SPONSORSHIP AND EXHIBITOR PACKAGE

MainTrain is the annual conference of PEMAC Asset Management Association of Canada. PEMAC invites you to connect with industries' top decision makers at Canada's largest annual peer-developed maintenance, reliability, and asset management hybrid online and in person conference and trade show. MainTrain 2023 promotes its three-day conference, featuring numerous speakers, seminars, workshops exhibits and an award ceremony where there are many opportunities for your organization to be highly visible.

Contact Ghaz Marinho to be a part of this popular event:

events@pemac.org | 1 (905) 823-7255 x4 | MainTrain.ca

PEMAC Asset Management Association of Canada
2 Robert Speck Parkway Suite 750
Mississauga, ON L4Z 1H8
Toll Free: 1 (877) 523-7255

TABLE OF CONTENTS

KEY BENEFITS

Benefit	Platinum $12,000 3 available	Gold $8,250	Silver $5,500	Exhibitor $2,750
15-minute plenary keynote presentation	☑			
Logo on MainTrain 2023 Communication	☑			
PEMAC Weekly eNewsletter	☑			
PEMAC Now Advertisement	☑			
Additional Exclusive Sponsorship	☑			
Attendee list	☑	☑		
Sponsor Presentation (NEW)	☑	☑		
Social media posts	2	1	1	
Exhibit space	2	1	1	1
Profile & logo on Sponsor page	200 words	150 words	100 words	50 words
Conference Registrations	4	3	2	1
Virtual exhibit space with lead retrieval	☑	☑	☑	☑
Gamification	5 codes	3 codes	2 codes	1 code

* Total number of available spots is contingent on other sponsorships sold.

September 11-13
MAINTRAIN 2023

Fairmont WINNIPEG

Maintenance, Reliability and Asset Management Conference

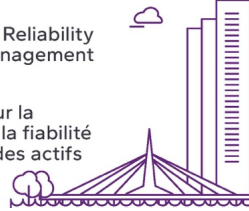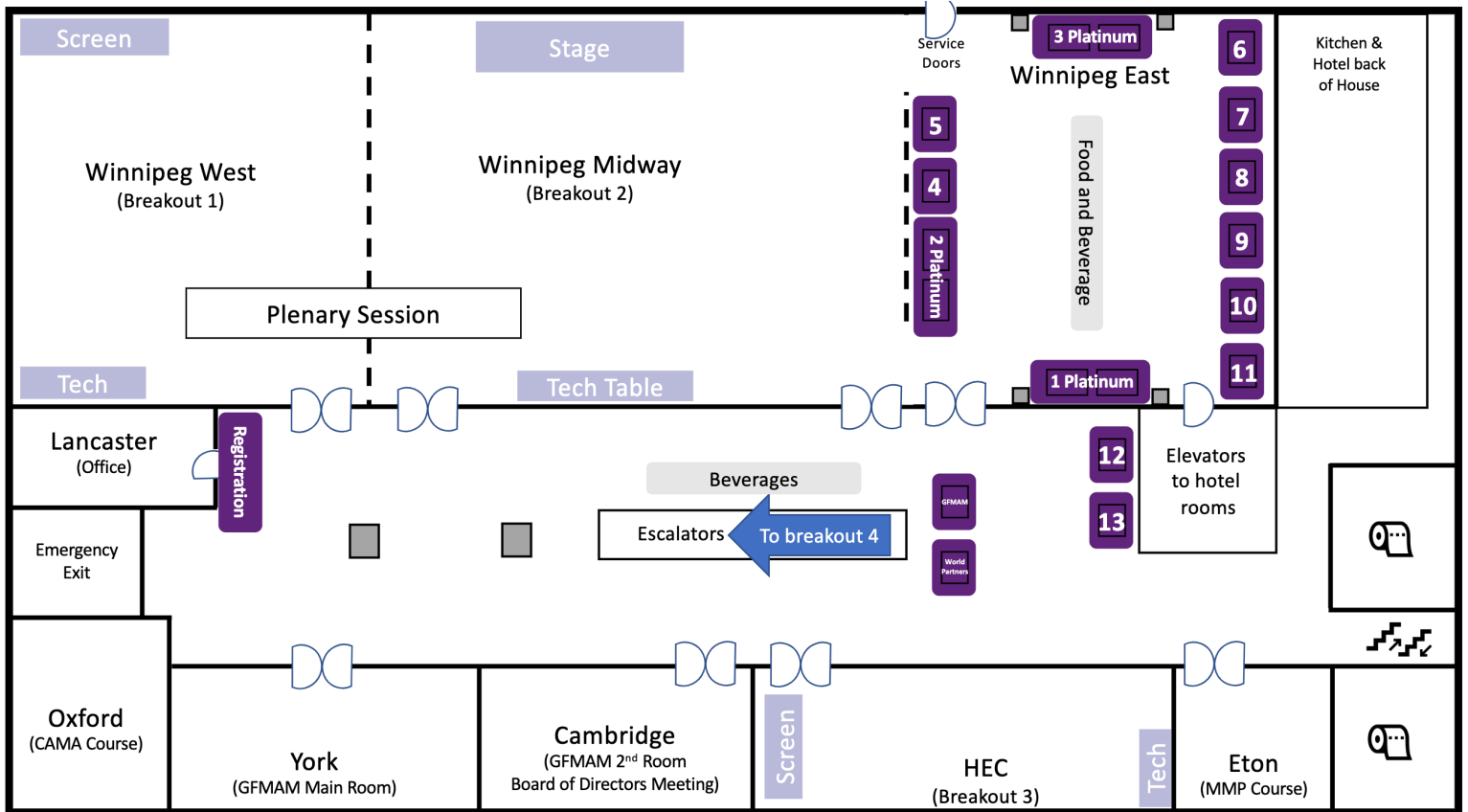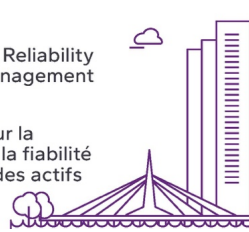Conférence sur la maintenance, la fiabilité et la gestion des actifs
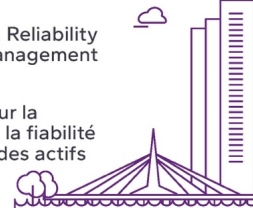
PEMAC

FLOOR PLAN AND BOOTH PLACEMENT

Booth spaces are 10 feet (20 for Platinum) by 6 feet.

Screen	
Winnipeg West (Breakout 1)	Stage
	Winnipeg Midway (Breakout 2)
Plenary Session	

Service Doors

3 Platinum

Winnipeg East

Kitchen & Hotel back of House

6
7
8
9
10
11

5
4
2 Platinum

Food and Beverage

Tech

Tech Table

1 Platinum

Lancaster (Office)

Registration

Beverages

Escalators   To breakout 4

GFMAM

World Partners

12
13

Elevators to hotel rooms

Emergency Exit

Oxford (CAMA Course)

York (GFMAM Main Room)

Cambridge (GFMAM 2nd Room Board of Directors Meeting)

Screen

HEC (Breakout 3)

Tech

Eton (MMP Course)

*Although we don't foresee a change, PEMAC reserves the right to change anything on this floor plan. Sponsors and Exhibitors will be notified of any changes if it affects their booth space.
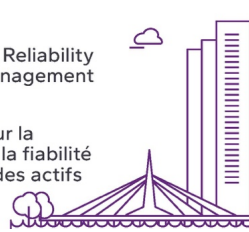
PLATINUM SPONSORSHIP DETAILS

Three Exclusive Opportunities Available

1. **15-minute in person presentation** live during one of the keynote plenary sessions which includes introduction of keynote. Use of AV is included. First come first serve for date. Speaker must be physically present and can be in addition to conference registrations.

2. **Logo on MainTrain 2023 communication**
   a. Logo on web pages, emails, & advertising
   b. Sidebar of MainTrain conference website from date of purchase to end of conference
   c. MainTrain emails distributed by PEMAC from date of purchase to end of conference
   d. MainTrain advertising published around the world from date of purchase to end of conference

3. **PEMAC Weekly eNewsletter Sponsor (**A $350 value)
   a. PEMAC This Week is PEMAC's Weekly Member and Subscribe eNewsletter sent out to over 1300 people on the Friday of each week, containing PEMAC member specific news, opportunities, and events
   b. Ontime ad
   c. Box Ads 300 x 300
   d. [More details here](#)

4. **PEMAC Now Advertising**
   a. One ad in PEMAC Now Print Magazine
   b. ½ page vertical 3.875" W x 11" H **OR** ½ page horizontal 8" W x 5.375" H

5. **Networking Event Sponsorship Option**
   a. No extra cost
   b. First right of refusal for past sponsors
   c. Choose from one of the three options below
   1. **Awards Banquet Host** – Recognition in program as the awards banquet sponsors, opportunity to speak briefly (5 minutes) and welcome guests to event. Two additional tickets to attend the banquet (in addition to conference passes). Signage (provided by PEMAC) with sponsor logo on stage.
   2. **Exhibit Hall Welcome Reception Host –** Recognition in program as the Exhibit Hall Welcome Reception Host sponsors, opportunity to speak briefly (5 minutes) and welcome guests to event. Two additional tickets to attend the opening (in addition to conference passes). Signage (provided by PEMAC) with sponsor logo. One sponsored logo drink ticket to each guest.
   3. **Hospitality Suite Host** – Recognition in program as the Hospitality suite host sponsor, opportunity to speak briefly (5 minutes) and welcome guests to event. Two additional tickets to attend (in addition to conference passes). Signage (provided by PEMAC) with sponsor logo. One sponsored logo drink ticket to each guest.

6. **Attendee list** 30 days before MainTrain and complete list post event
   a. List includes attendee name, company, and title

7. **Sponsor Presentation (NEW)**
   a. Speaker info, presentation title and description of presentation will be needed
   b. 45-minute (30 presentation, 15 Q&A) in-person presentation
   c. Although there are no restrictions in content, attendees would appreciate technical or teachable content
   d. Use of PEMAC speaker template is not mandatory
   e. AV, room host and recoding are all included
   f. Presentation will be added to the program and highlighted as a sponsored presentation
   g. Timing and date will be decided by MT2023 Planning Committee
   h. Speaker must be physically present and can be in addition to sponsor conference registration
   i. Additional abstracts can be submitted and will be reviewed as all other submissions

8. **Social Media Promotion**
   a. Same message to be posted on PEMAC's Twitter, LinkedIn and Facebook
   b. Provide 280 characters and picture to be scheduled with consultation on timing with PEMAC's Marketing Coordinator
   c. Two ads, do not need to be the same

9. **Exhibit space – In Person**
   a. Two (2) standard **exhibit spaces** in premium location
      *For more details and location, refer to the Exhibitor Kit that will be sent to you
   b. Two draped 6-foot tables with four chairs
   c. Total booth footprint 20ft wide x 6ft deep
   d. Preference for location of exhibit space is given to date of sponsorship registration
   e. Electricity is included

10. **Conference registrations**
    a. Four online and in person
    b. Passes cannot be shared
    c. Complementary code provided. Sponsor is responsible for registration

11. **Virtual Exhibit space**
    a. Exhibitor Analytics available through the online platform during conference with everyone who visited your virtual exhibitor space. (List includes attendee name, company and title)
    b. Includes clickable logo on sponsor listing, website link, downloadable documents, live 1 on 1 video or text chat with interested attendees, uploadable videos
    c. Access to Virtual Exhibit Hall one month before event and two months post conference
    d. During live event, attendees can instantly join a live video meeting with up to 25 fellow attendees and exhibit staff members

12. **Profile & Logo on Sponsor page**
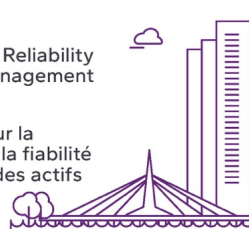   a. Company profile with logo on MainTrain Conference Sponsorship page

13. Gamification

    a.   Five gamification codes

    b.   Through the PheedLoop platform, attendees can collect points. Attendees enter codes to claim points and track their progress on a leader board and then redeem points for exciting prizes. Attendees will need to visit your booth (in-person or virtual) to receive the codes. You may wish to put them in your company description, direct them to speak with you, add to a downloadable document or add to your social media post

    c.   Submit a prize with a value of at least $50 to receive an additional code
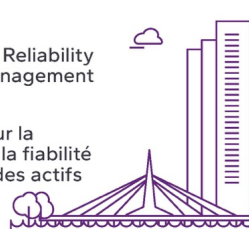
GOLD SPONSORSHIP DETAILS

1. **Attendee list** 30 days before MainTrain and complete list post event
    a. List includes attendee name, company, and title

2. **Sponsor Presentation (NEW)**
    a. Speaker info, presentation title and description of presentation will be needed
    b. 45-minute (30 presentation, 15 Q&A) in-person presentation
    c. Although there are no restrictions in content, attendees would appreciate technical or teachable content
    d. Use of PEMAC speaker template is not mandatory
    e. AV, room host and recoding are all included
    f. Presentation will be added to the program and highlighted as a sponsored presentation
    g. Timing and date will be decided by MT2023 Planning Committee
    h. Speaker must be physically present and can be in addition to sponsor conference registration
    i. Additional abstracts can be submitted and will be reviewed as all other submissions

3. **Social Media Promotion**
    a. Same message to be posted on PEMAC's Twitter, LinkedIn and Facebook
    b. Provide 280 characters and picture to be scheduled with consultation on timing with PEMAC's Marketing Coordinator
    c. One ad

4. **Exhibit space – In Person**
    a. One standard **exhibit space**
        *For more details and location, refer to the Exhibitor Kit that will be sent to you
    b. One draped 6-foot table with two chairs
    c. Total booth footprint 10ft wide x 6ft deep
    d. Preference for location of exhibit space is given to date of sponsorship registration
    e. Electricity is included

5. **Conference registrations**
    a. Three online and in person
    b. Passes cannot be shared
    c. Complementary code provided. Sponsor is responsible for registration

6. **Virtual Exhibit space**
    a. Exhibitor Analytics available through the online platform during conference with everyone who visited your virtual exhibitor space. (List includes attendee name, company and title)
    b. Includes clickable logo on sponsor listing, website link, downloadable documents, live 1 on 1 video or text chat with interested attendees, uploadable videos
    c. Access to Virtual Exhibit Hall one month before event and two months post conference
    d. During live event, attendees can instantly join a live video meeting with up to 25 fellow attendees and exhibit staff members

7. **Profile & Logo on Sponsor page**
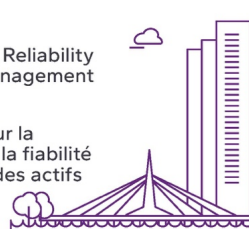   a. Company profile with logo on MainTrain Conference Sponsorship page

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Maintenance, Reliability
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Conférence sur la
maintenance, la fiabilité
et la gestion des actifs

8. **Gamification**
    a. Three gamification codes
    b. Through the PheedLoop platform, attendees can collect points. Attendees enter codes to claim points and track their progress on a leader board and then redeem points for exciting prizes. Attendees will need to visit your booth (in-person or virtual) to receive the codes. You may wish to put them in your company description, direct them to speak with you, add to a downloadable document or add to your social media post
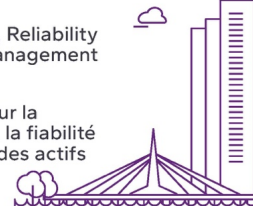   c. Submit a prize with a value of at least $50 to receive an additional code

SILVER SPONSORSHIP DETAILS

1. **Social Media Promotion**
   a. Same message to be posted on PEMAC's Twitter, LinkedIn and Facebook
   b. Provide 280 characters and picture to be scheduled with consultation on timing with PEMAC's Marketing Coordinator
   c. One ad

2. **Exhibit space – In Person**
   a. One standard exhibit space
      *For more details and location, refer to the Exhibitor Kit that will be sent to you
   b. One draped 6-foot table with two chairs
   c. Total booth footprint 10ft wide x 6ft deep
   d. Preference for location of exhibit space is given to date of sponsorship registration
   e. Electricity is included

3. **Conference registrations**
   a. Two online and in person
   b. Passes cannot be shared
   c. Complementary code provided. Sponsor is responsible for registration

4. **Virtual Exhibit space**
   a. Exhibitor Analytics available through the online platform during conference with everyone who visited your virtual exhibitor space. (List includes attendee name, company and title)
   b. Includes clickable logo on sponsor listing, website link, downloadable documents, live 1 on 1 video or text chat with interested attendees, uploadable videos
   c. Access to Virtual Exhibit Hall one month before event and two months post conference
   d. During live event, attendees can instantly join a live video meeting with up to 25 fellow attendees and exhibit staff members

5. **Profile & Logo on Sponsor page**
   a. Company profile with logo on MainTrain Conference Sponsorship page

6. **Gamification**
   a. Two gamification codes
   b. Through the PheedLoop platform, attendees can collect points. Attendees enter codes to claim points and track their progress on a leader board and then redeem points for exciting prizes. Attendees will need to visit your booth (in-person or virtual) to receive the codes. You may wish to put them in your company description, direct them to speak with you, add to a downloadable document or add to your social media post
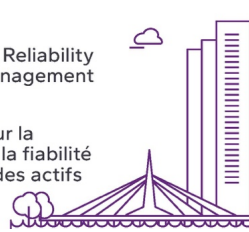   c. Submit a prize with a value of at least $50 to receive an additional code

EXHIBITOR SPONSORSHIP DETAILS

1. **Exhibit space – In Person**
   a. One standard exhibit space
   *For more details and location, refer to the Exhibitor Kit that will be sent to you
   b. One draped 6-foot table with two chairs
   c. Total booth footprint 10ft wide x 6ft deep
   d. Preference for location of exhibit space is given to date of sponsorship registration
   e. Electricity is included

2. **Conference registrations**
   a. One online and in person
   b. Passes cannot be shared
   c. Complementary code provided. Sponsor is responsible for registration

3. **Virtual Exhibit space**
   a. Exhibitor Analytics available through the online platform during conference with everyone who visited your virtual exhibitor space. (List includes attendee name, company, and title)
   b. Includes clickable logo on sponsor listing, website link, downloadable documents, live 1 on 1 video or text chat with interested attendees, uploadable videos
   c. Access to Virtual Exhibit Hall one month before event and two months post conference
   d. During live event, attendees can instantly join a live video meeting with up to 25 fellow attendees and exhibit staff members

4. **Profile & Logo on Sponsor page**
   a. Company profile with logo on MainTrain Conference Sponsorship page

5. **Gamification**
   a. One Gamification Code
   b. Through the PheedLoop platform, attendees can collect points. Attendees enter codes to claim points and track their progress on a leader board and then redeem points for exciting prizes. Attendees will need to visit your booth (in-person or virtual) to receive the codes. You may wish to put them in your company description, direct them to speak with you, add to a downloadable document or add to your social media post
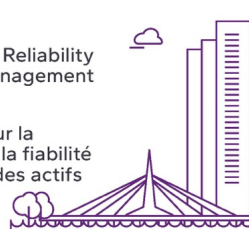   c. Submit a prize with a value of at least $50 to receive an additional code

MEDIA SPONSOR AND LIKE-MINDED EVENTS/ASSOCIATIONS

There are many opportunities to cross promote conferences, associations and create media arrangements. As each organization is different, please contact Ghaz Marinho, Events Coordinator, PEMAC at events@pemac.org for more details.

CANCELLATION POLICY

Cancellations by the sponsor must be received in writing and will result in a refund based on this schedule: 120 days before the conference full refund minus $200 admin fee; cancellations between 119 and 60 days before the conference will receive a 50% refund. No refunds will be provided within 60 days of the conference.

In the event that the in-person event is forced to be canceled due to public health requirements put in place by either the provincial or national government, PEMAC has a contingency plan. We will move all presentations, exhibitor showcase, and networking to our online platform. Sponsors will have the opportunity to choose to either move their benefits online and be refunded the difference of an online cost OR cancel sponsorship and be refunded the full amount less the time spent as a sponsor and benefits received. This will depend on sponsorship tier and amount of used benefits. All 2023 sponsors will have first right of refusal for MainTrain 2024 and 2025 in the tier signed up for in 2023.

IN-PERSON COVID POLICIES AND PRECAUTIONS

PEMAC will adhere to any and all Manitoba regulations when it comes to events. You can find the most up to date restrictions here: COVID-19 Guidance: Indoor & Outdoor Events.

ADDITIONAL NOTES

- PEMAC will allocate the sponsorship on first right of refusal to past (2 years) sponsors first with an end date after which it will be a first-come, first-served basis by category.
- Sponsorship will be placed on tentative hold upon receipt of signed registration form.
- Sponsorship is not guaranteed until payment is received.
- Cost quoted in Canadian funds.
- PEMAC reserves the right to refuse a sponsorship request.
- PEMAC has the right to amend the rules and regulations governing sponsorship at their discretion. Written correspondence will be issued in the unlikely case of any amendments.
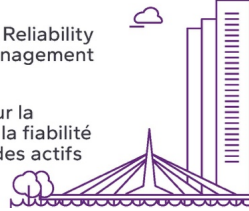
SPONSORSHIP REGISTRATION FORM

Complete and email events@pemac.org

Company Name: (as you would like it shown in our listings)				
Contact Name:			Title:	
Telephone:			Fax:	
Address:				
City:		Prov/State		P.C/ZIP:
Email:				

Sponsorship Selection

☐ **Platinum - $12,000**
*Choose one of the following:
    ☐ Awards Banquet Keynote Host
    ☐ Exhibit Hall Welcome Reception Host
    ☐ Hospitality Suite

☐ **Gold - $8,250**

☐ **Silver - $5,500**

☐ **Exhibitor - $2,750**

☐ **I will be submitting a prize to receive an additional Gamification code**
    The Prize is: *leave blank if not currently known

Payment Information

Sponsorship Subtotal:	
Tax based on where company is registered: (Canadian Orgs Only)	
Total:	
Signature:	
Date:	

☐ To be invoiced   ☐ VISA   ☐ MasterCard

Card Number:

Expiry: Security Code:

Name on Card:

Address associated to Card if different from above:

*With the above form signed, please look through the checklist below and take note of the dates.

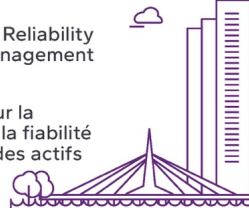# BENEFITS CHECK LIST

In order of date due. Send items to events@pemac.org

Important dates
ASAP
July 1, 2023
August 1, 2023
September 7-8

All Sponsors and Exhibitors

Due: ASAP

1. Company description
    a. (Word Count: 200 Platinum, 150 Gold, 100 Silver, 50 Exhibitor)

    b. High resolution company logo
        ☐

Due: July 1, 2023

2. Set up of Virtual exhibit space with lead retrieval
    a. Please refer to welcome email from events@pemac.org with login credentials

Due: August 1, 2023

3. Conference Registrations (4x Platinum, 3x Gold, 2x Silver, 1x Exhibitor)
    a. Please refer to welcome email from events@pemac.org on complementary code

4. Gamification codes on online virtual exhibit space (5x Platinum, 3x Gold, 2x Silver, 1x Exhibitor)
    a. Please refer to welcome email from events@pemac.org for codes

Due: September 7-8, 2023

5. In-Person Exhibit shipments.
    a. Please use Shipping Label on last page for each shipped item. Items shipped before this date will be charged storage and handling fee from the hotel.

Platinum Only

Due: ASAP

6. Additional Exclusive Sponsorship
    a. ☐ Awards Banquet Keynote Host
    b. ☐ Exhibit Hall Welcome Reception Host
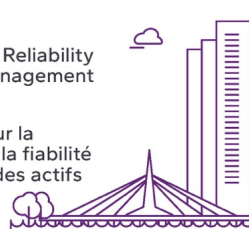   c. ☐ Hospitality Suite

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Conférence sur la
maintenance, la fiabilité
et la gestion des actifs

Due: August 1, 2023

7. 15-minute in person presentation during Keynote
   a. Who is doing this? First Name, Last Name, Job Title & Company
   b. Is there a title of the presentation?

8. PEMAC Weekly eNewsletter
   a. Ad 300 x 300 pixels ☐

9. PEMAC Now Advertisement
   a. ☐ ½ page vertical 3.875" W x 11" H
   b. ☐ **OR** ½ page horizontal 8" W x 5.375" H

Platinum and Gold
Due: August 1, 2023

10. Sponsor Presentation
    a. Who is doing this? First Name, Last Name, Job Title & Company
    b. Title of the presentation?
    c. Description of presentation (~500 words)

Platinum, Gold, Silver
Due: August 1, 2023

11. Social media posts (Platinum x2, Gold x1, Silver x1)
    a. 280 characters
    b. Picture
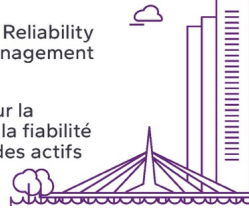
SHIPPING LABEL

Sponsor Information

Company Name:

Company Address:

Contact Name:

Deliver to:

Fairmont Winnipeg

2 Lombard Place

Winnipeg, Manitoba

R3B 0Y3

Attention BANQUETS Department

PEMAC MainTrain 2023 Conference

September 10 to 13, 2023

Attention: Ghaz Marinho

905-823-7255 (ext 4) events@pemac.org

HOLD FOR EXHIBITOR HALL

Box #_____ of _____