



# BROWNFIELDS HERE & NOW

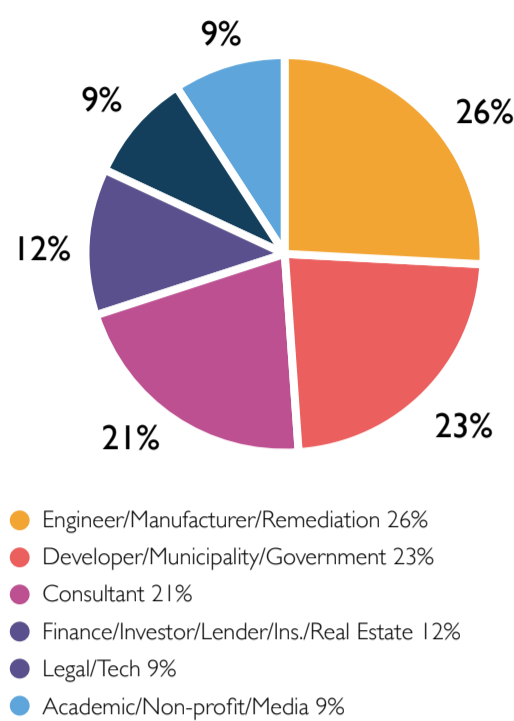
Making #BrownfieldsFirst a Reality

## Welcome to our conference

The CBN annual conference hosts over 150 attendees from across Canada, including land developers, engineering firms, environmental cleanup companies, municipalities, legal and financial experts. This year's conference will explore Brownfields: Here & Now, the challenges and opportunities with current brownfield redevelopment and remediation, including issues related to policy and legislation, balancing community priorities, standard of care, and climate resilience.

Brownfields bring many benefits to their communities, which includes more housing (including affordable housing supply), enhanced public realm, increased tax revenue from redeveloped properties, additional employment lands expanding employment skills, environmental improvements, rehabilitated land for renewable energy, and supporting climate resiliency.

## By the numbers



## Sponsor the conference

	Platinum (1 available)	Premier (2 available)	Gold (4 available)	Silver (2 available)	Bronze (3 available)
	<b>Sponsor</b>	<b>Sponsor</b>	<b>Sponsor</b>	<b>Sponsor</b>	<b>Sponsor</b>
	\$5,000	\$5,000	\$4,000	\$3,000	\$1,500
Conference registration passes	6	6	4	3	2
Digital list of attendees & contacts	✓	✓	✓	—	—
<b>Podium Presence &amp; Recognition</b>	Company recognized as sponsor of keynote presentation. Company rep provides introduction of company/keynote speaker.	Introductory or closing remarks: Company rep either introduces conference following co-chair remarks or provides closing remarks with the conference co-chairs.	Company rep introduces session/panel discussion. Sponsor has choice of available session/panels to sponsor.	Company recognized as sponsor of lunch or the reception.	Company recognized as sponsor of one of four food/refreshment breaks: breakfast, morning break, afternoon break. Sponsor has choice of available break to sponsor.
<b>Branding</b>					
Logo on session intro slide	✓	✓	✓	—	—
Hyperlinked logo on conference website and eblasts	✓	✓	✓	✓	✓
Logo on event signage, powerpoint loop, and program	✓	✓	✓	✓	✓
Ad in program	✓ Full Page	✓ Full Page	✓ 1/2 Page	✓ 1/4 Page	—
5 ft. tabletop to display marketing material/media of your choice	✓	✓	✓	✓	✓

## Sponsor the CBN Hub Awards

CBN has been presenting the HUB (Heroes Underpinning Brownfields) Awards since 2016. They're given to recognize brownfielders who are making a significant contribution to the progress of brownfield redevelopment in Canada. There are three awards, each designed to correspond to a different stage (category) of career growth:

- Lifetime Achievement
- Innovators
- Emerging Leaders

	Presenting Sponsor (1 available)	Category Sponsor (3 available)
	<b>Sponsor</b>	<b>Sponsor</b>
	\$3,000	\$3,000
Conference registration passes	3	3
Digital list of attendees & contacts	✓	✓
<b>Podium Presence &amp; Recognition</b>	Company recognized as presenting sponsor for the HUB awards. Company rep opportunity to MC award presentation	Company recognized as sponsor of one of three HUB awards. Sponsor has choice of available awards to sponsor
<b>Branding</b>		
Hyperlinked logo on conference website and eblasts	✓	✓
Logo on event signage, powerpoint loop, and program	✓	✓
Ad in program	✓ 1/2 Page	✓ 1/4 Page
5 ft. tabletop to display marketing material/media of your choice	✓	✓

## Benefits of being a sponsor



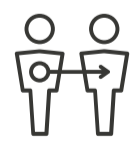
### Excellent Exposure

Excellent Exposure This is a must-attend event for engineering firms, developers, realtors, environmental cleanup companies, legal, financial investors and government institutions. As a supplier or industry participant—a solution provider—this conference provides an opportunity to build and enhance your firm's reputation within this land development sector.



### Multi-Channel Marketing

Multi-Channel Marketing Your firm will be showcased as a trusted provider of choice to brownfield industry participants and CBN partners marketing through all our touch points: website, eblasts, social media channels, and live at the event.



### Partner & Engage

Partner & Engage Establish your organization as a proud partner of a network that continues to shape the Brownfields market. It's never been more important to start a conversation and network face to face.

## About CBN

The CBN was officially launched on March 1, 2004 and was created in response to recommendations in the National Roundtable on the Environment and the Economy's National Brownfield Redevelopment Strategy for Canada. The CBN was founded by the Ontario Centre for Environmental Technology Advancement (OCETA) and the Canadian Urban Institute (CUI). It was federally incorporated in 2009 and now operates as an independent, autonomous not-for-profit national organization.

The CBN operates with a Board of Directors, Executive Director and Operations Administrator, providing the framework and structure for daily initiatives and tasks. The CBN executives include members from the founding organizations. The vision of the CBN is that brownfield property reuse be the preferred solution by developers.