



# CANADIAN ARMED FORCES OUTLOOKS

WHERE INDUSTRY AND GOVERNMENT INTERSECT

## ABOUT CAF OUTLOOKS 2018

Organized by the Canadian Association of Defence and Security Industries (CADSI), CAF Outlooks 2018 is your forum to engage with Canada's top Military leadership as they present their capability and acquisition objectives for tomorrow's Army, Navy and Air Force.

This annual members-only event is held over 3 days and comprises of various opportunities where your organization can interact with key decision-makers from the Department of National Defence (DND) and the three branches of Canada's Military.

As a CADSI member, delegates from your organization can participate in interactive sessions, develop a deeper understanding of the current and future purchasing requirements of the Canadian Armed Forces, forge partnerships with organizations that address common issues as well as network with Canadian government and Military officials in order to grow your business.

## ELEVATE YOUR PRESENCE AT CAF OUTLOOKS 2018

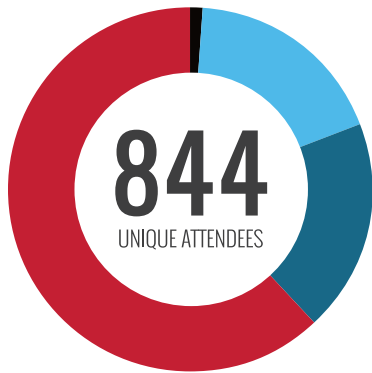
The sponsorship packages contained in this member booklet were designed to complement your marketing initiatives and match your budget by providing a selection of high-visibility branding opportunities.

This is the time to maximize your brand's exposure to key decision-makers at CAF Outlooks 2018.

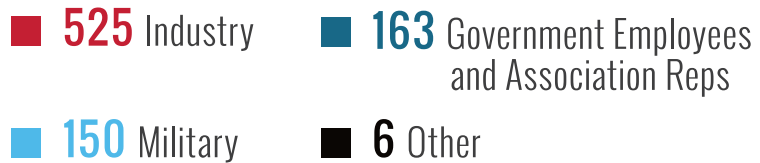
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# CAF OUTLOOKS 2017 STATS

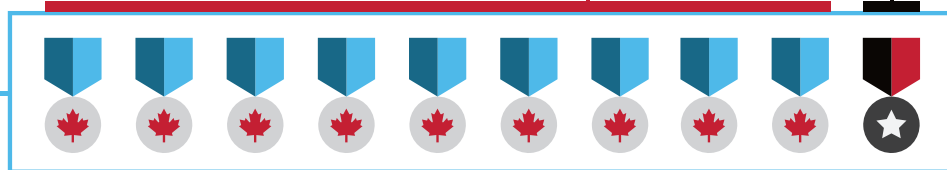


## ATTENDANCE



## MILITARY REPRESENTATION

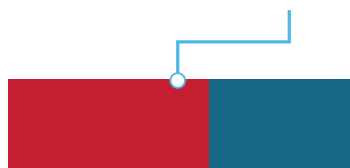
**150**  
MILITARY



**94%** of which are General Officers, Flag Officers and Senior Ranks

## INDUSTRY REPRESENTATION

**209** COMPANIES | **525** INDIVIDUALS



**40%**

were senior positions like CEO, President, Vice-President, etc.

## TOP 5 FEDERAL GOVERNMENT PROCUREMENT DEPARTMENTS

- Department of National Defence
- Public Services and Procurement Canada
- Innovation, Science and Economic Development Canada
- Defence Research and Development Canada
- National Research Council Canada



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# DELEGATE SERVICES PACKAGES

## BREAKOUT SESSION SPONSOR \$2,500

(ONE EXCLUSIVE & DEDICATED ROOM FOR ALL 3 OUTLOOKS - 4 AVAILABLE)

The afternoon breakout sessions are the heart of the CAF Outlooks. These are where the Army, Navy and Air Force discuss comprehensive details and reveal vital information about their current and upcoming projects. Get Exclusivity by branding all breakout sessions – as delegates spend time in each room, your firm will be the only brand they see. Snap up this fantastic opportunity quickly!

### Included in this package:

- One (1) complimentary registration to all 3 days of the CAF Outlooks event.
- Your corporate logo displayed digitally on Audio Visual screens.
- Your corporate logo on our sponsor recognition signage in a high-traffic area of the venue.
- Your corporate logo displayed at each guest table in the meal room.
- Your corporate logo displayed on all pre-event marketing materials and e-communications.
- Social Media – CADSI will tweet about your support and partnership with CAF Outlooks.
- Your corporate logo on the CAF Outlooks website linked to your company website.
- Attending employees will receive sponsor ribbons.

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**GET EXCLUSIVITY BY SPONSORING ALL 4 BREAKOUT ROOMS ON ALL 3 DAYS FOR ONLY \$9,000. A \$1,000 SAVINGS!**

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## REGISTRATION SPONSOR \$4,550 (EXCLUSIVE FOR ALL 3 OUTLOOKS)

Make that first and lasting impact with all delegates arriving at CAF Outlooks 2018. The registration area is the initial meeting hub in the mornings and a popular gathering spot throughout the day. If you have a message to deliver, this is the prime location in which to convey it!

### Included in this package:

- Two (2) complimentary registrations to all 3 days of the CAF Outlooks event.
- Your corporate logo on our sponsor recognition signage in a high-traffic area of the venue.
- Opportunity to display your corporate pop-up banner in the Registration area of the venue. Sponsor provides banner (max. size 3x8 vertical).
- Your corporate logo displayed on all pre-event marketing materials and e-communications.
- Your corporate logo displayed at each guest table in the meal room.
- Social Media – CADSI will tweet about your support and partnership with CAF Outlooks.
- Your corporate logo on the CAF Outlooks website linked to your company website.
- Attending employees will receive sponsor ribbons.



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# DELEGATE SERVICES PACKAGES (CONTINUED)

## BADGE SPONSOR \$4,550 (EXCLUSIVE FOR ALL 3 OUTLOOKS)

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Delegates must wear a badge at all times while attending the CAF Outlooks 2018 event. Your organization can be the exclusive sponsor of this cost-effective opportunity to make a continual impression on delegates all day, every day, for the duration of the event. Your corporate logo will be featured on all CAF Outlooks 2018 delegate badges — that's over 1,000 impressions over the 3-day event.

### Included in this package:

- ▮ Your 1-colour corporate logo on the official event badge, which must be worn by all delegates. The badges are supplied by CADSI. Design is subject to approval by CADSI.
- ▮ Two (2) complimentary registrations to all 3 days of the CAF Outlooks event.
- ▮ Your corporate logo on our sponsor recognition signage in a high-traffic area of the venue.
- ▮ Your corporate logo displayed at each guest table in the meal room.
- ▮ Your corporate logo displayed on all pre-event marketing materials and e-communications.
- ▮ Social Media – CADSI will tweet about your support and partnership with CAF Outlooks.
- ▮ Your corporate logo on the CAF Outlooks website linked to your company website.
- ▮ Attending employees will receive sponsor ribbons.

## LANYARD SPONSOR \$5,550 (EXCLUSIVE FOR ALL 3 OUTLOOKS)

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A cost-effective option for high visibility during all 3 event days, the lanyard sponsorship offers your organization the opportunity to provide reusable keepsakes for all delegates. The lanyards hold the CAF Outlooks 2018 event badges required for delegates for the duration of the event, and will provide over 1,000 impressions of your branding.

### Included in this package:

- ▮ Your 1-colour corporate logo on the official event lanyard, which must be worn by all delegates. The lanyards are supplied by CADSI. Design is subject to approval by CADSI.
- ▮ Two (2) complimentary registrations to all 3 days of the CAF Outlooks event.
- ▮ Your corporate logo on our sponsor recognition signage in a high-traffic area of the venue.
- ▮ Your corporate logo displayed at each guest table in the meal room.
- ▮ Your corporate logo displayed on all pre-event marketing materials and e-communications.
- ▮ Social Media – CADSI will tweet about your support and partnership with CAF Outlooks.
- ▮ Your corporate logo on the CAF Outlooks website linked to your company website.
- ▮ Attending employees will receive sponsor ribbons.



# DELEGATE SERVICES PACKAGES (CONTINUED)

## WiFi SPONSOR \$10,000 (EXCLUSIVE FOR ALL 3 OUTLOOKS)

Over 1,000 registrants will need to stay connected during CAF Outlooks 2018. This sponsorship is an excellent opportunity for your organization to be top-of-mind as delegates and key decision-makers connect their devices to the event's exclusive WiFi network.

### Included in this package:

- Custom WiFi network name and password (Limited to specific number of characters).
- Three (3) complimentary registrations to all 3 days of the CAF Outlooks event.
- Your corporate logo on our sponsor recognition signage in a high-traffic area of the venue.
- Your corporate logo displayed on all tabletop signage advertising the WiFi network information, displayed at various points throughout the venue.
- Your corporate logo displayed on all pre-event marketing materials and e-communications.
- Your corporate logo displayed at each guest table in the meal room.
- Social Media – CADSI will tweet about your support and partnership with CAF Outlooks.
- Your corporate logo on the CAF Outlooks website linked to your company website.
- Attending employees will receive sponsor ribbons.





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# HOSPITALITY PACKAGES

## NETWORKING REFRESHMENT BREAK SPONSOR \$3,250

(2 BREAKS AVAILABLE PER DAY AT EITHER OF THE OUTLOOKS: ARRIVAL OR MID-MORNING REFRESHMENTS)

This sponsorship package features sought-after networking opportunities at CAF Outlooks. These breaks provide special opportunities for delegates to connect over coffee and treats. This package is ideal for any organization wishing to display a strong brand presence and connect one-on-one to delegates throughout the day.

### Included in this package:

- ▮ Your package includes exclusivity of the two refreshment breaks on each day.
- ▮ One (1) complimentary registration to all 3 days of the CAF Outlooks event.
- ▮ Your corporate logo on our sponsor recognition signage in a high-traffic area of the venue.
- ▮ Your corporate logo displayed at each guest table in the meal room.
- ▮ Your corporate logo displayed on all pre-event marketing materials and e-communications.
- ▮ Social Media – CADSI will tweet about your support and partnership with CAF Outlooks.
- ▮ Your corporate logo on the CAF Outlooks website linked to your company website.
- ▮ Attending employees will receive sponsor ribbons.

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**GET EXCLUSIVITY BY SPONSORING ALL REFRESHMENT BREAKS ON ALL 3 DAYS FOR ONLY \$9,000. A \$750 SAVINGS!**

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## CONTINENTAL BREAKFAST SPONSOR \$5,550 (3 AVAILABLE: ONE AT EACH OUTLOOK)

It is the most important meal of the day! The welcoming breakfast buffets will provide delegates with a positive first impression upon arrival each day at CAF Outlooks 2018. This sponsorship is ideal for any organization wishing to engage with highly qualified delegates, through brand presence and networking.

### Included in this package:

- ▮ Your package includes exclusivity of the continental breakfast on one of the Outlook days.
- ▮ Two (2) complimentary registrations to all 3 days of the CAF Outlooks event.
- ▮ Your corporate logo on our sponsor recognition signage in a high-traffic area of the venue.
- ▮ Your corporate logo displayed at each guest table in the meal room.
- ▮ Your corporate logo displayed on all pre-event marketing materials and e-communications.
- ▮ Social Media – CADSI will tweet about your support and partnership with CAF Outlooks.
- ▮ Your corporate logo on the CAF Outlooks website linked to your company website.
- ▮ Attending employees will receive sponsor ribbons.

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**GET EXCLUSIVITY BY SPONSORING ALL 3 BREAKFASTS ON ALL 3 DAYS FOR ONLY \$14,000. A \$2,650 SAVINGS!**

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# HOSPITALITY PACKAGES (CONTINUED)

## LUNCHEON RECEPTION SPONSOR \$5,550 (3 AVAILABLE: ONE AT EACH OUTLOOK)

The luncheon receptions are popular networking events that precede the actual luncheons. This package includes one reception and is ideal for organizations looking to connect to over 400 CAF Outlook delegates on a social level. Take the opportunity to sponsor all three luncheons throughout the event to leave them with an even more fulfilling memory as well as a beverage of their choice. Hurry, this popular sponsorship will sell out fast!

### Included in this package:

- ▮ Your package includes exclusivity of the lunch on one of the Outlook days.
- ▮ Two (2) complimentary registrations to all 3 days of the CAF Outlooks event.
- ▮ Your corporate logo on our sponsor recognition signage in a high-traffic area of the venue.
- ▮ Your corporate logo displayed at each guest table in the meal room.
- ▮ Custom designed host bar tickets with your corporate logo and message.
- ▮ Your corporate logo displayed on all pre-event marketing materials and e-communications.
- ▮ Social Media – CADSI will tweet about your support and partnership with CAF Outlooks.
- ▮ Your corporate logo on the CAF Outlooks website linked to your company website.
- ▮ Attending employees will receive sponsor ribbons.

**GET EXCLUSIVITY BY SPONSORING ALL 3 RECEPTIONS ON ALL 3 DAYS FOR ONLY \$14,000. A \$2,650 SAVINGS!**

## EXCLUSIVE ONE-DAY HOSPITALITY SPONSOR

Combine all Hospitality Packages (1 Continental Breakfast, 2 Networking Refreshment Breaks, and 1 Host Reception) for only: **\$12,000\* per day**

\* a savings of \$2,350! (regular combined price is \$14,350)

LOOKING FOR AN A-LA-CARTE SPONSORSHIP PACKAGE? SIMPLE. **JUST ASK!**



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# THE FINE PRINT

**All options are available on a first come, first served basis – so don't be disappointed, act fast!**

CADSI will deliver the opportunities as outlined in these packages, however should your organization prefer to customize these benefits to best meet your objectives for visibility, networking and brand exposure opportunities, please don't hesitate to ask us... we're flexible like that!

To confirm and secure your sponsorship, CADSI will require payment in full (including HST) no less than 60 days prior to the event date, to ensure we deliver a professional and equally awesome marketing opportunity for your firm.

Kindly complete and submit the Sponsorship Contract, and CADSI will counter-sign to confirm the chosen package. CADSI will endeavour to provide and fulfill all benefits outlined herein, however in the case of any unforeseen circumstances, we do reserve the right to alter, amend or suspend deliverables based on supplier capabilities.

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## FOR MORE INFORMATION ABOUT SPONSORSHIPS AND CAF OUTLOOKS 2018, PLEASE CONTACT:

**Lesley Jane Musker**  
Event Planner

**613.235.5337 x 33**

**[lesley@defenceandsecurity.ca](mailto:lesley@defenceandsecurity.ca)**



CANADIAN ASSOCIATION OF DEFENCE  
AND SECURITY INDUSTRIES