



canadian
gaming
summit

FOR MORE DETAILS, PLEASE VISIT:
www.CanadianGamingSummit.ca

June 9-10, 2021
Virtual Canadian Gaming Summit

April 6, 2021

May 4 & 18, 2021

June 1, 2021

Summit Webinar Series

2021 Theme

"Facing the Future
TOGETHER"



THE 2021 VIRTUAL CANADIAN GAMING SUMMIT & SUMMIT WEBINAR SERIES
SPONSORSHIP PROSPECTUS

Proudly developed and coordinated by the Canadian Gaming Association and MediaEdge Communications

Become a Sponsor of the 2021 Virtual Canadian Gaming Summit & Summit Webinar Series and promote your products and services to Canada's key industry decision makers. For more information please contact **Chuck Nervick** at 416-803-4653 or chuckn@mediaedge.ca

DEVELOPED AND
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OFFICIAL PRODUCTS:





PLANNING AHEAD FOR THE 2021 VIRTUAL CANADIAN GAMING SUMMIT

The Canadian gaming industry is reconvening virtually this June for the 2021 virtual Canadian Gaming Summit and a series of Summit webinars as there are many things to talk about.

Last year's event was postponed due to the worsening COVID-19 pandemic and provincial restrictions across Ontario and Canada which prohibited large gatherings.

Due to the ongoing impacts of the pandemic, the 25th edition of the annual Canadian Gaming Summit will be going virtual on June 9-10, 2021.

In advance of the two-day virtual Gaming Summit, a series of pre-Summit webinars will be delivered in March, April, and May. The Summit webinars will be delivered in a succinct fashion with great topics and recognizable presenters.

The virtual Gaming Summit will be held during a four-hour window over two days and will feature prominent and expert presenters discussing important topics such as iGaming, sports betting, and cashless wagering and advanced payment options.

The theme of the Summit and the webinar series will be Facing the Future TOGETHER, recognizing the industry's position today and where we may go from here. The virtual Gaming Summit will feature keynote presentations, education sessions, supplier technology sessions, and virtual networking receptions. We look forward to reconnecting with our valued gaming industry colleagues and to providing you with excellent and relevant content.

The Canadian Gaming Summit is the only conference and trade show in Canada that serves the Canadian gaming industry.

Everyone at Canadian Gaming Business, MediaEdge Communications, and the Canadian Gaming Association understands how challenging and unprecedented the current situation is, and we want to ensure that we can help keep our industry connected until we can safely meet in person again.

Please stay tuned to canadiangamingsummit.com for more information on these programs and the 2021 Summit. In the meantime, stay safe and healthy.

For sponsorship opportunities, please contact **Chuck Nervick**, Senior Vice President of MediaEdge Communications, at **416-803-4653** or chuckn@mediaedge.ca

2021 VIRTUAL CANADIAN GAMING SUMMIT & SUMMIT WEBINAR SERIES OVERVIEW

The Canadian Gaming Summit is proudly co-owned and produced by the Canadian Gaming Association (CGA) and MediaEdge Communications. The Summit delivers interaction with senior-level decision makers from across Canada and beyond.

Our attending delegates represent all gaming sectors and disciplines including provincial lottery and gaming corporations, private operators, casinos, racetracks, racinos, community gaming/bingo, First Nations, gaming

regulatory agencies, legal, finance, procurement, security & surveillance, HR, responsible gaming, IT, marketing and much more.

Although we will miss the face-to-face interaction and networking that the Summit is known for, we are looking forward to our 2021 virtual events and re-connecting with the Canadian gaming industry. We are proud of the program that we have developed for 2021 which is based on industry feedback and the best ways to deliver virtual events.



2021 SCHEDULE

SUMMIT WEBINAR SERIES

March, April, and May 2021



CANADIAN GAMING SUMMIT (VIRTUAL)

Wednesday, June 9, 2021:

- Opening Keynote
- Education Sessions
- Supplier Technology Sessions
- Closing Keynote
- Virtual Networking Reception

Thursday, June 10, 2021:

- Opening Keynote
- Education Sessions
- Supplier Technology Sessions
- Closing Keynote
- Virtual Networking Reception

Bringing the Industry Together in 2021

The past year was a challenging one for gaming in Canada. While we hoped that the turn of the calendar would allow us to put COVID-19 behind us, we are unfortunately still facing restrictions that will once again require us to postpone our in-person Summit. I know how important it is to keep us connected and given all the changes happening in gaming in Canada, we're offering a digital Summit this year to share all the exciting updates and information.

On a personal note, I want to mention the remarkable resilience that our industry demonstrated this past year - reconfiguring of business operations to manage closures, re-openings, and closures again – proof of the strong leadership and dedication of employees and companies across the country.

As an industry we have a lot to catch up on, and our intention with the 2021 virtual Gaming Summit and Summit Webinar Series is to provide informative and relevant panels, discussion, and education

alongside virtual networking opportunities. My hope is that by June 2022, we can invite the industry to once again meet face-to-face.

Our 2021 fully integrated sponsorship program packages include exposure before, during, and after the Summit, through but not limited to the Canadian Gaming Business magazine and the Gaming Business e-newsletter, all priced at a significant discount for CGA members. As our industry continues to evolve, the Canadian Gaming Summit will strive to provide multiple creative ways for the industry to reach target clients and prospects.

We look forward to your support of the 2021 Virtual Gaming Summit, and to helping bring the industry together for a great virtual Summit and Summit webinar series!

Sincerely,
Paul Burns

President & CEO of Gaming Association



Please visit CanadianGamingSummit.ca for more details

Industry suppliers from a wide variety of categories can benefit from sponsoring at the 2021 Summit:

Access Control • Advertising Services • Apparel/Uniforms • Architecture/Design/Décor • Audio/Video Displays • Bingo • Bus Tour Operators Cash Advance/ATMs • Cashless Gaming • Casino Products and Services/Analytics/Design • Charitable Gaming Products/Services Coin and Note Counting/Handling • Compliance • Consultants • Energy Savings Products/Services • Entertainment/Attractions Facilities Maintenance/Operations • Financial Services • Food and Beverage • Furniture Game Design • Game Equipment • Gaming Apps Hospitality • Human Resources/Training • iGaming • Information Systems and Technology • Intellectual Properties/Licensing • Legal/Regulatory Lighting • Lottery • Loyalty Programs • Marketing/Communications • Monitors/Screens • Networks/Software Development Promotional Items/Premiums • Retail • Security and Surveillance • Signage • Slots • Social Media/Gaming • Software/Hardware • Spa/Resort • Products and Services • Table Games and Accessories • Technology • Transportation



PLATINUM LEVEL INTEGRATED SPONSORSHIP PROGRAM

2 available at **\$12,500 CAD** each (CGA Member Rate)
\$17,500 CAD (Non-Member Rate)

The **Platinum Level** sponsorship program is a full-blown marketing program that provides significant exposure before, during and after the virtual Gaming Summit and Summit Webinar Series. As you will see below, the value of this category's marketing elements more than cover the costs of your Platinum Level sponsorship.

PLATINUM LEVEL - GAMING SUMMIT SPONSOR PROGRAM BENEFITS:

Virtual Summit Keynotes:

- Positioning as the lead sponsor of the two morning keynotes
- Opportunity to say welcome remarks, introduce the keynote presenter(s) and moderate the live Q&A of one morning keynote
- Company logo present on the virtual platform screen during the morning keynote session
- The Summit will effectively promote your firm's support of the keynote sessions before the 2021 Summit to further enhance your profile and exposure: Summit website, registration page, and on all delegate emailers

Summit Supplier Technology Session:

- Opportunity to exclusively present a technology session (10 minute pre-recorded session + a 5 minute live Q&A)
- Your firm can select the topic and also have a client partake if you'd like
- This session will be part of the overall Summit program schedule and there will not be any competing events or concurrent sessions during your presentation
- Company logo will be present on:
 - Virtual platform screen during the session
 - On pre-event promotions, Summit website, Summit schedule, post-event promotions
- A recording link will be provided for you to send to you clients, prospects, staff, etc.
- This is a great opportunity to connect with the industry while providing great content and updates

Summit Webinar Series:

- Positioning as the lead sponsor of all three webinars
- Opportunity to say welcome remarks, introduce the webinar presenters and moderate the live Q&A for one webinar
- Opportunity to conduct your own webinar
- Company logo present on the virtual platform screen during the webinar

Virtual Summit Networking Reception:

- Exclusive sponsorship of one Summit Networking Reception
- Company table with visible company name
- Opportunities for your team to engage clients via open video conversations during the reception
- The Summit will effectively promote your firm's support of a

networking reception before the 2021 Summit to further enhance your profile and exposure: Summit website, registration page, and on all delegate emailers

- Company name and logo and verbal recognition as we transition to the Summit Networking Reception
- Opportunity to welcome all Summit attendees to the networking reception

Additional Sponsor Benefits:

- Your organization will receive 25 complimentary passes that can be provided to your clients to attend the virtual Gaming Summit and Summit Webinar Series at no charge (value \$59/per delegate and \$79/per delegate)
- Your firm will receive 10 complimentary passes for your staff to attend the virtual Gaming Summit and Summit Webinar Series
- Verbal and on-going sponsor recognition (logo and company name) during all Summit Webinars and the virtual Gaming Summit
- Opportunity for your organization to become a 2021 Summit session presenter or moderator. If your organization is interested in presenting, please contact chuckn@mediaedge.ca to discuss your session idea(s) in more detail
- Hyperlinked company logo and sponsor recognition on Canadian Gaming Summit website, including positioning on webpages with reference to all Platinum Level sponsored elements
- Company logo in Summit sponsor recognition advertisement on Canadian Gaming Association website
- Company logo on all pre-Summit delegate promotional materials

Canadian Gaming Business (CGB) Print/Digital Media – all provided at no additional cost!

- Company logo placed on a sponsor recognition advertisement that will appear in the Summer 2021 and Fall 2021 print CGB issues (under this sponsor category heading)
- Company logo and sponsor category recognition on the Summit and CGB websites
- One, company profile that will appear in: CGB print magazine, CGB website, and CGB e-newsletter (\$3,500 CDN value)
- One, direct company email blast to the entire CGB database (\$4,500 CDN value)
- One, full page/4C advertisement in CGB print magazine (\$3,500 CDN value)
- Three months, CGB website advertising (\$2,100 CDN value)
- One quarter (7 releases), CGB e-newsletter advertising (\$2,250 CDN value)

June 9-10, 2021

Virtual Canadian Gaming Summit

April 6, May 4 & 18 and June 1, 2021

Summit Webinar Series





GOLD LEVEL INTEGRATED SPONSORSHIP PROGRAM

5 available at **\$7,500 CAD** each (CGA Member Rate)
\$12,500 CAD (Non-Member Rate)

The **Gold Level** sponsorship program provides significant exposure before, during and after the virtual Gaming Summit and Summit Webinar Series. As you will see below, the value of this category's marketing elements more than cover the costs of your **Gold Level** sponsorship.

GOLD LEVEL - GAMING SUMMIT SPONSOR PROGRAM BENEFITS:

Virtual Summit Keynotes:

- Positioning as the lead sponsor of the two afternoon keynotes
- Opportunity to say welcome remarks, introduce the keynote presenter(s) and moderate the live Q&A of one afternoon keynote
- Company logo present on the virtual platform screen during the afternoon keynote session
- The Summit will effectively promote your firm's support of the keynote sessions before the 2021 Summit to further enhance your profile and exposure: Summit website, registration page, and on all delegate emailers

Summit Supplier Technology Session:

- Opportunity to exclusively present a technology session (10 minute pre-recorded session + a 5 minute live Q&A)
- Your firm can select the topic and also have a client partake if you'd like
- This session will be part of the overall Summit program schedule and there will not be any competing events or concurrent sessions during your presentation
- Company logo will be present on:
 - Virtual platform screen during the session
 - On pre-event promotions, Summit website, Summit schedule, post-event promotions
- A recording link will be provided for you to send to you clients, prospects, staff, etc.
- This is a great opportunity to connect with the industry while providing great content and updates

Summit Webinar Series:

- Positioning as a sponsor of all three webinars
- Company logo present on the virtual platform screen during the webinar

Virtual Summit Networking Reception:

- Company table with visible company name
- Opportunities for your team to engage clients via open video conversations during the reception
- The Summit will effectively promote your firm's support of a networking reception before the 2021 Summit to further enhance

your profile and exposure: Summit website, registration page, and on all delegate emailers

- Company name and logo and verbal recognition as we transition to the Summit Networking Reception

Additional Sponsor Benefits:

- Your organization will receive 15 complimentary passes that can be provided to your clients to attend the virtual Gaming Summit and Summit Webinar Series at no charge (value \$59/per delegate and \$79/per delegate)
- Your firm will receive 5 complimentary passes for your staff to attend the virtual Gaming Summit and Summit Webinar Series
- Verbal and on-going sponsor recognition (logo and company name) during all Summit Webinars and the virtual Gaming Summit
- Opportunity for your organization to become a 2021 Summit session presenter or moderator. If your organization is interested in presenting, please contact chuckn@mediaedge.ca to discuss your session idea(s) in more detail
- Hyperlinked company logo and sponsor recognition on Canadian Gaming Summit website, including positioning on webpages with reference to all Gold Level sponsored elements
- Company logo in Summit sponsor recognition advertisement on Canadian Gaming Association website
- Company logo on all pre-Summit delegate promotional materials

Canadian Gaming Business (CGB) Print/Digital Media – all provided at no additional cost!

- Company logo placed on a sponsor recognition advertisement that will appear in the Summer 2021 and Fall 2021 print CGB issues (under this sponsor category heading)
- Company logo and sponsor category recognition on the Summit and CGB websites
- One, direct company email blast to the entire CGB database (\$4,500 CDN value)
- One, 1/2 page/4C advertisement in CGB print magazine (\$2,900 CDN value)
- One month, CGB website advertising (\$700 CDN value)
- 4 releases, CGB e-newsletter advertising (\$1,250 CDN value)

June 9-10, 2021

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Summit Webinar Series





SILVER LEVEL INTEGRATED SPONSORSHIP PROGRAM

5 available at \$5,000 CAD each (CGA Member Rate)
\$7,500 CAD (Non-Member Rate)

The Silver Level sponsorship program provides significant exposure before, during and after the virtual Gaming Summit and Summit Webinar Series. As you will see below, the value of this category's marketing elements more than cover the costs of your Silver Level sponsorship.

SILVER LEVEL - GAMING SUMMIT SPONSOR BENEFITS:

Virtual Summit Networking Reception:

- Company table with visible company name
- Opportunities for your team to engage clients via open video conversations during the reception
- The Summit will effectively promote your firm's support of a Networking Reception before the 2021 Summit to further enhance your profile and exposure: Summit website, registration page, and on all delegate emailers
- Company name and logo and verbal recognition as we transition to the Summit Networking Reception

Additional Sponsor Benefits:

- Your organization will receive 10 complimentary passes that can be provided to your clients to attend the virtual Gaming Summit and Summit Webinar Series at no charge (value \$59/per delegate and \$79/per delegate)
- Your firm will receive 3 complimentary passes for your staff to attend the virtual Gaming Summit and Summit Webinar Series
- Verbal and on-going sponsor recognition (logo and company name) during all Summit Webinars and the virtual Gaming Summit

- Hyperlinked company logo and sponsor recognition on Canadian Gaming Summit website, including positioning on webpages with reference to all Silver Level sponsored elements
- Company logo in Summit sponsor recognition advertisement on Canadian Gaming Association website
- Company logo on all pre-Summit delegate promotional materials

Canadian Gaming Business (CGB) Print/Digital Media – all provided at no additional cost!

- Company logo placed on a sponsor recognition advertisement that will appear in the Summer 2021 and Fall 2021 print CGB issues (under this sponsor category heading)
- Company logo and sponsor category recognition on the Summit and CGB websites
- One, direct company email blast to the entire CGB database (\$4,500 CDN value)
- One, 1/4 page/4C advertisement in CGB print magazine (\$1,600 CDN value)
- 2 releases, CGB e-newsletter advertising (\$800 CDN value)



We sincerely look forward to your sponsor support of the 2021 Summit Webinar Series and the virtual Gaming Summit. Please contact Chuck Nervick at chuckn@mediaedge.ca or 416-803-4653 to lock down your preferred sponsor position or if any questions exist.