canadian gaming summit

June 15-17, 2020
Metro Toronto Convention Centre,
Toronto, Ontario, Canada
www.CanadianGamingSummit.ca

THE 2020 CANADIAN GAMING SUMMIT
EXHIBITOR & SPONSORSHIP PROSPECTUS

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

"Transforming the Customer Experience"

Become an Exhibitor/Sponsor of the 2020 Canadian Gaming Summit and promote your products and services to Canada's key industry decision makers. For more information please contact Chuck Nervick at +1 (416) 512-8186 ext. 227 or chuckn@mediaedge.ca

DEVELOPED AND COORDINATED BY: CANADIAN GAMING ASSOCIATION, MediaEdge

OFFICIAL PRODUCTS THAT COMPRISE THE PROGRAM: canadian gaming summit, CANADIAN GAMING BUSINESS

2020 CANADIAN GAMING SUMMIT OVERVIEW

The Canadian Gaming Summit is co-owned and produced by the Canadian Gaming Association (CGA) and MediaEdge Communications. The Summit delivers face-to-face 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.

Monday, June 15, 2020:

- Vendor client meetings
- Golf tournament (host your clients)
- Summit Social

Tuesday, June 16, 2020:

- Breakfast
- Booth conversations
- Coffee breaks/snacks
- Lunch
- Education sessions
- Summit Opening Reception
- Vendor/client dinners (host your clients)
- Summit VIP Reception

Wednesday, June 17, 2020:

- Breakfast
- Booth conversations
- Coffee breaks/snacks
- Lunch
- Education sessions
- Summit Closing Reception

Please visit www.CanadianGamingSummit.ca for more details.

The 2020 Canadian Gaming Summit will take place from June 15th – 17th in Toronto, Canada's largest and most vibrant city. The Summit is the only conference and trade show in Canada serving the Canadian gaming industry. This annual event is built on its extensive educational program developed by educational program committees. The Summit also provides delegates with several peer-to-peer networking opportunities and access to the trade show floor that features a number of recognizable firms offering a wide array of gaming industry products and services.

2020 Summit Features:

- Two days of non-stop networking and interaction opportunities
- Extensive Education Program featuring content from areas such as lottery, legal & regulatory, gaming operations, non-gaming amenities, community gaming and more
- High profile keynotes and plenaries
- Annual Summit Golf Classic (Monday, June 15)
- Summit Social, Opening Reception, VIP Delegate Reception and several other Summit networking events
- Meals and multiple coffee and dessert breaks
- Delegate lounges and meeting spaces
- A trade show floor that is comprised on many recognizable firms who provide a wide of range of products and services

Event Media Support and Promotions

- www.CanadianGamingSummit.ca, the Summit's official website featuring exhibitor lists, conference sessions and all social events
- Canadian Gaming Business (CGB) magazine, the Summit's official publication, with its content-rich website: www.CanadianGamingBusiness.ca
- Weekly CGB E-Newsletter circulated to over 9,000 gaming professionals
- Comprehensive Summit Show Guide and CGB magazine Spring 2020 issue – both distributed at the 2020 Summit

We have opened up the main exhibit hall which will include lounges, meeting spaces, all meals and coffee breaks, networking events, and our new on-floor education stages. This change creates a large and combined space that will provide our valued exhibitors with more opportunities to interact with Summit delegates.

Industry suppliers from a wide variety of categories can benefit from exhibiting at the 2020 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

2020 SUMMIT SCHEDULE

We hope that your firm takes full advantage of the many ways that the Summit provides you with opportunities to interact with attending delegates (your clients). For your convenience, please find below a summary of the planned events:

Monday, June 15

8:00am – 6:00pm	Exhibitor move-in / registration open
8:00am – 12:00pm	Vendor and client meetings Industry meetings (Interprovincial, VLT, Slots, etc.)
2:00pm – 6:00pm	Annual Summit Golf Tournament (Meadowbrook Golf Club)
7:00pm onwards	Summit Social (Elephant & Castle, King and Simcoe Streets)

Tuesday, June 16

8:00am – 5:00pm	Registration and Summit Marketplace Opens
8:00am – 9:00am	Breakfast and Summit trade floor visitation
9:00am – 10:00am	Welcome remarks, Industry Awards and Day One keynote
10:15am – 11:00am	Concurrent education sessions - Summit on-floor stages and meeting rooms
11:10am – 11:55am	Concurrent education sessions - Summit on-floor stages and meeting rooms
12:05pm – 12:50pm	Plenary/roundtable discussion only (main stage)
1:00pm – 2:00pm	Summit lunch, dessert and trade floor booth visitation
2:10pm – 2:55pm	Concurrent education sessions - Summit on-floor stages and meeting rooms
3:05pm – 3:50pm	Concurrent education sessions - Summit on-floor stages and meeting rooms
4:00pm – 5:00pm	Summit Opening Reception and booth visitation (trade show floor)
5:00pm onwards	Vendor and client meetings and/or dinner. Afterwards, to join the VIP reception
7:00pm onwards	Delegate VIP Reception (Delta Hotel, 4th Floor Observation Deck)

Wednesday, June 17

8:00am – 4:00pm	Summit trade show floor and main hall hours
8:00am – 9:00am	Breakfast and Summit trade floor visitation
9:00am - 10:00am	Welcome remarks, Industry Awards and Day Two keynote
10:10am – 10:55am	Concurrent education sessions - Summit on-floor stages and meeting rooms
11:05am – 11:50am	Concurrent education sessions - Summit on-floor stages and meeting rooms
12:00pm – 12:45pm	Plenary/Round table Discussion only (main stage)
12:45pm – 1:45pm	Summit Lunch, dessert and trade floor booth visitation
1:45pm – 2:30pm	Concurrent education sessions - Summit on-floor stages and meeting rooms
2:40pm – 3:25pm	Concurrent education sessions - Summit on-floor stages and meeting rooms
3:30pm – 4:00pm	Summit Closing Reception and booth visitation (trade floor)
4:00pm onwards	Vendor and Client meetings and dinner

We are excited to bring you the 2020 Canadian Gaming Summit!

The Canadian Gaming Association (CGA) is a national trade association that works to advance the evolution of Canada's gaming industry. The association's mandate is to promote the economic value of gaming in Canada; use research, innovation, and best practices to help the industry advance; and create productive dialogue among stakeholders. Our premier event is the Canadian Gaming Summit, a conference and exhibition developed by the industry for the industry. Our intention is to provide informative and relevant panels, discussion, and education alongside multiple networking opportunities.

This year the Summit moves to Toronto, Ontario and the timing couldn't be better. In Spring 2019, Ontario's government released its first budget which contained several new gaming initiatives that will allow the government to take strong steps towards protecting consumers while expanding choice.

Given that Ontario is the largest province in Canada and the first to license and regulate offshore online gaming, we look to feature industry experts to discuss this move and its importance and the expectations for the process. This is a clear example of transforming the customers' experience, the theme for the 2020 Summit.

In addition, the 2020 Summit will offer:

- Support to vendors to meet customers: we will again offer a dedicated day and space as well as multiple networking opportunities for more interaction
- Improved floor: the Summit's trade show floor features extensive meeting spaces and more activities to meet with your customers
- More time to connect: daily breakfast, lunch and coffee breaks as well as cocktail receptions on the floor to network and connect with potential customers
- More focused education and training sessions: specialized programming and speakers to appeal to a broader audience
- Uniquely positioned session rooms: located on the trade show floor for more interaction opportunities

Our 2020 sponsorship program consists of a range of fully integrated packages that includes 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 exhibit/sponsor support of the 2020 Canadian Gaming Summit, and to a great conference in Toronto!

Sincerely,

Paul Burns

President & CEO of Gaming Association

CANADIAN GAMING ASSOCIATION

Why your organization should be a sponsor/exhibitor at the 2020 Canadian Gaming Summit?

- ✓ Canada remains one of the most vibrant and stable gaming jurisdictions in the world
- ✓ Excellent opportunity to showcase or launch new products and services to senior decision makers
- ✓ Create industry goodwill and be recognized as a key supplier to the Canadian gaming industry
- ✓ Have conversations with and demonstrate your offerings to current and prospective clients
- ✓ Generate qualified sales leads
- ✓ Close existing business opportunities
- ✓ Enjoy numerous opportunities to interact with Canadian gaming professionals at Summit social events
- ✓ Take advantage of complimentary exhibitor admittance to the Summit's breakfasts, luncheons, sessions, plenaries, keynotes, and networking receptions (Golf Classic excluded; admittance fees required)
- ✓ Unlimited complimentary exhibition floor delegate passes for your customers
- ✓ Unlimited complimentary staff exhibitor badges
- ✓ Your free hyperlinked company listing on Summit website, and free company listing in the Summit Show Guide distributed, on-site, to all show delegates
- ✓ Complimentary booth perimeter drapes
- ✓ Your company's exhibit space is backed by and promoted through a comprehensive event marketing program to ensure maximum industry awareness and delegate recognition

For every 10x10 booth, two staff will receive the following:

ON THE HOUSE!

- Complimentary access to Summit receptions
- Complimentary breakfast, lunch and coffee breaks
- Complimentary access to all Summit educational sessions, plenaries & keynotes

★Any additional staff will receive:

- Complimentary access to all Summit receptions
- Complimentary access to all coffee breaks
- Complimentary access to all Summit educational sessions

★*This does not include meals (breakfast & lunch) and keynote/ plenary sessions. If you would like to have meals and keynote/ plenary session access, there will be an additional charge of $150.00 per person*

Backed by a complete marketing solution

Your participation in the Canadian Gaming Summit is backed by an extensive and targeted promotional campaign, ensuring significant market awareness while delivering qualified buyers to this event. Our advertising program includes comprehensive direct mail campaigns, client invitations, advertisements, press releases, e-mail and website promotions, and cross-promotion of the Summit through the Canadian Gaming Business magazine as well as its official website and bi-weekly E-news releases.

Enhance your impact and success by booking an advertisement in our official **Canadian Gaming Summit Show Guide:**

The Show Guide is a full-sized, full-colour book distributed to each delegate upon arrival at Show Registration. It contains key details about the Summit's floor plan, exhibitors, sessions, speakers and special events

- Increase your brand retention and corporate visibility while driving delegate traffic to your booth.
- The Show Guide has an excellent post-Summit shelf life as many delegates keep it as a handy source guide for the year.
- Following the Summit, the Show Guide is linked as a PDF on the Summit's home page, and linked within each month's CGB e-news, for excellent post-Summit visibility.

Ad Rates

Sizes	Rate (CGA Member)	Rate (CGA Non-Member)
Full page	$1,850	$2,350
2/3 vertical	$1,650	$2,150
1/2 island	$1,475	$1,975
1/2 horizontal or vertical	$1,350	$1,850
1/3 square or vertical	$1,025	$1,525
1/4 vertical	$700	$1,200

Welcome to the 2020 Canadian Gaming Summit Integrated Sponsorship Program

The 2020 Summit, Canada's premier and only annual industry Conference and Exhibition for gaming professionals, will be held in Toronto, Ontario June 15-17 at the Metro Toronto Convention Centre (MTCC).

The 2020 Canadian Gaming Summit Sponsorship Program provides numerous opportunities for organizations to significantly enhance their corporate profile within the Canadian gaming industry. In order to maximize visibility and impact, the Sponsorship Program is tied into all of the major elements of the Gaming Summit including its key networking events, sessions, meals, promotional elements and more, including:

- Summit Golf Classic (Monday, June 15)
- Pre-Summit Vendor and Supplier Meetings
- Summit Receptions
- Education sessions, keynotes, and plenaries
- Summit Marketplace
- Breakfasts and luncheons
- Industry Awards
- All conference education sessions
- Summit Show Guide
- Summit website
- Canadian Gaming Business (CGB) magazine, CGB website and CGB E-news
- CGA (Canadian Gaming Association) website
- Summit print and digital delegate promotional items
- Summit host hotels
- And more

For any questions or to book your 2020 Summit Sponsorship or Booth Space, please contact: Chuck Nervick at 416-512-8186 ext. 227 or chuckn@mediaedge.ca

FOCUS ON INTERACTIVE OPPORTUNITIES!

To increase traffic to your booth space during the 2020 Canadian Gaming Summit, the following activities will occur in the main hall at the Metro Toronto Convention Centre (MTCC) where your organization's booth space will be located:

- Education sessions
- Keynotes, plenaries and roundtable discussions
- Meals and breaks
- Summit exhibitor trade floor
- Delegate meeting areas and lounges
- Delegate networking receptions

This interactive main room set-up creates a minimum of 11 opportunities for your firm to directly engage face-to-face with Summit delegates over two days!

2020 Summit Education Program

The Canadian Gaming Summit takes great pride in its overall education program and consistently delivers the industry's most pressing issues presented by industry leaders. For 2020, the Summit will take a deeper dive into a number of timely topics and will also create a new and unique way for them to be delivered. To make it easier on our valued delegates and to create a more intimate overall setting with less session overlap, the majority of the sessions in 2020 will occur inside our education theatres set up in the main hall at the Metro Toronto Convention Centre (MTCC). The main hall will also be the location of all other planned Summit activities including; trade show floor/exhibits, meals, keynote and plenary presentations, roundtable discussions, breaks, networking receptions, delegate meeting zones, and more.

Please note that the education sessions occurring inside the main floor education theatres will be delivered in increments of 30 minutes/per + a 5-minute Q&A . This shorter time allotment will allow for more condensed presentations which will open up more time for delegates to interact with our valued exhibitors as well as their industry peers.

Keeping the focus on the customer in mind, the 2020 Summit education program will feature presentations by leading experts on iGaming, sports betting, new technologies, casino/online integration, loyalty/rewards, mobile gaming, lottery, data/analytics, regulatory and legal, finance, and community gaming, among others.

Education Program Summary:

- 2 – Keynotes over two days (main stage, full attendee offering)
- 3 – Plenaries/roundtable discussions over two days (main stage, full attendee offering)
- Up to 32 – Total education sessions (8 session slots) over two days

Who attends the annual Canadian Gaming Summit?

- Provincial Lottery Corporations
- Regulators
- Casino Operators
- Casinos
- Horse Tracks
- Racinos
- Community Gaming/Bingo

Attendee Job Descriptions

- Senior Executives & Management
- Procurement/Purchasing
- Slot & Table Games
- Facility Operations
- Marketing
- Player Development
- iGaming
- Security/Surveillance
- IT
- HR
- RG
- Legal/Regulatory
- Finance
- And more…

PLATINUM LEVEL INTEGRATED SPONSORSHIP PROGRAM

2 available @ $50,000 CAD each (CGA Member Rate)
$70,000 CAD (Non-Member Rate)

Platinum Level - Gaming Summit Sponsor Program Benefits:

Summit Content and Attendance Development

Summit Keynote Speakers:

- Platinum Level sponsors will help provide the Keynote Speakers
- The Summit will effectively promote your firm's involvement and funding of the Keynote Speakers before, during and after the 2020 Summit to further enhance your profile and exposure via the Summit website, Summit delegate e-newsletter, and Summit show guide – on all Keynote Session references
- Opportunity to say welcome remarks, introduce one of the Keynote Presenters and provide them with a thank you gift after their presentation
- Company logo on podium and main room A/V screens during the Keynote Session

In-Summit Customer Interaction Options

Pre-Summit Meeting Room:

- An exclusive opportunity to book vendor/client meetings in your own pre-Summit meeting room on Monday, June 15, from 8:00am – 12:00pm
- This room will include a company sign outside the room, A/V, telephone, tables, chairs and light beverages such as coffee/tea and soft drinks. Any additional or F&B special orders will be additional costs
- This room can be set up in any fashion you prefer and could be used to demonstrate new games, conduct Power Point presentations, staff or client meetings, etc.
- As a suggestion, the private meeting space could also be used for training or as a user conference
- All appointments will be organized by each Platinum Level Sponsor and will occur only outside of Summit activities
- After the private meetings, your firm has the opportunity to host clients at the Summit Golf Tournament that starts at 1:30 pm on Monday, June 15

One 30' x 30' Themed On-Floor Lounge/Exhibit Space (please see the 2020 Summit floorplan):

- Your Platinum Sponsor lounge space will be positioned at the very front, centre of the main hall adjacent to the main beverage, food and bar station that will be a flurry of activity throughout the entire Summit. The Summit beverage and food station will be used to provide on-going coffee and post-meal desserts during the day and for beverage service during the Summit receptions
- Each Sponsor will have complete branding and design control of their Lounge space and can use this area to entertain and converse with clients while showcasing products. The Summit will follow the Sponsor's preferred designs and make sure the space is set up accordingly. Each sponsor lounge area will include at no additional charge, carpeting (your choice of colour) as well as furniture (two couches, four cruiser tables, two coffee tables and lounge signage). Sponsors will also have the opportunity to position their machines in the lounge space. All lounge costs will be provided by the Summit (including electrical and on-site material handling). The only costs not covered by the Summit are equipment shipping/logistics and any company-specific costs such as company literature, staff costs and rigging of overhead signage
- The Summit will effectively promote your lounge space to Canadian gaming professionals before, during and after the 2020 Summit to further enhance your profile and exposure

Bonus In-Summit Sponsor Benefits

Sponsors of the Summit dessert stations and on-going coffee service (Tuesday, June 16 and Wednesday, June 17), Day One Opening Reception (Tuesday, June 16) and the Day Two Closing Reception (Wednesday, June 17):

- Company logo and sponsor recognition on signage and table tent cards positioned near dessert & coffee serving stations and the bar for the two Summit receptions
- Additional exposure will be provided via the table tent cards Summit website, Summit delegate e-newsletter, and Summit show guide – on all dessert and coffee service references

The Annual Delegate VIP Event (Tuesday, June 16):

- This "by invitation only" event sponsored by the CGA and our valued Summit sponsors, will continue its tradition of being located in a unique space and will continue to provide attending delegates with a great forum to network and enjoy a great selection food and beverages
- The sponsors will dictate the attendees and will provide the Summit with their client and prospect lists in order for the Summit to promote the event and handle RSVPs
- The Summit will effectively promote your involvement and support of the VIP Reception to Canadian gaming professionals before, during and after the 2020 Summit to further enhance your profile and exposure

Platinum Level Gaming Summit Sponsor Programs and Benefits:

Event Delegate Welcome Gift:

- Company logo and sponsor recognition on the Summit delegate welcome gift

Gaming Summit Show Guide:

- Exclusive front cover placement of company logo, with sponsor recognition
- One complimentary full page/four-colour company advertisement
- Company logo and sponsor recognition in Exhibition floor plan spread
- Lounge/booth location reference and colour highlight on Summit floor plan
- Sponsor recognition advertisement – company logo and recognition as a Platinum Level sponsor as well as near references to all other Platinum Level sponsored events
- Enhancement of company's alphabetical listing

Additional Sponsor Benefits:

- Opportunity for your organization to become a 2020 Summit session presenter or moderator. Summit delegates are looking towards gaming suppliers to bring content forward that covers new technologies, new trends, operational efficiencies and more, especially when these items currently exist in other jurisdictions outside of Canada. 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 events
- Company logo in Summit sponsor recognition advertisement on Canadian Gaming Association website
- Company logo on all pre-Summit delegate promotional materials (printed and digital)

- Sponsor recognition on signage placed at the Summit registration area and at the Summit Marketplace entrance
- Verbal sponsor recognition at the Summit breakfasts on Tuesday, June 16 and Wednesday June 17
- Prominent booth sign indicating sponsorship level
- Entitled to receive full 2020 Summit delegate registration list (post- event)
- Eight complimentary Summit delegate registrations
- Eight complimentary Golf Classic registrations (two foursomes)
- One complimentary Golf Classic hole-sponsorship
- Permission to use this sponsor level reference in corporate marketing materials
- First right of refusal on this sponsorship for 2021

Sponsor Benefits Outside of the Gaming Summit

The Annual CGA@G2E Canadian Reception:

- This annual reception occurs during the G2E Show in Las Vegas and is attended by several hundred Canadian gaming professionals. It has truly become a "must attend" event! As you may recall, our 2019 CGA@G2E reception was attended by nearly 600 gaming professionals!
- This was historically an additional expense to the sponsors, but it will now be included as a value-add benefit to members of the CGA under the Platinum, Gold, Silver, Bronze and Supporting Sponsor Levels
- This event will continue its tradition of being located in a unique space and will continue to provide attending delegates with a great forum to network while enjoying a great selection of food and beverages
- The sponsors can help dictate the attendees by providing us with their client and prospect lists in order to effectively promote the event to them while managing the RSVPs
- We will effectively promote your involvement and support of the CGA@ G2E reception to Canadian gaming professionals before, during and after the reception to further enhance your profile and exposure

Canadian Gaming Business (CGB) Print/ Digital Media:

- Company logo placed on a sponsor recognition advertisement that will appear in the Spring 2020 and Fall 2020 issues (under this sponsor category heading)
- Company logo in Summit sponsor recognition advertisement in the weekly CGB e-news (under this sponsor category heading)
- Company logo in Summit sponsor recognition advertisement on Canadian Gaming Business website (under this sponsor category heading)

GOLD LEVEL INTEGRATED SPONSORSHIP PROGRAM

2 available @ $40,000 CAD each (CGA Member Rate)
$60,000 CAD (Non-Member Rate)

Gold Level - Gaming Summit Sponsor Program Benefits:

Summit Content and Attendance Development

Summit Plenary Sessions:

- Gold Level sponsors will help provide the Plenary Speakers
- The Summit will effectively promote your firm's involvement and funding of the Plenary Speakers before, during and after the 2020 Summit to further enhance your profile and exposure via the Summit website, Summit delegate e-newsletter, and Summit show guide – on all Plenary Session references
- Opportunity to say welcome remarks, introduce one of the Plenary Sessions and provide the presenters with a thank you gift after their presentation
- Company logo on podium and main room A/V screens during the Plenary Session

In-Summit Customer Interaction Options

Pre-Summit Meeting Room:

- An exclusive opportunity to book vendor/client meetings in your own pre-Summit meeting room on Monday, June 15, from 8:00am – 12:00pm
- This room will include a company sign outside the room, A/V, telephone, tables, chairs and light beverages such as coffee/ tea and soft drinks. Any additional or F&B special orders will be additional costs
- This room can be set up in any fashion you prefer and could be used to demonstrate new games, conduct Power Point presentations, staff or client meetings, etc.
- As a suggestion, the private meeting space could also be used for training or as a user conference
- All appointments will be organized by each Gold Level Sponsor and will occur only outside of Summit activities
- After the private meetings, your firm has the opportunity to host clients at the Summit Golf Tournament that starts at 1:30pm on Monday, June 15

One 30' x 30' Themed On-Floor Lounge/Exhibit Space (please see that 2020 Summit floorplan):

- Your Gold Sponsor lounge space will be positioned in the middle of the Summit floor adjacent to the main beverage, food and bar station that will be a flurry of activity throughout the entire Summit. The Summit beverage and food station will be used to provide on-going coffee and post-meal desserts during the day and for beverage service during the Summit receptions
- Each Sponsor will have complete branding and design control of their Lounge space and can use this area to entertain and converse with clients while showcasing products. The Summit will follow the Sponsor's preferred designs and make sure the space is set up accordingly. Each sponsor lounge area will include at no additional charge, carpeting (your choice of colour) as well as furniture (two couches, four cruiser tables, two coffee tables and lounge signage). Sponsors will also have the opportunity to position their machines in the lounge space. All lounge costs will be provided by the Summit (including electrical and on-site material handling). The only costs not covered by the Summit are equipment shipping/logistics and any company-specific costs such as company literature, staff costs and rigging of overhead signage
- The Summit will effectively promote your lounge space to Canadian gaming professionals before, during and after the 2020 Summit to further enhance your profile and exposure

Bonus In-Summit Sponsor Benefits

Sponsors of the Summit dessert stations and on-going coffee service (Tuesday, June 16 and Wednesday, June 17), Day One Opening Reception (Tuesday, June 16) and the Day Two Closing Reception (Wednesday, June 17):

- Company logo and sponsor recognition on signage and table tent cards positioned near dessert & coffee serving stations and the bar for the two Summit receptions
- Additional exposure will be provided via the table tent cards Summit website, Summit delegate e-newsletter, and Summit show guide – on all dessert and coffee service references

The Annual Delegate VIP Event (Tuesday, June 16, 2020):

- This "by invitation only" event sponsored by the CGA and our valued sponsors will continue its tradition of being located in a unique space and will continue to provide attending delegates with a great forum to network and enjoy a great selection of food and beverages
- The sponsors will dictate the attendees and will provide the Summit with their client and prospect lists in order for the Summit to promote the event and handle RSVPs
- The Summit will effectively promote your involvement and support of the VIP Reception to Canadian gaming professionals before, during and after the 2020 Summit to further enhance your profile and exposure

Gaming Summit Show Guide:

- One complimentary full page/four-colour company advertisement
- Company logo and sponsor recognition in Exhibition floor plan spread
- Booth location reference and colour highlight on exhibition floor plan
- Sponsor recognition advertisement – company logo and recognition as a Gold Level sponsor as well as near references to all other Gold Level sponsored events
- Enhancement of company's alphabetical listing

Additional Benefits:

- Opportunity for your organization to become a 2020 Summit session presenter or moderator. Summit delegates are looking towards gaming suppliers to bring content forward that covers new technologies, new trends, operational efficiencies and more, especially when these items currently exist in other jurisdictions outside of Canada. 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 events
- Company logo in Summit sponsor recognition advertisement on the Canadian Gaming Association website
- Company logo on all pre-Summit delegate promotional materials (printed and digital)
- Sponsor recognition on signage placed at the Summit registration area and at the Summit Marketplace entrance
- Verbal sponsor recognition at the Summit breakfasts on Tuesday, June 16 and Wednesday, June 17
- Prominent booth sign indicating sponsorship level
- Entitled to receive full 2020 Summit delegate registration list (post-event)
- Six complimentary Summit delegate registrations
- Four complimentary Golf Classic registrations (one foursome)
- One complimentary Golf Classic hole-sponsorship
- Permission to use this sponsor level reference in corporate marketing materials
- First right of refusal on this sponsorship for 2021

Sponsor Benefits Outside of the Gaming Summit

The Annual CGA@G2E Canadian Reception:

- This annual reception occurs during the G2E Show in Las Vegas and is attended by several hundred Canadian gaming professionals. It has truly become a "must attend" event! As you may recall, our 2019 CGA@G2E reception was attended by nearly 600 gaming professionals!
- This was historically an additional expense to the sponsors, but it will now be included as a value-add benefit to members of the CGA under the Platinum, Gold, Silver, Bronze and Supporting Sponsor Levels
- This event will continue its tradition of being located in a unique space and will continue to provide attending delegates with a great forum to network while enjoying a great selection of food and beverages
- The sponsors can help dictate the attendees by providing us with their client and prospect lists in order to effectively promote the event to them while managing the RSVPs
- We will effectively promote your involvement and support of the CGA@G2E reception to Canadian gaming professionals before, during and after the reception to further enhance your profile and exposure

Canadian Gaming Business (CGB) Print/ Digital Media:

- Company logo placed on a sponsor recognition advertisement that will appear in the Spring 2020 and Fall 2020 issues (under this sponsor category heading)
- Company logo in Summit sponsor recognition advertisement in the weekly CGB e-news (under this sponsor category heading)
- Company logo in Summit sponsor recognition advertisement on Canadian Gaming Business website (under this sponsor category heading)

SILVER LEVEL INTEGRATED SPONSORSHIP PROGRAM

2 available @ $30,000 CAD each (CGA Member Rate)
$50,000 CAD (Non-Member Rate)

Silver Level - Gaming Summit Sponsor Benefits:

In-Summit Customer Interaction Options

One 10' x 20' company display (please see the 2020 Summit floorplan):

- This option is included at no additional charge and exists for sponsors at the Silver Level that are interested in having a physical presence on the show floor
- This on-floor area does not necessarily have to contain equipment or product and could be used for items such as displaying new product, projecting videos, press releases, engaging delegates, handing our literature and more
- The Summit will effectively promote your booth space to Canadian gaming professionals before, during and after the 2020 Summit to further enhance your profile and exposure

Bonus In-Summit Sponsor Benefits

Overarching Sponsors of the Canadian Gaming Summit Delegate Lunches (Tuesday, June 16 and Wednesday, June 17, 2020)

- Show Guide and website sponsor recognition near the Summit lunch references
- Verbal sponsor recognition during the lunches
- Sponsor recognition signage near the lunch serving stations
- Sponsor recognition and logos on table tent cards

The Annual Delegate VIP Event (Wednesday, June 19, 2019):

- This "by invitation only" event sponsored by the CGA and our valued sponsors will continue its tradition of being located in a unique space and will continue to provide attending delegates with a great forum to network and enjoy a great selection of food and beverages
- The sponsors will dictate the attendees and will provide the Summit with their client and prospect lists in order for the Summit to promote the event and handle RSVPs
- The Summit will effectively promote your involvement and support of the VIP Reception to Canadian gaming professionals before, during and after the 2020 Summit to further enhance your profile and exposure

Gaming Summit Show Guide:

- One complimentary 1/2 page/four-colour company advertisement
- Company logo and sponsor recognition in Exhibition floor plan spread
- Booth location reference and colour highlight on exhibition floor plan
- Sponsor recognition advertisement – company logo and recognition as a Silver Level sponsor as well as near references to all other Silver Level sponsored events
- Enhancement of company's alphabetical listing

Silver Level Gaming Summit Sponsor Programs and Benefits:

Additional Benefits:

- Opportunity for your organization to become a 2020 Summit session presenter or moderator. Summit delegates are looking towards gaming suppliers to bring content forward that covers new technologies, new trends, operational efficiencies and more, especially when these items currently exist in other jurisdictions outside of Canada. 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 Silver Level sponsored events
- Company logo in Summit sponsor recognition advertisement on the Canadian Gaming Association website
- Company logo on all pre-Summit delegate promotional materials (printed and digital)
- Sponsor recognition on signage placed at the Summit registration area and at the Summit Marketplace entrance
- Verbal sponsor recognition at the Summit breakfasts on Tuesday, June 16 and Wednesday, June 17
- Prominent booth sign indicating sponsorship level
- Entitled to receive full 2020 Summit delegate registration list (post-event)
- Four complimentary Summit delegate registrations
- Four complimentary Golf Classic registrations (one foursome)
- Permission to use this sponsor level reference in corporate marketing materials
- First right of refusal on this sponsorship for 2021

Sponsor Benefits Outside of the Gaming Summit

The Annual CGA@G2E Canadian Reception:

- This annual reception occurs during the G2E Show in Las Vegas and is attended by several hundred Canadian gaming professionals. It has truly become a "must attend" event! As you may recall, our 2019 CGA@G2E reception was attended by nearly 600 gaming professionals!
- This was historically an additional expense to the sponsors, but it will now be included as a value-add benefit to members of the CGA under the Platinum, Gold, Silver, Bronze and Supporting Sponsor Levels
- This event will continue its tradition of being located in a unique space and will continue to provide attending delegates with a great forum to network while enjoying a great selection of food and beverages
- The sponsors can help dictate the attendees by providing us with their client and prospect lists in order to effectively promote the event to them while managing the RSVPs
- We will effectively promote your involvement and support of the CGA@G2E reception to Canadian gaming professionals before, during and after the reception to further enhance your profile and exposure

Canadian Gaming Business (CGB) Print/ Digital Media:

- Company logo placed on a sponsor recognition advertisement that will appear in the Spring 2020 and Fall 2020 issues (under this sponsor category heading)
- Company logo in Summit sponsor recognition advertisement in the weekly CGB e-news (under this sponsor category heading)
- Company logo in Summit sponsor recognition advertisement on Canadian Gaming Business website (under this sponsor category heading)

BRONZE LEVEL INTEGRATED SPONSORSHIP PROGRAM

4 available @ $20,000 CAD each (CGA Member Rate)
$40,000 CAD (Non-Member Rate)

Bronze Level - Gaming Summit Sponsor Benefits:

In-Summit Customer Interaction Options

One 10' x 10' company display (please see the 2020 Summit floorplan):

- This option exists for sponsors at the Bronze Level that are interested in having a physical presence on the show floor
- This on-floor area does not necessarily have to contain equipment or product and could be used for items such as displaying new product, projecting videos, press releases, engaging delegates, handing our literature and more
- The Summit will effectively promote your booth space to Canadian gaming professionals before, during and after the 2020 Summit to further enhance your profile and exposure

Bonus In-Summit Sponsor Benefits

Overarching Sponsors of the Canadian Gaming Summit Delegate Breakfasts (on both Tuesday, June 16 and Wednesday, June 17, 2020)

- Show Guide and website sponsor recognition near the Summit breakfast references
- Verbal sponsor recognition during the breakfasts
- Sponsor recognition signage near the breakfast serving stations
- Sponsor recognition and logos on table tent cards
- Company literature placed near breakfast serving stations

The Annual Delegate VIP Event (Wednesday, June 19, 2019):

- This "by invitation only" event sponsored by the CGA and our valued sponsors will continue its tradition of being located in a unique space and will continue to provide attending delegates with a great forum to network and enjoy a great selection of food and beverages
- The sponsors will dictate the attendees and will provide the Summit with their client and prospect lists in order for the Summit to promote the event and handle RSVPs
- The Summit will effectively promote your involvement and support of the VIP Reception to Canadian gaming professionals before, during and after the 2020 Summit to further enhance your profile and exposure

Gaming Summit Show Guide:

- One complimentary 1/2 page/four-colour company advertisement
- Company logo and sponsor recognition in Exhibition floor plan spread
- Booth location reference and colour highlight on exhibition floor plan
- Sponsor recognition advertisement – company logo and recognition as a Bronze Level sponsor as well as near references to all other Bronze Level sponsored events
- Enhancement of company's alphabetical listing

Additional Benefits:

- Opportunity for your organization to become a 2020 Summit session presenter or moderator. Summit delegates are looking towards gaming suppliers to bring content forward that covers new technologies, new trends, operational efficiencies and more, especially when these items currently exist in other jurisdictions outside of Canada. 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 Bronze Level sponsored events
- Company logo in Summit sponsor recognition advertisement on the Canadian Gaming Association website
- Company logo on all pre-Summit delegate promotional materials (printed and digital)
- Sponsor recognition on signage placed at the Summit registration area and at the Summit Marketplace entrance
- Verbal sponsor recognition at the Summit breakfasts on Tuesday, June 16 and Wednesday, June 17
- Prominent booth sign indicating sponsorship level
- Entitled to receive full 2020 Summit delegate registration list (post-event)
- Four complimentary Summit delegate registrations
- Two complimentary Golf Classic registrations
- Permission to use this sponsor level reference in corporate marketing materials
- First right of refusal on this sponsorship for 2021

Sponsor Benefits Outside of the Gaming Summit

The Annual@G2E Canadian Reception:

- This annual reception occurs during the G2E Show in Las Vegas and is attended by several hundred Canadian gaming professionals. It has truly become a "must attend" event!
- This was historically an additional expense to the sponsors, but it will now be included as a value-add benefit to members of the CGA under the Platinum, Gold, Silver, Bronze and Supporting Sponsor Levels
- This event will continue its tradition of being located in a unique space and will continue to provide attending delegates with a great forum to network while enjoying a great selection of food and beverages
- The sponsors can help dictate the attendees by providing us with their client and prospect lists in order to effectively promote the event to them while managing the RSVPs
- We will effectively promote your involvement and support of the CGA@ G2E reception to Canadian gaming professionals before, during and after the reception to further enhance your profile and exposure

Canadian Gaming Business (CGB) Print/ Digital Media:

- Company logo placed on a sponsor recognition advertisement that will appear in the Spring 2020 and Fall 2020 issues (under this sponsor category heading)
- Company logo in Summit sponsor recognition advertisement in the weekly CGB e-news (under this sponsor category heading)
- Company logo in Summit sponsor recognition advertisement on Canadian Gaming Business website (under this sponsor category heading)

To increase your profile at the 2020 Canadian Gaming Summit, a number of additional show sponsorship opportunities exist that are highlighted below

LANYARD SPONSOR

1 available @ $10,000 CAD (CGA Member Rate)
$15,000 CAD (Non-Member Rate)

This is an exclusive opportunity to build excellent corporate and brand visibility

The sponsor receives the following benefits:

Summit Lanyards
- Company logo printed on the delegate lanyards

Gaming Summit Show Guide:
- One complimentary 1/4 page/four-colour company advertisement
- Company logo placed on a sponsor recognition advertisement (under this sponsor category heading)
- Company logo and sponsor recognition in Exhibition floor plan spread
- Booth location reference and colour highlight on exhibition floor plan
- Enhancement of company's alphabetical listing

Other Sponsor Benefits:
- Hyperlinked company logo and sponsor recognition on Canadian Gaming Summit website
- Company logo in Summit sponsor recognition advertisement on Canadian Gaming Association website (under this sponsor category heading)
- Company logo on all pre-Summit delegate promotional materials (printed and digital)
- Entitled to receive full 2020 Summit delegate registration list (post-event)
- Four complimentary Summit Delegate registrations and tickets to all Summit social events
- Two complimentary Golf Classic registrations
- Permission to use this sponsor level reference in corporate marketing materials
- First right of refusal on this sponsorship for 2021

Canadian Gaming Business (CGB) Print/ Digital Media:
- Company logo placed on a sponsor recognition advertisement that will appear in the Spring 2020 and Fall 2020 issues (under this sponsor category heading)
- Company logo in Summit sponsor recognition advertisement in the weekly CGB E-news (under this sponsor category heading)
- Company logo in Summit sponsor recognition advertisement on Canadian Gaming Business website (under this sponsor category heading)

WI-FI SPONSOR *(Duration of Summit)*

1 available @ $10,000 CAD (CGA Member Rate)
$15,000 CAD (Non-Member Rate)

This is an exclusive opportunity to build excellent corporate and brand visibility

The sponsor receives the following benefits:

WiFi Password
- Exclusive opportunity to customize Summit WiFi password to company name/ product

Gaming Summit Show Guide:
- One complimentary 1/4 page/four-colour company advertisement
- Company logo placed on a sponsor recognition advertisement (under this sponsor category heading)
- Company logo and sponsor recognition in Exhibition floor plan spread
- Booth location reference and colour highlight on exhibition floor plan
- Enhancement of company's alphabetical listing

Other Sponsor Benefits
- Hyperlinked company logo and sponsor recognition on Canadian Gaming Summit website
- Company logo in Summit sponsor recognition advertisement on Canadian Gaming Association website (under this sponsor category heading)
- Company logo on all pre-Summit delegate promotional materials (printed and digital)
- Four complimentary Summit Delegate registrations and tickets to all Summit social events
- Two complimentary Golf Classic registrations
- Permission to use this sponsor level reference in corporate marketing materials
- Entitled to receive full 2020 Summit delegate registration list (post-event)
- First right of refusal on this sponsorship for 2021

Canadian Gaming Business (CGB) Print/ Digital Media:
- Company logo placed on a sponsor recognition advertisement that will appear in the Spring 2020 and Fall 2020 issues (under this sponsor category heading)
- Company logo in Summit sponsor recognition advertisement in the weekly CGB E-news (under this sponsor category heading)
- Company logo in Summit sponsor recognition advertisement on Canadian Gaming Business website (under this sponsor category heading)

SHOW GUIDE SPONSOR

1 available @ $5,000 CAD (CGA Member Rate)
$10,000 CAD (Non-Member Rate)

This is an exclusive opportunity to build excellent corporate and brand visibility.

The sponsor receives the following benefits:

Company logo will appear on the Show Guide front cover

Gaming Summit Show Guide:

- Company logo on outside front cover with sponsor reference
- Company logo and sponsor recognition in Exhibition floor plan spread
- Booth location reference and colour highlight on exhibition floor plan
- Sponsor recognition advertisement – company logo and recognition as a Show Guide sponsor
- Enhancement of company's alphabetical listing

Other Sponsor Benefits:

- Hyperlinked company logo and show guide sponsor recognition on Canadian Gaming Summit website
- Company logo in Summit sponsor recognition advertisement on Canadian Gaming Association website (under this sponsor category heading)
- Company logo on all pre-Summit delegate promotional materials (printed and digital)
- Company logo on signage at the registration desk
- Prominent booth sign indicating sponsorship level
- Entitled to receive full 2020 Summit delegate registration list (post- event)
- Two complimentary Summit Delegate registrations
- One complimentary Golf Classic registrations
- Permission to use this sponsor level reference in corporate marketing materials
- First right of refusal on this sponsorship for 2021

Canadian Gaming Business (CGB) Print/ Digital Media:

- Company logo placed on a sponsor recognition advertisement that will appear in the Spring 2020 and Fall 2020 issues (under this sponsor category heading)
- Company logo in Summit sponsor recognition advertisement in the weekly CGB e-news (under this sponsor category heading)
- Company logo in Summit sponsor recognition advertisement on Canadian Gaming Business website (under this sponsor category heading)

2020 First Nations Canadian Gaming Awards Program Sponsorship

The 11th annual First Nations Canadian Gaming Awards will be presented during the keynote sessions during the 2020 Summit.

These awards recognize First Nations gaming as a significant contributor to the growth and development of First Nation communities by providing much needed revenue and employment opportunities to First Nations people across Canada. The First Nations Canadian Gaming Awards were founded to shine a well-deserved spotlight on the accomplishments of some of the many First Nations individuals who have contributed positively to the gaming industry and to publicly acknowledge the hard work of the best and brightest members of the First Nations gaming community. Support of this Awards Program provides organizations with the chance to highlight their commitment to the industry.

The First Nations Canadian Gaming Awards Program recognizes outstanding service by Aboriginal people employed by a

First Nation Casino within Canada, and offers the opportunity for prestigious awards to be given each year under various categories, including:

- First Nation Canadian Gaming Lifetime Achievement Award
- First Nation Canadian Gaming Leadership Award
- First Nation Canadian Gaming Innovation Award
- First Nation Canadian Gaming Employee of the Year Award
- First Nation Canadian Gaming Community Service Award

FIRST NATIONS CANADIAN GAMING AWARDS PROGRAM

2 available @ $5,000 CAD each (CGA Member Rate)
$10,000 CAD (Non-Member Rate)

Each sponsor receives the following benefits:

First Nations Canadian Gaming Awards

- Verbal and onscreen sponsor recognition during the First Nations Canadian Gaming Awards
- Sponsor recognition signage at the Canadian Gaming Summit
- Opportunity to introduce one of the First Nations Award recipients

Gaming Summit Show Guide

- One complimentary, 1/4 page/four-colour company advertisement
- Company logo placed on the Summit sponsor recognition advertisement (under this sponsor category heading)
- Company logo and sponsor recognition in exhibition floor plan spread
- Booth location reference and colour highlight on exhibition floor plan
- Sponsor recognition near the First Nations Canadian Gaming Awards references

Other Sponsor Benefits

- Hyperlinked company logo and sponsor recognition on Canadian Gaming Summit website, including positioning near inside page reference to the First Nations Canadian Gaming Awards
- Company logo in Summit sponsor recognition advertisement on Canadian Gaming Association website (under this sponsor category heading)
- Company logo on all pre-Summit delegate promotional materials (printed and digital)
- Prominent booth sign indicating sponsorship level
- Two complimentary Summit Delegate registration
- Permission to use this sponsor level reference in corporate marketing materials
- First right of refusal on this sponsorship for 2021

Canadian Gaming Business (CGB) Digital/ Print Media:

- Company logo in the First Nations Canadian Gaming Award winners feature article in the Spring 2020 issue
- Company logo placed in the Gaming Summit sponsor recognition advertisement that will appear in the Spring 2020 and Fall 2020 issues (under this sponsor category heading)
- Company logo in Summit sponsor recognition advertisement in the weekly CGB E-news (under this sponsor category heading)
- Company logo in Summit sponsor recognition advertisement on Canadian Gaming Business website (under this sponsor category heading)

HOTEL KEY CARD (Duration of Summit)

1 available @ $7,500 CAD (CGA Member Rate)
$12,500 CAD (Non-Member Rate)

This is an exclusive opportunity to build excellent corporate and brand visibility. Feature your logo on the credit card-sized hotel key cards used by each of the Summit's attending delegates during their stay at the Summit's host hotels.

The sponsor receives the following benefits:

Hotel Key Card:
- Company logo printed on one side of each hotel key card given to delegates

Gaming Summit Show Guide:
- One complimentary, 1/4 page/four-colour company advertisement
- Company logo placed on a sponsor recognition advertisement (under this sponsor category heading)
- Company logo and sponsor recognition in exhibition floor plan spread
- Booth location reference and colour highlight on exhibition floor plan
- Sponsor recognition near the host hotel references

Other Sponsor Benefits:
- Hyperlinked company logo and Hotel Key sponsor recognition on Canadian Gaming Summit website, including positioning near page reference to the host hotels
- Company logo in Summit sponsor recognition advertisement on Canadian Gaming Association website (under this sponsor category heading)
- Company logo on all pre-Summit delegate promotional materials (printed and digital)
- Prominent booth sign indicating sponsorship level
- Two complimentary Summit Delegate registrations
- Two complimentary Summit Golf Tournament registrations
- Permission to use this sponsor level reference in corporate marketing materials
- First right of refusal on this sponsorship for 2021

Canadian Gaming Business (CGB) Print/ Digital Media:
- Company logo placed on a sponsor recognition advertisement that will appear in the Spring 2020 and Fall 2020 issues (under this sponsor category heading)
- Company logo in Summit sponsor recognition advertisement in the weekly CGB E-news (under this sponsor category heading)
- Company logo in Summit sponsor recognition advertisement on Canadian Gaming Business website (under this sponsor category heading)

EVENT DELEGATE PEN

1 available @ $3,000 CAD (CGA Member Rate)
*$5,000 CAD (Non-Member Rate) – **pens provided by sponsor***
1 available @ $4,500 CAD (CGA Member Rate)
*$7,500 CAD (Non-Member Rate) – **pens provided by the Summit***

This is an exclusive opportunity to build excellent, long-term visibility and recognition for your company. The pens, branded with your logo, are included in each delegate's complimentary Event Delegate Portfolio.

The sponsor receives the following benefits:

Delegate Portfolio Pen:
- The sponsor can supply the pens for a lower sponsor cost or the pens can be provided by the Summit. Either way, 1000 company branded pens will be placed within the Event Delegate Portfolios given to delegates upon arrival at Summit registration
- Company logo and sponsor recognition on signage at Summit registration

Gaming Summit Show Guide:
- Company logo placed on the Summit sponsor recognition advertisement (under this sponsor category heading)
- Company logo and sponsor recognition in exhibition floor plan spread
- Booth location reference and colour highlight on exhibition floor plan

Canadian Gaming Business (CGB) Print/ Digital Media:
- Company logo placed on a sponsor recognition advertisement that will appear in the Spring 2020 and Fall 2020 issues (under this sponsor category heading)
- Company logo in Summit sponsor recognition advertisement in the weekly CGB E-news (under this sponsor category heading)
- Company logo in Summit sponsor recognition advertisement on Canadian Gaming Business website (under this sponsor category heading)

Other Sponsor Benefits:
- Hyperlinked company logo and Event Delegate Portfolio Pen sponsor recognition on Canadian Gaming Summit website
- Company logo in Summit sponsor recognition advertisement on Canadian Gaming Association website (under this sponsor category heading)
- Company logo on all pre-Summit delegate promotional materials (printed and digital)
- Prominent booth sign indicating sponsorship level
- One complimentary Summit Delegate registration
- One complimentary Summit Golf Tournament registration
- Permission to use this sponsor level reference in corporate marketing materials
- First right of refusal on this sponsorship for 2021

SUMMIT GOLF CLASSIC *(Monday, June 15)*

2 available @ $7,500 CAD each (CGA Member Rate)
$12,500 CAD (Non-Member Rate)

The ever-popular annual Summit Golf Classic includes 18 holes of golf with power cart, beverages, a post-golf reception with award presentations, and round trip transportation from each Summit host hotel.

Each sponsor receives the following benefits:

Golf Classic:

- Sponsor recognition for Golf Classic return bus transportation from Summit host hotels
- Awards ceremony verbal and signage sponsor recognition
- Sponsors present a series of Golf Classic awards and prizes: Winning Team and Most Honest Team, and the Men's & Women's: Closest to the Pin, Longest Drive and Longest Putt.
- Company logo and sponsor recognition sign on hole #1 tee box and tee box for each contest hole
- One drink ticket given to each golfer, compliments of the sponsors
- Company logo and sponsor recognition sign on every golf cart
- Company logo on golf balls given to each golfer
- Sponsor recognition signage at golf registration area
- Four complimentary Golf Classic registrations

Gaming Summit Show Guide:

- One complimentary, 1/4 page/four-colour company advertisement
- Company logo on inside front cover Summit sponsor recognition advertisement (under this sponsor category heading)
- Company logo and sponsor recognition in exhibition floor plan spread
- Booth location reference and colour highlight on exhibition floor plan
- Sponsor recognition near the Golf Classic reference
- Enhancement of company's alphabetical listing

Other Sponsor Benefits:

- Hyperlinked company logo and Golf Classic sponsor recognition on Canadian Gaming Summit website, including positioning on webpage reference to the Golf Classic
- Company logo in Summit sponsor recognition advertisement on Canadian Gaming Association website (under this sponsor category heading)
- Company logo on all pre-Summit promotional materials (printed and digital)
- Prominent booth sign indicating sponsorship level
- Two complimentary Summit Delegate registrations
- Four complimentary Golf Tournament registrations
- Permission to use this sponsor level reference in corporate marketing materials
- First right of refusal on this sponsorship for 2021

Canadian Gaming Business (CGB) Print/ Digital Media:

- Company logo placed on a sponsor recognition advertisement that will appear in the Spring 2020 and Fall 2020 issues (under this sponsor category heading)
- Company logo in Summit sponsor recognition advertisement in the weekly CGB E-news (under this sponsor category heading)
- Company logo in Summit sponsor recognition advertisement on Canadian Gaming Business website (under this sponsor category heading)

SUMMIT GOLF CLASSIC HOLE SPONSORSHIP *(Monday, June 15)*

9 available @ $750 CAD each (CGA member rate)
$1,250 CAD (Non-member rate)

The ever-popular, annual Summit Golf Classic is a well-attended and fun networking event. A Summit Classic golf-hole sponsorship offers a cost effective opportunity for corporate branding and recognition.

Each sponsor receives the following benefits:

- Sponsor recognition signage at Golf Registration area
- Golf Classic tee box sponsor signage for each hole sponsored
- Hyperlinked company logo and Golf Classic sponsor recognition near Gaming Summit website references to the Golf Classic
- Company logo and sponsor recognition near Gaming Summit Show Guide page references to the Golf Classic

Canadian Gaming Business (CGB) Print/ Digital Media:

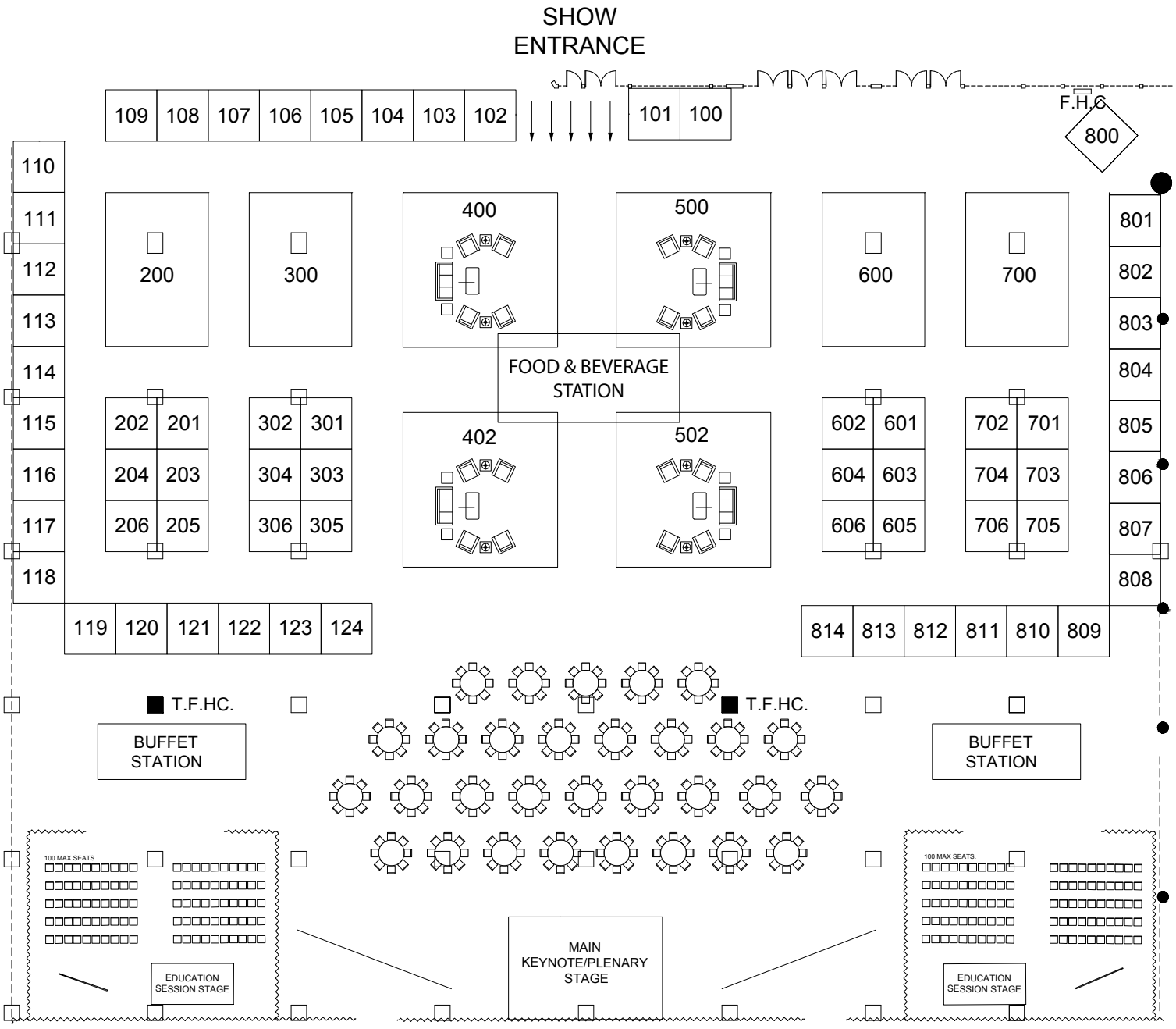
- Company logo placed on a sponsor recognition advertisement that will appear in the Spring 2020 and Fall 2020 issues (under this sponsor category heading)
- Company logo in Summit sponsor recognition advertisement in the weekly CGB E-news (under this sponsor category heading)
- Company logo in Summit sponsor recognition advertisement on Canadian Gaming Business website (under this sponsor category heading)

canadian gaming summit

2020 CANADIAN GAMING SUMMIT

METRO TORONTO CONVENTION CENTRE (NORTH HALL)

LEVEL 300, EXHIBITION, HALL C



CONTRACT FOR EXHIBIT SPACE

June 15-17, 2020
METRO TORONTO CONVENTION CENTRE
Toronto, Ontario, Canada

canadian gaming summit

For Office Use	
Booth(s) Assigned:	
Square Ft:	
Booth Cost: $	
HST (13%): $	
Total (Cdn.): $	

This Agreement for exhibit space at the event ("Show") is made between the Canadian Gaming Summit ("Show Management") and the company listed below ("Exhibitor"):

Exhibiting Company Name (EXACTLY AS IT IS TO APPEAR IN SHOW GUIDE & WEBSITE LISTINGS):

_____

Address 1 _____

Address 2 _____

City _____ Province/State _____ Postal/Zip Code _____

Phone _____ Fax _____ Website _____

Key Contact _____ Direct Phone _____

Title _____ Email _____ Cell _____

Booth Choice #1 _____ #2 _____ #3 _____ Booth Size _____

PAYMENT INFORMATION

☐ Cheque ☐ Credit Card

☐ VISA ☐ MASTERCARD ☐ AMERICAN EXPRESS

Card Number _____

Expiry Date _____

Name of Cardholder _____

Amount (Cdn.) $ _____

Signature _____

EXHIBIT DESIGN GUIDELINES:

In order to maintain high quality exhibits and the overall appearance of the Summit's, all exhibits must feature backwalls of a "hardwall" or "pop-up" nature. Curtains will only exist for masking purposes. Hanging banners from the curtains or otherwise relying on the drape for your backdrop is prohibited. Your backwall and its contents must not exceed 8 ft. Sidewalls may be up to 8 ft., but only if located 3 ft. from the backwall – after which they must taper or drop to 3 ft. Do not obstruct your neighbours! Please note that there is an 8 ft. height limitation on the display and equipment for all single and double in-line booths, unless authorized prior to the show by show management. Display rules for multiple and perimeter booths will be included in the Exhibitor Service Manual.

I accept the terms and conditions herein and acknowledge that this shall become a binding contract upon acceptance and co-signature by MediaEdge Communications Inc.:

Authorized Signature _____

Print Name _____

Company Name _____

Date _____

SEND CHEQUES PAYABLE TO:

Canadian Gaming Summit
c/o MediaEdge Communications Inc.
2001 Sheppard Avenue East, Suite 500, Toronto, Ontario M2J 4Z8
Phone: 416-512-8186 ext 227 Fax: 416-512-8344

EXHIBIT SPACE RATES

(PER 10' X 10' BOOTH IN CDN. DOLLARS PLUS TAX):

	*CGA Member Rate	Non-member rate
1 booth	$3,250	$3,950
2–3 booths	$3,150/booth	$3,850/booth
4–7 booths	$3,100/booth	$3,800/booth
8+ booths	$3,000/booth	$3,700/booth

PAYMENT SCHEDULE:

50% due with this Contract
Balance of 50% due by March 6, 2020

TERMS AND CONDITIONS: Should the exhibitor cancel or otherwise breach the terms of this agreement, all payments received by show management are non-refundable and the total space fees remain due in full. The exhibitor accepts and will comply with the rules and regulations in this agreement and in the exhibitor service manual. Show management reserves the right to relocate the assigned exhibitor booth(s) to an alternate space or to relocate the show to an alternate location. Such relocations shall not relieve the exhibitor of their obligations. If the 2020 show is cancelled and rescheduled to a 2021 date, the exhibitor will be required to pay a 50% deposit equal to their total booth costs to hold their 2021 booth space following the payment schedule in this agreement. The 50% deposit payment will secure the exhibitor's booth space and will be applied in full to the 2021 Show. The remaining 50% balance is due within 120 days of the new show date in 2021. If an exhibitor has paid 100% of their total booth fees prior to the show moving to a new date in 2021, those fees will be applied in full to the new show date in 2021 with no further payments required. The exhibitor also has the option to receive a refund on any monies paid over the 50% deposit fee amount, but the 50% deposit will still be retained to hold the space for 2021. The exhibitor agrees to carry a minimum of $2,000,000 commercial general liability insurance, naming the Gaming Summit and the Metro Toronto Convention Centre (MTCC) as additional insureds for the duration of the show from move-in through move-out. The exhibitor agrees to conduct all business at the show in accordance with the Occupational Health and Safety Act as outlined by the appropriate Provincial Ministry of Labour.

Questions? Please contact Chuck Nervick at 1-416-512-8186 ext.227 or chuckn@mediaedge.ca

Accepted by MediaEdge Communications Inc. _____ **Date** _____