

**SPONSORSHIP OPPORTUNITIES  
CKCA NATIONAL FORUM**

**SEPT. 27—OCT. 1, 2022**

**Why be a Sponsor?**

- Cover a lot of ground in a short space of time.
- Get your brand in front of the kitchen cabinet manufacturing industry.
- Learn more about the industry.
- Network to build better business relationships.
- Valuable connections through face-to-face—it's the best!



**VISIBILITY  
CONNECTIONS**

**VALUE**

**National Forum**



As the only national kitchen cabinet manufacturers' conference in Canada, the CKCA National Forum brings industry together over 2.5 days to discuss business, see examples of innovation and hear from industry experts. All done, while creating a relaxing and social environment for attendees to establish new contacts and meet up with colleagues. This is the biggest dot-connector event for the industry!












**Our Vision**

The Canadian Kitchen Cabinet Association (CKCA) will inspire progress and innovation in the Canadian kitchen manufacturing industry, by promoting excellence, facilitating continuous improvement and working to ensure high standards for design and manufacturing are upheld by members. We will also build strong relationships and enduring trust between CKCA members and the consumers, builders and industry partners whose support ensures the success of our members.









## OPPORTUNITIES AT A GLANCE

Lots of options to fit your budget

	Supply & Brand the Lanyards	\$1000	Handed out at Registration
	Supply & Brand the Conference Bag	\$1000	Handed out at Registration
	Print and Insert or Supply a Gift to the Conference Bag (Limited to 4)	\$500	Handed out at Registration
	Supply and Brand the Safety Glasses	\$500	Handed out at Registration
	Transportation (1 or 2 available)	\$1500 (each day) or \$2600 for both	Transportation provided for duration of conference
	Breakfast Sponsor (3 available)	\$1,200	September 29 September 30 October 1
	Refreshment Break (1 available)	\$600	October 1
	Plant Tours (6 available) - Chervin, Barzotti, Kramer, A&M, Danby, Conestoga	\$1500	September 29 September 30
	Lunch & Plant Tour (1 available)	\$2,500	September 30 (Woodland Horizon)

## OPPORTUNITIES AT A GLANCE

Lots of options to fit your budget

	Presentations (2 available)	\$1200	October 1
	Reception (2 available)	\$1500	September 29 September 30
	Wine at President's Dinner	\$1400	September 29
	Dinner (offsite)	\$3000	September 29
	Dinner (President)		September 30
	Got an idea for a sponsorship? We're open to your creativity!		

### Book your sponsorship now!

To select your sponsorship, please contact:

Sandra Wood, Executive Director  
CKCA

sandra@ckca.ca or 613-493-5858

Please pay by credit card or by cheque (we will issue an invoice)

Want to increase face time with industry even more?  
Check out the new CKCA SPIFF Program on Page 9!

## WHAT YOU GET

Each sponsorship has its own unique set of benefits. Please read carefully to see how you can make the most of your sponsorship.



Supply & Brand the Lanyards  
\$1000

- You supply lanyards (CKCA to advise on size)
- Place person at Registration to hand out lanyards to welcome attendees
- Your logo featured on reg/program
- List of attendees in advance
- Thanked by CKCA President
- CKCA to advise on quantity and requirements to work with name badges.



Supply & Brand the Conference Bag  
\$1000

- You supply bags
- Place person at Registration to hand out bags to welcome attendees
- Your logo featured on reg/program
- List of attendees in advance
- Thanked by CKCA President
- CKCA to advise on quantity and shipping



Print and Insert or Supply a Gift to the Conference Bag  
\$400 each (limited)

- You supply flyers/gifts (can be insert or branded gift—nothing too heavy for those flying)
- Thanked by CKCA President
- CKCA to advise on quantity and shipping



Supply and Brand the Safety Glasses  
\$400

- You supply glasses
- Place person at Registration to hand out safety glasses to welcome attendees
- Your logo featured on reg/program
- Thanked by CKCA President
- CKCA to advise on quantity and shipping



Transportation (2 available)  
\$1500 (each day or \$2600 (for both days!))

- Your staff greet people as they load on/off the bus.
- List of attendees in advance
- Option to place gift/promo on bus seats
- Option to speak to group on bus (make it fun!) throughout travel (on/off bus many times)
- Option for signage on bus windows—must be non-residue or video (TBC)
- Your logo featured on reg/program
- Thanked by CKCA President

## WHAT YOU GET

Each sponsorship has its own unique set of benefits. Please read carefully to see how you can make the most of your sponsorship.



Breakfast Sponsor (3 available)  
September 29  
September 30  
October 1  
\$1200 each

- Signage on all breakfast tables
- Option to place gift or flyer on tables
- Your logo featured screen (can provide a looping video)
- Your logo featured on reg/program
- List of attendees in advance
- Bring greetings, supplier update on stage (10 mins)
- Thanked by CKCA President



Refreshment Break (1 available)  
October 1  
\$600

- Signage on tables
- Option to place gift or flyer on tables or at coffee/tea stations
- List of attendees in advance
- Your logo featured on reg/program
- Thanked by CKCA President



Plant Tours (6 available) - Chervin, Barzotti, Kramer, A&M, Danby, Conestoga  
\$1500  
September 29  
September 30

- Signage placed at plant tour
- Welcome and introduce plant tour host (5 mins)
- Pre-questions sent to attendees with your company logo/website
- Supplier update (optional)
- List of attendees in advance
- Signage through tour (you can work with the plant tour host)
- Supply flyer insert into conference bag
- Your logo featured on reg/program
- Thanked by CKCA President



Lunch & Plant Tour (1 available)  
\$2500  
September 30

- Signage placed at plant tour
- Introduce plant tour host (5 mins)
- Pre-questions sent to attendees with your company logo/website
- List of attendees in advance
- Supplier update (optional)
- Signage on buffet tables, hand out gifts (optional)
- Supply flyer insert into conference bag
- Your logo featured on reg/program
- Touchbase/greetings during the lunch (5 mins) - option to do supplier update (no screen)
- Thanked by CKCA President

## WHAT YOU GET

Each sponsorship has its own unique set of benefits. Please read carefully to see how you can make the most of your sponsorship.



Presentations  
(2 available)  
\$1,200 each  
October 1

- Your logo on screen and supplier update (10 mins)
- You introduce presenter(s)
- List of attendees in advance
- Your logo featured on reg/program
- Thanked by CKCA President



Reception (2 available)  
\$1500  
September 29  
September 30

- Your staff hand out drink tickets and greet at door (your logo on drink tickets)
- Signage at reception
- List of attendees in advance
- Supply flyer insert into conference bag
- Your logo featured on reg/program
- Thanked by CKCA President



Wine at dinner (2 available)  
\$1500  
September 29  
September 30

- Signage placed on dinner tables
- Welcome and bring greetings (5 mins)
- List of attendees in advance
- Supply flyer insert into conference bag
- Your logo featured on reg/program
- Thanked by CKCA President



Dinner & Entertainment (2 available)  
(1 offsite)  
(1 Presidents Dinner)  
\$3000  
September 29  
September 30

- Signage placed on dinner tables
- Welcome and bring greetings, supplier update (10 mins)
- You place signs in event space (optional) and logo/presentation on screen
- Introduce/theme entertainment
- Product feature in CKCA's newsletter and e-blast (November)
- List of attendees in advance
- Place gifts/flyer on dinner table
- Supply flyer insert into conference bag
- Your logo featured on reg/program
- Thanked by CKCA President

## FAQ'S

1. **Can I sponsor more than one thing?** Yes, you can sponsor as many items as you wish.
2. **If I sponsor multiple things is the price negotiable?** Yes, we are open to discussions with you.
3. **Can I split a sponsorship with another company?** Yes, only on items that exceed \$1500 but please note that you would have to share the sponsorship benefits.
4. **Can anyone sponsor?** Yes, you must be a member in good standing.
5. **Is registration included with my sponsorship?** No. In order to keep sponsorship costs down, we do not embed the cost of registration fees. But be sure to take advantage of our SPIFF Program (see page 4) with discounts for bringing new members to the CKCA.

## YOUR SPONSORSHIP SUPPORTS THE INDUSTRY!

### Your sponsorship gets put to work.

Not only does sponsorship help us offset costs of running this event, these revenues also help to support the CKCA and its work throughout the year that benefits you and your customers.

### We have a number of committees working on the following:

- Collecting industry intel for benchmarking (data/statistics).
- Advocating to Government about the importance of our industry sector, the challenges we are facing and raising the profile of our sector to improve support.
- Labour shortage and ways to attract the next generation into the industry.
- Training and sharing of best industry practices and industry standards to help move the industry forward.

### CKCA Committees

**Six Committees— Over 30 industry volunteers at work!**  
Advocacy, Communications, Membership, Certification, Finance, Program, Nominations



**NEW !**

**JOIN THE CKCA “SPIFF” PROGRAM**

1. Want more face time with your clients?
2. Want recognition at CKCA’s flagship event in front of your clients and potential clients?
3. Want to show your customers just how valuable you are?

**Then you want to be part of our SPIFF Program!**

**Your challenge:**

Sign up your clients to the National Forum and we’ll give them FREE CKCA membership for the remainder of 2022! It’s a great deal and a arms you with even more value because they can only get this deal through you! **Deadline is September 15.**

We’ll recognize the company that “sells the most” at the conference and give you extra time to speak at the forum. We’ll also feature your accomplishment and support for the industry in our October newsletter and social media channels.

Not sure who is a member already? We’ll send you the most current member list along with the benefits of membership document you can share with your customers.

Note: It also means these members can register for the conference at the member rate—another benefit!

Want even more brand recognition? **Offer a special deal to CKCA members on your products and services** and we’ll give you an opportunity to announce this new offer at the forum and we’ll start advertising it as part of the CKCA member benefits now!



**WHY AND HOW TO SELL CKCA MEMBERSHIP**

**We’re setting you up to succeed!**

We’ve prepared a handy list of reasons to join CKCA that you can use to tell your customers why CKCA membership is valuable—and FREE for the rest of 2022 (only available to kitchen cabinet manufacturers who are referred through you and register to attend the National Forum).

If you’re up for the challenge, reach out to us at [sandra@ckca.ca](mailto:sandra@ckca.ca) and we’ll give you the most current list of CKCA members (so you know who is already a member) plus the handy list of reasons to join that you can share with your customers.

