



# Digital Marketing *for* Financial Services Summit

June 3 - 4, 2020 | Westin Harbour Castle, Toronto, ON

## Past Attendee List





Join us at this exclusive event to generate **high-quality leads** that will drive your sales pipeline. Your attending field sales team will have one-on-one interactions with senior buyers who are expected to spend a collective \$100mm+ on digital marketing solutions over the next 12 months.

The 9th Annual Digital Marketing for Financial Services Summit takes place at the **Westin Harbour Castle, Toronto, ON** on June 3-4 2020. It provides digital marketing executives with practical approaches to improving their marketing ROI and company bottom line with the very latest digital marketing techniques.

Industry leaders in attendance at last year's event included Tyrone Mahoney the Chief Marketing Operations Officer from **RBC**, Crystal Eastman the Managing Director of Advertising, CRM & Digital Experience from **Blackrock**, Winnie Sun the Co-Founder and Managing Director from **Sun Group Wealth Partners**, and more!

## Agenda themes:

• Attribution + Analytics



• Build Loyalty



• Customer Experience



• AI, Voice Search and Chatbots



• Improve ROI with Analytics



• Sentiment Analysis

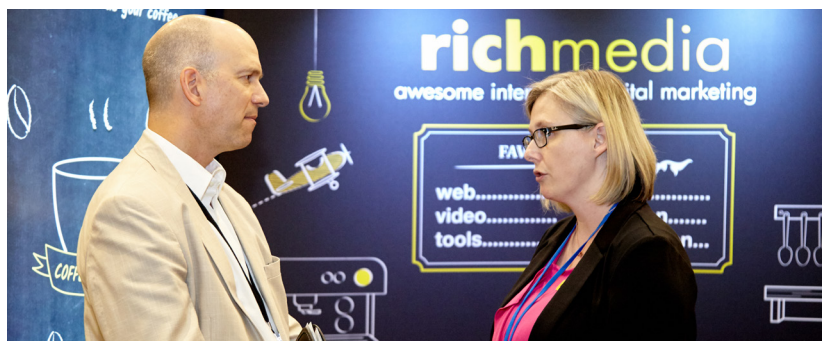
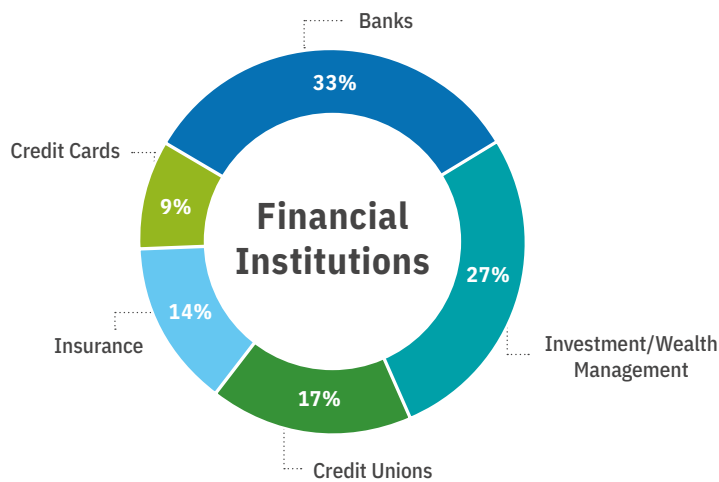
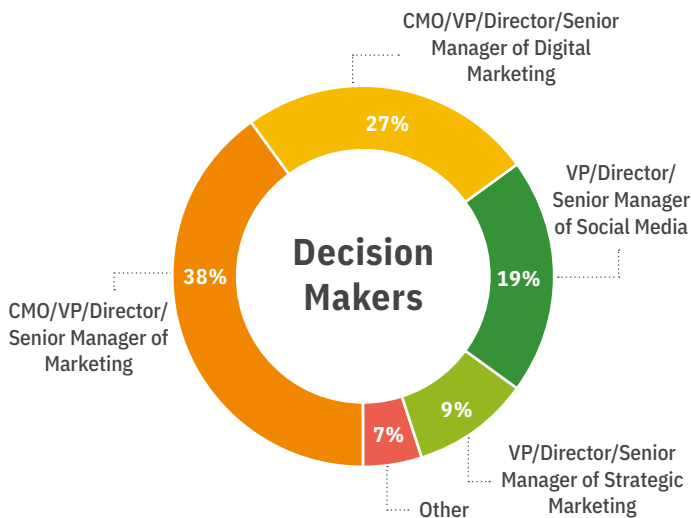


Interested in generating leads from the buyers attending the event, to build your sales pipeline?

contact: [darren@strategyinstitute.com](mailto:darren@strategyinstitute.com) • 1-866-298-9343 x 276

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# Who You Can Meet...



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## A - C

Associate Director, Marketing, **Advocis**  
Associate Director, Marketing, **Nasdaq**  
Associate Director, Strategic Marketing & Communications, **Vontobel Asset**  
Associate, Marketing & Investor Relations, **Brompton Funds**  
AVP Affiliate Marketing Officer, **Tompkins Financial Corporation**  
AVP Channel Digital Strategy, **Invesco**  
AVP Commercialisation, Marketing & Communications, **Banque Laurentienne**  
AVP Communications & Member Relations, **Canadian Credit Union Association**  
AVP Content Marketing & Communications, **MD Financial Management**  
AVP Content Marketing & Retail Brand Experience, **TD Bank Group**  
AVP Content Strategy, **Manulife Financial**  
AVP Data Analytics, **HSBC Bank Canada**  
AVP Digital Content Strategy, **Sun Life Financial**  
AVP Digital Delivery, **Sun Life Financial**  
AVP Digital Experience & Client Analytics, **Business Development Bank of Canada**  
AVP Digital Marketing & Product Management, **Investors Group**  
AVP Digital Marketing, **Bridgehouse Asset Managers**  
AVP Digital Marketing, **Great-West Life**  
AVP Digital Properties, **John Hancock Financial Services**  
AVP Financial Solutions Marketing, **MD Physician Services**  
AVP Global Digital Marketing, **CIBC**  
AVP Head of Digital Marketing, Retail Banking & Wealth Management, **HSBC**  
AVP Marketing & Brand, **Interac Association**  
AVP Marketing Communications, **Standard Life**  
AVP Marketing, **Horizons Exchange Traded Funds**  
AVP Marketing, Retail Services, **Banque Laurentienne**  
AVP Marketing & Client Engagement, **Sun Life Financial**  
AVP Marketing & Communications, **B2B Bank**  
AVP Marketing Development & Analytics, **Investors Group**  
AVP Marketing, Everyday Banking & Digital Banking, **TD Wealth Private Investment Advice**  
AVP Product Marketing, **Horizons Exchange Traded Funds**  
AVP Sales Effectiveness & Training Retail Services, **Banque Laurentienne**  
AVP Strategic Brand Operations, **The Sovereign General Insurance Company**  
Brand Manager, **Canadian Western Bank**  
Brand Manager, **Lambton Financial Credit Union**  
Campaign Manager, Email Marketing, **Franklin Templeton Investments**  
CEO & President, **Alterna Savings**  
CEO & President, **Estonian Credit Union**  
CEO, **Waypoint Insurance Services**  
Chief Communication Officer & SVP Corporate Affairs, **AmTrust Financial Services**  
Chief Customer Officer, **First Canadian Title**  
Chief Digital Officer, **Royal & Sun Alliance**  
CIO, **Canadian Scholarship Trust**  
Client Marketing Manager, **Loyalty One**  
CMO, **Fairstone Financial**  
CMO, **FIRMA Foreign Exchange**

CMO, **GE Capital**  
 CMO, **Mawer Investment Management**  
 CMO, Personal & Commercial Banking & Wealth, **BMO Financial Group**  
 CMO, **Xceed Financial Credit Union**  
 CMO, **Zag Bank**  
 Community Manager, Digital Marketing, **Mastercard**  
 Content Marketing Manager, **The Sovereign General Insurance Company**  
 COO of Direct Distribution, **Western Financial Group**  
 COO, **AIMA Canada**  
 Corporate VP Social Media, **New York Life Insurance**

## D - G

Digital Communities Lead, Branding & Communication, **Manulife Financial**  
 Digital Marketing Director, **ATB Financial**  
 Digital Marketing Director, **New York Life**  
 Digital Marketing Manager, **Excel Funds Management**  
 Digital Marketing Manager, **Foresters Financial**  
 Digital Marketing Manager, **GE Capital**  
 Digital Marketing Manager, **Standard Life**  
 Digital Marketing Specialist, **Ernst & Young**  
 Digital Services Manager, **London Life Insurance Company**  
 Digital Strategy Director, **Scotia iTrade**  
 Director & Head of Digital, **New York Life**  
 Director & Head of Marketing, Dynamic Funds, **Scotiabank Wealth Management**  
 Director of Advertising, Media & Sponsorship, National Marketing, **Intact Insurance**  
 Director of Brand Management, **Red River Mutual**  
 Director of Customer Insights & Analytics, **Scotiabank**  
 Director of Customer, **Mouvement Desjardins**  
 Director of Customer Experience, Global Marketing, **Manulife Financial**  
 Director of Digital Acquisition, Consumer Card Marketing, **American Express**  
 Director of Digital Marketing, Retail Insurance, **Empire Life**  
 Director of Digital, **Direct Marketing Association of Canada**  
 Director of Marketing, **Allstate Insurance Company of Canada**  
 Director of Marketing, **Canadian Automobile Association**  
 Director of Marketing, **Desjardins General Insurance Group**  
 Director of Marketing, **Heritage Education Funds**  
 Director of Marketing, **Home Trust Company**  
 Director of Marketing, **iFinance Canada**  
 Director of Marketing, **LSM Insurance**  
 Director of Marketing, **Northbridge Financial**  
 Director of Marketing, **Pivotal Payments**  
 Director of Marketing, **Rogers Bank**  
 Director of Marketing, Canada, **Russell Investments**  
 Director of Marketing & Communications, **BelairDirect**  
 Director of Marketing & Communications, **ATB Corporate Financial Services**  
 Director of Marketing, Strategy & Innovation, **BMO Financial Group**  
 Director of Marketing, Ally Brand & Communications, **ResMor Trust Company**  
 Director of Marketing & Advertising, **Genera**  
 Director of Marketing & Business Development **Ontario Teachers' Insurance Plan**

Director of Marketing Communications **AGF Management**  
Director of Marketing Communications **Standard Life Investments**  
Director of Marketing Communications, **President's Choice Financial**  
Director of Marketing Strategy, **Moody's Analytics**  
Director of Marketing, Customer Management & Digital Experience, **American Express**  
Director of Media, **Bank of Montreal**  
Director of Media/Agency Management, **RBC**  
Director of Sales & Marketing, **Waypoint Insurance Services**  
Director of Social Media, **AXA Investment Managers**  
Director, B2B Marketing & Product Strategy, **American Express**  
Director, Brand Marketing, **Dundee Wealth Management**  
Director, Content & Shared Services, **Tangerine**  
Director, Content Strategy, **Mackenzie Investments**  
Director, Corporate Communications, **Investment Planning Counsel**  
Director, CRM Channel Analytics, **Capital One**  
Director, Customer Acquisition, **Capital One**  
Director, Digital (Labs, Innovation & Transformation), **Gore Mutual Insurance**  
Director, Digital Banking, **Meridian Credit Union**  
Director, Digital Development & Integration, **Royal & Sun Alliance**  
Director, Digital Marketing, **PC Bank**  
Director, Digital Marketing, **President's Choice Financial**  
Director, Digital Marketing & Acquisition, **Questrade**  
Director, Digital Marketing & eCommerce, **Allstate Insurance**  
Director, Digital Marketing & Optimization, **RBC**  
Director, Digital Marketing, **Fidelity Investments**  
Director, Digital Marketing, **Moneris Solutions**  
Director, Digital Media, **Fidelity Investments**  
Director, Digital Performance Marketing, **BMO Financial Group**  
Director, Digital Solutions, **The Co-operators**  
Director, Digital Strategy & Technology, **Canadian Credit Union Association**  
Director, Direct Marketing, **Scotiabank**  
Director, eMarketing, **Dynamic Funds**  
Director, Global Brand Operations, Global Marketing, **Manulife Financial**  
Director, Global Digital Marketing Strategy, **Scotiabank**  
Director, Multimedia & Internet Design, **AGF Management**  
Director, Online Media Sales, **Echelon Financial**  
Director, Product, **Borrowell**  
Director, Retail Products & Solutions, **Fidelity Investments**  
Director, Social & Emerging Media, **Scotiabank**  
Director, Social Media, **Capital One**  
Director, Strategic Marketing, **Manulife Financial**  
Director, Strategy & Business Development, **Empire Life**  
Director, User Experience | Digital RSA, **Royal & Sun Alliance**  
Director, Wealth Management, Sales Strategies & Support, **Great-West Life**  
Director, Web Communication, **CIBC Mellon Global Securities Services Company**  
Director, Web Strategy, **Northbridge Financial**  
ebusiness Manager, **Russell Investments**  
ECommerce & Digital Business Manager, **Gore Mutual Insurance**  
eMedia Manager, **London Life Insurance Company**  
EVP Head of Marketing, **Horizons Exchange Traded Funds**  
EVP Member & Community Engagement, **MD Physician Services**  
EVP Member Solutions **MD Physician Services**

EVP Products & Marketing, **Fidelity Investments**  
 EVP Retail Markets & Strategic Investment Partnerships, **Fiera Capital**  
 Executive Director, Digital & Client Experience, **CIBC**  
 Founding Partner & Director, Products & Services, **Insurance-Canada.ca**  
 Global Director B2B Social Media, **CFA Institute**  
 Global Head Social Media Compliance & Senior Manager Canadian Privacy, **TD Bank Group**

## H - L

Head of Acquisition Marketing, Americas, **Western Union**  
 Head of B2B, Partner & Product Marketing, **Mastercard**  
 Head of Content Development, **Capital One**  
 Head of Creative Services, **BMO Capital Markets**  
 Head of Digital Business, Canada **Western Union**  
 Head of Marketing & Communication, **National Bank of Canada**  
 Head of Marketing & Communications, **Marsh Risk Consulting**  
 Head of Marketing, **BMO Nesbitt Burns**  
 Head of Marketing, **First Canadian Title**  
 Head of Marketing, Walmart Financial, **Walmart Canada**  
 Head of Product, **First Canadian Title**  
 Head of Social Media & Digital Content, **BMO Financial Group**  
 Internet Marketing Manager, **Assumption Life**  
 Investment Analyst & Manager, Marketing & Communications, **W. A. Robinson**  
 Lead, Marketing Programs, **MD Financial Management**  
 Lead Content Strategist, **Wells Fargo**  
 Lead Developer, **Canso Investment Counsel**  
 Lead Writer/Director, Creative & Communications, **Educators Financial Group**  
 Lead, Brand & Creative Services, **MD Financial Management**  
 Lead, Digital Brokers, **Aviva Canada**  
 Leader, Investment Operations, **National Bank of Canada**  
 Leader, Strategic Talent Acquisition Projects, **Intact Insurance**

## M - O

Manager, Employee Digital Experience, **Farm Credit Canada**  
 Manager, Branch Marketing Strategy, **First Ontario Credit Union**  
 Manager, IT & Web Projects, **NEI Investments**  
 Manager of Marketing, **East Coast Credit Union**  
 Manager, Application Development, **Invesco**  
 Manager, B2B Digital Experience, **CAA South Central Ontario**  
 Manager, Channel Marketing, **FBC**  
 Manager, Communication & Change Management, Business Transformation, **Scotia Asset Management**  
 Manager, Consumer Marketing Street Capital, **Bank of Canada**  
 Manager, Content Marketing, PR & Social, **Horizons Exchange Traded Funds**  
 Manager, Digital Capabilities, **HomeEquity Bank**  
 Manager, Digital Experience, **Servus Credit Union**  
 Manager, Digital Marketing, **HomeEquity Bank**  
 Manager, Digital Strategy, Marketing & Communications, **Canaccord Genuity Wealth Management**  
 Manager, Digital Marketing, **Allstate Insurance Company of Canada**  
 Manager, Direct Marketing, **Bank of Nova Scotia - Scotia Leasing**

Manager, Integrated Marketing, **Moneris Solutions**  
Manager, Marketing Analytics, **Allstate Insurance Company of Canada**  
Manager, Marketing, **IAB Canada**  
Manager, Marketing, **La Capitale Financial Security**  
Manager, Marketing, **Richardson GMP**  
Manager, Marketing Strategy, **Canadian Tire Bank**  
Manager, Member Services, **IAB Canada**  
Manager, New Advisor Development, **Freedom 55 Financial**  
Manager, Product & Channels, **Assiniboine Credit Union**  
Manager, Products & Client Services, **Veriday**  
Manager, Research, **Central 1 Credit Union**  
Manager, Sales Strategy, **Franklin Templeton Investments**  
Manager, Senior Executive Officer & Social Media Marketing, **Pivotal Payments**  
Manager, Strategic Marketing, **Canadian Tire Bank**  
Manager, Strategy & Privacy Officer, **Peel Mutual Insurance**  
Manager, Systems & Finance, **Estonian Credit Union**  
Managing Director of Marketing, Strategy & Operations, **ATB Financial**  
Managing Director & Executive Project Support, **Charles Schwab**  
Managing Director & Head of Growth, CMO, **Citi Financial**  
Managing Director & Portfolio Manager, **Middlefield Capital**  
Managing Director Marketing, **BlackRock**  
Managing Director, Digital Marketing, **BNY Mellon**  
Managing Partner, **BridgePoint Financial Group**  
Marketing & Communications Manager, **Mainstreet Credit Union**  
Marketing & Communications Manager, **Brandes Investment Partners & Co.**  
Marketing & Communications Manager, **CRI Canada**  
Marketing & Communications Manager, **Alterna Savings**  
Marketing Communications & Brand Manager, **TuGo**  
Marketing Communications Manager, Acquisition, **Tangerine**  
Marketing Communications Manager, **First National Financial LP**  
Marketing Content Manager, **American Century Investments**  
Marketing Director, **TuGo**  
Marketing Director, Europe, Middle East & Africa, **Aon**  
Marketing Lead, **Borrowell**  
Marketing Manager, **Bergengren Credit Union**  
Marketing Manager, **Bridgehouse Asset Managers**  
Marketing Manager, **Canaccord Genuity Wealth Management**  
Marketing Manager, **Hesperian Capital Management**  
Marketing Manager, **Hyundai Capital Canada**  
Marketing Manager, **iFinance Canada**  
Marketing Manager, **Kawartha Credit Union**  
Marketing Manager, **NEI Investments**  
Marketing Manager, **Sionna Investment Managers**  
Marketing Manager, **TIMC**  
Marketing Manager, **True North Mortgage**  
Marketing Manager, **Value Partners Investments**  
Marketing Manager, **Vanguard Investments**  
Marketing Manager, **Your Neighbourhood Credit Union**  
Marketing Manager, Awareness & Acquisition, **Walmart Canada**  
Marketing Manager, Corporate Communications & Marketing, **Raymond James**



## P - S

President & CEO, **DUCA Financial Services Credit Union**  
President & CEO, **Trapeze Asset Management**  
President & CEO, **FaithLife Financial**  
President Canadian, **Internet Marketing Association**  
President, **IAB Canada**  
President, **Investor Education Fund**  
President, **LifeInsuranceCanada.com**  
President, **Thorpe Benefits**  
President, **Carte Wealth Management**  
Product Manager, Digital Sales & Marketing, **Bank of America**  
Program & Relationship Manager, **The Cooperators**  
Program Manager, FCC Learning, **Farm Credit Canada**  
Senior Business Sales & Marketing Specialist, **Canadian Western Bank**  
Senior Digital Marketing Manager, **IA Clarington**  
Senior Director Media, **CIBC**  
Senior Director, **Avanade**  
Senior Director, Brand & Marketing, **President's Choice Financial**  
Senior Director, Brand Marketing **CIBC**  
Senior Director, eBusiness **Loyalty One**  
Senior Director, Global Marketing Communications, **Finca Impact Finance**  
Senior Director, Omni-Channel Integration, **Co-operators Life Insurance**  
Senior Director, Social Media, Content & Strategic Initiatives, **RBC**  
Senior Manager, Digital Properties, **PC Bank**  
Senior Manager, Content & Social Media Marketing, **Tangerine**  
Senior Manager, Communications, **Russell Investments**  
Senior Manager, Planning & Divisional Marketing, **Bank of Nova Scotia - Scotia Leasing**  
Senior Manager, Community Marketing, **Western Union**  
Senior Manager, Digital Experience, **American Express**  
Senior Manager, Digital Marketing, **HSBC**  
Senior Manager, Digital Marketing Strategy, **Home Capital Group**  
Senior Manager, Digital Payments, **Bank of Nova Scotia - Scotia Leasing**  
Senior Manager, eChannel & Mobile Solutions, **MBNA**  
Senior Manager, Lending Product Strategy, **Charles Schwab**  
Senior Manager, Marketing, **TMX Group**  
Senior Manager, Marketing, **Dynamic Funds**  
Senior Manager, Mass Media, **Tangerine**  
Senior Manager, National Media & Communications, **Canadian Credit Union Association**  
Senior Manager, Product Communication & Experience, **Scotia Asset Management**  
Senior Manager, Strategic Product Development, **Broadridge Financial Solutions**  
Senior Manager, Web Analytics, Optimization & Programmatic Marketing, **National Bank of Canada**  
Senior Marketing & Event Manager, **Investment Planning Counsel**  
Senior Marketing Manager, **Bank of Nova Scotia - Scotia Leasing**  
Senior Marketing Manager, **Interac Association**  
Senior Marketing Manager, **Russell Investments**  
Senior Program Manager, Customer Marketing, Residential, **First National Financial**  
Senior Regional Marketing Manager, **MNP Corporate Finance**  
SEO & SEM Manager, **Great-West Life**  
Social Media Community Manager, **Invesco**

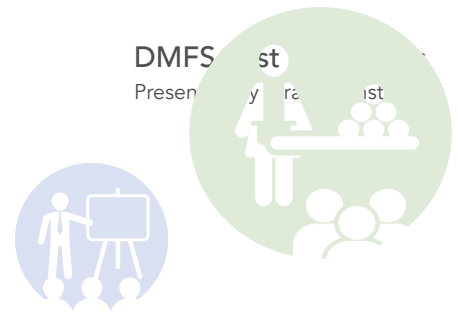
SVP & Chief Compliance Officer (Canada), **Macquarie Group**  
SVP & Chief Distribution Officer, **Ivari**  
SVP & Chief Portfolio Manager, **Canaccord Genuity Wealth Management**  
SVP & CMO, **Curian Capital**  
SVP & Head of Innovation, **Brown Brothers Harriman**  
SVP & Head of Online Brokerage & Digital Insurance, Product & Marketing, **Qtrade Financial Group**  
SVP Branding & Communications **Greystone Managed Investments**  
SVP Business Development & CMO, **PSA Insurance**  
SVP Client Services, **CI Investments**  
SVP Communications & Human Resources, **Ivari**  
SVP Communications, **MBNA**  
SVP Customer Experience, **MBNA**  
SVP Customer Innovation & Experience, **Northbridge Financial**  
SVP Digital & Analytics & COO, **Meridian Credit Union**  
SVP Digital Services Marketing & Infrastructure, **Citi**  
SVP Digital Strategy & Innovation, **Banco Popular**  
SVP Distribution, **B2B Bank**  
SVP Enterprise Transformation, **National Bank of Canada**  
SVP Marketing, **CI Investments**  
SVP Marketing & Branding, **TMX Group**  
SVP Marketing & Communications, **FIRST Insurance Funding of Canada**  
SVP Marketing & Public Affairs, **Business Development Bank of Canada**  
SVP Marketing, Global Wealth Management, Insurance & Global Business Banking **Scotiabank Wealth Management**  
SVP Personal Lines, **Mass Insurance Brokers**  
SVP Product Development & Strategic Initiatives, **MCAP Service Corporation**  
SVP Platform Marketing, **Webster Bank**

## T - Z

VP & CMO, **Empire Life**  
VP & Head of Marketing, Canada, **MasterCard Worldwide**  
VP & Head of Product & Strategy, **Visa**  
VP & Head Social Media, **Regions Bank**  
VP Brand & Creative Services, **AGF Management**  
VP Brand, Marketing & Communications, **NBH Bank**  
VP Business Development & Marketing, **MBNA**  
VP Client & Marketing Strategy, **RBC Capital Markets**  
VP Client Engagement & Experience, **Mackenzie Investments**  
VP Communications & Marketing, **Canadian Credit Union Association**  
VP Communications, **CI Investments**  
VP Consumer & Digital Marketing, **MasterCard Worldwide**  
VP Corporate Marketing & Shared Services, **Foresters Financial**  
VP Corporate Marketing, **Northbridge Financial**  
VP Digital Customer Experience, **TD Bank**  
VP Digital Marketing, **Investors Group**  
VP Digital Marketing, **Mackenzie Investments**  
VP Digital Marketing, **CI Investments**  
VP Digital Marketing, **Fairstone Financial**  
VP Digital Marketing, **Ignite Insurance**  
VP Digital Marketing, **Sprott Asset Management**

VP Direct Marketing, **American Century Investments**  
VP eMarketing, **AGF Management**  
VP Global Content Strategy, Planning, & Operations, **JP Morgan Asset Management**  
VP Global Digital, Brand & Marketing, **Sun Life Financial**  
VP Global Targeted Marketing, **Scotiabank**  
VP Legal & Compliance, **Dundee Capital Markets**  
VP Lend Sales & Service, **MCAP Service Corporation**  
VP Marketing, **B2B Bank**  
VP Marketing, **BluMont Capital**  
VP Marketing, **CDSPI**  
VP Marketing, **CST Consultants**  
VP Marketing, **Front Street Capital**  
VP Marketing, **Home Trust Company**  
VP Marketing, **HomeEquity Bank**  
VP Marketing, **Investment Planning Counsel**  
VP Marketing, **Mayberry Investments**  
VP Marketing, **Richardson GMP**  
VP Marketing, **RSA Canada**  
VP Marketing, **Tompkins Financial Corporation**  
VP Marketing, **W. A. Robinson**  
VP Marketing & Client Relationships, **Newport Private Wealth**  
VP Marketing & Communications, **The Co-operators**  
VP Marketing & Communications, **Credential Financial**  
VP Marketing & Communications, **IA Clarington**  
VP Marketing & Communications, **RBC Global Asset Management**  
VP Marketing & Corporate Communications, **Kawartha Credit Union**  
VP Marketing & Direct Distribution, **Canadian Bar Insurance Association**  
VP Marketing & Strategy, **Caisse Financial Group**  
VP Marketing Intelligence & Services, **Greystone Managed Investments**  
VP Marketing, Communications & Digital Experience **Qtrade Financial Group**  
VP Market & Fraternal Development, **FaithLife Financial**  
VP Operations & Service Delivery, **DUCA Financial Services Credit Union**  
VP Production, **ICF Olson**  
VP Product, Marketing & Operations, **Parkview Capital Partners**  
VP Sales & Marketing, **Assumption Life**  
VP Social Media Marketing & Communication, **Prudential Financial**  
VP Solutions, **CRI Canada**  
VP Technology, **Canaccord Financial**

# Sponsorship Options



## Speaking Platform

Dedicated 30-minute platform for your senior executive to provide an educational presentation and Q&A. Receive high visibility on the program and showcase your industry leadership to a captive audience. One extra conference pass included.



## Conference Chair

Undisputedly the position with the most visibility and leadership! This position includes a 15-minute opening address to kick off the conference as well as closing remarks. Provide insight, introduce speakers, facilitate Q&A's and more. One extra conference pass included.



## Conference Wifi Sponsor

Keep everyone connected! Each of our 250 attendees will receive a branded Wi-Fi card featuring your logo and acknowledging your sponsorship.



## Exclusive Lead Generation Luncheon Meeting

An intimate, invite-only lunch for 14 high quality leads. Use this setting to build your relationships and drive sales down your pipeline. Two extra conference passes included.



## Panel Speaking

This is a dynamic platform that showcases your personality and expertise alongside other leaders. 1 extra conference pass included.



## Charging Station

Branded charging station will be set up at your booth, directing up to 4 leads at a time to your booth to charge their phone. Take advantage of the opportunity to have a one-on-one meeting while their phone charges.



## Exclusive Lead Generation Dinner

An intimate, invite-only dinner for 14 high quality leads. Use this setting to build your relationships and drive sales down your pipeline. Two extra conference passes included.



## Cocktail Reception

Host the exclusive cocktail reception after Day 1. Engage with 30 leads on topics covered during the day and network in a relaxed environment with hors d'oeuvres and beverages.



## Conference Tote

Include your company logo on the reusable conference tote given to all attendees. Conference materials will be placed in the tote, including one insert from your firm, ensuring 200 leads have memorable information about your organization.



## Exclusive Lead Generation Breakfast Meeting

Exclusive sponsorship of breakfast for 20 leads. Gain detailed insight on what solutions they are looking for to enhance your sales prospects. Two extra conference passes included.



## Refreshment Host

Exclusive sponsorship of refreshments in the dedicated networking space where 60 attendees will congregate.



## Hospitality Suite

Own a space where 20 conference speakers and attendees can enjoy refreshments, sit down comfortably to work and network.



Interested in generating leads from the buyers attending the event, to build your sales pipeline?

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# Objective-Driven Packages to Attain your Business Goals

	<b>PLATINUM</b> <i>Plenary Speakers</i>	<b>VIP HOST</b> <i>Lunch/Dinner/Breakfast</i>	<b>GOLD</b> <i>Plenary Speakers</i>	<b>SILVER</b> <i>Panel/ Stream Speaking</i>	<b>BRONZE</b> <i>Exhibitor</i>
<b>YOUR BUSINESS OBJECTIVES</b>	<b>Maximum Outcome</b> <small>(Title Sponsor)</small>	<b>Lead Generation</b>	<b>Thought Leadership</b>	<b>Thought Leadership</b>	<b>Branding</b>
<b>Speaking</b>	✓		✓	✓	
<b>Lead Generation Meetings</b>		✓			
<b>Lead Generation Attendee List</b>	✓	✓	✓	✓	✓
<b>Passes</b>	4	2	3	2	1
<b>Branding &amp; Social Media</b>	✓	✓	✓	✓	✓
<b>VIP Dinner</b>	✓				
<b>Table Top/Booth</b>	✓	✓	✓	✓	✓
<b>PR</b>	✓	✓	✓	✓	✓

Opportunities fill up on a first-come, first-served basis



## INTERESTED IN SPONSORING?

DON'T MISS THIS OPPORTUNITY TO BE AT THE CENTER OF ACTION!

To learn more, contact **Darren Haughian** at 1-866 298-9343 x 276 or email [darren@strategyinstitute.com](mailto:darren@strategyinstitute.com).