



**PROPERTY MANAGEMENT**

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**EXPO**

**EVENT SPONSORSHIP PACKAGE**



# ABOUT CREB®

The Calgary Real Estate Board (CREB®) is a non-profit professional association of over 8,700 licensed REALTORS®, including 2,100 property management professionals, representing over 300 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.







# PROPERTY MANAGEMENT EXPO 2025

- **Date:** October 23, 2025
- **Time:** 9 a.m. – 3 p.m.
- **Location:** CREB® Campus, 300 Manning Road N.E.
- **Anticipated Audience:** 60-80 Property Management Professionals

**The Property Management Expo brings together the city's most engaged property managers and industry professionals.**

This year's headliner is Ann-Marie Lurie, CREB®'s Chief Economist—offering exclusive rental market insights. The event also includes a speaker panel, breakout sessions, and a focused exhibitor expo—all under one roof, for one day only. Enjoy great food, drinks, and plenty of networking opportunities with industry professionals.



# SPEAKERS

## KEYNOTE SPEAKER

### Calgary's Rental Market Forecast

Ann-Marie Lurie, CREB®'s Chief Economist

**Ann-Marie Lurie** is CREB®'s Chief Economist with over 20 years of experience in the real estate sector. By providing strategic leadership on economic analysis and market intelligence, she has helped establish CREB® as Calgary's trusted source for housing market statistics and analysis.

Lurie has worked in several aspects of real estate, including commercial brokerage, pension investment, residential real estate analysis and multi-family underwriting. The companies she has worked for include Colliers International, CMHC and Canadian Urban Equities.

Her diverse background in real estate has enabled her to provide insight into the macroeconomic climate and factors impacting the real estate sales and rental markets.



## OPENING PRESENTATION & PANEL

### What can I (not) do with a tenant's security deposit

Jeff Kahane, Kahane Law Office

Security deposits can be a source of confusion—and potential legal trouble—for property managers. This session will clarify what you can and cannot do with a tenant's security deposit under current laws. This session will help ensure compliance and build better tenant relationships.

### Evicting Tenants Panel

Dawn Medeiros, CREB® Instructor | John Gilbert, Field Law | Amanda M., Consolidated Civil Enforcement

Evictions are one of the most complex and sensitive aspects of housing management. This panel will provide practical guidance and a deeper understanding of the human and legal dimensions of eviction.

## BREAKOUT SESSIONS

### Presenting or Responding to an Application Filed with the RTDRS

Patricia Tolppanen, Residential Tenancy Dispute Resolution Service (RTDRS)

Attendees will learn how the Residential Tenancy Dispute Resolution Service deal with applications and how property managers can prepare or respond to an application with the RTDRS. The session will cover key steps, required documents and tips to create a clear, professional presentation.

### Hoarding and Tenancy

Judy Feng, Centre for Public Legal Education Alberta (CPLEA)

Hoarding can pose serious challenges for property owners and managers. This session will explore respectful strategies for intervention, support, and resolution—while highlighting legal obligations and best practices for accommodating tenants living with hoarding disorder.

# EVENT SPONSORSHIP OPPORTUNITIES

## LUNCH SPONSOR

**\$2,000**

Brand one of the most appreciated elements of any event: lunch.

- Logo on tent cards at lunch distribution area (boxed lunches)
- Logo on printed lunch labels or menu (tri-fold)
- Recognition on digital program and rotating slides
- Opportunity for branded napkins or a small promotional item for guests
- Verbal recognition during opening remarks
- Three social media mentions
- Opportunity to connect with members and network with guests throughout the event

## HAPPY HOUR AND NETWORKING SPONSOR

**\$1,500**

Support a networking drink and light appetizers before the keynote.

- Exclusive branding at the cocktail station
- Verbal recognition during opening remarks
- Logo on printed event signage and digital program
- Opportunity for branded napkins and/or drink tickets
- Two social media mentions
- Opportunity to connect with members and network with guests throughout the event

## SNACK STATION SPONSOR

**\$750**

Refuel attendees during midday breaks and lunch.

- Exclusive branding at snack and coffee display areas
- Logo on digital program and rotating slides
- Optional custom napkins or treat toppers (sponsor-provided)
- One social media mention
- Opportunity to connect with members and network with guests throughout the event

## KEYNOTE SPONSOR **SOLD** \$500

Secure prime visibility alongside CREB's most anticipated speaker.

- Verbal recognition during introductory remarks
- Prominent logo on auditorium signage
- Logo on digital program and rotating slides
- Ad in all promotions referencing the keynote
- Opportunity to offer a promotional item for guests on chairs or at entrance (sponsor-provided)
- Two social media mentions
- Opportunity to connect with members and network with guests throughout the event

## EXHIBITOR TABLE

**\$200**

Connect with attendees during expo hours (9 a.m.-4 p.m.).

- Space to setup one 6' table and two chairs (approximately 10' x 8') in expo area
- Opportunity to share brochures, promotional materials, giveaways, etc.
- Logo on exhibitor map
- Opportunity to connect with members and network with guests throughout the event



# 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 Sponsorship 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 [events@creb.ca](mailto:events@creb.ca) the completed application

Attention: CREB® Member Event Coordinator

## SELECT SPONSORSHIP PACKAGE

☐ \$2,000 **LUNCH SPONSOR**

☐ \$1,500 **HAPPY HOUR & NETWORKING SPONSOR**

☐ \$750 **SNACK STATION SPONSOR**

☒ **SOLD** **KEYNOTE SPONSOR**

☐ \$200 **EXHIBITOR TABLE**

# 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®; (f) “event” means the 2025 Property Management Expo hosted by CREB®; (g) “program” means the program handed out to attendees; (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 October 3, 2025 at 5:00 pm. 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 own 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®. Only those applications for which CREB® has given confirmation of acceptance by October 3, 2025 will be listed in the event program or other event collateral as outlined in the sponsor package.

**3. MARKETING MATERIALS.** All sponsors have the opportunity to provide CREB® with a high resolution vector logo. These materials will: (a) not be altered by CREB® without express written permission from sponsor; (b) be reproduced on show presentation, and show program 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 Event Sponsorship document.

**4. HOURS.** Detailed schedule to follow prior to the event.

## LOGO & ARTWORK SUBMISSION INFORMATION

**Logo Requirements:** Please submit your logo in one of the following formats: AI, EPS, PDF, or PNG.

**Advertisement Specifications:** High Resolution PDF — Full Page: 5.5” W x 8.5” H | Half Page: 5.5”W x 4.25”H

For submissions or further inquiries, please contact us at [events@creb.ca](mailto:events@creb.ca)



# TERMS & CONDITIONS

**5. EVENT MARKETING.** Those sponsors whose packages include use of their logo or advertisements, will electronically submit to CREB® no later than October 3, 2025. **Please email your logo in vector format (AI, EPS, or PDF), and/or advertisement (high quality PDF) to [events@creb.ca](mailto:events@creb.ca).**

**6. 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.

**7. 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.

**8. 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 October 3, 2025 and the full payment, as liquidated damages and not as a penalty, if it receives notice of cancellation after October 3, 2025.

**9. CONTRACT TERMINATION BY CREB®.** If the event does not take place for any cause beyond the reasonable control of CREB®, including, but not limited to, the destruction of the event facilities by an Act of God, the public enemy, authority of law, fire, or boycotts, strikes or other labor 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.

**10. RESERVATION OF RIGHT TO MAKE CHANGES.** CREB® may make rules and regulations from time to time respecting the operation of the event. 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.



# TERMS & CONDITIONS

**11. 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.

**13. 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.

**14. 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: \_\_\_\_\_

Signature of CREB®: \_\_\_\_\_

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



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