

Loss Prevention Conference

October 23rd, 2007

This major conference, held every two years, is designed to increase participants' awareness of the importance of protecting their resources and to provide them with useful training and tools for loss prevention. This major event in the area of loss prevention brings together nearly 200 participants: store owners, senior executives and finance, resource-protection and human-resources managers.

Sponsoring Partner: **\$12,000**

Exposure:

- Your logo on the promotional flyer, on the CQCD's Internet site linked to the conference,
- Your logo projected on the giant screen at the opening and closing of the conference,
- Your logo on the signage on site and word of thanks in Le Détaillant magazine.
- Welcome address at the opening of the conference by a representative of the sponsor.
- Exhibit space for a booth (8' x 20') in the exhibition area.

Other exposure opportunities and costs

Lunch sponsorship (1 opportunity) **\$5,000**

- Mention on the table, supplied by the sponsor.
- Word of welcome by a representative of your company.

Exhibit space for a booth 8' x 10' (limited number) **\$1,750**

- Exhibit space for a booth in the exhibition area where the breaks and cocktail are held.

Insertion in the participant kit **\$1,750**

- Insertion of a document or a small promotional object in the participant kit.

Sponsorship of conferences (8 opportunities) **\$1,500**

- Your company's logo in the promotional flyer and on the signage on site.
- Word of thanks before the conference.

Cocktail hour (1 opportunity) **\$1,500**

- Your company's logo on the signage on site.
- Word of thanks when the cocktail hour is announced at the end of the session preceding it.

Ministerial Conference Lunch

This activity is organized to encourage exchanges and networking between the influent decision-makers in the retail industry. The sponsor can associate the name of his organization to this select meeting of important leaders. Each conference lunch is organized around a theme and a ministerial guest speaker-entertained the participants on its position and responsibility about files that concerned the industry.

The Ministerial Conference Lunchs take place three (3) times a year in a prestigious downtown Montreal hotel.

Exposure:

- Your logo on the promotional sign on site or on the table.
- Two (2) free participations.

Investment (exclusive to one company) :

By event	\$3,000
----------	---------



Conferences and Seminars

These one-day sessions deal with matters of great interest for retailers according to the current events, the concerns and trends of the retail sector (for example : human resources management, the new laws and regulations, etc.) These conferences are organized every year and gather approximately 100 to 125 persons.

These information sessions are ideal opportunities of sponsorship for the companies directly involved by the topic dealt with. The sponsor can participate to the session, he can give his promotional documents or hold a booth to offer information to delegates. It is also possible for the sponsor to present a brief word at lunch time (if lunch is offered). A list of the participating companies can be available so that the sponsor can make an interesting follow-up.

Exposure offered by event and investment:

Sponsorship of a full event	\$4,000
<ul style="list-style-type: none"> • One free pass to the conference session and luncheon. • Exhibit space for a booth or the opportunity to distribute documentation to the participants. • Identification of your company's logo on the conference promotional flyer. • Your logo on promotional documents and flyer of the event and on the page of our Website in link with this activity. • Display of your company's logo on the promotional signs on the conference site. • Opportunity by a representative of your company to introduce the session and the speaker. 	
Sponsorship of a speaker	\$2,000
<ul style="list-style-type: none"> • Logo on the promotional signs in the entrance. 	
Lunch	\$2,000
<ul style="list-style-type: none"> • Mention on the table supplied by the sponsor. 	
Exhibit space for a booth	\$1,000
<ul style="list-style-type: none"> • Exhibit space for a booth in the exhibition area where the breaks and cocktail are held. 	
Insertion in the participant kit	\$1,000
<ul style="list-style-type: none"> • Insertion of a document or a small promotional object in the participant kit. 	
Coffee break	\$500
<ul style="list-style-type: none"> • Logo on the promotional signs on site. 	

Breakfast Seminars

These Breakfast Seminars deal with matters of great interest for retailers according to the current events, the concerns and trends of the retail sector (for example : Loss prevention, technologies and the problems of the management of the human resources, new regulations, etc.) This activity takes place three times a year and gathers approximately 80 persons.

The success of the Breakfast Seminars is based on the morning schedule and the fact that the participants get back to work by 10 a.m.

These conferences sessions are ideal opportunities of sponsorship for the companies directly involved by the topic dealt with.

This opportunity can be held in solo service or mass of three or more.

Exposure offered by event:

- Two free passes to the conference session for your representative.
- The opportunity to distribute documentation to the participants.
- Identification of your company's logo on the virtual conference promotional flyer.
- Your logo on **promotional documents and flyer** of the event and on the page of our Website in link with this activity.
- Display of your company's logo on the promotional signs on the conference site.
- Display of you company's logo on the presentation screen.
- Opportunity by a representative of your company to introduce the session and the speaker.

Investment (exclusive to a single company) :

Per event:	\$3,500
------------	---------

A year (3):	\$9,000
-------------	---------

