THE 2022 CANADIAN GAMING SUMMIT
EXHIBITOR & SPONSORSHIP PROSPECTUS

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

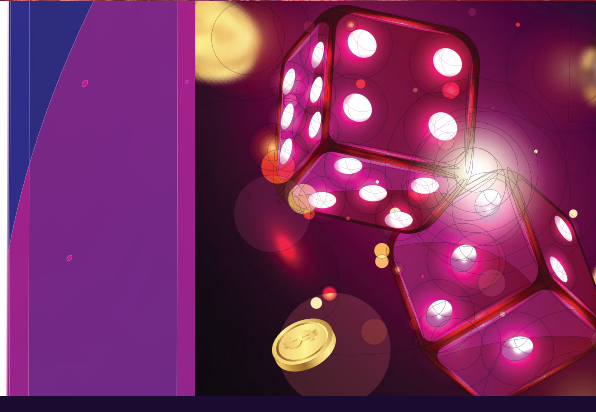
www.CanadianGamingSummit.ca

canadian gaming summit

June 7-9, 2022
Metro Toronto Convention Centre,
Toronto, Ontario, Canada

THEME:

CANADA - A WORLD OF NEW OPPORTUNITIES



Become an Exhibitor/Sponsor of the 2022 Canadian Gaming Summit 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 COORDINATED BY: CANADIAN GAMING ASSOCIATION, MediaEdge

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

NEW FOR 2022:

An exciting change for 2022 revolves around where many of the Summit activities will occur. Based on industry feedback, we have re-branded our trade show floor as a "Summit Marketplace" that will host our education sessions, keynote sessions, trade show floor exhibits, social events, coffee breaks, breakfasts, lunches, and more. The Summit Marketplace will be a flurry of non-stop activity, enabling a more effective way for attendees to better connect and exchange information with our valued exhibitors and sponsors. We look forward to the positive impact that the Summit Marketplace will have on the 2022 Gaming Summit and to our show stakeholder's feedback.

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:

Tuesday, June 7

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

Wednesday, June 8

8:00am – 5:00pm	Registration and Summit Marketplace hours
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 trade floor booth visitation
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)

Thursday, June 9

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/roundtable 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 trade floor booth visitation
4:00pm onwards	Vendor and Client meetings and dinner

WE ARE EXCITED TO BRING YOU THE 2022 CANADIAN GAMING SUMMIT!

The Canadian Gaming Association (CGA) is a national trade association that represents leading operators and suppliers in Canada's gaming, sports betting, eSports, and lottery industries - a full spectrum of companies from land-based and online casino operators to providers of global premium sports, eSports, and game content and technology.

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, discussions, and education alongside multiple networking opportunities.

This year the Summit moves to Toronto, Ontario and the timing couldn't be better. We anticipate that Ontario's iGaming market will have launched in early 2022 and we will be several months into seeing how Canada's first legal iGaming and sports betting jurisdiction is going.

Given that Ontario is the largest province in Canada and the first to license and regulate offshore online gaming, we will feature industry experts to discuss this move and its importance and the expectations for the process. This is a clear example of "Canada – A World of New Opportunities", the theme for the 2022 Summit.

In addition, the 2022 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
- The Summit's trade show floor features extensive meeting spaces and more activities to meet with your customers
- More time to connect with 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
- Conveniently located session rooms: on the trade show floor for more interaction opportunities

Our 2022 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 2022 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 2022 CANADIAN GAMING SUMMIT?

- ✓ Canada remains one of the most vibrant and stable gaming jurisdictions in the world
- ✓ Many recent changes have occurred in Canada including the legalization of sports betting and the significant advancement of online gambling
- ✓ Excellent opportunity to showcase or launch new products and services to senior decision makers (current and prospective clients)
- ✓ 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 on the Summit Marketplace floor
- ✓ 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
- ✓ Complimentary hyperlinked company listing on the Summit website and show marketing materials
- ✓ Complimentary 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 social networking events (excluding the Summit Golf Classic)
- Complimentary breakfasts, lunches, and coffee breaks
- Complimentary access to all Summit educational sessions, plenaries & keynotes

THE 2022 CANADIAN GAMING SUMMIT COMES AT AN EXCITING AND IMPORTANT TIME FOR CANADIAN GAMING.

As we all know, this is a large, mature industry that is present and growing in every region of the country. Gaming on Canada generates significant benefits and activities across the broader Canadian economy, directly supporting approximately 182,500 jobs with an average salary of almost $65,000, which translates into $11.9 billion in labour income. Additionally, the industry purchases over $14.6 billion in goods and services annually, generating $18.9 billion of value-added GDP to the Canadian economy. Pre-COVID-19, the industry produced $16.1 billion in gaming win and an additional $1.0 billion in non-gaming revenue (food and beverage, entertainment, accommodations, retail, etc.) for a total of $17.1 billion.

Canada is also home to a sizeable number of leading gaming brands and industry pioneers thanks to our unique combination of innovative talent, strong technology infrastructure, competitive tax and immigration rules, capital investment, and exceptional support from our Federal and Provincial governments for digital innovation.

While COVID-19 resulted in the unprecedented closure of gaming facilities across Canada, the latter half of 2021 saw a considerable and impressive rebound as casinos reopened nationwide and many operators pivoted increasingly towards a new world of casino operations and digital gaming. Those pivots have led to new innovative technologies, shifted physical spacing and security demands on the gaming floor, the proliferation of cashless operations, and so much more.

There are also significant developments to discuss outside of land-based gaming. The enacting of legalized single-event sports betting promises a world of huge opportunity as provinces, led by Ontario, will open up their markets to private operators from inside and outside Canada in 2022. A recent report from Eilers & Krejcik Gaming estimates that Canada's 10 provinces will combine for a total online sports betting gross gaming revenue of $1.2 billion in 2022, with Ontario accounting for nearly half of that figure.

In addition, Ontario also looks set to lead the way by getting its new iGaming market off the ground, and operators and suppliers alike continue to innovate with impressive results. This all points to increased and sustained demand for new and innovative products and the long-term resurgence of investment in gaming in Canada.

Heading into 2022, Canada's gaming industry is a source of much attention and admiration around the world. There is so much for us all to demonstrate, to discuss, to learn. It's truly an exciting time to be part of this great industry.

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.

Industry suppliers from a wide variety of categories can benefit from exhibiting at the 2022 Summit:
Access Control • Advertising Services • Affiliate Marketing • Apparel/Uniforms • Architecture/Design/Décor • ATMS • Bingo • Cashless Gaming • Casino Products and Services • Charitable Gaming Products/Services • Coin and Note Counting/Handling • Compliance • Consultants • Daily Fantasy Sports • Energy Savings Products/Services • Entertainment • eSports •Facilities Maintenance/Operations • Financial Services • Food and Beverage • Furniture Game Design • Game Equipment • Gaming Apps • Human Resources • Training • iGaming • Information Systems and Technology • Intellectual Properties/Licensing • Legal/Regulatory • Lighting • Lottery • Loyalty Programs • Marketing/ Communications • Monitors/Screens • Networks/Software Development • Payments Processing • Promotional Items/Premiums • Security and Surveillance • Signage • Slots • Social Media • Software/Hardware • Sports Betting • Table Games • Technology • and more…

WELCOME TO THE 2022 CANADIAN GAMING SUMMIT INTEGRATED SPONSORSHIP PROGRAM

The 2022 Summit, Canada's premier and only annual industry Conference and exhibition for gaming professionals, will be held in Toronto, Ontario June 7-9 at the Metro Toronto Convention Centre (MTCC).

The 2022 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 your visibility and impact, this Integrated 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
- Pre-Summit Vendor and Supplier Meetings
- Summit Receptions
- Education Sessions, Keynotes, and Plenaries
- Summit Marketplace
- Breakfasts, Lunches, and Coffee Breaks
- Industry Awards
- Summit Show Guide
- Summit Website
- Canadian Gaming Business (CGB) magazine, CGB website and CGB E-news
- CGA (Canadian Gaming Association) website
- Summit Attendee Promotional Items
- Summit Host Hotels
- And More

*For questions or to book your 2022 Summit Sponsorship or Exhibit Space, please contact: Chuck Nervick at **416-803-4653** or **chuckn@mediaedge.ca***

FOCUS ON INTERACTIVE OPPORTUNITIES!

To increase traffic to your booth space during the 2022 Canadian Gaming Summit, the below activities will occur in our main hall that has been rebranded as the Summit Marketplace. This single room will deliver the following Summit activities:

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

The Summit Marketplace will create multiple opportunities for your firm to directly engage face-to-face with Summit delegates over two days!

2022 SUMMIT EDUCATION PROGRAM

The Canadian Gaming Summit takes great pride in its overall education program which has consistently been developed with direct input from the entire industry. We deliver content based on the industry's most pressing issues, presented by recognized industry leaders.

For 2022, the Summit will take a deeper dive into a wide range 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, Summit education sessions will occur inside our education theatres set up in the Summit Marketplace. This 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 for 2022 will be delivered in increments of 30 minutes/per + a 5-minute Q&A. This shorter time allotment will allow for more condensed presentations, opening up more time for delegates to interact with our valued exhibitors as well as their industry peers. The 2022 Summit education program will feature presentations by leading experts on topics such as iGaming, sports betting, new technologies, casino/online integration, loyalty/rewards, mobile gaming, lottery, data/analytics, regulatory and legal, finance, and community gaming, among others.

Who attends the annual Canadian Gaming Summit?

- Affiliate Marketing
- Casino Owners/Operators
- Community Gaming/Bingo
- Daily Fantasy Sports Companies
- eSports Companies
- Finance
- Horse Tracks
- iGaming Operators
- IT
- Legal
- Operations
- Payments Processors
- Procurement
- Provincial Lottery Corporations
- Regulators
- Security/Surveillance
- Senior Executives
- Sports Book Operators

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 financial support for the two Keynote Speakers
- The Summit will effectively promote your firm's involvement and funding of the Keynote Speakers before, during and after the 2022 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 inside the MTCC on Tuesday, June 7, from 8:00am onward (please advise so we can make the required venue arrangements)
- 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 PowerPoint 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 your private meetings, your firm has the opportunity to host clients at the Summit Golf Tournament that starts at 3:00pm EST on Tuesday, June 7

One 30' x 30' Themed On-Floor Lounge/Exhibit Space (please see the 2022 Summit floorplan):

- Your Platinum Sponsor lounge space will be positioned at the very front, centre of the main hall (Summit Marketplace) 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 products in the lounge space. All costs associated with the lounge space will be covered 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 2022 Summit to further enhance your profile and exposure

Bonus In-Summit Sponsor Benefits

Sponsors of the Summit dessert stations and on-going coffee service (Wednesday, June 8 and Thursday, June 9), Day One Opening Reception (Wednesday, June 8) and the Day Two Closing Reception (Thursday, June 9):

- 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 (Wednesday, June 8):

- This "by invitation only" event sponsored by the CGA and our valued Summit sponsors will continue its tradition of occurring in a unique and fun space providing attending delegates with a great forum to network and enjoy a great selection food and beverages
- The sponsors will be provided with VIP Reception invitations to send to their clients and prospects. The Summit will coordinate the onboarding and RSVPs once an attendee registers
- The Summit will effectively promote your involvement and support of the VIP Reception to Canadian gaming professionals before, during and after the 2022 Summit to further enhance your profile and exposure

Platinum Level Gaming Summit Sponsor Programs and Benefits:

Event Delegate Welcome Gift:

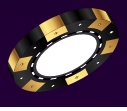
- Company logo and sponsor recognition on the Summit delegate welcome gift

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 2022 Summit session presenter or moderator. Summit delegates are looking towards gaming suppliers to bring timely 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 and lunches Wednesday, June 8 and Thursday, June 9
- Prominent booth sign indicating sponsorship level
- Entitled to receive full 2022 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 2023

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. This event has truly become a "must attend" event for all Canadians in attendance at G2E.
- This reception 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 and Bronze Supporting Sponsor Levels
- This event will continue its tradition of occurring in a unique and convenient space providing attending delegates with a great forum to network while enjoying a great selection of food and beverages
- The sponsors will be provided with CGA@G2E Reception invitations to send to their clients and prospects. The Summit will coordinate the onboarding and RSVPs once an attendee registers
- The Summit 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 2022 and Fall 2022 issues (under this sponsor category heading)
- Company logo in Summit sponsor recognition advertisement in the weekly CGB e-news (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:

In-Summit Customer Interaction Options

Pre-Summit Meeting Room:

- An exclusive opportunity to book vendor/client meetings in your own pre-Summit meeting room inside the MTCC on Tuesday, June 7, from 8:00am onward (please advise so we can make the required venue arrangements)
- 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 PowerPoint 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 your private meetings, your firm has the opportunity to host clients at the Summit Golf Tournament that starts at 3:00pm EST on Tuesday, June 7

One 30' x 30' Themed On-Floor Lounge/Exhibit Space (please see that 2022 Summit floorplan):

- Your Gold Sponsor lounge space will be positioned at the very front, centre of the main hall (Summit Marketplace) 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 products in the lounge space. All costs associated with the lounge space will be covered 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 2022 Summit to further enhance your profile and exposure

Bonus In-Summit Sponsor Benefits

Sponsors of the Summit dessert stations and on-going coffee service (Wednesday, June 8 and Thursday, June 9), Day One Opening Reception (Wednesday, June 8) and the Day Two Closing Reception (Thursday, June 9):

- 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 (Wednesday, June 8):

- This "by invitation only" event sponsored by the CGA and our valued Summit sponsors will continue its tradition of occurring in a unique and fun space providing attending delegates with a great forum to network and enjoy a great selection food and beverages
- The sponsors will be provided with VIP Reception invitations to send to their clients and prospects. The Summit will coordinate the onboarding and RSVPs once an attendee registers
- The Summit will effectively promote your involvement and support of the VIP Reception to Canadian gaming professionals before, during and after the 2022 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 2022 Summit session presenter or moderator. Summit delegates are looking towards gaming suppliers to bring timely 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 and lunches on Wednesday, June 8 and Thursday, June 9
- Prominent booth sign indicating sponsorship level
- Entitled to receive full 2022 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 2023

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. This event has truly become a "must attend" event for all Canadians in attendance at G2E.
- This reception 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 and Bronze Supporting Sponsor Levels
- This event will continue its tradition of occurring in a unique and convenient space providing attending delegates with a great forum to network while enjoying a great selection of food and beverages
- The sponsors will be provided with CGA@G2E Reception invitations to send to their clients and prospects. The Summit will coordinate the onboarding and RSVPs once an attendee registers
- The Summit 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 2022 and Fall 2022 issues (under this sponsor category heading)
- Company logo in Summit sponsor recognition advertisement in the weekly CGB e-news (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, 20′ x 20′ company display (please see the 2022 Summit floorplan):

- Booth space will be provided to all Silver-level sponsors at no additional charge
- This space does not necessarily have to contain equipment, but can 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 2022 Summit to further enhance your profile and exposure

Bonus In-Summit Sponsor Benefits

Overarching Sponsors of the Canadian Gaming Summit Delegate Lunches (Wednesday, June 8 and Thursday, June 9, 2022)

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

The Annual Delegate VIP Event (Wednesday, June 8):

- This "by invitation only" event sponsored by the CGA and our valued Summit sponsors will continue its tradition of occurring in a unique and fun space providing attending delegates with a great forum to network and enjoy a great selection food and beverages
- The sponsors will be provided with VIP Reception invitations to send to their clients and prospects. The Summit will coordinate the onboarding and RSVPs once an attendee registers
- The Summit will effectively promote your involvement and support of the VIP Reception to Canadian gaming professionals before, during and after the 2022 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 2022 Summit session presenter or moderator. Summit delegates are looking towards gaming suppliers to bring timely 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 lunches on Wednesday, June 8 and Thursday, June 9
- Prominent booth sign indicating sponsorship level
- Entitled to receive full 2022 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 2023

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. This event has truly become a "must attend" event for all Canadians in attendance at G2E.
- This reception 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 and Bronze Supporting Sponsor Levels
- This event will continue its tradition of occurring in a unique and convenient space providing attending delegates with a great forum to network while enjoying a great selection of food and beverages
- The sponsors will be provided with CGA@G2E Reception invitations to send to their clients and prospects. The Summit will coordinate the onboarding and RSVPs once an attendee registers
- The Summit 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 2022 and Fall 2022 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 20' company display (please see the 2022 Summit floorplan):

- Booth space will be provided to all Bronze-level sponsors at no additional charge
- This space does not necessarily have to contain equipment, but can 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 2022 Summit to further enhance your profile and exposure

Bonus In-Summit Sponsor Benefits

Overarching Sponsors of the Canadian Gaming Summit Delegate Breakfasts (on both Wednesday, June 8 and Thursday, June 9, 2022)

- Show Guide and website sponsor recognition near all 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 8):

- This "by invitation only" event sponsored by the CGA and our valued Summit sponsors will continue its tradition of occurring in a unique and fun space providing attending delegates with a great forum to network and enjoy a great selection food and beverages
- The sponsors will be provided with VIP Reception invitations to send to their clients and prospects. The Summit will coordinate the onboarding and RSVPs once an attendee registers
- The Summit will effectively promote your involvement and support of the VIP Reception to Canadian gaming professionals before, during and after the 2022 Summit to further enhance your profile and exposure

Gaming Summit Show Guide:

- One complimentary 1/4 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 2022 Summit session presenter or moderator. Summit delegates are looking towards gaming suppliers to bring timely 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 Wednesday, June 8 and Thursday, June 9
- Prominent booth sign indicating sponsorship level
- Entitled to receive full 2022 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 2023

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. This event has truly become a "must attend" event for all Canadians in attendance at G2E.
- This reception 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 and Bronze Supporting Sponsor Levels
- This event will continue its tradition of occurring in a unique and convenient space providing attending delegates with a great forum to network while enjoying a great selection of food and beverages
- The sponsors will be provided with CGA@G2E Reception invitations to send to their clients and prospects. The Summit will coordinate the onboarding and RSVPs once an attendee registers
- The Summit 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 2022 and Fall 2022 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)

GAMING OPERATOR & GAMING FACILITY INTEGRATED SPONSORSHIP PROGRAM

The pricing is based on the number of staff that attend from each organization or facility

This unique sponsorship or support package has been specifically constructed to provide a complete package for all attending staff from a single organization or from a single gaming facility.

Each staff member will receive the below at no additional charge:

- One, full Summit delegate registration
- Two hotel room nights
- Access to the following Summit activities:
  - Two breakfasts and lunches
  - All Summit coffee breaks
  - All Summit Keynotes and education sessions
  - All Summit social/networking events (Summit Gold Classic, Summit Soiree, Summit opening reception, Summit VIP reception, Summit closing reception)
  - Summit trade show floor
  - 2022 Canadian G2E Reception (Las Vegas)

*Please contact Chuck Nervick at **chuckn@mediaedge.ca** to discuss your organizational/facility requirements and staff package.*

All sponsors at this level will receive the following sponsor benefits:

- One private room for a staff event including room rental, A/V, and beverages (soft drinks, coffee, tea and water)
- Opportunity for your organization to become a 2022 Summit session presenter
- Hyperlinked company logo and sponsor recognition on Canadian Gaming Summit website, including positioning on webpages with reference to this supporting sponsorship
- 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)

Canadian Gaming Business (CGB) Print/Digital Media:

- Company logo placed on a sponsor recognition advertisement that will appear in the Spring 2022 and Fall 2022 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 2022 Canadian Gaming Summit, please note that several additional show sponsorship opportunities exist that all provide excellent exposure

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 all Summit delegate lanyards
- The lanyards will be provided to all attendees at the main Summit registration desk

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 2022 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 2023

Canadian Gaming Business (CGB) Print/Digital Media:

- Company logo placed on a sponsor recognition advertisement that will appear in the Spring 2022 and Fall 2022 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 @ $7,500 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:

WiFi Password

- Exclusive opportunity to customize the Summit WIFI password using your company name or product name

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 2022 Summit delegate registration list (post-event)
- First right of refusal on this sponsorship for 2023

Canadian Gaming Business (CGB) Print/Digital Media:

- Company logo placed on a sponsor recognition advertisement that will appear in the Spring 2022 and Fall 2022 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 SOCIAL *(Tuesday, June 7, 2022 | 8:00pm onwards)*

2 available @ $5,000 CAD per (CGA Member Rate), $8,000 CAD per (Non-Member Rate)

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

The sponsor receives the following benefits:

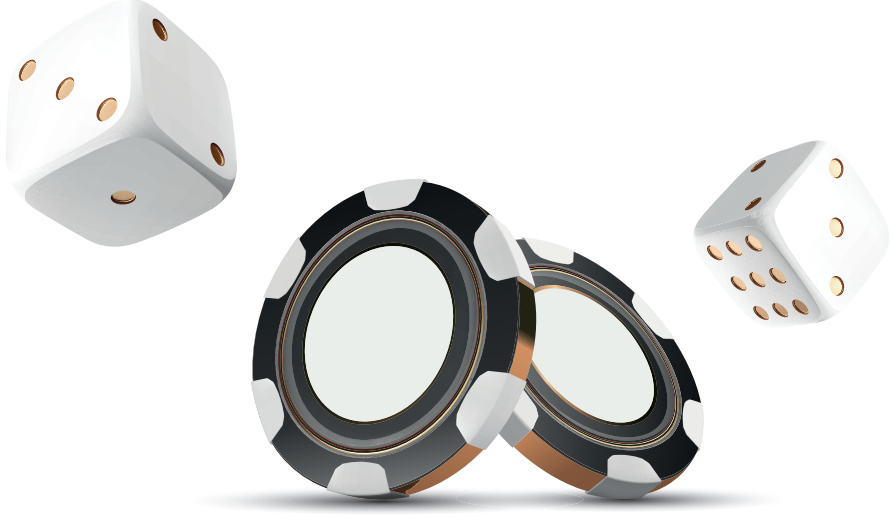
- Company logo and sponsor recognition on onsite signage
- Company logo placed in the Summit Show Guide - sponsor recognition advertisement under this sponsor category heading

Canadian Gaming Business (CGB) Magazine:

- Company logo Summit placed on a sponsor recognition advertisement that will appear in the Spring 2022 and Fall 2022 issues (under this sponsor category heading)
- Company logo in Summit sponsor recognition advertisement in the bi-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 sponsor recognition on Canadian Gaming Summit website
- Company logo and sponsor recognition on an advertisement on the Canadian Gaming Association website (under this sponsor category heading)
- Company logo on all pre-Summit delegate promotional materials (printed and digital)
- One complimentary Summit Delegate registration
- One complimentary Golf registration
- Permission to use this sponsor level reference in corporate marketing materials
- First right of refusal on this sponsorship for 2023



GAMING INDUSTRY SECTOR SPONSORSHIPS

2 Gaming Industry Sector sponsorships are available @ $5,000/per CAD (CGA Member Rate), $8,000/per CAD (Non-Member Rate)

This is an excellent opportunity to build corporate and brand visibility to the Canadian gaming industry

Two Gaming Industry Sector sponsorship positions are available for each of the following sectors:

- Legal
- Payments
- iGaming
- Security/Surveillance
- Sports Betting
- Community Gaming
- Consulting

Each Gaming Industry Sector sponsor will receive the following benefits:

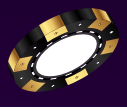
- Opportunity of being a Summit session presenter or panel moderator (Session Topic TBD)
- Company logo and sponsor recognition on onsite signage
- Company logo placed in the Summit Show Guide - sponsor recognition advertisement under this sponsor category heading

Canadian Gaming Business (CGB) Magazine and Digital Media:

- One company or product/service article, one page in size, posted in print and digital media
- One ½ page print advertisement in CGB Magazine
- One month of CGB website advertising
- Two releases of CGB e-newsletter advertising
- Company logo Summit placed on a sponsor recognition advertisement that will appear in the Spring 2022 and Fall 2022 issues (under this sponsor category heading)
- Company logo in Summit sponsor recognition advertisement in the bi-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 sponsor recognition on Canadian Gaming Summit website
- Company logo and sponsor recognition on an advertisement on the 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 registration
- Two complimentary Golf registration
- Permission to use this sponsor level reference in corporate marketing materials
- First right of refusal on this sponsorship for 2023



SHOW GUIDE SPONSOR

1 available @ $5,000 CAD (CGA Member Rate), $8,000 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 Show Guide sponsor heading
- 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 the 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 2022 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 2023

Canadian Gaming Business (CGB) Print/Digital Media:

- Company logo placed on a sponsor recognition advertisement that will appear in the Spring 2022 and Fall 2022 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)

2022 FIRST NATIONS CANADIAN GAMING AWARDS PROGRAM SPONSORSHIP

The 13th annual First Nations Canadian Gaming Awards will be presented during the keynote sessions and meals during the 2022 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), $8,000 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

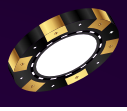
- One complimentary, 1/4 page/four-colour company advertisement
- Company logo placed on the Summit sponsor recognition advertisement (under this sponsor category heading)
- Company logo and sponsor recognition in exhibition floor plan spread
- Booth location reference and colour highlight on exhibition 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 2023

Canadian Gaming Business (CGB) Digital/Print Media:

- Company logo in the First Nations Canadian Gaming Award winners feature article in the Spring 2022 issue
- Company logo placed in the Gaming Summit sponsor recognition advertisement that will appear in the Spring 2022 and Fall 2022 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 @ $5,000 CAD (CGA Member Rate), $8,000 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 each hotel key card given to Summit 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 2023

Canadian Gaming Business (CGB) Print/Digital Media:

- Company logo placed on a sponsor recognition advertisement that will appear in the Spring 2022 and Fall 2022 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 2022 and Fall 2022 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 2023

SUMMIT GOLF CLASSIC *(Tuesday, June 7)*

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 2023

Canadian Gaming Business (CGB) Print/Digital Media:

- Company logo placed on a sponsor recognition advertisement that will appear in the Spring 2022 and Fall 2022 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 *(Tuesday, June 7)*

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:

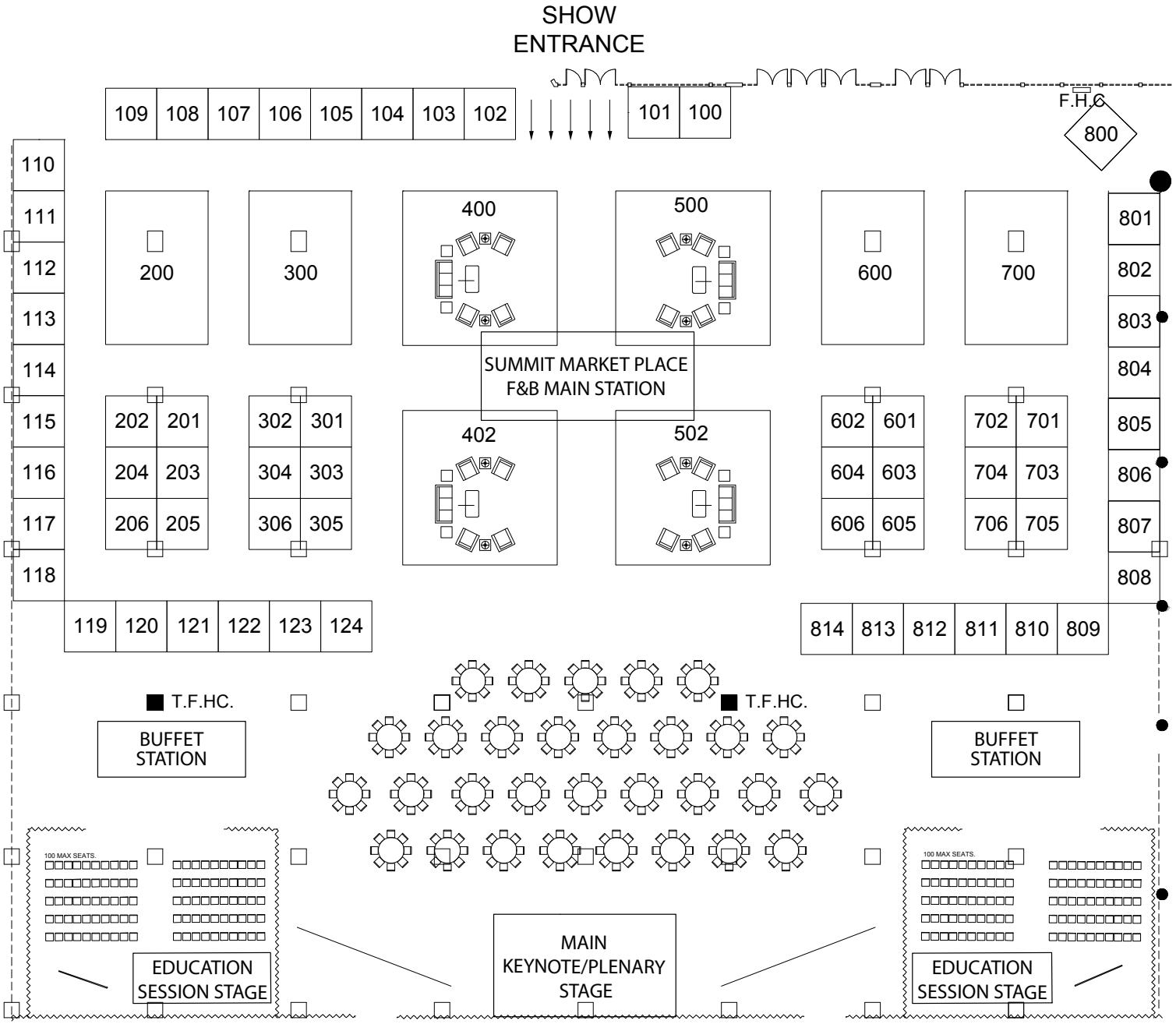
- Sponsor recognition signage at Golf Registration area
- Golf Classic tee box sponsor signage (with logo) for each hole sponsored
- Hyperlinked company logo and Golf Classic sponsor recognition near Gaming Summit website references to the Golf Classic
- Company logo and sponsor recognition near Gaming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

canadian gaming summit

2022 CANADIAN GAMING SUMMIT

METRO TORONTO CONVENTION CENTRE (NORTH HALL)

LEVEL 300, EXHIBITION, HALL C



canadian gaming summit

CONTRACT FOR EXHIBIT SPACE

June 7-9, 2022
METRO TORONTO CONVENTION CENTRE
Toronto, Ontario, Canada

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, 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 _____

*Questions? Please contact Chuck Nervick at **416-803-4653** or **chuckn@mediaedge.ca***

SEND CHEQUES PAYABLE TO:

Canadian Gaming Summit
c/o MediaEdge Communications Inc.
2001 Sheppard Avenue East, Suite 500, Toronto, Ontario M2J 4Z8
Phone: 416-803-4653 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, 2022

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 2022 show is cancelled and rescheduled to a 2023 date, the exhibitor will be required to pay a 50% deposit equal to their total booth costs to hold their 2022 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 2022 Show. The remaining 50% balance is due within 120 days of the new show date in 2022. If an exhibitor has paid 100% of their total booth fees prior to the show moving to a new date in 2022, those fees will be applied in full to the new show date in 2022 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 2022. The exhibitor agrees to carry a minimum of $2,000,000 commercial general liability insurance, naming the Metro Toronto Convention Centre (MTCC), the REMI Show and IFMA Show Canada 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.

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