

Sponsorship Package

Access an Exclusive Audience of
Building Owners, Managers & Operators
through a New Virtual Format



For 2021, PM Springfest will morph into a two-day online educational conference for decision makers and influencers. Engage with our professional audience, build brand awareness, share your knowledge, pitch your latest product or innovation and meet qualified leads.

PM Springfest will provide an exclusive platform for property management professionals to source suppliers with services and products for maintenance projects or to find solutions for today's challenges. Those invited include:

- Property Managers
- Facility Managers
- Board Members
- Building Operators
- Maintenance Managers
- Owners

“ Take advantage of the virtual platform because it is easy and convenient. I managed to network with important Companies. ”

- Attendee, PM EXPO @ Buildings Week 2020

The industry will continue to find ways to connect, network, learn and share virtually in the coming months. PM Springfest will address topics including:

- Building Envelope
- Energy
- Technology
- Legal & Regulatory Issues
- Sustainability
- Innovation

“ From the ability to watch and re-watch seminars, the excellent opportunities to network and make new connections, as well as being able to visit online with exhibitors, Buildings Week was simply Fantastic! ”

- Attendee, PM EXPO @ Buildings Week 2020

Participate & Reach:

- Network of 10,000+ Qualified Property Managers, Asset Managers, Developers, Facility Managers, Building Owners, Operators & More
- Professionals & Experts from All Types of Buildings

Opportunity	Benefits	Investment	Deadline	Available
Presenting Sponsor	<ul style="list-style-type: none"> · Industry Leader · Branding · Virtual Space · Leads & Data 	\$10,000	March 15	1
Educational Program Presenting Sponsor	<ul style="list-style-type: none"> · Thought Leadership · Branding · Virtual Space · Leads & Data 	\$5,000	March 15	2
Tech & Innovation Lounge Sponsor	<ul style="list-style-type: none"> · Lounge Branding · Virtual Profile · Data & Leads 	\$3,000	March 15	2
Registration Sponsor	<ul style="list-style-type: none"> · Registration Branding · Virtual Space · Leads & Data 	\$3,000	March 15	2
Educational Webinar Sponsor	<ul style="list-style-type: none"> · Thought Leadership · Branding · Virtual Space · Leads & Data 	\$2,500	March 22	7
Demonstration Sponsor	<ul style="list-style-type: none"> · Showcase · Branding · Virtual Space · Leads & Data 	\$2,000	March 22	7
Curated Session Sponsor	<ul style="list-style-type: none"> · Thought Leadership · Branding · Virtual Space · Leads & Data 	\$1,500	March 22	3
Commercial Sponsor	<ul style="list-style-type: none"> · Showcase · Branding · Virtual Space · Leads & Data 	\$1,000	March 29	24
Tech Express Pitch	<ul style="list-style-type: none"> · Showcase · Branding · Virtual Space · Leads & Data 	\$750	March 29	4
Virtual Profile	<ul style="list-style-type: none"> · Virtual Space · Leads & Data 	\$500	March 29	Unlimited

For sponsorships and exhibiting info, please contact:

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Presenting Sponsor

Position your company and brand as the industry leader and reach qualified decision makers and influencers.

Investment: \$10,000

Pre-Event:

- Inclusion in the overall PM Springfest marketing campaign
- Sponsor exposure in all pre-event digital promotions; eblasts, social media, website, etc.
- Logo exposure on the PM Springfest website and sponsor directory
- Inclusion in the email campaign to 10,000 property management professionals
- Case studies in the Buildings Canada monthly newsletter (March / April / May)

Virtual Event:

- Banner ad placement on virtual event home page
- Opportunity to produce a 30 min demo or one-hour educational webinar
- Attendee push notification before your demo or webinar starts
- Opportunity to include two 60 seconds commercials in select sessions (produced by your company)
- Opportunity to introduce up to two sessions
- Virtual company listing and profile with video and chat functionality
- Send messages and set-up meetings directly with attendees
- Access to real-time leads through connections and meetings

Post-Event:

- Detailed report within three weeks post event
- Demo or webinar to appear on Buildings Canada year-round website and resource
- Access to the opt-in attendees who attend your demo or webinar



Education Program Sponsor

Opportunity to solidify your position as a thought leader by presenting the Educational Program.

Investment: \$5,000

Pre-Event:

- Recognition as overall sponsor of the Educational Program
- Inclusion in the overall PM Springfest marketing campaign
- Sponsor exposure in all pre-event digital promotions; eblasts, social media, website, etc.
- Logo exposure on the PM Springfest website, seminar program and sponsor directory
- Inclusion in the email campaign to 10,000 property management professionals

Virtual Event:

- Exposure on the 'what's on today' virtual event page
- Opportunity to include two 60 seconds commercials in select sessions (produced by your company)
- Opportunity to introduce up to two sessions
- Attendee push notification prior to two sessions
- Virtual company listing and profile with video and chat functionality
- Send messages and set-up meetings directly with attendees
- Access to real-time leads through connections and meetings

Post-Event:

- Detailed report within three weeks post event



Tech & Innovation Lounge Sponsor

Sponsor the interactive lounge, a destination for the latest product pitches. Position your brand as a leader in innovation.

Investment: \$3,000

Pre-Event:

- Recognition as sponsor of the Tech & Innovation Lounge
- Inclusion in the overall PM Springfest marketing campaign
- Sponsor exposure in all pre-event digital promotions; eblasts, social media, website, etc.
- Logo exposure on the PM Springfest website and sponsor directory
- Inclusion in the email campaign to 10,000 property management professionals

Virtual Event:

- Opportunity to run one commercial 60 seconds in length in virtual event lounge (produced by your company)
- Inclusion in attendee push notifications promoting the lounge
- Virtual company listing and profile with video and chat functionality
- Send messages and set-up meetings directly with attendees
- Access to real-time leads through connections and meetings

Post-Event:

- Detailed report within three weeks post event



Registration Sponsor

Receive prominent brand exposure as the first step in welcoming qualified attendees to PM Springfest.

Investment: \$3,000

Pre-Event:

- Recognition as overall sponsor of online registration
- Inclusion on the registration platform and registration confirmation emails
- Inclusion in the overall PM Springfest marketing campaign
- Sponsor exposure in all pre-event digital promotions; eblasts, social media, website, etc.
- Logo exposure on the PM Springfest website and sponsor directory
- Inclusion in the email campaign to 10,000 property management professionals

Virtual Event:

- Virtual company listing and profile with video and chat functionality
- Send messages and set-up meetings directly with attendees
- Access to real-time leads through connections and meetings

Post-Event:

- Detailed report within three weeks post event



Educational Webinar Sponsor

Host an educational webinar, presented by a speaker of your choice, and position your company to a qualified and captivated audience.

Investment: \$2,500

Pre-Event:

- Inclusion in the overall PM Springfest marketing campaign
- Sponsor exposure in all pre-event digital promotions; eblasts, social media, website, etc.
- Logo exposure on the PM Springfest website, seminar program and sponsor directory
- Inclusion in the email campaign to 10,000 property management professionals

Virtual Event:

- Delivery of one educational webinar 60 minutes in length
- Attendee push notification prior to the session
- Virtual company listing and profile with video and chat functionality
- Send messages and set-up meetings directly with attendees
- Access to real-time leads through connections and meetings

Post-Event:

- Detailed report within three weeks post event
- Webinar to appear on Buildings Canada year-round website and resource
- Access to the opt-in attendees who attend your webinar



Demonstration Sponsor

Showcase your latest product(s), solutions and technology to your target audience.

Investment: \$2,000

Pre-Event:

- Inclusion in the overall PM Springfest marketing campaign
- Sponsor exposure in all pre-event digital promotions; eblasts, social media, website, etc.
- Logo exposure on the PM Springfest website, demo schedule and sponsor directory
- Inclusion in the email campaign to 10,000 property management professionals

Virtual Event:

- Delivery of one product demo 30 minutes (max.) in length
- Attendee push notification prior to the session
- Virtual company listing and profile with video and chat functionality
- Send messages and set-up meetings directly with attendees
- Access to real-time leads through connections and meetings

Post-Event:

- Detailed report within three weeks post event
- Demo to appear on Buildings Canada year-round website and resource
- Access to the opt-in attendees who attend your demo



Curated Session Sponsor

Present a session curated and produced by our content team and align your brand with thought leadership and education.

Investment: \$1,500

Pre-Event:

- Inclusion in the overall PM Springfest marketing campaign
- Sponsor exposure in all pre-event digital promotions; eblasts, social media, website, etc.
- Logo exposure on the PM Springfest website, seminar program and sponsor directory
- Inclusion in the email campaign to 10,000 property management professionals

Virtual Event:

- Sponsor one curated/produced educational webinar 60 minutes in length
- Opportunity to run one commercial 60 seconds in length (produced by your company)
- Attendee push notification prior to the session
- Virtual company listing and profile with video and chat functionality
- Send messages and set-up meetings directly with attendees
- Access to real-time leads through connections and meetings



Commercial Sponsor

Run your 60 seconds video prior to a PM Springfest educational session to a captive audience.

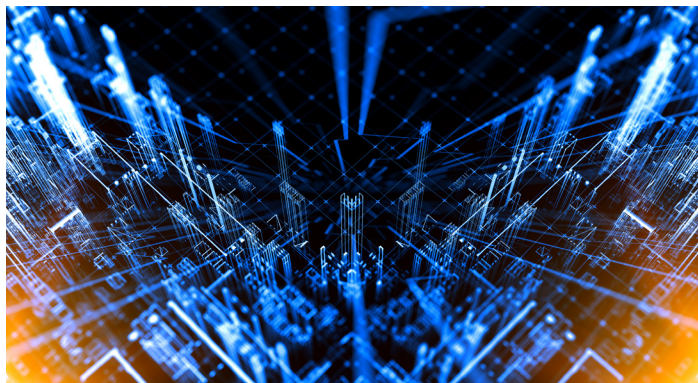
Investment: \$1,000

Pre-Event:

- Inclusion in the overall PM Springfest marketing campaign
- Sponsor exposure in all pre-event digital promotions; eblasts, social media, website, etc.
- Logo exposure on the PM Springfest website and sponsor directory
- Inclusion in the email campaign to 10,000 property management professionals

Virtual Event:

- Opportunity to run one commercial 60 seconds in length (produced by your company)
- Virtual company listing and profile with video and chat functionality
- Send messages and set-up meetings directly with attendees
- Access to real-time leads through connections and meetings



Tech Express Pitch

Promote the benefits of your technology solution alongside your competitors. Express pitches will run in our Tech & Innovation Lounge.

Investment: \$750

**Production cost not included.*

Pre-Event:

- Inclusion in the overall PM Springfest marketing campaign
- Sponsor exposure in all pre-event digital promotions; eblasts, social media, website, etc.
- Logo exposure on the PM Springfest website and sponsor directory
- Inclusion in the email campaign to 10,000 property management professionals

Virtual Event:

- One tech product pitch 10 minutes in length maximum (produced by your company)
- Pitch to appear in the Tech & Innovation Lounge
- Attendee push notification before pitch starts
- Virtual company listing and profile with video and chat functionality
- Send messages and set-up meetings directly with attendees
- Access to real-time leads through connections and meetings



Virtual Profile

Promote your company and network with attendees at the virtual event.

Investment: \$500

Pre-Event:

- Exposure on the PM Springfest website
- Inclusion in the email campaign to 10,000 property management professionals

Virtual Event:

- Virtual company listing and profile with video and chat functionality
- Send messages and set-up meetings directly with attendees
- Access to real-time leads through connections and meetings