

DEFINING A NEW FUTURE

HSC REGENERATION FORUM | MAY 9-10, 2016
MARRIOTT EATON CENTRE | TORONTO





CONFERENCE OVERVIEW

HSC's Regeneration Forum is about revitalizing and strengthening social and affordable housing across Ontario and Canada through real-world examples and big-picture thinking.

The uncertainty of stable government funding, aging stock and growing need for affordable housing means housing organizations must transform how they do business in order to thrive. But where do you start? And how do you encourage decision-makers and staff to re-think their approach to their social mission?

Our last two forums featured international speakers who sparked ideas and shared examples of how other jurisdictions have tackled similar issues our sector is facing. ***Defining a New Future*** will be primarily Canadian in focus, showcasing examples of innovative initiatives and social entrepreneurship that have been implemented right here at home, with great success.

The forum will also feature a series of practical workshops that will demonstrate the strategies and tools that you can adopt to make meaningful changes in your own community. Given the changing social and political vision for housing, the forum will conclude with a "Call to Action" by bringing together industry-leaders from across Canada to participate in a dialogue on what we can do now to shape the future landscape of housing across the country.



WHY SPONSOR THIS EVENT?

The **2016 HSC Regeneration Forum: Defining a New Future** is the only event of its kind in Canada, bringing together senior executives and decision-makers in the social and affordable housing sector to collaborate, seek solutions to common issues and build a stronger future for the entire housing sector. As such, this event affords a unique marketing opportunity for organizations with products and services targeted to residential landlords (single family/multi-residential buildings), property managers, development professionals and housing system administrators.

Established track record as an event: The 2016 event builds on our legacy of our successful past forums in 2012 and 2014.

Unique opportunity to position brand, reach social housing sector: In the lead-up to the event, you'll gain exposure to representatives of over 1,500 social housing portfolios across Canada. During the actual event, you'll be able to put your brand in front of 400 decision makers in housing management, planning, development and financing from across Canada. It's a great opportunity to be part of the conversation on community regeneration, tie your brand to the positive experience and goodwill generated from the Forum and demonstrate your commitment to affordable housing and community development.

Networking potential: The Forum provides an opportunity to connect personally with leaders in Ontario's and Canada's housing community who make purchasing decisions around day-to-day operations, as well as future development projects—including housing provider CEOs, Executive Directors and senior managers, local, provincial and federal government executives and management from influential housing advocacy associations.

Flexible sponsorship options: With our range of sponsorship options you can easily customize your sponsorship to meet budget and corporate marketing goals.

SPONSORSHIP LEVELS

HSC offers flexible sponsorship opportunities that range from showcasing your brand as the exclusive Premium Event Partner to having an insert in our delegate bag.

Premium Event Partner

We are inviting **one valued stakeholder** to be the Premium Event Partner for the 2016 Regeneration Forum. As our most visible sponsor, this organization will have direct access to a speaking opportunity and an exclusive sponsor lounge. This sponsor will also have their company logo on the main stage backdrop.

For the first time in the history of this conference HSC will also distribute a series of 'how to' emails leading up to the conference. Although the intention behind these is to enhance the experience of the conference for our attendees, we will use these emails to recognize sponsors. The emails will include the logos of our top tier sponsors, with first choice for email content going to our Premium Event Sponsor. Topics include 'how to plan for a conference to get the most out of it', tips on networking and how to download and utilize the mobile event app.

PREMIUM EVENT SPONSOR - \$25,000	
Pre event recognition	<ul style="list-style-type: none"> • Headline logo (largest sponsor logo) on event marketing materials • Banner ad on event website • NEW: first choice to have your company branding on one of the conference 'how to' eblasts i.e how to plan your conference experience
On site presence	<ul style="list-style-type: none"> • Opening plenary speaking opportunity • Dedicated sponsor lounge • Exclusive sponsor logo on main stage backdrop along with HSC logo and Regeneration Forum logo • Podium recognition as 'premium event sponsor' • 3 complimentary registrations • Headline logo on event signage, delegate bag and conference guide • Full page ad in conference guide • Tradeshow booth space (double booth) • Delegate bag insert
Post event recognition	<ul style="list-style-type: none"> • Access to opt in attendee contact list • Headline logo on follow up marketing on HSC website • Headline logo on thank you eblast to attendees • Recognition in HSC Annual Report • Post event article written by HSC that you can share with your networks

Networking Sponsor

One valued stakeholder will have the opportunity to be the Networking Sponsor for the HSC Regeneration Forum. This package not only provides sponsor visibility in all stages of event marketing, production and follow up but the sponsor who secures this package will be the **exclusive sponsor for the evening networking receptions**.

NETWORKING SPONSOR - \$15,000	
Pre event recognition	<ul style="list-style-type: none"> • Sponsor recognition on event marketing materials • Banner ad on event website • NEW: second choice to have your company branding around one of the conference 'how to' eblasts i.e how to plan your conference experience, how to network effectively
On site presence	<ul style="list-style-type: none"> • Opening plenary speaking opportunity • Exclusive sponsor of Networking reception • Podium recognition as 'Networking sponsor' • 3 complimentary registrations • Logo on event signage, delegate bag and conference guide • Full page ad in conference guide • Tradeshow booth space (double booth) • Delegate bag insert
Post event recognition	<ul style="list-style-type: none"> • Access to opt in attendee contact list • Logo on follow up marketing on HSC website • Logo on thank you eblast to attendees • Recognition in HSC Annual Report • Post event article written by HSC that you can share with your networks

Event Partner

Event Partners will be recognized on all event marketing materials and offer an affordable opportunity to gain a high degree of visibility as a supporter and facilitator of community regeneration.

EVENT PARTNER - \$7,500	
Pre event recognition	<ul style="list-style-type: none"> • Sponsor recognition on event marketing materials • Banner ad on event website
On site presence	<ul style="list-style-type: none"> • Podium recognition as 'Event Partner' • 2 complimentary conference registrations • Logo on event signage, delegate bag and conference guide • Half page ad in conference guide • Tradeshow booth space • Delegate bag insert
Post event recognition	<ul style="list-style-type: none"> • Access to opt in attendee contact list • Logo on follow up marketing on HSC

website

- Logo on thank you eblast to attendees
- Recognition in HSC Annual Report
- Post event article written by HSC that you can share with your networks

Additional Sponsorship Opportunities

Additional sponsorship opportunities are available to suit a range of budgets and marketing goals.

ADDITIONAL EVENT SPONSOR OPPORTUNITIES

Breakfast sponsor*	\$2,000
Break sponsor*	\$1,500
Lunch plenary sponsor*	\$3,000
Workshop sponsor*	\$900
Regeneration Forum 2016 mobile app*	\$5,000
USB stick sponsor*	\$3,500
Full-page conference guide ad	\$700
Half-page conference guide ad	\$400
Quarter-page conference guide ad	\$300
Delegate bag insert	\$350
Display booth on conference floor*	\$1,750

*This sponsorship opportunity is limited

To register as a sponsor

Contact Helen Hassard at **416.594.9325 x.319** or email events@hscorp.ca