



WHISTLER, CANADA • SEPTEMBER 9<sup>TH</sup> - 11<sup>TH</sup>

SPONSORSHIP PACKAGE



SEPT. 9<sup>TH</sup>-11<sup>TH</sup> | 2025  
FAIRMONT CHATEAU WHISTLER  
WHISTLER, CANADA

**CPSC**<sup>\*</sup>  
CANADIAN PULSE AND SPECIAL  
CROPS TRADE ASSOCIATION

# 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 around the world to Whistler in September.**

Hosted by the Canadian Pulse and Special Crops Trade Association (CPSC), 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 2025, the CPSC will host its 38th convention

in Whistler, Canada. Sponsoring PSCC 2025 is a unique opportunity to increase your corporate presence within the global pulse and special crops industry.

CPSC 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



## 2024 SPONSOR PRE-SALE

PSCC 2024 sponsors will have the first opportunity to purchase sponsorships for the 2025 convention before the sale opens to CPSC Members and Partners. CPSC staff will contact 2024 sponsors directly about 2025 sponsorships. The cut-off date for sponsorship pre-sales is **5:00 PM CST on February 3, 2025.**

## CPSC MEMBERS AND PARTNERS Tuesday, February 4 at 11:00 a.m. CST

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

Note that emails will be sent from [hello@cpsctrade.ca](mailto:hello@cpsctrade.ca), please ensure this email is whitelisted by your IT company or email provider. You will not receive these emails if you have previously unsubscribed.

## GENERAL PUBLIC

**Tuesday, February 11 at 11:00 a.m. CST**

All remaining sponsorships will be available for purchase on a first-come, first-served basis at [pulseandspecialcropsconvention.com](http://pulseandspecialcropsconvention.com).

## PURCHASING YOUR SPONSORSHIP

1. Once you have selected your chosen sponsorship from the website, 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 CPSC office.
3. 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, 2025.**
5. A final payment of 75% is due no later than **June 30, 2025.**



### QUESTIONS OR NEED MORE INFORMATION?

CONTACT DENISE HAWRYLUK AT  
[DHAWRYLUK@PULSECANADA.COM](mailto:DHAWRYLUK@PULSECANADA.COM)  
OR 204.925.4459.

# Title Sponsor

\$40,000 - ONE AVAILABLE

## COMPLIMENTARY REGISTRATIONS

- 4 convention registrations
- 4 golf tournament registrations
- 4 tickets to each of the two networking receptions
- Premium reserved seating and networking receptions
- Opportunity to provide brief welcome remarks to delegates

## COMPLIMENTARY EXHIBIT BOOTH

- Trade show booth space with first choice for location selection

## LOGO FEATURED ON

- Ballroom wall or floor, projected throughout the entire program to create a constant visual of your brand
- Front of delegate kits
- Convention podium
- All main signage displayed throughout the convention
- Hotel key cards
- Welcome letters provided to delegates upon hotel registration
- Front of desk on convention stage
- Event website, with link to your website
- All promotional emails, with a link to your website

## PROMOTIONAL VIDEO

- Opportunity to supply a 60-second company video to be played twice on day 1 and once on day 2

## MARKETING MATERIAL

- Include marketing material and a branded promotional item in all delegate kits

## PUSH NOTIFICATION

- Dedicated push notification on the PSCC 2025 mobile app

## PROMOTIONAL EMAIL

- Dedicated promotional email to the full Pulse & Special Crops Convention email list\*

## SOCIAL MEDIA

- Dedicated post on CPSC social media channels, with a link to sponsor social profile (if applicable) and website



\*Email must be approved in advance by the CPSC.

# Platinum Sponsor

**\$30,000 - ONE AVAILABLE**

## COMPLIMENTARY REGISTRATIONS

- 3 convention registrations
- 3 golf tournament registrations
- 3 tickets to each of the two networking receptions
- Premium reserved seating at networking reception

## COMPLIMENTARY EXHIBIT BOOTH

- Trade show booth space with second choice for location selection

## LOGO FEATURED ON

- Ballroom wall or floor, projected throughout the entire program to create a constant visual of your brand
- Front of delegate kits
- All main signage displayed throughout the convention
- Welcome letters provided to delegates upon hotel registration
- Event website, with link to your website
- All promotional emails, with a link to your website

## PROMOTIONAL VIDEO

- Opportunity to display a 30-second company video to be played once each day during the program

## MARKETING MATERIAL

- Include marketing material and a branded promotional item in all delegate kits

## PUSH NOTIFICATION

- Dedicated push notification on the PSCC 2025 mobile app

## PROMOTIONAL EMAIL

- Dedicated company highlight section with a link to your website in a promotional email to potential delegates

## SOCIAL MEDIA

- Dedicated post on CPSC social media channels, with a link to sponsor social profile (if applicable) and website



# Palladium Sponsors

\$30,000 - TWO AVAILABLE

## COMPLIMENTARY REGISTRATIONS

- 3 conventional registrations
- 3 golf tournament registrations
- 3 tickets to each of the two networking receptions
- 1 trade show booth space
- Premium reserved seating at networking receptions

## LOGO FEATURED ON

- Signage at the golf tournament and both networking receptions
- Wine drip tags at receptions
- Signage on every other hole at golf tournament
- PSCC website and all promotional emails with a link to your website
- Logo featured on golfer gift bags with the opportunity to supply marketing material in the bag

## ADDITIONAL OPPORTUNITIES

- Opportunity to provide your own signage or small display at the events
- Opportunity to provide a company branded gift for each golfer
- Opportunity to provide your own signage or small display at the golf course

## MARKETING MATERIAL

- Include marketing material and a branded promotional item in all delegate kits

## PUSH NOTIFICATION

- Dedicated push notification on the PSCC 25 mobile app

## PROMOTIONAL EMAIL

- Dedicated company highlight section with a link to your website in a promotional email to potential delegates

## SOCIAL MEDIA

- Dedicated post on CPSC social media channels, with a link to sponsor social profile (if applicable) and website





# Gold Sponsors

\$15,000 - TWO AVAILABLE

## Lanyards

- 2 convention registrations
- Company logo displayed on the lanyards worn by all delegates throughout the entire convention
- Opportunity to provide marketing material and a branded promotional item in the delegate kits
- Dedicated push notification on the PSCC 2025 mobile app
- Logo featured on event website and all promotional emails with a link to your website



## Name Badges

- 2 convention registrations
- Company logo displayed on the name badges worn by all delegates throughout the entire convention
- Opportunity to provide marketing material and a branded promotional item in the delegate kits
- Dedicated push notification on the PSCC 2025 mobile app
- Logo featured on event website and all promotional emails with a link to your website



# Emerald Sponsors

\$12,500

## Mobile App

- 1 convention registration
- Company logo featured on event app loading page, seen every time the app is opened
- Company logo and a link to your website featured on the app homepage
- Company logo promoted on all marketing material featuring the app:
  - Emails
  - Flyer on each table of the ballroom
  - Highlighted during opening housekeeping video
- Opportunity to provide marketing material in the delegate kits
- Dedicated push notification on the PSCC 2025 mobile app
- Logo featured on event website and all promotional emails with a link to your website

## Lunch (2 AVAILABLE) 1 SOLD

- 1 convention registration
- Company logo featured on signage
- Opportunity to provide pop up banner near the serving area during your lunch
- Company logo featured on napkins during lunch
- Opportunity to provide marketing material and a branded promotion item in the delegate kits
- Dedicated push notification on the PSCC 2025 mobile app
- Logo featured on event website and all promotional emails with a link to your website

## PSCC Website

- 1 convention registration
- Company logo featured above the fold on every website page of the convention website, [pulsescrops.com/micro-convention.com](http://pulsescrops.com/micro-convention.com)
- All prospective delegates are directed to the website throughout the year leading up to PSCC
- Opportunity to provide a company video featured on the homepage of the convention website
- Opportunity to provide marketing material in the delegate kits
- Dedicated push notification on the PSCC 2025 mobile app
- Logo featured on event website and all promotional emails with a link to your website





# Titanium Sponsors

\$10,000

## Business Connections Lounge

- 1 convention registration
- Company logo featured on signage in common areas directing attendees to the lounge, and within the lounge
- Opportunity to provide pop-up banner in the lounge area
- Company logo featured on napkins in lounge
- Opportunity to provide marketing material in the delegate kits
- Dedicated push notification on the PSCC 2025 mobile app
- Logo featured on event website and all promotional emails with a link to your website

## Hot Breakfast (2 AVAILABLE) 1 SOLD

- 1 convention registration
- Logo featured on signage in hallways and meal area during your breakfast
- Opportunity to provide pop up banner near the serving area during your breakfast
- Company logo featured on napkins during your breakfast
- Opportunity to provide marketing material and a branded promotional item in the delegate kits
- Dedicated push notification on the PSCC 2025 mobile app
- Logo featured on event website and all promotional emails with a link to your website



# Sterling Sponsors

\$7,500

## Coffee & Tea Bar

- 1 convention registration
- Opportunity to name the coffee and tea bar and incorporate your company name and logo
- Logo featured on environmentally friendly coffee sleeves or cups
- Logo featured on signage at coffee and tea bar
- Opportunity to provide marketing material in the delegate kits
- Dedicated push notification on the PSCC 2025 mobile app
- Logo featured on event website and all promotional emails with a link to your website

## Registration Desk

- 1 convention registration
- Logo featured on signage in front of registration desk
- Opportunity to provide marketing material in the delegate kits
- Dedicated push notification on the PSCC 2025 mobile app
- Logo featured on event website and all promotional emails with a link to your website

## Happy Hour with Exhibitors

- 1 convention registration
- Logo featured on signage during the cocktail hour
- Logo featured on wine tags on wine glasses during cocktail hour
- Opportunity to provide marketing material in the delegate kits
- Dedicated push notification on the PSCC 2025 mobile app
- Logo featured on event website and all promotional emails with a link to your website



# Silver Sponsors

\$6,000

## Session Sponsor (8 AVAILABLE)

**SOLD** **SOLD** **SOLD** **SOLD** **SOLD** **SOLD** **SOLD** **SOLD**  
SEAN, CHOKDEA, SETH, LEAD, SPECIAL CROPS, TRANSPORTATION,  
MARKET ACCESS, VALUE ADDED INNOVATION

- 1 convention registration
- Logo featured on signage in hallways during your chosen session presentation and panel discussion
- Opportunity to provide a 30 second video before your session
- Opportunity to provide marketing material in the delegate kits
- Dedicated push notification on the PSCC 2025 mobile app
- Logo featured on event website and all promotional emails with a link to your website

## Wi-Fi

- SOLD**
- 1 convention registration
  - Logo featured on Wi-Fi information cards displayed on every table of the ballroom
  - Opportunity to provide a branded Wi-Fi password
  - Opportunity to provide marketing material in the delegate kits
  - Dedicated push notification on the PSCC 2025 mobile app
  - Logo featured on event website and all promotional emails with a link to your website

## Writing Materials

- SOLD**
- 1 convention registration
  - Logo featured on journals provided to all delegates
  - Dedicated push notification on the PSCC 2025 mobile app
  - Logo featured on event website and all promotional emails with a link to your website

# Bronze Sponsors

\$5,000

NEW FOR 2025!

## GUIDED NETWORKING HIKE

- 1 complimentary hike registration
- Logo featured on special promotional item given to hikers
- Logo on signage at departure location
- Logo featured on event website and all promotional emails with a link to your website

## PROMOTIONAL ITEM

- Logo featured on a promotional item provided in all delegate bags
- Logo featured on event website and all promotional emails with a link to your website

## CHARGING STATION

- Logo featured on mobile device charging station
- Logo featured on event website and all promotional emails with a link to your website

## SNACK & HYDRATION STATION (3 AVAILABLE) 2 SOLD

- Logo featured on signage in the ballroom and next to the snack and hydration station during your chosen break time
- Logo featured on event website and all promotional emails with a link to your website

## Corporate Brochure Insert – \$1,000

- Provide a printed piece for each delegate kit and put your company in the hands of every attendee
- Logo featured on event website

# Copper Sponsors

\$3,000

## MASALA TEA STATION (2 AVAILABLE)

- Logo featured on signage at the masala tea station served during lunch
- Logo featured on event website and all promotional emails with a link to your website

## DELEGATE KIT GIFT

- Opportunity to provide a branded promotional item in the delegate kit\*
- Logo featured on event website and all promotional emails with a link to your website

*\*NOTE: Sponsor provides gift; items need to be approved by the CPSC*

## WELCOME RECEPTION PHOTO BOOTH

- Each photo taken at the photo booth will be branded with your company's logo
- Logo featured on signage for photo booth
- Logo featured on event website and all promotional emails with a link to your website

## CPSC ANNUAL GENERAL MEETING

- Company logo featured on stage during the CPSC AGM
- On stage recognition during CPSC AGM
- Dedicated push notification on the PSCC 2025 mobile app

# Explore New Markets – Become an Exhibitor

Reach over 400 delegates from 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 and ballroom next to the main ballroom at the Fairmont Chateau Whistler.



## CANCELLATION POLICY

**APRIL 2 - MAY 31**  
NO PENALTY

**AFTER JUNE 1**  
\$500

**AFTER AUGUST 1**  
NO REFUND

## Sales Process

**Tuesday, April 1 2025 at 11:00 a.m. CST**

Trade show booths will be available for purchase on a first-come, first-served basis at [pulseandspecialcropsconvention.com](http://pulseandspecialcropsconvention.com)



## Exhibitor Details

The cost to exhibit is **\$2,350 CAD 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, networking breakfasts, luncheons, and both networking receptions)
- 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 9, 9:00 a.m. – 4:00 p.m.

**Exhibitor Tear Down:** Thursday, September 11, 1:00 p.m.

## TRADE SHOW HOURS

Wednesday, September 10:

7:30 a.m. – 5:15 p.m.

Thursday, September 11:

8:00 a.m. – 1:00 p.m.

# Thank you to our 2024 sponsors



We look forward to working with you to create an exciting and memorable event in 2025!



CANADIAN PULSE AND SPECIAL  
CROPS TRADE ASSOCIATION

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