

Canadian Urban Forest Conference



TreeCanada



Trees for All: Equity in Canada's Urban Forests

RBC Convention Centre
Winnipeg, Manitoba

October 15 – 18, 2024

Trees for All

Equity in Canada's Urban Forests...



Diversity, inclusivity, and equity are becoming more important considerations in urban forest planning, management, and employment as more Canadians recognize the benefits of trees. Publicizing the economic, environmental, social and health benefits in ways that speak to all people is critical to ensuring the longevity and success of our urban forests. Hearing all perspectives when engaging on the future of urban forests is also increasingly critical.

The 2024 Canadian Urban Forest Conference (October 15-18, 2024 in Winnipeg, MB) will bring together leaders in these practice areas. It will also foster thoughtful discussions on governance,

planning, management, and community partnerships. Our goal is to arm conference participants with new ideas to improve equitable access to resources, knowledge, services, and opportunities for urban forests in their communities.

We need your help to make the event successful and ensure the benefits of trees are accessible and sustainable for all, for years to come.

See the next page for more information or reach out to learn how you can help minds, communities, and trees grow.

Sponsorship lead:

Matt Vinet
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204-471-8640

Exhibitor lead:

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General information:

Karen Mott
Event Manager, Strauss event
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Sponsorship opportunities

Your sponsorship will help grow minds, communities, and trees. It will also grow your company's exposure, heighten brand recognition, and drive sales. Get your name in front of more than 300 delegates from across North America, including municipal leaders, foresters, arborists, environmentalists, landscape architects, urban planners, researchers, and community growth organizations.

Canopy

\$25,000 +

(three available opportunities)

Benefits

- Full conference registration for four people (this includes tickets for the gala dinner, the welcome and the networking receptions)
- Three premium exhibitor booth spaces inside the trade show area (or display space outside the host venue of equal size)
- Recognition in applicable pre-event promotional materials
- Logo placement on all event collateral (program, signage, and screens)
- Full page ad in the digital program
- Branded conference merchandise for four people
- A tree planted in your honour and with appreciation for your support
- Company name linked to event title: "Presented by..." for one of the three opportunities below:
 - Gala dinner on Thursday, October 17, 2024
 - Community engagement/media tree planting event on Tuesday, October 15, 2024
 - Field tours on Thursday, October 17, 2024
- Invitation to speak on behalf of your company and bring greetings at your chosen opportunity above (three to five minutes)



Forest

\$10,000

(four available opportunities)

Benefits

- Full conference registration for three people (this includes tickets for the gala dinner, the welcome, and the networking receptions)
- Two exhibitor booth spaces inside the trade show area
- Recognition in applicable pre-event promotional materials
- Logo placement on all event collateral (program, signage, and screens)
- Half page ad in the digital program
- Branded conference merchandise for three people
- A tree planted in your honour and with appreciation for your support
- Company name linked to one of the four opportunities below:
 - Welcome reception on Tuesday, October 15, 2024
 - Lunch on Wednesday, October 16, 2024
 - Networking reception on Wednesday, October 16, 2024
 - Lunch on Friday, October 18, 2024
- Invitation to speak on behalf of your company and bring greetings at your chosen opportunity above (one to two minutes)

Arbor

\$7,500

(multiple available opportunities)

Benefits

- Full conference registration for two people (this includes tickets for the gala dinner, the welcome, and the networking receptions)
- Two exhibitor booth spaces inside the trade show area
- Logo placement on all event collateral (program, signage, and screens)
- Quarter page ad in the digital program
- Branded conference merchandise for two people
- A tree planted in your honour and with appreciation for your support
- Company name linked to event title: “Presented by...” for one of the three opportunities below:
 - Breakfast on Wednesday, October 16, 2024
 - Breakfast on Friday, October 18, 2024
 - Lunch to go on Thursday, October 17, 2024





Seedling

\$5,000

(eight available opportunities)

Benefits

- Full conference registration for one person (this includes tickets for the gala dinner, the welcome, and the networking receptions)
- One exhibitor booth space inside the trade show area
- Logo placement on all event collateral (program, signage, and screens)
- Branded conference merchandise for one person
- A tree planted in your honour and with appreciation for your support
- Company logo printed on one of the four opportunities below:
 - Lanyards
 - Delegate bags
 - Water bottles
 - Delegate giveaway (item to be confirmed)
- OR
- Company name linked to event title: “Presented by...” for one of the four opportunities below:
 - Morning networking break on Wednesday, October 16, 2024
 - Afternoon networking break on Wednesday, October 16, 2024
 - Morning networking break on Friday, October 18, 2024
 - Afternoon networking break on Friday, October 18, 2024

Acorn

\$3,000

(three available opportunities)

Benefits

- Full conference registration for one person (this includes tickets for the gala dinner, the welcome and the networking receptions)
- One exhibitor booth space inside the trade show area
- Logo placement on all event collateral (program, signage, and screens)

Tree Hugger

 **\$1,000**

(unlimited opportunities)

Benefits

- Name listed in the conference program



Exhibitor opportunities



Exhibitor booth rates

\$1,000

One booth space includes:

- One 8' x 10' booth
- One 6' skirted (black) table and two chairs
- One non-transferable exhibitor badge which grants access to all on-site (at the RBC Convention Centre) meals during the conference
- Listing in the digital conference program

Exhibit dates & times:

- Tuesday, October 15, 2024 – 5:00 p.m. to 7:00 p.m.
- Wednesday, October 16, 2024 – 7:30 a.m. to 7:00 p.m.
- Thursday, October 17, 2024 – 7:30 a.m. to 12:00 p.m.
- Friday, October 18, 2024 – 7:30 a.m. to 3:00 p.m.

Move in and move out:

- **Move in:** Tuesday, October 15, 2024 – 11:00 a.m. to 4:30 p.m.
- **Move out:** Friday, October 18, 2024 – 3:00 p.m. to 6:00 p.m.

All exhibitors must be available during all exhibit hall hours. Exact hours will be confirmed once the program is finalized.

Custom broker services and additional exhibitor services

Packages for ordering additional booth services will be distributed to exhibitors once purchased booth space is confirmed. Information about customs brokerage and advance shipping materials will be made available in the exhibitor kit.

RBC Winnipeg Convention Centre services

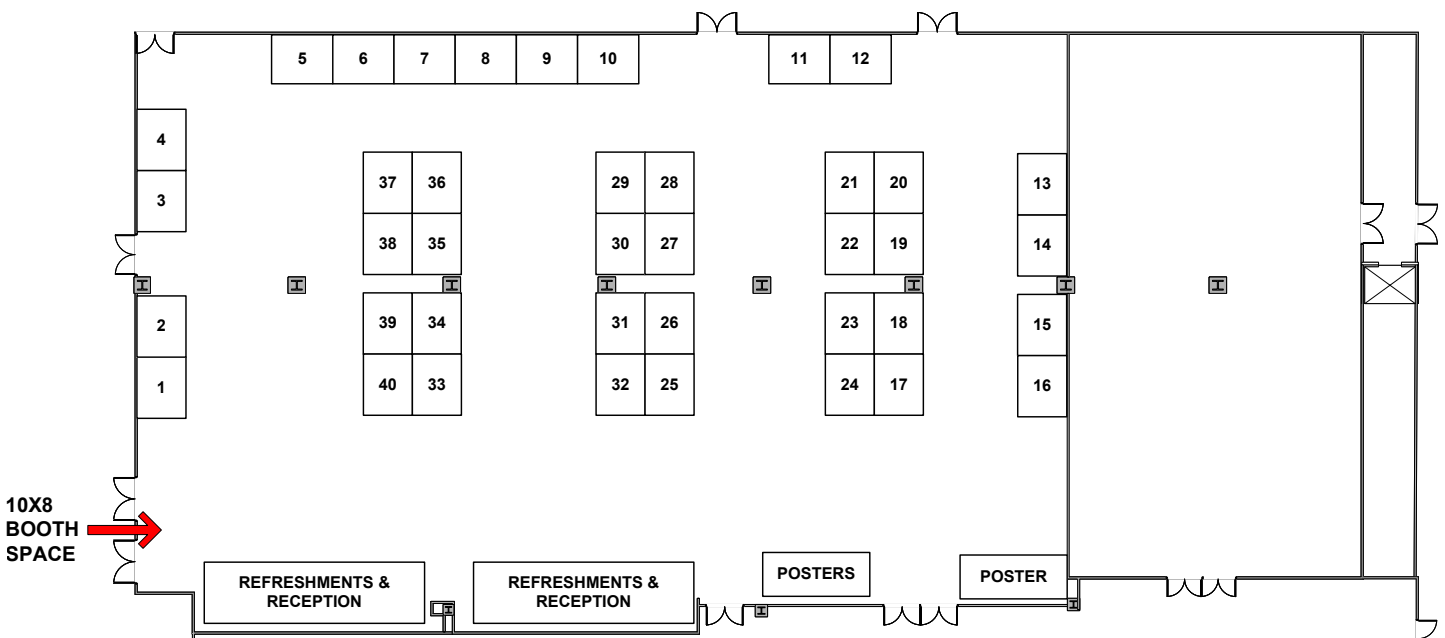
The venue provides at an additional cost a variety of services including electricity, material handling, storage, and booth cleaning. The exhibitor package and order forms will be available to you once your booth has been purchased.

All prices are in Canadian dollars

Exhibitor floor plan

Exhibitor space will be allocated on a first-paid, first-served basis. Premium booths are reserved for Canopy and Forest level sponsors. Please identify your top three preferred booth spaces in the registration form. We cannot guarantee availability of your preferred booth spaces.

Please note that there may be a designated area for exhibitors who wish to interact with the general public in addition to the conference attendees. Please indicate below if this is of interest to you.



Additional information

CUFC welcome reception

This reception takes place on Tuesday, October 15 in the Exhibit Hall. It brings together all of the delegates, committee and board members, sponsors, and exhibitors. Light refreshments and a cash bar will be available.

Networking and poster presentation reception

This reception takes place on Wednesday, October 16 in the Exhibit Hall. It brings together everyone to meet and mingle plus the presenters will be on hand to discuss their posters. The evening is a great chance to get ahead start on your networking. Light refreshments and a cash bar will be available.

2024 CUFC exhibitor/sponsor registration form

CONTACT INFORMATION

Company name (as you want it to appear in the program): _____

Contact person: _____

Company address: _____

City: _____ Province/State: _____ Country: _____

Postal/Zip Code: _____ Phone: _____ Email: _____

Website: _____

SPONSORSHIP CONFIRMATION:

Please select the opportunity that is of the most interest to you. Please note that if this is no longer available you will be contacted for another option or to customize an opportunity for you.

Canopy Level @ \$25,000

Gala dinner

Community engagement/media tree planting event

Field tours

Forest Level @ \$10,000

Welcome reception

Networking reception

Wednesday lunch

Friday lunch

Arbor Level @ \$7,500

Wednesday breakfast

Thursday lunch on the go

Friday breakfast

Seedling Level @ \$5,000

Lanyards

Delegate bags

Water bottles

Other giveaway

Wednesday morning networking break

Wednesday afternoon networking break

Friday morning networking break

Friday afternoon networking break

Acorn Level @ \$3,000

Tree Hugger Level @ \$1,000



BOOTH INFORMATION:

Fill in the appropriate amount – 8' x 10' Booth

___ # of booths x \$1,000 = \$ _____

Please only complete the number of booth(s) requested if you are not a sponsor.

BOOTH SPACE PREFERENCE

List your top 3 preferred booth spaces. 1st ___ 2nd ___ 3rd ___

___ I am interested in having my booth be outside the exhibit hall so it is accessible by the general public in addition to the conference attendees

Please note that there is no GST charged on sponsorship or exhibitors.

I would like an invoice sent to me at the above contact information.

I wish to pay by credit card

Please make cheques payable to Strauss event and association management

Mail or Email Registration Form to CUFC
c/o Strauss event and association management

Attention: Karen Mott
Suite 503 – 386 Broadway
Winnipeg, Manitoba R3C 3R6

Phone: 204-986-8215

Email: kfm@strauss.ca

