



Receivables Management Association of Canada Inc.
Association Canadienne de la Gestion de Créances Inc.

Adapt & Thrive in a New World

Growth planning in a post-COVID world through consumer insights, data, technology and new HR strategies

2022 RMA Canada Conference

Date: November 23rd-24th, 2022

Location: Hilton Niagara Fall / Fallsview Hotel & Casino, 6361 Fallsview Blvd, Niagara Falls ON L2G 3V9

Title Sponsor (One) - \$10,000.00

Pre-Conference

- ☐ Promotional advertisement (Social Media sites)
- ☐ Link to sponsor's website on RMA website with URL



During Conference

- ☐ Title sponsor will be the conference's main sponsor
- ☐ Formal sponsorship recognition will be provided by the President as title sponsor
- ☐ Sponsor's logo will be scrolling/displayed on screens throughout the conference and on sponsors Virtual tab on the host platform
- ☐ Five minutes to address conference
- ☐ TWO full size conference banner dedicated to sponsor
- ☐ Four registrations to the conference
- ☐ Sponsor to introduce the President's Message
- ☐ Title sponsor a physical and virtual vendor presence.
- ☐ Title sponsor will be able to host chats and schedule meetings with attendees
- ☐ The company logo on website as title sponsor

Post-Conference

- ☐ Link to sponsors website include for six months following conference
- ☐ Post advertisement (Social Media sites)



Champion Sponsor (Two) - \$6,000

Pre-Conference

- ☐ Promotional advertisement (Social Media sites)
- ☐ Link to sponsor's website on RMA website with URL



During Conference

- ☐ Formal sponsorship recognition will be provided by the President as champion sponsor
- ☐ Sponsor's 60 second video will be in rotation on display screens in the main conference hall.
- ☐ Four of the conference banners throughout the conference will be used to display the sponsor's logo and web link (50% of the banner)
- ☐ Two registrations to the conference
- ☐ A physical and virtual vendor booth opportunity
- ☐ The champion sponsors will each present one of the keynote or dinner speakers
- ☐ Champion sponsor will be able to host chats and schedule meetings with attendees

Post-Conference

- ☐ Link to sponsors website include for six months following conference
- ☐ Post advertisement (Social Media sites)



Platinum (8) - \$5000

Pre-Conference

- ☐ Promotional advertisement (Social Media sites)
- ☐ Link to sponsor's website on RMA website with URL



During Conference

- ☐ Formal sponsorship recognition will be provided by the President
- ☐ Sponsor's 60 second video will be in rotation on display screens in the main conference hall.
- ☐ The platinum sponsors will each present one of the breakfast, lunch, or afternoon breaks, or sponsor the hospitality suite
- ☐ Four of the conference banners throughout the conference will be used to display the sponsor's logo and web link (large advertisement)
- ☐ Two registrations to the conference
- ☐ A physical and virtual vendor booth opportunity
- ☐ Platinum sponsors will be able to host chats and schedule meetings with attendees

Post-Conference

- ☐ Link to sponsors website include for six months following conference
- ☐ Post advertisement (Social Media sites)



Gold Sponsor (25) - \$3,000.00

Pre-Conference

- ☐ Promotional advertisement (Social Media sites)
- ☐ Link to sponsor's website on RMA website with URL



During Conference

- ☐ Formal sponsorship recognition will be provided by the President
- ☐ Sponsor's logo will be in rotation on display screens in the main conference hall.
- ☐ Four of the conference banners throughout the conference will be used to display the sponsor's logo and web link
- ☐ One registration to the conference
- ☐ A physical and virtual vendor booth opportunity
- ☐ Gold sponsor will be able to host chats and schedule meetings with attendees

Post-Conference

- ☐ Link to sponsors website include for six months following conference
- ☐ Post advertisement (Social Media sites)



HOW TO REGISTER YOUR SPONSORSHIP:

It's been a long time since 2019 and we've been able to meet in person – we look forward for the opportunity to network in person and be able to present our companies with physical presences. If you would like to be a sponsor and support the Receivables Management Association of Canada, please do the following:

- Email info@rmacanada.org with your company name and what level of sponsorship you would like. Previous years' sponsors will be given the opportunity to maintain their existing sponsorship levels. Please send an email by June 30th to reserve your position.
- After your sponsorship level is reserved, we will ask you to mail a cheque to be received by August 31st, to:

Receivables Management Association of Canada
c/o 25-1144 Coronation Drive, London, ON, N6G 5S1

If you have any questions, email info@rmacanada.org or call Blair DeMarco-Wettlaufer at 833-402-1400.



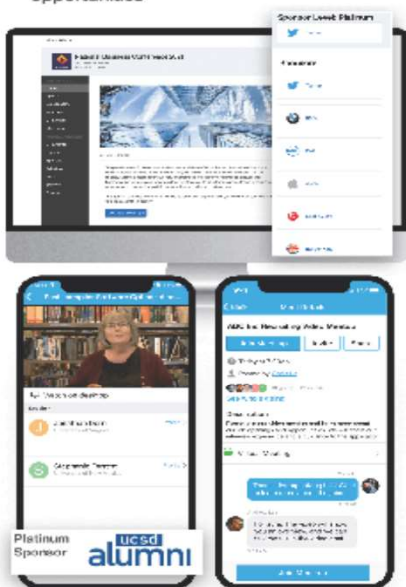
Whova

For Virtual Event Sponsors

Maximize Exposure, Connect with Attendees, and Drive ROI

Key Benefits for Sponsors

- Maximize brand exposure with banners on both **mobile app** and **web app**
- Start virtual meet-ups with attendees
- Engage attendees via the Community Board
- Get insight of attendees via SmartProfile
- Discover and nurture high quality leads
- Achieve high ROI with various promotional opportunities



Maximize Exposure with Highly Adopted Apps

Broaden your competitive edge by improving your company's public image, prestige and credibility through highly visible mobile and web event apps. Exploit showcase opportunities starting from a few weeks prior to your event and connect with even more attendees online.



Sponsor Impressions Download Rate Love Whova

"We were a major sponsor of the Mardi RAW conference and very much liked the app. We may suggest it to the future to other conferences and maybe even sponsor it."

Mark Vera, Director of Operations and Sales | Aqua-Tech Co

Showcase More, Meet Leads Online Easily

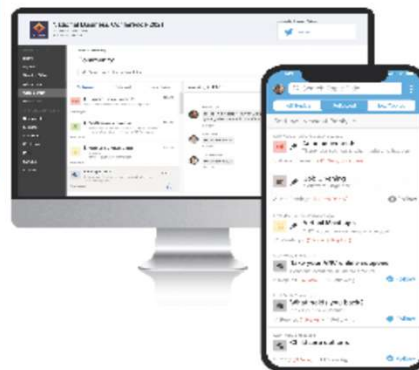
Banners in Multiple Places: See your ad banners constantly displayed on Whova's mobile event app and web app in places that are frequently visited by attendees, including: the event home, live stream and session videos, attendee list, and more!

Virtual Meet-ups, and more: Engage attendees via virtual meet-ups, private in-app messaging, e-business cards exchanging, and promotional posts and product videos, all within Whova.

"A lot of them (sponsors) commented publicly that they reached out to more people than in-person event. It was a win-win!"

Allison Bleyler, Director of Marketing | VentureWell

Whova for Virtual Event Sponsors



Engage Attendees and Generate More Leads

Exploit opportunities to engage with attendees in personal and organic ways through the **Event Community Board**. Post promotional offers, share product information, hold virtual meet-ups, and generate more leads.



"As a sponsor, I found Whova to be fantastically useful. The ability to connect with conference attendees I might not have seen and to do so in a friendly, not overly-forward manner, was invaluable."

Bertrand Haure, Galway Trading USA LLC

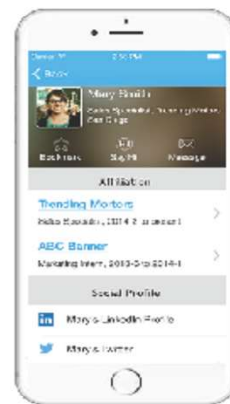
Discover High Quality Leads

Deep Insight into Leads: Gain understanding of attendees' professional backgrounds and interests from breakthrough **SmartProfiles** to generate high quality business opportunities.



"I found the Whova app to be practical, easy to use, and a good investment of my time. I've already had contact with the leads I put into the app."

Ty Stevenson, Consultant | LEGO education



Exposure

- Mobile/Desktop Banner Ads
- Sponsor List
- Custom Links
- Collateral Upload
- Social Media Integration

Lead Engagement

- Attendee SmartProfiles
- Private In-app Messages
- Virtual Meet-ups / Video Chats
- Contact Exchange
- Built-in Meeting Scheduler


Lead Generation

- Customized Promotional Offers
- Easy Lead Retrieval
- Event Community Board
- Lead Bookmarks
- Performance Metrics

2021 RMA Sponsor Results from Whova


SPONSOR IMPRESSIONS	LEADS GENERATED BY EXHIBITORS	TOTAL ACTIVE USERS
201866	675	204
USERS WHO SIGNED IN EITHER MOBILE OR WEB APP		

Speaker Center




Speaker info collector & sleek speaker webpage builder

Event Bulletin Board




Boost attendee participation with event-specific topics, Q&A, etc

Name Badge & Check-in




Create professional-looking name badges; Enjoy fast & easy check-in

Agenda Center




Elegant agenda webpage builder; Update once, sync it everywhere

Announcement



Engage/update attendees with real-time push notifications

Exhibitor Solution



Attract exhibitors with affordable lead generation solutions

whova app MOBILE & WEB APP ACTIVE USERS

TOTAL ACTIVE USERS	USED BOTH MOBILE & WEB APP
204	100
USERS WHO SIGNED IN EITHER MOBILE OR WEB APP	USERS WHO DOWNLOADED THE MOBILE APP AND SIGNED IN TO WEB APP
MOBILE APP ACTIVE USERS	WEB APP ACTIVE USERS
60%	86%
124/204	175/204

PRIVATE MESSAGES 1-ON-1

1132

ATTENDEE INTERACTION 1-ON-1

1001

Attendees who have interacted with each other in private 1-on-1 messages

COMMUNITY BOARD TOTAL MESSAGES

623

POLL RESULTS RECEIVED

320