SPONSORSHIP PROSPECTUS

Showcase your company at this signature conference. Attach your brand to exciting keynote speakers, expert panelists and extensive networking opportunities.
WHY SPONSOR?

CIFFA’s two-day 70th anniversary conference will share evolutionary and revolutionary thinking, celebrating the association’s leadership through the last 70 years, while helping prepare 450 industry decision-makers to meet the challenges of the next decade.

CIFFA is partnering with two major tradeshows and our conference agenda is designed to leave plenty of time for participants to visit TIACA’s Air Cargo Forum and Clarion’s Multimodal Americas tradeshows. More than 6,000 industry delegates are expected to visit these tradeshows over the three-day exhibit, where the CIFFA Pavilion will be front and center.

Link your brand to world class speakers on innovative subjects like:

- **Transformative Technologies**: Blockchain: the new medium, the new message…all about collaboration and clever code.
- **Artificial Intelligence**: The innovative future of freight! How will Uber, drones, hyperloop, airships, and other inspirational technologies affect your business?
- **Forwarder platforms**: The modern freight forwarder as global logistics “orchestrator”.
- **The Sharing Economy**: Rewriting the rules of global business.
- **E-commerce Evolution**: Staying in the ever-changing game.
- **Tooling up for trade**: CETA, NAFTA, and new deals to diversify Canada’s role in global business.
- **Risk and Reward**: Liability and the freight forwarder-how to cope in a world of fakes and fraud.
- **Tracking it, Tracing it**: 3D vision for your supply chain (transparency, handoff protocols, all elements of visibility etc.)
- **Transforming Talk**: How will the world communicate? A look at social, cultural and demographic revolutions.
Whether your goals are creating awareness, lead/sales generation, product/service positioning, networking, or promotion of corporate responsibility, we are prepared to work with you to best help you meet your requirements.

### Premium Sponsorships

<table>
<thead>
<tr>
<th>Package</th>
<th>Cost</th>
<th>Available</th>
</tr>
</thead>
<tbody>
<tr>
<td>PLATINUM</td>
<td>$25,000</td>
<td>2</td>
</tr>
<tr>
<td>GOLD</td>
<td>$15,000</td>
<td>3</td>
</tr>
<tr>
<td>SILVER</td>
<td>$10,000</td>
<td>4</td>
</tr>
</tbody>
</table>

Each package offers specific benefits and all will receive the following primary benefits:

- Company logo and website link on the official website sponsor page
- Company logo in the CIFFA conference program
- Verbal acknowledgement from the podium thanking your company
- Sponsorship recognized on signage, screens and advertising such as email teasers
- Your company’s branded item (no paper) placed in all delegate tote bags (450 pieces required)
- “Sponsor” ribbon on your company’s registration badge

### Additional Sponsorships

<table>
<thead>
<tr>
<th>Opportunity</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cafe/Espresso Bar Sponsor in CIFFA Pavilion exhibit space</td>
<td>$10,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Online/Registration Sponsor</td>
<td>$10,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mobile Charger Sponsor</td>
<td>$5,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Delegate Bag and Luggage Tag Sponsor</td>
<td>$5,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Networking Break, Continental Breakfast and Hydration Station Sponsor (2 available)</td>
<td>$4,000</td>
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<tr>
<td>Lanyard Sponsor</td>
<td>$3,000</td>
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</table>

### Premium Sponsorship Opportunities

<table>
<thead>
<tr>
<th>Opportunity</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
</tr>
</thead>
<tbody>
<tr>
<td>CIFFA's news eBulletin is distributed daily to approximately 6,500 industry inboxes across Canada. From there it cascades around the world!</td>
<td>6 Wks</td>
<td>4 Wks</td>
<td></td>
</tr>
<tr>
<td>Prominent advertising space is provided in the daily CIFFA eBulletin for a specified number of weeks during 2018.</td>
<td></td>
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<tr>
<td>Banner at entrance to CIFFA Pavilion shared with other premium sponsors (three days).</td>
<td></td>
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<tr>
<td>Logo and link on CIFFA conference home page rotating with same category premium sponsors</td>
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<tr>
<td>50-word company description and company logo with website link on conference web page</td>
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<tr>
<td>Banner at entrance to conference with CIFFA and platinum and gold sponsor logos only</td>
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<tr>
<td>Logo placement on sponsor loop projected on-screen during the conference and in the CIFFA Pavilion</td>
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<td></td>
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</tr>
<tr>
<td>Company representative at luncheon VIP head tables</td>
<td>2</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Conference VIP Passes</td>
<td>2</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Invitations to attend the Speaker and Director Reception and Dinner</td>
<td>2</td>
<td>1</td>
<td>1</td>
</tr>
</tbody>
</table>

For complete details on these sponsorship opportunities please contact marketing@CIFFA.com or call Nick at 416-234-5100 ext. 232
PLATINUM SPONSORS

PACKAGE 1

Exclusive sponsor of the CIFFA Welcome Networking Reception on the tradeshow floor at the CIFFA Pavilion
Opportunity to deliver remarks (10 min) during the CIFFA Welcoming Networking Reception
Exclusive Luncheon Keynote Speaker Sponsor. Opportunity to deliver two minute remarks at the opening of the luncheon, and introduction of keynote speaker on stage

PACKAGE 2

Exclusive sponsor of the Speaker and Director Reception and Dinner on the evening prior to the conference
Opportunity to deliver remarks (10 min) at the Speaker and Director Reception and Dinner to an audience of 75 to 80 senior decision makers
Exclusive Closing Plenary Keynote Speaker Sponsor. Opportunity to deliver two minute remarks at the opening of the closing plenary and introduction of the keynote speaker on stage
GOLD SPONSOR BENEFITS

- Exclusive sponsor of one of three plenary sessions.
- Deliver remarks (1 min.) and introduce the plenary speaker on stage.
- Sponsoring company may display own materials (brochures only) during the plenary session.

SILVER SPONSOR BENEFITS

- Exclusive sponsor of one of four concurrent sessions.
- Deliver remarks (1 min.) and introduce the session speakers on stage.
- Sponsoring company may display own materials (brochures only) during the session.
ADDITIONAL SPONSORSHIP OPPORTUNITIES

Café/Espresso Bar Sponsor in CIFFA Pavilion exhibit space

- Prominent logo placement on Espresso bar during the three day tradeshow (October 16 to 18th) in the CIFFA Pavilion (audience of 6,000 expected throughout the three day trade show)
- Branded coffee cups with company logo
- Sponsoring company may display own materials (brochures only)
- Two Conference VIP passes
- One invitation to the Speaker and Director Reception & Dinner on the evening prior to the Conference

Online/Registration Sponsor

- Company logo incorporated in the design of the registration booths for the entire conference and trade show (October 16 to 18th)
- Company logo on the confirmation email sent to all attendees after registration is complete
- Opportunity to provide branded welcome gifts (no paper) to attendees at the registration desk
- Opportunity for two company representatives to greet attendees in front of the registration area during peak times
- Two Conference VIP passes
- One invitation to the Speaker and Director Reception & Dinner on the evening prior to the Conference

Mobile Charger Sponsor

- A sponsor image wrap over the box system
- Three company branded mobile phone charging stations placed strategically during the conference and one mobile station in the CIFFA Pavilion for the duration of the trade show (Total four)
- One Conference VIP Pass

Delegate Bag and Luggage Tag Sponsor

- Company name and logo printed on both sides of the official CIFFA Conference bag (500)
- Brand exposure to an expected audience of 6,000 throughout the three day trade show
- One Conference VIP Pass

Networking Break, Continental Breakfast and Hydration Station Sponsor

- Customized signage on one concurrent breakfast buffet table (attendance approx. 200)
- Customized signage on refreshment break tables during one plenary break
- Customized signage at hydration station one day of conference
- One Conference VIP Pass
Exclusive to CIFFA regular freight forwarding members, the CIFFA Pavilion will offer sixteen* member firms the opportunity to showcase their company to the anticipated 6,000 tradeshow attendees, inside the 800 square-foot CIFFA Pavilion. Members will provide a pop-up banner, printed material and any branded items to place on the table provided.

Front and center on the tradeshow floor, the CIFFA Pavilion is the location of CIFFA’s networking reception on day one of the conference and will play host to a variety of events throughout the three days of the tradeshow. Conference speakers will come here to meet the press, attendees will drop by for an espresso or cappuccino from the complimentary café and shippers will visit en route to the CargoLinX one-on-one meeting area next door. Pre-book your place in what is sure to be a hub of activity.

<table>
<thead>
<tr>
<th>What’s included</th>
<th>Specifications</th>
<th>Early Bird Pricing (before October 31st)</th>
<th>Regular Pricing (after October 31st)</th>
</tr>
</thead>
</table>
| • Placement of one pop-up banner for the three days of the trade show | • Banner to be provided by sponsor  
• Banner and table specifications and location within the CIFFA Pavilion to follow | $2,800 | $3,200 |
| • Display table in front of banner to display printed materials and branded items (if requested) | | | |
| • One conference VIP pass | | | |

For complete details on these sponsorship opportunities please contact marketing@CIFFA.com or call Nick at 416-234-5100 ext. 232
Monday, October 15, 2018

6:00 p.m. – 9:00 p.m. Speaker and Director Reception & Dinner (by invitation only)

Tuesday, October 16, 2018

7:30 a.m. – 9:00 a.m. Registration
9:00 a.m. – 10:30 a.m. TIACA, Multimodal, CIFFA Opening Ceremonies + Keynote Address
11:00 a.m. – 11:30 a.m. Grand Opening of TIACA and Multimodal Tradeshow
12:30 p.m. – 2:00 p.m. CIFFA Luncheon and Keynote Speaker
2:00 p.m. – 2:20 p.m. Networking and Refreshment Break
2:20 p.m. – 3:30 p.m. Panel Discussion (Plenary)
3:30 p.m. – 4:15 p.m. Featured Speaker or Panel Discussion (Plenary)
4:30 p.m. – 6:00 p.m. CIFFA Reception on Tradeshow Floor at CIFFA Pavilion

Wednesday, October 17, 2018

8:30 a.m. – 9:45 a.m. Breakout Session - A1
Continental Breakfast and Featured Speaker
Breakout Session - B1
Continental Breakfast and Featured Speaker
9:45 a.m. - 10:15 a.m. Networking and Refreshment Break
10:15 a.m. - 11:45 a.m. Panel Discussion - A2
Panel Discussion - B2
11:45 a.m. – 2:00 p.m. Networking on Tradeshow Floor
2:00 p.m. – 3:00 p.m. Panel Discussion (Plenary)
3:00 p.m. – 3:45 p.m. Closing Plenary and Keynote Speaker
4:30 p.m. – 7:00 p.m. Miami Airport Reception on Tradeshow Floor

Thursday October 18, 2018

All day CIFFA Pavilion on Tradeshow Floor