



ANNUAL SPONSORSHIP OPPORTUNITIES

Who We Are

The Canadian Society of Corporate Secretaries (CSCS) is recognized as the leading organization for corporate governance professionals in Canada. CSCS provides information, networking and a unified voice for over 680 governance professionals in Canada.

CSCS builds the profile and effectiveness of corporate secretaries and governance professionals through networking, information resources, our annual conference, professional development, advocacy and strategic alliances.

Your Opportunity

Reach and engage CSCS members with advertising in CSCS communications, local events, cross country roadshows, the annual conference or the new Corporate Governance Awards program. There are many opportunities for you to feature your organization within CSCS and showcase your products, services and expertise. Check out the complete offerings enclosed in this document.

The CSCS Value

NETWORKING

CSCS is an organization made up of key decision-makers, senior level executives and governance professionals.

RELEVANCY

Feature your products or services to individuals who make the difference in the governance landscape.

VISIBILITY

Each sponsorship opportunity guarantees recognition and visibility of the highest calibre.

Annual
Conference

Corporate
Governance
Awards

Professional
Development
Workshops

eNewsletter

Website

Social Events

Contact us today to secure your sponsorship opportunity!
info@cscs.org | 416 921-5449

OPPORTUNITIES WITH CSCS

There are many ways to become involved with CSCS that offer you value, visibility and many customized benefits. Check out the complete offerings enclosed in this document.

CSCS Annual Conference, 2013 to 2015

August 18 - 21, 2013 **Halifax, NS**

August 24 - 27, 2014 **Banff, AB**

August 16 - 19, 2015 **Montreal, QC**

CSCS will celebrate its 15th Annual Corporate Governance Conference in 2013. The event brings together participants from all across Canada and is a unique opportunity to network with clients and colleagues. It provides invaluable opportunities to exchange ideas, to discuss current challenges and to share best practices. We provide relevant up-to-date information about the changing face of corporate governance nationally and internationally.

This conference attracts over 300 governance professionals from leading corporations across Canada.

Sponsorship packages range from \$1,000 to \$55,000.

NEW for 2013! Governance in Excellence Awards

August 18, 2013

Presented at the CSCS 2013 Annual Corporate Governance Conference

Show your support for governance excellence in Canada by sponsoring CSCS' newest initiative. The Inaugural Awards Ceremony will take place on Sunday, August 18, 2013 at the CSCS Annual Corporate Governance Conference in Halifax, Nova Scotia. Commit to good governance and select to sponsor one of the eight presenting awards, or other evening opportunities.

Sponsorship packages range from \$2,500 to \$55,000.

Professional Development Workshops

Various dates and locations

Each year CSCS hosts a number of professional development workshops across major cities in Canada. The workshops bring top of mind issues to our members in thought-provoking discussions at a regional level. These opportunities are available for sponsorship and range in price and location.

eNewsletter

Published 10 times per year; circulation: 6,000

Governance Matters, the CSCS eNewsletter, has the latest news to keep our members and contacts informed of upcoming events, regulatory updates, important governance matters and other membership information. Published 10 times per year, it is circulated to more than 6,000 association members and affiliates.

Ad rates vary with size and opportunity.

CSCS Website

Various sizes, various opportunities

Build your brand awareness on www.cscs.org with standard IAB units across the site with the option of customized integration on key site pages. The site is updated regularly and our IT team can work with you to create your own branding and advertising to drive traffic to your own website.

Social Events & Activities

Various dates and locations

In addition to the 2013 programming and schedule of events, CSCS will partner with sponsors to host social events such as lunches, receptions, dinners, golf tournaments, etc.

NEW for 2013! CSCS Strategic Partners

This year, we're introducing a new threshold for strategic partnership. Spend \$50,000 or more on your CSCS opportunities in 2013 to gain CSCS Strategic Partner recognition. This will provide you with elevated visibility including CSCS website homepage logo placement and recognition in other CSCS advertisements and promotions, as well as a customized CSCS email signature. As a CSCS Strategic Partner, you will be aligned with the top governance professional organization in Canada.

ANNUAL CONFERENCE

About the Conference

CSCS is celebrating its 15th Annual Corporate Governance Conference at the Westin Nova Scotian in Halifax, NS, August 18 – 21, 2013. This conference will feature three days of expert panels and workshops on top of mind issues and the evolving corporate governance landscape in Canada and internationally.

The CSCS Conference is the Canadian conference for corporate secretaries and governance professionals.

The event brings together participants from all across Canada and is a unique opportunity to network with your key stakeholders. It provides invaluable opportunities to exchange ideas, to discuss current challenges and to share best practices.

Benefits

Each year this conference attracts over 300 governance professionals from leading corporations across Canada. Delegates include:

- Corporate Secretaries • Assistant Secretaries • Corporate Counsels • CEOs • CFOs
- Controllers • Shareholder Communications & Investment Relations Professionals
- Corporate Directors • Board and Board Committee Chairs • Risk & Compliance Officers
- NFP Executive Directors

Visibility

Each category of sponsorship offers guaranteed sponsor profile, recognition and access to attending delegates. Your commitment level determines the visibility options in addition to the following:

Pre-Event Corporate Visibility

- Your organization's name and/or logo will be prominently featured in our extensive advertising and promotional campaigns, including: CSCS website, CSCS eNewsletter, conference registration brochure, conference onsite program and all other advertising and promotion initiatives.

Onsite Corporate Visibility

- Your logo will be displayed for the full duration of the conference on signage and audio-visual screens.
- You will receive a Corporate Profile Ad in the onsite program.
- Your contribution will be noted during the opening and closing remarks of the conference.

Post-Event Corporate Visibility

- Your logo will be included in the "Thank You" advertisement in the CSCS eNewsletter and will remain on the CSCS website.

For conference information: Tina Hutchinson, Manager, Events & Special Projects
tina.hutchinson@cscs.org | 416 921-5499 ext. 315

Annual Conference Outline

Pre-conference Day Sunday August 18

- Golf & Pre-conference tours
- Optional Full day Workshop
- Cocktail Reception in the Exhibitor Hall
- Opening Dinner and Entertainment
- Awards Presentation

Day One Monday August 19

- CSCS Annual General Meeting
- Keynote and Plenary Sessions
- Open Market Exhibitor Hall
- Concurrent Workshops
- Free Evening

Day Two Tuesday August 20

- Streamed Sessions
- Buffet Lunch in Exhibitor Hall
- Roundtable Discussions
- Closing Dinner and Entertainment

Day Three Wednesday August 21

- Breakfast Keynote
- Streamed Sessions

Conference Packages

Annual Conference Packages

From meals, materials, advertising and exhibitor packages, there are a variety of packages and promotional opportunities to fit any budget and marketing initiative. All opportunities include an ad in the CSCS conference onsite program.

Looking for more? Talk to us about customizing your own conference opportunity ideas!

Opportunity	# of Delegate Passes Included	Size of Corporate Ad	Speaking Opportunity	Cost
Meals				
Breakfast 2 opportunities available	1	Half-page	n/a	\$8,000 ea.
Networking Break 4 opportunities available	1	Half-page	n/a	\$4,500 ea.
Luncheon 2 opportunities available	1	Half-page	Yes	\$10,000 ea
Opening Reception, Dinner, Entertainment & Awards 1 opportunity available - Sunday	3	2 Full-pages	Yes	\$55,000 Reception only: \$15,000 Dinner only: \$30,000 Evening Emcee: \$10,000 Entertainment only: \$8,000
Closing Reception, Dinner & Entertainment 1 opportunity available - Tuesday	3	2 Full-pages	Yes	\$30,000 Reception only: \$10,000 Dinner only: \$20,000 Entertainment only: \$8,000
Materials				
Meeting Notebook	n/a	1/4 page	n/a	\$2,750
Name Badges	1	Half-page	n/a	SOLD
Conference Bags	1	Half-page	n/a	SOLD
Bag Inserts	n/a	1/4 page	n/a	\$2,500
Water Bottles	1	Half-page	n/a	\$4,000
USB Keys	1	Half-page	n/a	\$6,000
Pens	n/a	1/4 page	n/a	\$3,000
Program Presence				
Conference Session	1	Half-page	Yes - must submit speaker proposal	\$5,500
Keynote Speaker 4 opportunities available	1	Full-page	Yes	SOLD
Event Partner	1	1/4 page	No	\$3,000
Advertising				
Corporate Profile Ad	1/4 page 4 1/2h x 3 5/8w Half-page Horizontal: 4 1/2h x 7 1/2w Half-page Vertical: 9 1/4h x 3 5/8w Full-page 9 1/4h x 7 1/2w			\$500 \$750 \$750 \$1,000

Exhibitor Packages

Annual Conference Exhibitor Packages

The CSCS exhibitor opportunity is the most popular sponsorship option at the CSCS conference. Every year, the CSCS Exhibit Hall hosts all breaks and lunches providing great opportunities for face to face networking and business development.

Complimentary inclusion in the Passport Program!

The CSCS Passport Program is a two-day program that encourages booth traffic and delegate participation. In previous years there have been fill-in the blank questions, a crossword puzzle and more recently, a bingo card with 3 delegate prizes valued at \$1,000 each.

Exhibitor Package Options			
Type	# of Delegate Passes Included	Size of Corporate Ad	Price
Tabletop Display	1	1/4 page	\$4,000.00
8x10 Booth	1	1/4 page	\$4,250.00
10x10 Booth	1	Half-page	\$5,250.00
20x10 Booth	1	Full-page	\$8,250.00

Additional Delegate Passes — \$875
Looking to bring additional team members? By selecting any conference sponsorship opportunity, you can purchase additional delegate passes at a sponsor discounted rate. Each additional pass includes all conference meals and conference materials.

Upgrade Your Corporate Ad
Half-page ad = additional \$375 | Full-page ad = additional \$500

CUSTOMIZATION

CSCS will customize any sponsorship package to fully maximize visibility and distinction. We will work with you and your suggestions to create a tailored package that works for you in leveraging your investment and exposure with delegates.

For additional conference information, contact:
Tina Hutchinson, Manager, Events & Special Projects
tina.hutchinson@cscs.org | 416 921-5449 ext. 315

3 Great Reasons to Sponsor with CSCS

NETWORKING

The CSCS event will attract over 300 key decision-makers, senior level executives and governance professionals.

RELEVANCY

Feature your products or services to individuals who make the difference in the governance landscape.

VISIBILITY

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EXCELLENCE IN GOVERNANCE AWARDS

PRIX D'EXCELLENCE EN GOUVERNANCE

Presented by the Canadian Society of Corporate Secretaries

The Canadian Society of Corporate Secretaries (CSCS) announces the launch of its new **Excellence in Governance Awards** program (Prix d'excellence en gouvernance). The inaugural awards ceremony will be held on August 18, 2013 in Halifax Nova Scotia at the opening dinner of the CSCS 15th Annual Conference.

CSCS is committed to supporting and enhancing the role of the corporate secretary and the governance professional in Canada. CSCS' members are in the trenches of governance, and the organization is well positioned through reputation, influence and representation, to reward and celebrate the practice of good governance in Canada.

Show your support for governance excellence in Canada by sponsoring CSCS' newest initiative! As a sponsor, commit to good governance and be a part of this special initiative by sponsoring the event and/or being the presenting sponsor for one of the CSCS EG awards.

Opportunity	Package Inclusions	Cost
Presenting Sponsor Opening Reception, Dinner, Entertainment and Awards 1 opportunity available - Sunday	<i>Includes a table, plus a logo in the program book. Presenting or dinner sponsor can make opening remarks, recognition in all related publications.</i>	\$55,000 Reception only: \$15,000 Dinner only: \$30,000 Evening Emcee only: \$10,000 Entertainment only: \$8,000
Awards 8 opportunities available - Sunday	Award Categories: <ol style="list-style-type: none"> Best sustainability, ethics and environmental governance SOLD Best use of technology in governance, risk and compliance Best approach to board and committee support Best shareholder or stakeholder engagement by a governance team Best overall corporate governance SOLD Best approach to board diversity SOLD Joyce Borden-Reed CSCS Distinguished Contribution Award Peter Dey Lifetime Achievement Award SOLD <i>Includes a table, the right to present an award plus a logo in the program book, recognition in all pre-post publications on the awards.</i>	\$10,000 each
Table Sponsor	Host a table of 10 <i>Includes recognition in the program book.</i>	\$2,500 each
Single Event Tickets		\$250 each
Champagne Toast	<i>Sponsored champagne toast at the award winners' tables</i>	SOLD
Advertising		
Program Sponsor	<i>Includes a table, plus a logo in the program book, recognition in all related publications.</i>	\$5,000 or in-kind partnership printing
Media Sponsor	<i>Includes a table, plus a logo in the program book, recognition in all related publications.</i>	In-kind partnership



GOVERNANCE MATTERS

E-newsletter, *Governance Matters* Published 10 times per year

Governance Matters, the CSCS eNewsletter, has the latest news to keep our members informed of upcoming events, regulatory updates, important governance matters and other membership information. Published 10 times per year, the CSCS eNewsletter is circulated to more than 6,000 association members and affiliates.

Ad rates: Prices are quoted per issue of *Governance Matters*.

A1

PRESIDENT'S MESSAGE



The number of this e-newsletter is 100. It is a milestone for the CSCS and its members. We have reached 100 issues of this e-newsletter. It is a testament to the dedication and hard work of our members and staff. We are proud to have reached this milestone and look forward to continuing to provide you with the latest news and information in the field of governance.

B1

B2

A2

Sponsorship Opportunities

The CSCS is a not-for-profit organization and we are looking for sponsors to help us continue to provide you with the latest news and information in the field of governance. We have several sponsorship opportunities available, including:

- Executive Sponsorship
- Corporate Sponsorship
- Individual Sponsorship

For more information, please contact us at info@cscs.org.

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REQUEST FOR ASSISTANCE

We are seeking individuals who are interested in providing assistance to the CSCS. This could include providing expertise in areas such as:

- Finance
- Marketing
- Operations
- Technology

If you are interested, please contact us at info@cscs.org.

C

Executive Compensation: What Will 2012 Bring?

As the industry continues to evolve, executive compensation is becoming an increasingly important topic. This article explores the factors that influence executive compensation and provides insights into what to expect in 2012.

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100-100-100: What's Next?

As the industry continues to evolve, it is important to look ahead and identify the challenges and opportunities that lie ahead. This article discusses the 100-100-100 goal and provides insights into how to achieve it.

US Non-Profit Funding Advisory in Canada

For non-profit organizations operating in Canada, understanding the US non-profit funding advisory is crucial. This article provides a comprehensive overview of the advisory and its implications.

E

Make your board the most effective it can be.

Learn more about our board effectiveness program and how it can help your organization achieve its goals.

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A1. SOLD

Placement: Prominent placement right under the *Governance Matters* masthead, top of the newsletter.

Image dimensions: W = 780 pixels; H = 120 pixels

A2. SOLD

Placement: Prominent placement immediately following the President's Message, prior to the Conference Update.

Image dimensions: W = 780 pixels; H = 120 pixels

B1. SOLD

Placement: First placement at the top of the right hand side banner

Image dimensions: W = 200 pixels; H = 250 pixels

B2. Top right box: \$300 per issue SOLD

Placement: Second placement at the top of the right hand side banner

Image dimensions: W = 200 pixels; H = 250 pixels

C. Body of newsletter: \$250 per issue

Placement: Banner ad incorporated in the body of the newsletter or sidebar the newsletter

Image dimensions: W = 200 pixels; H = 100 pixels

D. Sponsored article/advertorial: \$500

Placement: An opportunity for a content-driven and issue-based article, to be placed in the body of the newsletter with a link to your website for full content.

Image dimensions: W = 500 pixels; H = 400 pixels OR maximum 100 words

E. Featured company ad: \$250

Placement: Body of newsletter or banner; provides an opportunity for a 15 word text ad to drive traffic to your website.

Image dimensions: W = 500 pixels; H = 500 pixels OR maximum 150 words

File format: PNG, JPG, TIFF, GIF

ONLINE @ CSCS.ORG

CSCS Website

The CSCS website is updated regularly and our IT team can work with you to create your own branding and advertising. We can build your brand awareness and drive traffic to your website with standard IAB units and the option of customized integration.

Ad Options	Details	Price
Logo on sponsors' page with company description	W = 300 pixels H = 60 pixels	\$500/year
Logo on sponsors' page with company description PLUS logo on CSCS landing page of choice	W = 300 pixels H = 60 pixels	\$800/year

For additional information, contact:

Seare Araya | seare.araya@cscs.org | 416 921-5449 ext. 321

SOCIAL CSCS

Social Events

CSCS is looking to partnering with sponsors to host individual social events such as lunches, receptions, dinners, golf tournaments, etc.

Have an idea or event in mind? Contact us today at info@cscs.org!

Multi-Year Advantage

Confirm your sponsorship commitment for 3+ years and save an additional 5% off your package price.

QUESTIONS?

CONTACT US:

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IT Administrator
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CANADIAN SOCIETY OF CORPORATE SECRETARIES

55 St. Clair Avenue West
Suite 255 | Toronto, ON
M4V 2Y7 | Canada

info@cscs.org
www.cscs.org
416 921-5449

PROFESSIONAL DEVELOPMENT

Workshops and Breakfast Sessions — \$5,000 each

Each year CSCS hosts a number of professional development workshops across major cities in Canada to promote regional, active discussions and learning. Generally half-day in duration, they are run by experienced practitioners and address current developments, legal and regulatory governance issues or latest best practices.

In addition, CSCS hosts roundtable discussions for CSCS members on specialized topics. These sessions bring top-of-mind issues to our members in thought provoking discussions at a regional level.

The professional development workshops and roundtable discussions are available for sponsorship for \$5,000 each.

1/2 Day Workshops		
TITLE	LOCATIONS	DATES
Board and Committee Minutes: A Hands-on Workshop <i>Speaker: Sylvia Groves, President and Creative Director, Governance Studio</i>	Calgary, AB Vancouver, BC Edmonton, AB Toronto, ON Ottawa, ON	March 18 or 19, 2013 March 20, 2013 TBD TBD TBD
Continuous Disclosure and Material Change Reporting <i>Speaker: David Masse, Senior Legal Counsel and Assistant Corporate Secretary, CGI Group Inc.</i>	Vancouver, BC Calgary, AB Edmonton, AB Toronto, ON Montreal, QC	June 5, 2013 June 6, 2013 June 7, 2013 June 14, 2013 June 21, 2013
Directors and Officers Liability: Risks, Liabilities and Indemnification <i>Speaker: TBD</i>	Vancouver, BC Calgary, AB Edmonton, AB Toronto, ON	September 25, 2013 September 26, 2013 September 27, 2013 October 1, 2013
IT for Governance: Board Portals & Paperless Boards <i>Speaker: TBD</i>	Vancouver, BC Calgary, AB Edmonton, AB Toronto, ON	October 21, 2013 October 22, 2013 October 23, 2013 October 29, 2013
Breakfast Session		
Compliance for Dual Listed Companies <i>Speaker: TBD</i>	Vancouver, BC Calgary, AB Toronto, ON	December 2, 2013 December 3, 2013 December 6, 2013

For more information, contact us:
info@cscs.org | 416 921-5449

PROFESSIONAL DEVELOPMENT

Essentials of Corporate Governance — 2 day Seminar

May 23 - 24, 2013 Vancouver, BC

November 7 - 8, 2013 Toronto, ON

The Essentials Seminar was previously on the annual conference program as an optional full day session. In feedback we received from participants, it was requested this session be extended to provide more learning time of the core topics – and this is exactly what CSCS has done. This Essentials Seminar is now a two day event to be held twice annually – once in May in Vancouver and once in November in Toronto.

As a participating sponsor, you will receive logo recognition on all materials produced (electronically or printed) as well as onsite with audio-visual components.

Opportunity	# of Delegate Passes Included	Speaking Opportunity	Cost*
Meals			
Breakfast 2 opportunities available	1	n/a	\$3,500 ea.
Networking Break 4 opportunities available	1	n/a	SOLD
Luncheon 2 opportunities available	1	Yes	\$5,500 ea
Materials			
Name Tags	n/a	n/a	\$1,250
Meeting Notebook	n/a	n/a	\$1,000
Pens	n/a	n/a	\$500
Program Presence			
Supporting Sponsor unlimited opportunities available	1	n/a	\$3,000
Program Sponsor 1 opportunity available	1	n/a	\$5,000
Presenting Sponsor 1 opportunity available <i>Includes: Opening and Closing remarks on Day 1 and Day 2, plus a hosted cocktail reception on Day 1.</i>	4	Yes	SOLD
Event Sponsor <i>This would entitle one sponsor to be the exclusive two day host of the event and includes all meal and material options listed above.</i>	5	Yes	\$35,000
<small>*Rates are per event per city.</small>			