

# Canada Logistics Briefing Fall 2021

Live, Interactive Virtual Event | Nov 2-4

Online!



## About Canada's Logistics Briefing

**Canada's Logistics Briefing** is an all-new event presented by CITT, Canada's Logistics Association. Entirely online and easily accessible by logistics professionals across the country, the event is comprised of three half-days (November 2-4), with briefing sessions that are highly relevant, data-driven, and address the burning issues present and future facing Canadian Logistics Professionals. It will be a can't-miss event for professionals who need expert insights and analysis from top thought leaders and businesses.

We expect the Briefing to attract an audience similar to that of CITT's virtual conference in 2020. Expect 200+ senior decision-makers from businesses whose core business is logistics, such as carriers, 3/4PLs, warehousing, ports, and from shippers across verticals including mining, agriculture, manufacturing, retail, chemicals and more.

## Engaging Online Experience

Since the spring of 2020, CITT has been presenting leading-edge online events that exceed attendee and sponsor expectations. Canada's Logistics Briefing will run on PheedLoop – an innovative virtual events platform, whose other partners include TEDx and NASA.

The event isn't a set of "talking head" videos. It's opportunities for interaction, idea-sharing and networking between the learning. All with a fully integrated briefing game, keeping attendees engaged with speakers, each other, and our sponsors.

CITT has already run many events online using this platform, with attendees and sponsors alike thrilled with the outcome. Don't miss your chance to make a lasting impression in this state-of-the-art thought leadership event.

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## Attendees are decision-makers from across sectors

Attendees are a mix of shippers (from a variety of industries including manufacturing, retail, food & grocery, agriculture, chemicals, pharmaceuticals, oil & gas, and more), carriers (including road, rail, marine, pipeline & air), as well as 3PLs and 4PLs, ports, and providers of ancillary services. Most are at the manager level or more senior, including directors, VPs, presidents, and the C-Suite. And by going online, we expect an even bigger pool of attendees, including the high-value senior executives who might otherwise have trouble fitting a live event into their schedules.

## Get industry-wide promotion for your brand

Canada Logistics Briefing attracts hundreds of attendees and will be bigger than ever before with the accessibility offered by an online event. The brand exposure for sponsors in the event itself is unparalleled, and you'll also get major, multi-touch promotion in the months and weeks leading up to the event:

- 4,500 supply chain logistics professionals on CITT's own lists
- 50,000 professionals who subscribe to Inside Logistics, Truck News and Today's Trucking email lists
- 11,000+ professionals who follow CITT's LinkedIn company page
- If professionals working on either the "shipper" or service provider side of supply chain logistics are your customers, participating in Canada's Logistics Briefing as a sponsor is a great way to get in front of them while also aligning your brand with another strong, trusted brand: CITT—industry's most valued source of logistics courses, professional certification, and expertise.

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## High-Impact Opportunities for Every Strategy and Budget

The online platform for Canada Logistics Briefing 2021 offers effective new tools for your marketing and sales plan – as well as the traditional tactics businesses have been successfully using at Canada Logistics Conference for years.

Below are some of the features our current sponsors are excited about.

- **Analytics** on visitors to your virtual booth and company page on the briefing platform, including contact information
- **Incentives for performing customizable actions**, such as contacting your rep, visiting your company's LinkedIn page, and much more
- **Pre-roll videos** before session broadcasts, where your branded message will be shown to attendees
- **Host a breakout room or networking session** with complete flexibility on timing
- Request and **schedule meetings with any registered attendee**
- **Save time and money** – your BD team won't have to travel. And, you can get a speaking opportunity for your highest-profile thought leaders that will only take a few hours out of their schedules.
- **Complete flexibility.** If your marketing or sales team has an idea for a tactic or sponsorship not outlined here, we can work directly with you and the online platform to bring it to life

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## Briefing Game

### Get memorable, custom interactions that fit your business goals

Integrated with the event platform is a “gamification” component, in which attendees can earn points towards prizes by performing custom activities. From chatting with your rep online or watching your video content to visiting your social media pages, you’ll have the ability to pick the attendees options that best help you achieve your goals.

**How does it work?** Attendees earn points by completing actions – and those with the highest point scores win prizes! For actions integrated into the virtual event platform, such as watching your video content, they’ll get the points automatically. For others, we’ll generate a unique code you can give out for that action – for example, on your LinkedIn page or for your rep to award at the end of a conversation. No matter what you’d like your prospective customers do to, this game is an engaging and memorable way of making it happen.

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## Audience

CITT anticipates attendance similar in profile to our annual conference and our 2020 virtual conference. Below is a listing of participants in attendance at that event.

**GX Transportation Solutions Inc.** - Managing Partner

**Transall Group of Companies** - President

**Loomis Express** - President

**Mosaic Logistics** - Managing Partner

**Drone Delivery Canada** - Senior Account Manager

**Walmart Canada Corp.** - Senior Manager, Flow Supply Chain Planning

**Liquor Control Board of Ontario** - Senior Vice-President & Chief Supply Chain Officer

**Gordon Food Services** - National Retail Distribution Network Projects Leader

**Global Distribution & Warehousing** - Director of Operations

**Canaan Transport Group** - Managing Director

**Walmart Canada Corp.** - Senior Manager, Transportation Services

**BC Tree Fruits Cooperative** - Chief Executive Officer

**FedEx Logistics** - Managing Director Sales

**Saint John Port Authority** - Senior Vice President, Trade and Business Development

**Ghost Transportation Services** - General Manager

**Western Logistics** - CEO

**The NorthWest Company** - Senior Manager, Distribution

**The Beer Store & Brewers Distributor Ltd.** - Manager, Data Governance

**Growers Supply Company Ltd.** - General Manager

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- SC Johnson Professional** - North American Logistics Manager
- Royal Canadian Mint** - Manager, Project Operations and Compliance
- Cardinal Health** - Director, Strategic Transportation Management
- Erb Transport Limited** - Senior Director - Canadian Terminal Operations
- LogiQube Consulting Inc.** - Partner
- Canadian Tire Corporation** - Vice President, Transportation
- eManifest Express** - President
- CertainTeed Gypsum Canada Inc.** - Canadian Logistics Manager
- Simard Transport** - General Manager
- Princess Auto** - Senior Leader, Canadian Transportation
- Laser Transport Inc** - Vice President
- CEVA Logistics** - Director Client Solutions – Canada
- Armour Transportation Systems** - Director Operations and Customer Service Ontario and Quebec
- C.H. Robinson** - Vice President, North American Surface Transportation
- Rutherford Global Logistics** - Director of Operations, Eastern Canada

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## Title Sponsor – \$15,000

This prestigious, high-profile package puts your business front-and-center in the minds of senior professionals and decision-makers. Including significant pre-event promotion, speaking/moderating opportunities, and a diverse suite of in-event advertising options, the Title Sponsor is a package sure to associate your brand with excellence in supply chain logistics – and leave a lasting impression with every person in attendance.

## Package Details

- **Briefing Co-Branding**  
For the entirety of pre-briefing promotion, during the Briefing, and in post-briefing marketing, you will be prominently featured as Title Sponsor, with prominent co-branding on graphics and collateral added where possible.
- **Full Briefing Presentation + Live Q&A**  
Deliver a subject-specific briefing of your choosing as part of the program, as well as a Q&A following it. As Title Sponsor, the session will be highlighted in frequent update emails to attendees and verbally throughout the Briefing. As CITT itself is curating most of the Briefing topics, this package gives very limited access to a speaking opportunity at Canada's Logistics Briefing 2021.
- **Seat on Panel Briefing**  
Several of the briefing sessions will be in a panel format. As Title Sponsor, CITT will work with you to determine the topic of the briefing and will be entitled to either a seat on the panel or the ability to moderate the panel.
- **Verbal Recognition**  
Verbally recognized as Title Sponsor, as well as a reminder of your products and services before each day's content sponsorship, you will be entitled to present a webinar as part of CITT's monthly series.

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- **Social Media Exposure**  
Leading up to and during the Briefing, you will be thanked, and your session promoted to CITT's LinkedIn following of over **11,000** industry professionals.
- **Email Marketing Exposure**  
In marketing, in-event and post-briefing communications, your logo will be featured in communications to CITT's exclusive email list of over **4000** industry professionals. **Your logo will also be included in communications sent to attendees throughout the briefing.**
- **Virtual Exhibitor Booth**  
A home base for your brand that is fully integrated into the virtual platform. Populate the booth with information about your organization, include videos and links to your website and social media pages. Includes an integrated chat component where a representative can have conversations with visitors. We recommend using an Incentivized Action (see below) for booth interactions.
- **Three Video Spots**  
Before three sessions of your choosing, the virtual platform will play a video clip. Use a promotional video or other content.
- **3 Incentivized Actions in the Briefing Game**  
Incentivize attendees to complete actions key to your business goals. We'll provide you with 3 codes for points in the briefing game you can distribute. We recommend distributing one during your session and one at your exhibitor booth.
- **5 full Briefing attendance passes**  
These passes grant full access to all three days of learning and networking sessions, as well as access to the Briefing chat where you can reach out to prospects or peers. They can also be used as gifts to valuable partners.

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## Thought Leadership Sponsor – \$8,500

~~Only 3 available!~~ **2 remaining!**

Host a 30-minute speaking opportunity at the event. CITT proposes hosting a briefing session, presenting a topic of your choosing, creating marketing momentum and awareness with CITT's audiences in a multichannel approach.

### Package Details

- **Full Briefing Presentation + Live Q&A**  
Deliver a subject-specific 30-minute briefing of your choosing as part of the program, as well as a Q&A following it. As Thought Leadership Sponsor, the session will be highlighted in frequent update emails to attendees and verbally throughout the Briefing. As CITT itself is curating most of the Briefing topics, this package gives very limited access to a speaking opportunity at Canada's Logistics Briefing 2021.
- **Verbal Recognition**  
Verbally recognized as a thought leadership sponsor at the beginning of each day's briefings.
- **Social Media Exposure**  
Leading up to and during the Briefing, you will be thanked, and your session promoted to CITT's LinkedIn following of over **11,000** industry professionals.
- **Email Marketing Exposure**  
In marketing, in-conference and post-briefing communications, your logo will be featured in communications to CITT's exclusive email list of over **4,000** industry professionals. **Your logo will also be included in communications sent to attendees throughout the briefing.**
- **Virtual Exhibitor Booth**  
A home base for your brand that is fully integrated into the virtual platform. Populate the booth with information about your company, include videos and links to your

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website and social media pages. Includes an integrated chat component where a representative can have conversations with visitors. We recommend using an Incentivized Action (see below) for booth interactions.

- **2 Incentivized Actions in the Briefing Game**

Incentivize attendees to complete actions key to your business goals. We'll provide you with 2 codes for points in the briefing game you can distribute. We recommend distributing one during your session and one at your exhibitor booth.

- **2 full Briefing attendance passes**

These passes grant full access to all three days of learning and networking sessions, as well as access to the Briefing chat where you can reach out to prospects or peers. They can also be used as gifts to valuable partners.

## Games Sponsor – \$6,000

Link your brand to the exciting Briefing game that attendees will be using again and again throughout the event. During our launch of an event game during Saskatchewan Transportation Week 2020, most attendees were engaged in the game daily, and the codes are given out in every session, giving your business repeated exposure in a positive, memorable context.

## Package Details

- **Co-branding Opportunity**

Receive co-branding of the game: "CLB2021 Game: Presented by **Your Company**"

- **Verbal Recognition**

Verbally recognized as the official games sponsor at the beginning of each day's briefings.

- **Social Media Exposure**

Leading up to and during the Briefing, you will be thanked, and your company will be

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promoted to CITT's LinkedIn following of over **11,000** industry professionals.

- **Email Marketing Exposure**

In marketing, in-conference and post-briefing communications, your logo will be featured in communications to CITT's exclusive email list of over **4,000** industry professionals. **Your logo will also be included in communications sent to attendees throughout the briefing.**

- **Virtual Exhibitor Booth**

A home base for your brand that is fully integrated into the virtual platform. Populate the booth with information about your company, include videos and links to your website and social media pages. Includes an integrated chat component where a representative can have conversations with visitors. We recommend using an Incentivized Action (see below) for booth interactions.

- **5 Incentivized Actions in the Briefing Game**

Incentivize attendees to complete actions key to your business goals. We'll provide you with 5 codes for points in the briefing game you can distribute. We recommend distributing codes during your session and at your exhibitor booth.

- **1 full Briefing attendance passes**

This pass grants full access to all three days of learning and networking sessions, as well as access to the Briefing chat where you can reach out to prospects or peers. It can also be used as a gift to a valuable partner.

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## Networking Sponsor – \$5,000

Only 2 available!

Building connections is often the most valuable experience in any event – and this package lets you bring that right to attendees. In the virtual event environment, networking sessions offer the face-to-face conversation and sense of community that Canada Logistics Briefing is known for. Be known for leading the conversation and get major marketing exposure before and during the event.

### Package Details

- **Host a Virtual Networking Session**  
Zoom group networking session, branded with your logo and led by a representative of your company will be part of the briefing main program at the end of day 1 or 3.
- **Video Spots**  
Play your branded video, content or commercial before your networking session.
- **Verbal Recognition**  
Verbally recognized as a networking sponsor at the beginning of each day's briefings.
- **Social Media Exposure**  
Leading up to and during the Briefing, you will be thanked, and your company will be promoted to CITT's LinkedIn following of over **11,000** industry professionals.
- **Email Marketing Exposure**  
In marketing, in-conference and post-briefing communications, your logo will be featured in communications to CITT's exclusive email list of over **4,000** industry professionals. **Your logo will also be included in communications sent to attendees throughout the briefing.**
- **2 Incentivized Actions in the Briefing Game**  
Incentivize attendees to complete actions key to your business goals. We'll provide you

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with 2 codes for points in the briefing game you can distribute. We recommend distributing one during your session and one at your exhibitor booth.

- **1 full Briefing attendance passes**

This pass grants full access to all three days of learning and networking sessions, as well as access to the Briefing chat where you can reach out to prospects or peers. It can also be used as a gift to a valuable partner.

- **Virtual Exhibitor Booth – Available for a fee**

A home base for your brand that is fully integrated into the virtual platform. Populate the booth with information about your company, include videos and links to your website and social media pages. Includes an integrated chat component where a representative can have conversations with visitors.

## **Exhibiting Sponsor – \$2,500**

**Only 5 available!**

Be recognized as one of the central sponsors in bringing this unprecedented event into the homes and offices of the Canadian supply chain logistics community. This package includes prominent branding as well as interaction opportunities via the briefing game.

## **Package Details**

- **Verbal Recognition**

Verbally recognized as an exhibiting sponsor at the beginning of each day's briefings.

- **Social Media Exposure**

Leading up to and during the Briefing, you will be thanked, and your company will be promoted to CITT's LinkedIn following of over **11,000** industry professionals.

- **Email Marketing Exposure**

In marketing, in-conference and post-briefing communications, your logo will be

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featured in communications to CITT's exclusive email list of over **4,000** industry professionals. **Your logo will also be included in communications sent to attendees throughout the briefing.**

- **1 Incentivized Action in the Briefing Game**

Incentivize attendees to complete an action key to your business goals. We'll provide you with a code for points in the briefing game you can distribute. We recommend distributing one during your session.

## Briefing Sponsor – \$2,000

Only 2 available!

An opportunity to sponsor a panel update session of your choosing, show your support for the industry and importance to bringing these vital topics to the audience.

## Package Details

- **Verbal Recognition**

Verbally recognized as the official prizes sponsor at the beginning of each day's briefings.

- **Social Media Exposure**

Leading up to and during the Briefing, you will be thanked, and your company will be promoted to CITT's LinkedIn following of over **11,000** industry professionals.

- **Email Marketing Exposure**

In marketing, in-conference and post-briefing communications, your logo will be featured in communications to CITT's exclusive email list of over **4,000** industry professionals. **Your logo will also be included in communications sent to attendees throughout the briefing.**

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## Prize Sponsor – Negotiable

Be the name everyone's after! Sponsor a grand prize for the briefing game for repeated positive exposure throughout the event. If you've got an idea for a grand prize that fits your brand or marketing message, we're happy to accommodate it!

### Package Details

- **Verbal Recognition**  
Verbally recognized as the official prizes sponsor at the beginning of each day's briefings.
- **Social Media Exposure**  
Leading up to and during the Briefing, you will be thanked, and your company will be promoted to CITT's LinkedIn following of over **11,000** industry professionals.
- **Email Marketing Exposure**  
In marketing, in-conference and post-briefing communications, your logo will be featured in communications to CITT's exclusive email list of over **4,000** industry professionals. **Your logo will also be included in communications sent to attendees throughout the briefing.**

## Advertising Sponsor – \$600

The perfect way to have your brand associated with Canada's thought leadership event for supply chain logistics at great value. Your logo, linked to your website where applicable, will be on the event platform as well as briefing promotional materials.

### Package Details

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- **Verbal Recognition**  
Verbally recognized as an advertising sponsor at the beginning of each day's briefings.
- **Social Media Exposure**  
Leading up to and during the Briefing, you will be thanked, and your company will be promoted to CITT's LinkedIn following of over **11,000** industry professionals.
- **Email Marketing Exposure**  
In marketing, in-conference and post-briefing communications, your logo will be featured in communications to CITT's exclusive email list of over **4,000** industry professionals. **Your logo will also be included in communications sent to attendees throughout the briefing.**

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	TITLE	THOUGHT LEADERSHIP	GAMES	NETWORKING	PRIZE	EXHIBITING	BRIEFING SESSION	ADVERTISING
Cost	\$15,000	\$8,500	\$6,000	\$5,000	Negotiable	\$2,500	\$2,000	\$600
Number Available	1	3 <sup>2 left!</sup>	1	2	1	5	3	Unlimited
<b>Learning Sessions</b>								
Learning Sessions	1	1						
<b>Networking Sessions</b>								
Networking Sessions			1	1				
<b>Panel Seats</b>								
Panel Seats	1	1						
<b>Pre-Sessions Video Slots</b>								
Pre-Sessions Video Slots	3			1				
<b>Incentivized Game Actions</b>								
Incentivized Game Actions	3	2	5	2		1		
<b>Virtual Exhibitor Booth</b>								
Virtual Exhibitor Booth	Yes	Yes	Yes	Yes	Yes	Yes	Yes	
<b>Briefing Passes</b>								
Briefing Passes	5	2	1	1				
<b>Logo Placement In:</b>								
Marketing Materials	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Linked on Website	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Industry List Email Blasts	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Event Platform Carousel	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Group LinkedIn Posts	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Space Permitting
Dedicated LinkedIn Post	Yes	Yes	Yes	Yes	Yes			
Dedicated webpage about your Session	Yes	Yes	Top of Game Page	Game Page Prizes Section				