

2024 Convention | Partnership Package

 **CAPS** 
CONVENTION **2024**
COSTA RICA • DECEMBER 5-8

**SPONSORSHIP
OPPORTUNITIES**

December 5-8, 2024
Marriott Hacienda Belen
San José, Costa Rica
www.capsconvention.com

CAPS 
Canadian Association of Professional Speakers
Associaton Canadienne des Conférenciers Professionnels

ABOUT THE

Canadian Association of Professional Speakers (CAPS)

CAPS members are experts who speak professionally.

Our network represents over 400 keynote presenters, facilitators, trainers, authors, and coaches across the country. From the main stage to the boardroom, our members influence businesses, governments, non-profits, and many of the largest corporations in the world.

For more information visit: canadianspeakers.org

CAPS is also part of The Global Speakers Federation (GSF) which champions, supports and provides resources to help develop and grow associations of professional speakers worldwide. The GSF currently comprises 17 independent speaker associations representing over 15 nations and individuals from over 20 countries.

ABOUT THE

CAPS 2024 Convention

More than 200 professional speakers will be in attendance at the event. There are multiple ways that you can connect, build relationships and showcase your products and services to your perfect audience.

CAPS communicates with the membership via:

- KeyNotes Monthly Newsletter
- Email & Instagram
- Private Facebook Group for Members
- Public Facebook Event Pages (e.g. convention)
- Webinars with the membership to CAPS National Programming
- CAPS LinkedIn Group
- Monthly Chapter meetings and functions across the country
- Collectively the membership reach is millions

Our members are engaged on a variety of social platforms including YouTube, LinkedIn, Facebook, Instagram, X (formerly Twitter), blogs, and other social media sites.



"The CAPS convention is the premier speaker event in Canada. We look forward to attending each year as a sponsor, and find the CAPS members to be welcoming and interested in growing their businesses. It's been worth our investment each year for sure!"

JOE HEAPS

Partner and
Chief Marketing Officer
eSPEAKERS

WHY BECOME A

Strategic Partner?

Becoming a Strategic Partner allows you to create a more lasting impression on our membership and network, and gives you the ability to speak with our members one-on-one.

You will have the opportunity to be showcased to our entire membership in our pre-event marketing and communications, as well as at the Convention.

Strategic Partners can get in front of our CAPS membership who, in addition to being speakers who speak across the globe to a range of industries, are authors, media personalities, bloggers, podcasters, facilitators, and host their own events (from webinars and online events to retreats, tours and large conferences.)

As a Strategic Partner you'll get more opportunities to:

- Be part of what many CAPS members know will be the best CAPS Convention ever
- Develop new business connections and nurture existing relationships... your customers will be here
- Build new business connections throughout the year (not just at the convention)
- Attract more qualified customers through targeted events

WHY ATTEND THE

CAPS Convention?

Learn, Share, Grow and Belong in Costa Rica from December 5-8, 2024. Join your colleagues in celebrating an amazing community of professionals dedicated to sharing expertise with their audiences.

We believe in creating the ultimate experience for you. We are here to help you connect with your friends, colleagues and the community to help you share your ideas and learn from one another. And we are here to ensure that you have a great time while you're doing it.



"Our partnership and involvement with CAPS has been, and continues to be, a great fit for our company. It not only provides benefits at the national level, it reaches all the way to the regional levels as well. We appreciate their support and look forward to continued success"

RYAN HILDEBRAND

Canadian Sales
and Marketing Manager
FRIESENS

Partnership Opportunities | Your Investment

2024 Offers

FULL CAPS CONVENTION	BRONZE	SILVER	GOLD	PLATINUM
Booth exhibitor (Table-top - 6' table)	✓	✓	✓	✓
Logo in Convention Program and Event App	✓	✓	✓	✓
Convention Delegate Passes	1	1	2	2
Registration area signage	✓	✓	✓	✓
Introduce a Breakout Session speaker	✓	✓	✓	✓
Convention Delegate Bag Insert	✓	✓	✓	✓
Convention Attendee list (opt-out clause for attendees)		✓	✓	✓
Collateral placed on tables during main sessions (1 piece)			✓	✓
Exclusive 60-minute Breakout session				✓
Recognition on mainstage platform (1-2 minute Video)				✓
PRE-CONVENTION PROMOTION				
Featured on Convention website (logo placement)	✓	✓	✓	✓

YOUR INVESTMENT

\$2,997 \$3,997 \$5,997 \$9,997

Additional Sponsorships Opportunities

The 'add-on' rates below are applicable for those who have elected for one of the sponsor levels above. The a-la-carte rates are for those who would prefer a stand alone opportunity. To discuss any of these options further, the convention sponsorship team will be happy to speak with you.

Event Sponsorships- \$3,500 (Add-on Rate: \$2,000)

Event Sponsorships Available:

- Volunteer Recognition Reception
- La Paz Group Tour
- Convention Opening Ceremonies
- Opening Networking Reception
- Presidents Ball
- Foundation Night
- Breakout Room Track Sponsor
- Meet the Experts Sponsor

Unique Sponsorships- \$2,500 (Add-on Rate: \$1,000)

À La Carte Sponsorships Available:

- Convention Registration & Lanyard Sponsor
- Room Drop (plus cost of production)
- Network & Nutrition Break (Multiple Opportunities)
- Mobile App
- Foundation Night Entertainment Sponsor
- Keycard Sponsor
- Check-in Welcome Letter Sponsor
- Lunch Sponsor (Multiple Opportunities)

Event AND À La Carte Sponsorships Include:

- Insert in convention delegate bag
- Logo in convention program
- Registration area signage
- Signage at your specific area when applicable

[Of note: All pricing is tax-inclusive]

Partnership Opportunities | Your Investment

2024 Offers

NEW IN 2024!

This year, the convention team is providing an incredibly unique opportunity to 1 prospective sponsor. New for this year is the opportunity to be the CAPS 2024 Convention Presenting Sponsor.

This premiere opportunity has been curated to provide the ultimate partnership opportunity, and one that has never been offered before.

The Presenting Sponsor will be entitled to:

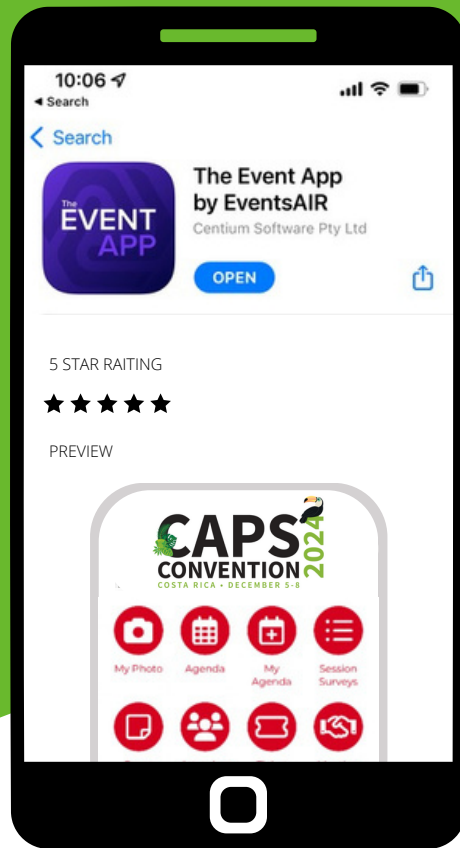
- Everything in the Platinum Level Package
- All Event AND À La Carte Sponsorship inclusions
- Your choice of 1 (one) of the Event Sponsorship Opportunities (of those that remain available)
- Your choice of 2 (two) of the Unique Sponsorship Opportunities (of those that remain available)
- Host a webinar exclusive for CAPS members
- Premiere Logo Placement on all event collateral
- Welcome address from Mainstage (Up to 3 minutes; may be live or pre-recorded)
- Ribbon cutting alongside National President and Convention Chair at Opening Ceremonies
- Presenting Sponsor Title and Logo Placement alongside the 2024 Convention Logo (see example below)
- 2 additional Convention Delegate Passes
- Priority Choice of Presidents Gala Table
- Recognition and Farewell Address at Closing Ceremonies (Up to 2 minutes; may be live or pre-recorded)
- First Right of Refusal (If and when offered at future events)

YOUR INVESTMENT

\$19,997



[Of note: All pricing is tax-inclusive]



EventsAir Mobile App!

Delegates are encouraged to download The Event App by EventsAir! This mobile app is an all-in-one virtual space that allows delegates to view the agenda, earn points, participate in gamification, make connections and so much more!

Sponsors are also encouraged to download the app. You can obtain leads and make personal connections, as well as help delegates earn points!

Delegates are given goals to achieve throughout the convention, including visiting all sponsors and exhibitors!



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For questions or to secure your Partnership Package,
please email Shari Bricks at shari@canadianspeakers.org

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