

Canada's Logistics Briefing Fall 2022

Live, Interactive Virtual Event | Nov 8-9

Online!



Business Development & Marketing Opportunities for Companies

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 across the country, the event is comprised of two half-days (November 8-9), 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 everyone who need expert insights and analysis from top thought leaders and businesses.

We expect this event to attract an audience similar to that of CITT's virtual conference in 2021. 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.

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

CITT's industry events attract hundreds of attendees, and the accessibility offered by an online event allows even more busy professionals from across the country to participate. 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
- 12,000 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
- **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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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

Canada's Logistics Briefing Fall 2022

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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

Canada's Logistics Briefing Fall 2022

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Title Sponsor

\$10,000

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 and 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.

Canada's Logistics Briefing Fall 2022

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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.
- **Three Video Spots**
Before three sessions of your choosing, the virtual platform will play a video clip. Use a promotional video or other content.
- **4 full Briefing attendance passes**
These passes grant full access to all two 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.

Canada's Logistics Briefing Fall 2022

Live, Interactive Virtual Event | Nov 8-9

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Thought Leadership Sponsor

\$5,000

Only 2 available!

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

Online!

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website and social media pages. Includes an integrated chat component where a representative can have conversations with visitors.

- **2 full Briefing attendance passes**

These passes grant full access to all two 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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Networking Sponsor

\$3,500

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 2.
- **Video Spot**
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.**
- **Virtual Exhibitor Booth**
A home base for your brand that is fully integrated into the virtual platform. Populate

Canada's Logistics Briefing Fall 2022

Live, Interactive Virtual Event | Nov 8-9

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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.

- **1 full Briefing attendance passes**

This pass grants full access to all two 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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Briefing Session Sponsor

\$2,000

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 session 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.**
- **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.

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Advertising Sponsor

\$750

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

- **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.

	TITLE	THOUGHT LEADERSHIP	NETWORKING	BRIEFING SESSION	ADVERTISING
Cost	\$10,000	\$5,000	\$3,500	\$2,000	\$750
Number Available	1	2	2	4	Unlimited
Learning Sessions	1	1			
Networking Sessions			1		
Panel Seats	1	1			
Pre-Sessions Video Slots	3		1		
Virtual Exhibitor Booth	Yes	Yes	Yes	Yes	Yes
Briefing Passes	4	2	1		
Logo Placement In:					
Marketing Materials	Yes	Yes	Yes	Yes	Yes
Linked on Website	Yes	Yes	Yes	Yes	Yes
Industry List Email Blasts	Yes	Yes	Yes	Yes	Yes
Event Platform Carousel	Yes	Yes	Yes	Yes	Yes
Group LinkedIn Posts	Yes	Yes	Yes	Yes	Space Permitting
Dedicated LinkedIn Post	Yes	Yes	Yes		
Dedicated webpage about your Session	Yes	Yes			