



# FORECAST

**EVENT SPONSORSHIP PACKAGE**

**[WWW.FORECAST.COM](http://WWW.FORECAST.COM)**



# About CREB®

The Calgary Real Estate Board (CREB®) is a non-profit professional association of over 8,300 licensed REALTORS® representing over 240 offices across the Calgary region.

As one of the largest real estate boards in Canada, CREB® provides members with essential resources to enhance professionalism, advance the industry's development and enrich the communities they serve.

CREB® is a founding partner of Pillar 9™ Technologies, a province-wide MLS® System where members and their clients can access the most comprehensive database of property listings and sales history in the region.

Additional services include market statistics and economic reports, innovative real estate-based technology tools, real estate news and philanthropic giving — all powered by the support of our REALTOR® members.





# OUR COMMUNITY



**3,600+**  
**FOLLOWERS**



**5,600+**  
**FOLLOWERS**



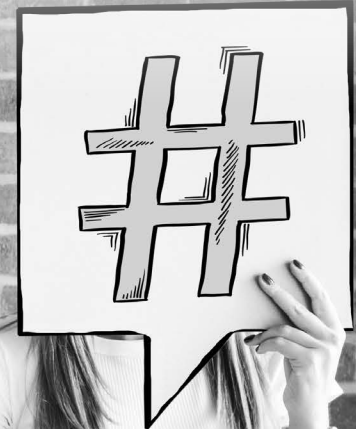
**5,400+**  
**FOLLOWERS**



**3,700+**  
**FOLLOWERS**



**7,000+ CREB®**  
**SUBSCRIBERS**



# CREB® FORECAST

**January 21, 2025**

**BMO Centre, Champions Ballroom**

**500 - 600 ATTENDEES**

**Reach out to a captive audience looking for new connections!**

CREB® Forecast is the largest annual gathering of Calgary and area real estate professionals and one of the most anticipated real estate events in Western Canada.

The event features an economic forecast, keynote influencers, tradeshow, networking opportunities and a closing reception.

This year we are excited to be back once again to an in-person event that builds stronger and more personal connections. Forecast sponsors gain visibility in-person and online with prominent signage throughout the event venue, the event's virtual app, company logo and website link featured on the Forecast website and logo printed in the Forecast show guide.





## PLATINUM SPONSORS

### TITLE CONFERENCE SPONSOR

**\$15,000**

- ◆ Eight (8) passes to CREB® Forecast and reserved VIP seating
- ◆ A company display table set up in the CREB Community Centre in the exhibition hall (this will include one 6ft table with two chairs)
- ◆ Opportunity to introduce/play a video before the 2024 Forecast presentation
- ◆ Feature advertorial in an upcoming CREB® Now blog
- ◆ Escalator decals placed on the 1st floor escalator panels of the Calgary TELUS Convention Centre (Decal design supplied by Sponsor by specified due date)
- ◆ Prominent sponsorship signage at the event
- ◆ Full-page advertisement in CREB® Forecast show guide
- ◆ Banner advertisement on CREB®'s member-only website with link to your company website
- ◆ Company logo and website link on CREB® Forecast website
- ◆ Company logo printed in the CREB® Forecast show guide
- ◆ Sponsorship recognition during the main presentation and closing reception
- ◆ Post-event recognition on CREB® member website and member newsletter

### KEYNOTE SPEAKER SPONSOR

**\$10,000**

- ◆ Four (4) passes to CREB® Forecast and reserved VIP seating
- ◆ A company display table set up in the CREB Community Centre in the exhibition hall (this will include one 6ft table with two chairs)
- ◆ Opportunity to introduce/play a video before the afternoon Keynote speaker
- ◆ Door decals placed on the front doors of the Calgary TELUS Convention Centre (Decal design supplied by Sponsor by specified due date)
- ◆ ½ page advertisement in the CREB® Forecast show guide
- ◆ Banner advertisement on CREB®'s member-only website with link to your company website
- ◆ Company logo and website link on CREB® Forecast website
- ◆ Company logo printed in the CREB® Forecast show guide
- ◆ Sponsorship recognition during the main presentation and the closing reception
- ◆ Post-event recognition on CREB® member website and member newsletter

## BONUS ONLINE PLATFORM RECOGNITION

**ENHANCED SPONSOR LISTING** includes company logo, business profile, and a link to your website on the event platform/app

**OPPORTUNITY TO INCLUDE AN ELECTRONIC PAMPHLET** (maximum of two pages) on the online platform/app

**SOCIAL MEDIA SHOUT OUTS ON CREB® SOCIAL PLATFORMS**

## GOLD SPONSORS

### CONFERENCE APP SPONSOR \$5,000

- ◆ Two (2) passes to CREB® Forecast
- ◆ A company display table set up in the CREB® Community Centre in the exhibition hall (this will include one 6ft table with two chairs)
- ◆ Immediate brand recognition upon opening the conference app/online platform log in page
- ◆ Customized company sponsor banner and platform module with company logo (linked to company website) and description, within the Conference app/online platform
- ◆ ½ page advertisement in CREB® Forecast show guide
- ◆ Banner advertisement on CREB®'s member-only website with link to your company website
- ◆ Company logo and website link on CREB® Forecast website
- ◆ Company logo printed in the CREB® Forecast show guide
- ◆ Sponsorship recognition during the main presentation and closing reception
- ◆ Post-event recognition on CREB® member website and member newsletter

### WIFI SPONSOR \$5,000

- ◆ Two (2) passes to CREB® Forecast
- ◆ A company display table set up in the CREB® Community Centre in the exhibition hall (this will include one 6ft table with two chairs)
- ◆ Provide attendees with free internet access throughout the entire conference
- ◆ Customized network password
- ◆ Sponsor logo and website link included on WIFI splash page
- ◆ Attendees will be notified of the free wifi service and sponsor will be recognized and thanked in each notification
- ◆ ½ page advertisement in the CREB® Forecast show guide
- ◆ Company logo and website link on CREB® Forecast website
- ◆ Company logo printed in the CREB® Forecast show guide
- ◆ Sponsorship recognition during the main presentation and closing reception
- ◆ Post-event recognition on CREB® member website and member newsletter

### PRINT SPONSOR \$5,000

- ◆ Two (2) passes to CREB® Forecast
- ◆ A company display table set up in the CREB® Community Centre in the exhibition hall (this will include one 6ft table with two chairs)
- ◆ Banner advertisement at CREB®'s member-only website with link to your company website
- ◆ ½ page advertisement in the CREB® Forecast show guide
- ◆ Company logo and website link on CREB® Forecast website
- ◆ Company logo printed in the CREB® Forecast show guide
- ◆ Sponsorship recognition during the main presentation and closing reception
- ◆ Post-event recognition on CREB® member website and member newsletter

## BONUS ONLINE PLATFORM RECOGNITION

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**SOCIAL MEDIA SHOUT OUTS ON CREB® SOCIAL PLATFORMS**



## SILVER SPONSORS

### LANYARD SPONSOR

\$4,000

- ◆ Two (2) passes to CREB® Forecast
- ◆ A company display table set up in the CREB Community Centre in the exhibition hall (this will include one 6ft table with two chairs)
- ◆ In-kind donation of branded event lanyards for the event
- ◆ ¼ page advertisement in the CREB® Forecast show guide
- ◆ Company logo and website link on CREB® Forecast website
- ◆ Company logo printed in the CREB® Forecast show guide
- ◆ Sponsorship recognition during the main presentation and closing reception
- ◆ Post-event recognition on CREB® member website and member newsletter

### BREAKOUT SPONSOR

\$4,000

- ◆ Two (2) passes to CREB® Forecast
- ◆ A company display table set up in the CREB® Community Centre in the exhibition hall (this will include one 6ft table with two chairs)
- ◆ Opportunity to introduce/play a video before one of the breakout sessions (on a first come-first served basis)
- ◆ Exclusive signage recognition of your company as a session speaker sponsor in the breakout room and on the online platform
- ◆ ¼ page advertisement in the CREB® Forecast show guide
- ◆ Company logo and website link on CREB® Forecast website
- ◆ Company logo printed in the CREB® Forecast show guide
- ◆ Sponsorship recognition during the main presentation and closing reception
- ◆ Post-event recognition on CREB® member website and member newsletter

### CHARGING STATION SPONSOR

\$4,000

- ◆ Two (2) passes to CREB® Forecast
- ◆ A company display table set up in the CREB® Community Centre in the exhibition hall (this will include one 6ft table with two chairs)
- ◆ Sponsorship of smartphone charging stations
- ◆ Your logo or marketing material of your choice on two charging stations
- ◆ ¼ page advertisement in the CREB® Forecast show guide
- ◆ Company logo and website link on CREB® Forecast website
- ◆ Company logo printed in the CREB® Forecast show guide
- ◆ Sponsorship recognition during the main presentation and closing reception
- ◆ Post-event recognition on CREB® member website and member newsletter

## BONUS ONLINE PLATFORM RECOGNITION

**ENHANCED SPONSOR LISTING** includes company logo, business profile, and a link to your website on the event platform/app

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**SOCIAL MEDIA SHOUT OUTS ON CREB® SOCIAL PLATFORMS**

## NETWORKING SPONSORS

### CLOSING RECEPTION SPONSOR \$5,500

- ◆ Two (2) passes to CREB® Forecast
- ◆ A company display table set up in the CREB® Community Centre in the exhibition hall (this will include one 6ft table with two chairs)
- ◆ Company logo prominently displayed in the reception area
- ◆ Opportunity for a representative from your company to draw for the door prize at the closing reception
- ◆ ½ page advertisement in the CREB® Forecast show guide
- ◆ Company logo and website link on CREB® Forecast website
- ◆ Company logo printed in the CREB® Forecast show guide
- ◆ Sponsorship recognition during the main presentation and closing reception
- ◆ Post-event recognition on CREB® member website and member newsletter

### LUNCH SPONSOR \$5,000

- ◆ Two (2) passes to CREB® Forecast
- ◆ A company display table set up in the CREB® Community Centre in the exhibition hall (this will include one 6ft table with two chairs)
- ◆ Exclusive signage in the lunch break area
- ◆ Banner advertisement on CREB®'s member-only website with link to your company website
- ◆ ½ page advertisement in the CREB® Forecast show guide
- ◆ Company logo and website link on CREB® Forecast website
- ◆ Company logo printed in the CREB® Forecast show guide
- ◆ Sponsorship recognition during the main presentation and closing reception
- ◆ Post-event recognition on CREB® member website and member newsletter

### COFFEE SPONSOR \$3,500

- ◆ Two (2) passes to CREB® Forecast
- ◆ A company display table set up in the CREB® Community Centre in the exhibition hall (this will include one 6ft table with two chairs)
- ◆ Sponsorship of the coffee/tea stations in the pre-function space with exclusive signage
- ◆ Banner advertisement on CREB®'s member only website with link to your company website
- ◆ ¼ page advertisement in the CREB® Forecast show guide
- ◆ Company logo and website link on CREB® Forecast website
- ◆ Company logo printed in the CREB® Forecast show guide
- ◆ Sponsorship recognition during the main presentation and closing reception
- ◆ Post-event recognition on CREB® member website and member newsletter

### BREAK SPONSOR \$3,500

- ◆ Two (2) passes to CREB® Forecast
- ◆ A company display table set up in the CREB® Community Centre in the exhibition hall (this will include one 6ft table with two chairs)
- ◆ Exclusive signage at the food break area
- ◆ Banner advertisement on CREB®'s member only website with link to your company website
- ◆ ¼ page advertisement in the CREB® Forecast show guide
- ◆ Company logo and website link on CREB® Forecast website
- ◆ Company logo printed in the CREB® Forecast show guide
- ◆ Sponsorship recognition during the main presentation and closing reception
- ◆ Post-event recognition on CREB® member website and member newsletter



## BONUS ONLINE PLATFORM RECOGNITION

**ENHANCED SPONSOR LISTING** includes company logo, business profile, and a link to your website on the event platform/app

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# SPONSORSHIP APPLICATION

## PLEASE READ CAREFULLY

1. Sponsorship opportunities will be applied on a first-come first-served commitment basis.
2. CREB® reserves the right and has final acceptance of all sponsorship arrangements.
3. Sponsors must review and sign the Sponsor Terms and Conditions.
4. Applications must be signed, submitted to CREB® immediately and payment must be received within 30 days of application acceptance.

## SPONSORSHIP DETAILS

I, the undersigned, understand and agree to the terms and conditions of this sponsorship application.

Company name: \_\_\_\_\_

Company address: \_\_\_\_\_

Name of signing authority (please print clearly): \_\_\_\_\_

Signature of signing authority: \_\_\_\_\_

Date: \_\_\_\_\_

City: \_\_\_\_\_ Province: \_\_\_\_\_ Postal/ZIP code: \_\_\_\_\_

Email: \_\_\_\_\_ Contact Number: \_\_\_\_\_

Payment options: ☐ Visa ☐ Master Card ☐ Company Cheque

Credit card number \_\_\_\_\_ Expiry date: \_\_\_\_\_

Please email the completed application to CREB® with attention to:  
Jennifer Hadley ✉ [jennifer.hadley@creb.ca](mailto:jennifer.hadley@creb.ca)

## SELECT YOUR LEVEL OF SPONSORSHIP

### EVENT SPONSORS

<input type="checkbox"/> \$15,000	<b>TITLE SPONSOR</b>
<input type="checkbox"/> \$10,000	<b>KEYNOTE SPEAKER SPONSOR</b>
<input type="checkbox"/> \$5,000	<b>CONFERENCE APP/ONLINE SPONSOR</b>
<input type="checkbox"/> \$5,000	<b>PRINT SPONSOR</b>
<input type="checkbox"/> \$5,000	<b>WIFI SPONSOR</b>
<input type="checkbox"/> \$4,000	<b>LANYARD SPONSOR</b>
<input type="checkbox"/> \$4,000	<b>BREAKOUT SPONSOR</b>
<input type="checkbox"/> \$4,000	<b>CHARGING STATION SPONSOR</b>
<input type="checkbox"/> \$5,500	<b>CLOSING RECEPTION SPONSOR</b>
<input type="checkbox"/> \$5,000	<b>LUNCH SPONSOR</b>
<input type="checkbox"/> \$3,500	<b>COFFEE SPONSOR</b>
<input type="checkbox"/> \$3,500	<b>BREAK SPONSOR</b>

# TERMS & CONDITIONS

**1. DEFINED TERMS.** In this agreement: (a) “agreement” means the contract between the sponsor and CREB®, which is comprised of an application, these Terms and Conditions and CREB®’s acceptance thereof; (b) “application” means the application form constituting an offer made by the sponsor to CREB® and forming a part of this agreement; (c) “CREB®” means Calgary Real Estate Board Co-operative Limited; (d) “payment” means the total amount paid by the sponsor as part of the application process; (e) “sponsor” means the person, corporation or other entity described as “sponsor” in the application and entering into this agreement with CREB®; (g) “show” means the CREB® 2024 Forecast hosted by CREB® at the Telus Convention Centre and through the virtual event platform Chime; (h) “sponsorship package” means the document stating the benefits of each sponsorship opportunity.

**2. CREATION OF CONTRACT.** Your application to be a sponsor is an offer by you, the sponsor, to CREB® to enter into a contract on the terms of this agreement and may be amended by CREB® from time to time. The person making the offer on behalf of sponsor represents and warrants to CREB® that he or she has the authority to make this offer. The offer is irrevocably open for acceptance by CREB® until January 5, 2024 at 5 p.m. If CREB® accepts your offer, a contract between the sponsor and CREB® is formed on the terms of this agreement and you shall be notified of CREB®’s acceptance. CREB® has no obligation to accept your offer. CREB® may decline to accept any offer for any reason in its sole discretion, including but not limited to (a) the products or services to be shown or demonstrated are not applicable to the real estate business, (b) the products or services are inconsistent with the stated purposes of CREB® and the interests and welfare of its members, (c) the products or services are unreasonably duplicative of services or products offered by or available from CREB® or any of its affiliated entities, or (d) the resulting mix of products or services to be exhibited is not acceptable to CREB®.

**3. MARKETING MATERIALS.** All sponsors have the opportunity to provide CREB® with a high-resolution logo, a web address and company profile of 50 words. These materials will: (a) not be altered by CREB® without express written permission from sponsor; (b) be reproduced on show and CREB®Link website, in print collateral and on the virtual event platform according to sponsor’s chosen sponsorship package; (c) be used responsibly to reflect both CREB® and sponsor branding guidelines; (d) be used in conjunction with CREB® branding; and (e) be reflective of the hierarchy of sponsorship as outlined in the Sponsorship & Exhibitor Opportunities document.

**4. HOURS.** The hours of the CREB® 2024 Forecast Conference will run from 10:00 a.m. to 6:30 p.m., January 23, 2024. CREB® may set and modify the hours at its sole discretion.

**5. SHOW GUIDE ADVERTISEMENTS.** Those sponsors whose packages include a show guide advertisement will electronically submit a high-resolution ad to CREB® no later than Dec. 15, 2023. CREB® will provide exact specifications.



## TERMS & CONDITIONS

**6. PHOTOGRAPHY.** Sponsors, for themselves and on behalf of its employees and agents (a) grants CREB® the right to film, photograph and record the likeness, appearance, voice, photos and video of the sponsor and each of its employees and agents at the show, and (b) consents to CREB®'s use, alteration and reproduction of all such filmed, photographed and recorded items for publicity purposes in all media including, without limitation, to all forms of: animation and film; electronic digitization; telecommunication systems now known or created in the future; digital photography; two and three-dimensional reproductions; sounds and electronically generated voice likeness; and the right to license third parties to exercise such rights as CREB® considers appropriate.

**7. BROKERAGES.** Broker sponsorship is permitted, however, pursuant to CREB® Rule 28.00 (1) which states, "There shall be no solicitation of sales personnel by Members during CREB® organized real estate meetings, education courses, seminars and/or open house showings of listed properties". No brokerage can operate an exhibit booth at the CREB® Forecast.

**8. LIABILITY.** CREB® is in no circumstance liable to the sponsor for, and the sponsor agrees to indemnify and hold harmless CREB® and its members, officers, directors, employees and agents (collectively, the "indemnities") from, any and all liability, loss, damage or expense (including all legal costs) by reason of any injury to or death of any person or any damage to or destruction of any property no matter by whom (including the indemnities) or howsoever caused.

**9. BREACH.** If the sponsor breaches any provision of this agreement, CREB® may immediately terminate the agreement and take such other steps as CREB® considers appropriate. The sponsor is liable to CREB® for all costs, expenses, losses and damages resulting from such termination and CREB®'s enforcement of its rights, including any and all legal expenses.

**10. CONTRACT TERMINATION BY A SPONSOR.** Sponsors may cancel this agreement by giving written notice of cancellation to CREB®. CREB® is entitled to retain 50 per cent of the payment, as liquidated damages and not as a penalty, if it receives notice of cancellation on or before December 6, 2023, and the full payment, as liquidated damages and not as a penalty, if it receives notice of cancellation after December 6, 2023.

**11. CONTRACT TERMINATION BY CREB®.** If the show does not take place for any cause beyond the reasonable control of CREB®, including, but not limited to, the destruction of the exhibit facilities by an Act of God, the public enemy, authority of law, fire, or boycotts, strikes or other labour disputes, or other force majeure then CREB® may terminate this agreement on notice to the sponsor, and CREB® shall refund the payment paid by the sponsor, less the sponsor's proportionate share of expenses incurred by CREB® to the date of the termination (such shares to be determined by CREB® based on total amounts paid by all sponsors).

**12. FORCE MAJEURE.** In the event that an order or public health directive is issued by any municipal, provincial or federal government, agency or public health authority having jurisdiction over the Event, arising from any pandemic, epidemic, or endemic which results in the prohibition or restriction of in-person indoor gatherings such order or public health directive shall be deemed to constitute an event of Force Majeure. In the event of the cancellation of the in-person portion of the CREB® 2024 Forecast Conference, CREB® shall refund the payment paid by the sponsor, less the sponsor's proportionate share of expenses incurred by CREB® to the date of the termination (such shares to be determined by CREB® based on total amounts paid by all sponsors). In the event CREB® continues with a fully virtual delivery of the event, a new sponsorship package may be presented to sponsors.

## TERMS & CONDITIONS

**13. RESERVATION OF RIGHT TO MAKE CHANGES.** CREB® may make rules and regulations from time to time respecting the operation of the show. Such rules and regulations form part of this agreement and the sponsor shall comply with all such rules and regulations, which are brought to its attention. CREB® may amend these terms and conditions from time to time in its sole discretion and, provided that such amendments apply to all sponsors and sponsors shall be bound by all such amendments upon being notified of them.

**14. SPONSOR SHARING OR TRANSFER.** This agreement is personal to the sponsor, and the sponsor shall not transfer or assign any part of the agreement, including advertising and branding, nor permit any other person, corporation or other entity to share in the sponsor's agreement.

**15. GENERAL.** Any notice to be given pursuant to this agreement must be given in writing (including electronic mail and facsimile transmission), but is only effective when delivered to the notice address, which for CREB® is 300 Manning Road N.E., Calgary, Alberta T2E 8K4 and for the sponsor is the address, primary contact email address and fax number set out in the application. These terms and conditions, together with the application and CREB®'s acceptance of it, are the entire agreement between the sponsor and CREB® respecting the subject matter of this agreement.

**16. CONTRACT AND PAYMENT.** The contract must be signed and submitted back to CREB® within three days of receipt. Payment must be received by CREB® within 30 days of contract acceptance.

I understand and agree to the terms and conditions of this sponsor contract and have the authority to enter into this agreement or on behalf of the sponsor.

Signature of signing authority: \_\_\_\_\_ Date: \_\_\_\_\_





# FORECAST

**TO DISCUSS SPONSORSHIP OPPORTUNITIES, PLEASE CONTACT:**

Jennifer Hadley - CREB<sup>®</sup> Event Planner ☎ 403-781-1363 ✉ [jennifer.hadley@creb.ca](mailto:jennifer.hadley@creb.ca)

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