

59TH ANNUAL TIAC CONFERENCE

# SPONSORSHIP PROSPECTUS

August 11-14, 2021  
St. John's, NL



**TIAC  
ACIT**





## WHAT IS THE Thermal Insulation Association of Canada

The Thermal Insulation Association of Canada is the national industry association for contractors, distributors and manufacturers of commercial, industrial and institutional thermal insulation, asbestos abatement and firestop.

### OUR OBJECTIVES

- To continue to promote and advance the TIAC Best Practices Guide to the industry.
- To further the interests of the members.
- To educate members, permitting the highest possible development of professional skills with respect to insulation in all aspects and through this professional development to continue to merit the confidence of architects, engineers, owners, and/or their agents.
- To obtain, disseminate and exchange full and accurate information among the members regarding all matters pertinent to the advancement of the insulation industry and the improvement of conditions within the industry.
- To promote the conservation of energy through the effective use of insulation.
- To coordinate industry endeavours and represent the membership as the national voice of the insulation industry.



## TIAC'S Annual Conferences

TIAC's Annual Conferences feature timely presentations by industry experts, sector-specific business meetings and networking events. These Conferences offer a wide variety of opportunities to learn about technical, operational and organizational challenges faced by the insulation industry, as well as offers new approaches and techniques to address them. It also offers a forum that connects the contractor, manufacturer and distributor sectors like no other professional development event.

With attendance estimated at 100 participants, put your company front and centre today!

## WHO ATTENDS TIAC'S Annual Conferences?

Delegates come to these Conferences prepared to learn more about current trends, best practices and innovative management solutions. Connect your organization with contractors, manufacturers and distributors of commercial, industrial and institutional thermal insulation, asbestos abatement and firestop from across Canada and the US.





## CONNECT THROUGH THE ONLY

Canadian National  
Association that...

**CONTACT US**  
**info@tiac.ca**

... links the contractors, distributors and manufacturers of commercial, industrial and institutional thermal insulation, asbestos abatement and firestop.

TIAC's Annual Conference will allow you to:

- Position your business as an industry leader;
- Network with a hard-to-reach audience on an intimate level;
- Gain insights into new trends;
- Flexible plans created to provide custom solutions for your marketing needs; and,
- Partner with an associate business and split the investment costs (and benefits)!

## PAST SPONSORS Include:





## ALL EVENT SPONSORS Will Be Acknowledged and Receive

- Corporate profile on TIAC website with links
- Logo and recognition on TIAC Social Media
- Recognition in Conference program
- On-site recognition throughout Conference, through verbal announcements, signage and sponsor slides
- Opportunity to provide item for inclusion in the delegate kit

### NOTE

Should the Conference move to a **virtual platform**, the sponsorship opportunities will be updated to provide the equivalent exposure value. Where the selected opportunity does not convert to the virtual platform, TIAC will work with individual sponsors to develop **alternate packages**. TIAC will work with all sponsors to ensure that they **maximize the benefits** offered through the virtual platform.

## PLATINUM Sponsorship Level

\*Print-ready artwork must be provided July 15, 2021.  
Prices listed do not include tax (HST)

### TIAC's Off-Site Evening – \$3,000

- Title recognition as host of TIAC's Off-Site Evening
- Onsite VIP signage
- Speaking opportunity at the Dinner
- Corporate logo on the Dinner tickets provided to registered delegates
- Complimentary 1/2 page ad in Conference program\*
- Five complimentary TIAC's Off-Site Evening tickets for local colleagues/or clients

### Program – \$1,500

- Recognition of corporate support of Conference program
- Opportunity to submit a 1/4 page corporate statement to be included in Conference program\*
- Complimentary 1/2 page ad in Conference program\*
- Two complimentary Off-Site Evening tickets for local colleagues/or clients





## GOLD Sponsorship Level

All opportunities are \$1,000 + HST

All Gold sponsors will receive a business card size advertisement in the Conference program\*

\*Print-ready artwork must be provided July 15, 2021.

### Keynote Introduction/Motivational Speaker

- Opportunity to introduce the speaker

### Name Badges

- Sponsor's name and logo featured on ALL name badges distributed to delegates, speakers and spouses. **Note:** Should the sponsor wish to provide branded lanyards, they will be responsible for the design, production and shipping expenses.

### Hotel Key Cards

- As the sponsor of the conference key cards, you'll be "in the pocket" of attendees. The Host hotels will hand a key card with your company's logo and slogan to every attendee registered at a specific hotel. **Note:** The sponsor will be responsible for card design, production and shipping expenses.

### Convention Hat

- Sponsor's logo featured on hats distributed to delegates, speakers and spouses. **Note:** The sponsor is responsible for design, production and shipping expenses

### Registration Desk

- Sponsor's logo featured on the registration desk for the duration of the Conference

### Audio Visual

- Sponsor's logo included on ALL schedule related documentation and slide presentations throughout the Conference, achieving branding at all sessions and events

### Translation

Support TIAC's desire to offer a fully bilingual program. Multiple opportunities are available to assist with the cost offset. All sponsors will receive the full benefit package.

- Acknowledgement of translation services included in Conference program



## SILVER

### Sponsorship Level

\*Print-ready artwork must be provided July 15, 2021.

Prices listed do not include tax (HST)

#### Manufacturer and Distributor Reception – \$550 UNLIMITED OPPORTUNITIES

- Onsite VIP signage at Manufacturer and Distributor Reception

#### Breakfast – \$500 each 3 OPPORTUNITIES

- Signage on display at food and highboy tables distributed throughout venue at one breakfast service

#### Lunch – \$500 each 2 OPPORTUNITIES

- Signage on display at food and highboy tables distributed throughout venue at one lunch service

#### Delegate Bag – \$500

- Sponsor's name and logo featured on delegate bag distributed to all delegates and speakers for extended exposure and branding. **Note:** The sponsor is responsible for design, production and shipping expenses.

## BRONZE

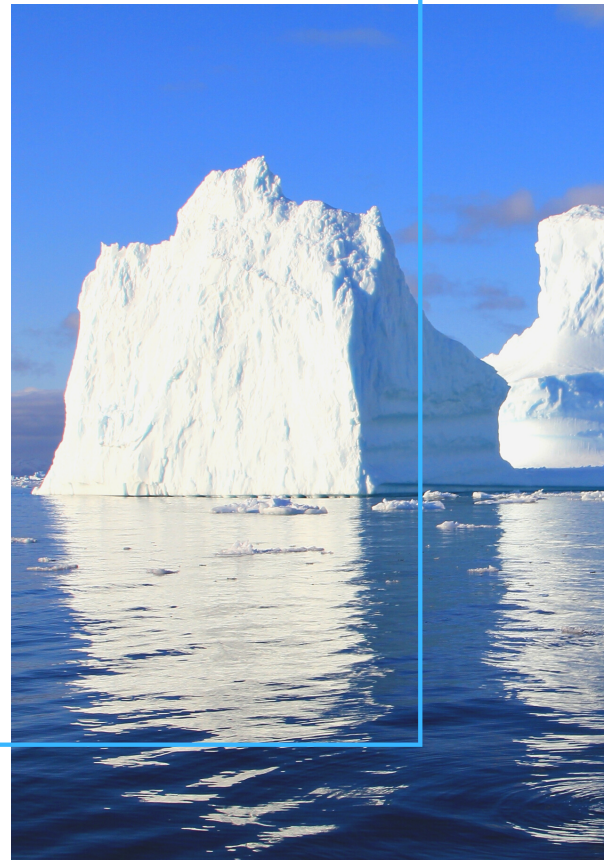
### Sponsorship Level

#### Refreshment Break – \$250 2 OPPORTUNITIES

- Signage on display at food and highboy tables distributed throughout venue at one break

#### In-Kind Opportunities

- Complimentary business card size advertisement in Conference program\*





## GOLF TOURNAMENT Contest Sponsorship

All contest sponsorships are \$500 + HST

All Golf contest sponsors will receive:

- Onsite recognition throughout the tournament through verbal announcements
- Opportunity to provide item for inclusion in the player's gift bag.

The following contests are  
available

**1 OPPORTUNITY EACH FOR MEN  
AND WOMEN**

- Hole in One
- Longest Drive
- Closest to the Pin

## GOLF TOURNAMENT Other Sponsorships

### Golf Tournament Players Gift Bag - \$250

- Sponsor's name and logo featured on gift bag distributed to all players. **Note:** the sponsor is responsible for design, production and shipping expenses.
- Opportunity to place additional promotional item in players gift bag

### Golf Hole – \$150

- Onsite VIP signage
- Opportunity to place promotional item in players bag

