



PRESENTED BY TROJANONE LTD.

**CSFX** CANADIAN  
SPONSORSHIP  
FORUM **2014**

Ottawa, July 9-11 [csfx.ca](http://csfx.ca)

HOSTED BY RBC BLUESFEST

# X-TENDING A WELCOME

We're very excited about the changes to Forum for the upcoming year. In 2014, CSF becomes CSFX! The X theme signifies not only the fact that it's our 10<sup>th</sup> year, but also that we've added an extra dimension to the conference's mandate this year: Experiential Marketing.

It's the perfect extension, as sponsorship activations provide an ideal forum for consumers to see, hear, taste, feel and interact with products and services. At CSFX, we will be covering all aspects of experiential marketing, from live activation to digital experiences and activations through other media.

So it's time to crank it up to 10! And that won't be hard to do, since we'll be putting on our blue suede shoes and partnering with a world-class music festival in the RBC Bluesfest, celebrating its 20<sup>th</sup> anniversary in 2014. That will ensure a milestone event experience for all.

You'll get a broader scope, a deeper experience, and more content than ever before.

In other words, it will rock!

# INTRODUCTION

Over the past nine years, the **Canadian Sponsorship Forum** has established itself as the premier sponsorship conference experience like no other.

We've travelled the length of our country – each year visiting a new destination, partnering with Canada's biggest and most important properties, showcasing the best in Canadian sponsorship stories, and exploring the themes that are important to our industry.



# CSF-Xperts



## OUR DELEGATES

Each year, the Canadian Sponsorship Forum attracts delegates from across a wide array of sponsor categories, property types and agencies. In 2013, 95% of our representatives were sponsorship decision-makers or senior sponsorship advisors.

Attended by 300 corporations, agencies, events, advertisers, educators and consultants, with a database of over 4,000, the conference represents the largest gathering of Canada's top decision-makers, leaders and executives who impact an even larger network of individuals after the completion of the conference.

Delegates will connect and reconnect, network, learn from each other, and form business relationships all while immersing themselves in the excitement and vibe of RBC Bluesfest.

# CSF-Xperts

## OUR SPEAKERS

CSFX attracts an unrivaled line-up of speakers comprised of thought-leaders in the marketing and sponsorship industry. The best and brightest from across Canada and around the world come to share their experience and insights on the issues facing our industry.

Our presenter roster includes key players from Canada's largest properties and corporations who will share best practices while engaging delegates with illuminating and inspirational sponsorship stories. Attendees will benefit from absorbing the latest research, analysis and industry trends.

With top-notch speakers and lots of opportunities to interact, exchange knowledge and share ideas, CSFX provides delegates with an unparalleled learning experience.



**CHRISTOPHER OVERHOLT**  
Chief Executive Officer  
*Canadian Olympic Committee*



**VANESSA THOMAS**  
Managing Director, Canada  
*Songza*



**AARON SILVERBERG**  
Vice President, Marketing and  
Business Development  
*TimePlay*



**STEPHEN ILKIW**  
Manager, National Sponsorships  
and Network Marketing  
*PwC Canada*



# CSF-Xperience

WE'RE EXCITED TO BE GOING TO THE BEAUTIFUL CITY OF OTTAWA FOR **CSFX 2014**. VIBRANT AND ALLURING, OUR NATION'S CAPITAL HAS MUCH TO OFFER VISITORS, FROM THE SIGHTS AND SOUNDS OF PARLIAMENT HILL AND THE CHANGING OF THE GUARD, TO HISTORIC BYWARD MARKET AND THE FAMOUS RIDEAU CANAL.

Ottawa is also a capital of culture, home to some of Canada's finest museums and festivals, as well as a rich diversity of nightlife and entertainment.

Our host hotel for CSFX 2014, the Westin Ottawa is located in the heart of the city overlooking the Canal, offering easy access to all the attractions of Canada's capital city, plus state-of-the-art conference facilities, a 24-hour Business Centre, a fitness studio, squash court, and an indoor saltwater pool.

# CSF-Xcellence



IN 2014, CSFX IS PARTNERING WITH THE RBC BLUESFEST. LAUNCHED IN 1994, THE RBC BLUESFEST IS RANKED BY *BILLBOARD* MAGAZINE AS ONE OF THE TOP-10 OUTDOOR MUSIC FESTIVALS IN THE WORLD.

People travel from all over to attend, and Ottawa music fans eagerly anticipate opening night, year after year.

More than 300,000 visitors attended the RBC Bluesfest in 2013. It's become one of North America's most highly regarded tourist events.

Programming features blues, R&B, gospel, world music, rock, pop, and more, from local, regional, national and international musicians. The festival draws some of the biggest names in music from around the world.

*Past headliners include: Al Green, Ben Harper, B.B. King, Blue Rodeo, Bonnie Raitt, Bryan Adams, Dan Aykroyd, Feist, James Brown, James Taylor, Jeff Beck, Kanye West, Kid Rock, KISS, Lauryn Hill, Dixie Chicks, Metric, The Black Keys, Fun., Ray Charles, Sheryl Crow, Sting, The Tragically Hip, Van Morrison, The Flaming Lips, Bob Dylan, Snoop Dogg, Skrillex, and ZZ Top, among others.*

# CSF-Xcitement

CELEBRATING 10 YEARS, **CSFX 2014** PROMISES TO BE THE BEST FORUM YET.

Above and beyond being an opportunity to learn from and interact with industry leaders in sponsorship and, now, experiential marketing, Forum also prides itself on creating exciting networking events that bring our professional community together and forge connections.

Drawing on the energy, excitement and communal feeling of the RBC Bluesfest, CSFX 2014 will undoubtedly provide an unforgettable experience.



# JOIN THE X-perience TODAY

**3-Day Pass: \$1,995**

**3-Day Early Bird Pass: \$1,995 (incl. free 2-night stay)**

*Note: Early Bird Delegates will have their hotel booked by CSFX.  
Secure your Early Bird pass today while they're still available!*

**3-Day Early Bird "Home Town" Pass: \$1,695**

**Single Day Pass: \$795**

**Group Pass (3 or more delegates): \$1,695 each pass**

*Please note: Displayed prices do not include 13% Ontario HST.*

## HOST VENUE

The Westin Ottawa

11 Colonel By Drive, Ottawa ON

Delegate Room Rate: \$168/night + 3% DMF (destination marketing fee) + HST

Call 1-888-627-8528 and mention the Canadian Sponsorship Forum or click below for reservations.

**RESERVATIONS**

To contact CSFX directly, call 1-888-400-2228 or email [info@canadiansponsorshipforum.com](mailto:info@canadiansponsorshipforum.com)

