

Connect. Learn. Explore.
2020



Whistler

PULSE & SPECIAL CROPS CONVENTION

SPONSORSHIP PACKAGE

SEPT. 15-17 | 2020

FAIRMONT CHATEAU WHISTLER

WHISTLER, CANADA



A Great Canadian Adventure in Whistler!



Whistler is one of Canada's top destinations - for Canadian and international visitors alike. With its awe-inspiring scenery, wide array of outdoor activities and laid-back mountain culture, it is a great place for a Canadian adventure! The Pulse & Special Crops Convention is expected to bring more than 400 delegates from 25 countries around the world to Whistler in September.

Hosted by the Canadian Special Crops Association (CSCA), the PULSE & SPECIAL CROPS CONVENTION (PSCC) brings together hundreds of industry leaders and buyers from around the globe to network and discuss sector-wide challenges and grow their businesses.

In 2020, the CSCA will host its 34th convention in Whistler, BC. Sponsoring PSCC 2020 is a unique opportunity to increase your corporate

presence within the global pulse and special crops industry. This year, we have made it even more unique by giving our sponsorship levels a "Whistler" theme, which will be reflected throughout the convention.

CSCA staff will work closely with you to ensure your involvement in the convention meets your goals and provides you with an excellent return on your investment.

Sales Process



SPONSOR PRE-SALE - Tuesday, February 11 at 11:00 a.m. CST

PSCC 2019 sponsors have the first opportunity to purchase sponsorships for the 2020 convention. CSCA staff will contact 2019 sponsors directly about 2020 sponsorships prior to the pre-sale.

CSCA MEMBERS AND PARTNERS - Tuesday, February 18 at 11:00 a.m. CST

Each company will receive a link via email to an invitation-only website where they can purchase remaining sponsorships on a first-come, first-served basis.

GENERAL PUBLIC - Tuesday, February 25 at 11:00 a.m. CST

All remaining sponsorships will be available for purchase on a first-come, first-served basis at pulseandspecialcropsconvention.com.

PURCHASING YOUR SPONSORSHIP

1. Once you have selected your chosen sponsorship you will be asked to make a 10% deposit and provide payment details to confirm the purchase.
2. Once your payment has been approved, you will receive a confirmation email from the CSCA office.
3. Once you have confirmed the purchase, the sponsorship will be removed from the website and will no longer be available for others to purchase.
4. A second payment of 15% is due by **April 15, 2020**.
5. A final payment of 75% is due no later than **June 15, 2020**.



QUESTIONS OR NEED MORE INFORMATION?

CONTACT DENISE HAWRYLUK AT
DHAWRYLUK@PULSECANADA.COM
OR 204.925.4459.

Whistler Blackcomb Elite Sponsor

\$35,000 - ONE AVAILABLE

All PSCC 2020 Sponsors will be featured on the convention website, mobile app, sponsor reel played in the ballroom and larger banner in the hotel lobby.

- Four complimentary convention registrations
- Four complimentary golf tournament registrations
- Four complimentary gala reception tickets
- Complimentary exhibit booth space in the PSCC 2020 Tradeshow
 - First choice for booth selection
- Opportunity to include marketing materials and a branded promotional item in the delegate kits
- Opportunity to supply a 60-second company video to be played during the program
 - Video to be played a minimum of three times (Day 1 - 2 plays, Day 2 - 1 play)
- Logo featured on:
 - all main signage displayed throughout the convention
 - hotel key cards
 - front of delegate kits
 - delegate welcome letters
- Logo projected on wall or floor of the main ballroom, creating a constant visual of your brand
- Logo on speaker podium
- Red Carpet Welcome featuring company logo

Double Black Diamond Sponsor

\$25,000 - ONE AVAILABLE

- Three complimentary convention registrations
- Three complimentary golf tournament registrations
- Three complimentary tickets for the gala reception
- Complimentary exhibit booth space in the PSCC 2020 Tradeshow
 - Priority access for booth selection
- Opportunity to include marketing material and a branded promotional item in the delegate kits
- Opportunity to supply a 30-second company video to be played during the program
 - Video to be played a minimum of two times (Day 1 - 1 play, Day 2 - 1 play)
- Logo featured on:
 - All main signage displayed throughout the convention
 - Hotel key cards
 - Front of delegate kits
 - Welcome letters provided to delegates upon registration
- Logo projected on wall or floor of the main ballroom, creating a constant visual of your brand

Black Diamond Sponsors

\$15,000

All BLACK DIAMOND sponsors receive two complimentary convention registrations and the opportunity to include marketing material and a branded promotional item in the delegate kits.

Welcome Reception

Tuesday, September 15

- Four complimentary tickets to the welcome reception
- Premium reserved seating area at the welcome reception
- Logo on signage during the welcome reception
- Opportunity to bring your own signage or small display to the event space
- Push notification sent from convention app to all delegates thanking welcome reception sponsor

Gala Reception

Wednesday, September 16

- Four complimentary tickets to the gala reception
- Logo on signage during the gala reception
- Opportunity to bring your own signage or small display to the event space
- Push notification sent from convention app to all delegates thanking gala reception sponsor

Golf Tournament

Tuesday, September 15

- Four complimentary golf tournament registrations
- Signage with your company logo displayed in the clubhouse and at tee boxes/greens
- Opportunity to provide a company-branded gift for each player
- Push notification sent from convention app to all delegates thanking golf tournament sponsor

Lanyards

- Company logo displayed on lanyards worn by all delegates throughout the convention
- Push notification sent from convention app to all delegates thanking lanyard sponsor

Name Badges

- Company logo displayed on name badges worn by all delegates throughout the convention
- Push notification sent from convention app to all delegates thanking name badge sponsor

Gold Medal Sponsors

\$12,500

All GOLD MEDAL sponsors receive one complimentary convention registration and the opportunity to include marketing material in the delegate kits.

2020 Convention App

- Company logo with link to your company's website featured on event app loading page, and banners seen on every page of the app
- Company logo promoted on all event app marketing material (flyer, emails and video played during convention)

2020 Convention Website

- Company logo featured prominently on all pages of the convention website (pulseandspecialcropsconvention.com) with a link to your company's website
- Company logo featured on all convention website marketing material (flyer, emails, and video played during convention)

Lunch Sponsor **1 REMAINING** (2 Available)

- Company logo featured on signage in hallways and meal area during lunch
- Company mentioned in push notification sent from app to convention delegates during lunch



Silver Medal Sponsors

\$7,500

All SILVER MEDAL sponsors receive one complimentary convention registration and the opportunity to include marketing material in the delegate kits.

KEYNOTE SPEAKER

- Company logo featured on signage in hallways and ballroom during keynote presentation
- On-stage sponsor recognition during the keynote speaker presentation
- Company mention in push notification sent from app to convention delegates prior to keynote presentation

HAPPY HOUR WITH EXHIBITORS

- One complimentary gala reception ticket for a guest
- Opportunity to have a signature cocktail
- Company logo on signage during the cocktail reception
- Opportunity to bring your own signage to display during the Happy Hour
- Company mention in push notification sent from app to convention delegates during Happy Hour

GALA RECEPTION

ENTERTAINMENT SPONSOR

- Company logo featured on signage during entertainment performance(s)
- One complimentary gala reception ticket for a guest
- Company mention in push notification sent from app to convention delegates during Gala Reception Entertainment

CONVENTION COFFEE/TEA SPONSOR

- Company logo featured on signage on coffee/tea/latte bar
- Opportunity to name the coffee/tea bar
- Opportunity to name the coffee/tea bar something creative incorporating your company name and logo
- Company logo featured on environmentally-friendly coffee sleeves/cups/edible drink topper
- Company mention in push notification sent from app to convention delegates

HOT BREAKFAST (2 AVAILABLE)

- Company logo featured on signage in hallway and media area during breakfast
- Company mention in push notification sent from app to delegates during breakfast

Bronze Medal Sponsors

\$6,000

All BRONZE MEDAL sponsors receive one complimentary convention registration and the opportunity to include marketing material in the delegate kits.

3 REMAINING

MARKET OUTLOOK SESSION: 5 AVAILABLE (Beans, Chickpeas, Lentils, Peas, Special Crops)

- Logo featured on signage in hallways and ballroom during your chosen market outlook presentation
- On-stage sponsor recognition during your chosen market outlook presentation
- Company mention in push notification sent from app to convention delegates during your chosen market outlook presentation

TRANSPORTATION SESSION

- Logo featured on signage in hallways and ballroom during transportation presentation
- On-stage sponsor recognition during transportation presentation
- Company mention in push notification sent from app to convention delegates during transportation presentation



MARKET ACCESS SESSION

- Logo featured on signage in hallways and ballroom during market access presentation
- On-stage sponsor recognition during market access presentation
- Company mention in push notification sent from app to delegates during market access presentation

REGISTRATION DESK

- Logo featured on signage in front of registration desk
- Company mention in push notification sent from app to delegates on day one of registration

CONVENTION POCKET PROGRAM

- Logo featured on front page of program given to all delegates

WI-FI

- Company logo featured on Wi-Fi information cards displayed throughout the ballroom and tradeshow hall

Glacier Sponsors

\$5,000

CHARGING STATION

- Company logo featured on charging station

GOLF GOODIE BAG

- Company logo featured on golf goodie bag that golfers receive
- Opportunity to include marketing material

CANADIAN GIFT

- Company logo featured on a Canadian inspired gift for delegates

WELCOME GIFT

- Company logo featured on a welcome gift dropped in all delegate rooms

WRITING MATERIALS

- Company logo featured on journals provided in the delegate kits

SOLD



Alpine Sponsors

\$3,000

3 REMAINING

MORNING AND AFTERNOON SNACK/HYDRATION STATION (SIX AVAILABLE)

- Company logo featured on signage next to snack/hydration station during your chosen time

DELEGATE KIT GIFT

- A promotional item featuring your company's logo in the delegate kits*

NOTE: Sponsor provides gift; items need to be approved by the CSCA

WELCOME RECEPTION PHOTO BOOTH

- Each photo taken at the booth will be branded with your company's logo

CSCA AGM

- Company logo featured on stage during CSCA AGM
- On-stage sponsor recognition
- Company mention in push notification sent from app to convention delegates

Corporate Brochure Insert – \$500

SHOWCASE YOUR COMPANY AND THE SERVICES OR PRODUCTS YOU OFFER! PROVIDE A PRINTED PIECE FOR EACH DELEGATE KIT AND PUT YOUR COMPANY IN THE HANDS OF EVERY ATTENDEE!

Explore New Markets – Become an Exhibitor

Reach over 400 delegates from more than 25 countries around the world! Be a featured exhibitor at our convention trade show. Showcase your products and services at the premier pulse and special crops event! The trade show will take place in the large foyer right outside the main ballroom at the Fairmont Chateau Whistler.



CANCELLATION POLICY

APRIL 2 - JUNE 30
NO PENALTY

AFTER JULY 1
\$500

AFTER AUGUST 21
NO REFUND

Sales Process

2020 EXHIBITOR PRESALE

Tuesday, February 11 at 11:00 a.m. CST
PSCC 2019 exhibitors will have the first opportunity to purchase a trade show booth for the 2020 convention. CSCA staff will contact 2019 exhibitors directly prior to the pre-sale.

CSCA MEMBERS AND PARTNERS

Tuesday, February 18 at 11:00 a.m. CST
Each company will receive a link via email to an invitation-only website where they can purchase the remaining exhibitor trade show booths on a first-come, first-served basis.

GENERAL PUBLIC

Tuesday, February 25 at 11:00 a.m. CST
The remaining exhibitor trade show booths will be available for purchase on a first-come, first-served basis at pulseandspecialcropsconvention.com

Exhibitor Details

The cost to exhibit is \$1,900CAD plus GST.

This includes:

- One 10 ft. x 10 ft. exhibit space (6 ft. table and two chairs included)
- One full convention registration for the exhibitor, which allows access to all networking events (delegate bag, admission to all sessions, Welcome Reception, networking breakfasts, luncheons and the Gala Reception)
- Company profile in the convention app

If more than one person from your company plans to be at the booth, they must be registered as a convention delegate.

Exhibitor Set Up: Tuesday, September 15, 2:00 p.m. – 5:00 p.m.

Exhibitor Tear Down: Thursday, September 17, 1:00 p.m.

TRADE SHOW HOURS

Wednesday, September 16:
8:00 a.m. – 4:00 p.m.

Thursday, September 17:
8:00 a.m. – 1:00 p.m.

Thank you to our 2019 sponsors



We look forward to working with you to create
an exciting and memorable event in 2020!