silver Sponsor \$3,000

Bronze Sponsor \$2,000

(Amounts in Canadian Dollars)

Your signature provided below is acknowledged as official acceptance of the terms and conditions of your selected Sponsorship.

Signature _____ Date _____