

NAIOP

COMMERCIAL REAL ESTATE
DEVELOPMENT ASSOCIATION
GREATER TORONTO * CHAPTER

IN COLLABORATION WITH

Brookfield o|x|F|O|R|D

PRESENTS

TORONTO OF THE FUTURE®

Metro Hall/Metro Centre, 55 John Street • June 1-5, 2015

A unique not-to-be-missed exhibition featuring commercial, residential, institutional and infrastructure/transportation projects that will change the face of Toronto



Opening Reception co-hosted by the City Planning Division of The City of Toronto

PLATINUM



GOLD

SILVER

BRONZE



WZMH ARCHITECTS



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A MAJOR EVENT NOT-TO-BE-MISSED

ARCHITECTURAL, INFRASTRUCTURE AND CITY BUILDING EXHIBITION

NAIOP Greater Toronto, in collaboration with top sponsors BROOKFIELD OFFICE PROPERTIES (“Brookfield”) and OXFORD PROPERTIES GROUP (“Oxford”) have the pleasure of presenting the first edition of TORONTO OF THE FUTURE® (“TOTF”), from June 1 to 5, 2015. TOTF is a unique biennial event featuring commercial, residential, institutional and infrastructure/transportation projects that will change the face of Toronto over the next quarter century.

This major architectural exhibition is open to the public and free of charge. Metro Hall/Metro Centre at 55 John Street in downtown Toronto, right in the heart of many future urban developments.

This not-to-be-missed event will showcase a significant number of scale models, virtual illustrations and designs from different promoters and organizations. This is a top-notch event that will allow exhibitors and partners to show their leadership in contributing to the development of Greater Toronto. There will be an impressive number of exhibitors and participants. This event will bring together the public, media, as well as key business people who work in real estate and who are contributing to the development of Toronto.



OFFICIAL OPENING CEREMONY

The official opening will take place on June 1, 2015 at 6 p.m. with representatives from the real estate and business communities as well as from different levels of government. The first part of the night will feature presentations and a ribbon cutting ceremony. A cocktail reception will then follow. This exclusive inaugural event is co-hosted by the CEOs of BROOKFIELD OFFICE PROPERTIES and OXFORD PROPERTIES GROUP and City Planning Division of The City of Toronto and will be attended by guests concerned with the urban and economic development of Toronto.

OFFICIAL SPONSORSHIP OPTIONS

SPONSORSHIP OVERVIEW DESCRIPTION

Alongside NAIOP Greater Toronto as Principal Supporting Association, we are proud to present the first official edition of a unique public event that highlights real estate development and infrastructure projects that will change the landscape of Toronto over the next quarter-century. This event presented free of charge will feature a record number of architectural models, designs and plans loaned by various organizations. Members of the business community and government officials will be on hand for the kickoff cocktail reception at the exhibition site. We anticipate over 500 guests in attendance, all of whom are involved in and concerned about the urban and economic development of Toronto. Many visitors are expected over the course of the event, given that the Metro Hall/Metro Centre also garner thousands of people daily. This high-profile event will attract extensive media coverage, and is an opportunity for the partners involved to demonstrate leadership in contributing to the future development of Toronto.

OPTION 1 - TOP CO-SPONSOR (EXCLUSIVE)	\$35,000	PAGE 3
OPTION 2 - CO-SPONSOR OF THE OPENING CEREMONY AND RECEPTION	\$20,000	PAGE 4
OPTION 3 - PLATINUM LEVEL	\$17,500	PAGE 5
OPTION 4 - GOLD LEVEL	\$12,500	PAGE 5
OPTION 5 - SILVER LEVEL	\$7,500	PAGE 6
OPTION 6 - BRONZE LEVEL	\$4,000	PAGE 6
OPTION 7 - TICKETS FOR VIP OPENING COCKTAIL RECEPTION	\$200/TICKET	

PLEASE NOTE THAT THE SIZE OF YOUR LOGO DECREASES AT EACH LEVEL OF SPONSORSHIP.
PLEASE FILL OUT THE CONFIRMATION REPLY FORM ON PAGE 8

KEY ORGANIZATIONAL CONTACTS FOR THE EVENT

Robert J. Vezina
514-816-3720
rjv@rjvcom.com

George Przybylowski
416-512-3813
George.Przybylowski@informacanada.com

Sarah Segal
416.512.3809
sarah.segal@informacanada.com

OPTION 1: TOP CO-SPONSOR \$35,000

With this option, your logo will be positioned just under OXFORD PROPERTIES GROUP – BROOKFIELD OFFICE PROPERTIES. With this agreement, the top Co-Sponsor obtains first right of refusal on same level of sponsorship for 2017 and 2019 editions.

SPECIAL PROMOTIONAL BENEFITS OFFERED IN EXCHANGE

- Systematic co-headline visibility on all publicity and promotional materials for the event in addition, your logo will be systematically integrated into the actual event title, just under OXFORD PROPERTIES GROUP – BROOKFIELD OFFICE PROPERTIES.
- Your company's senior representative automatically becomes the HONORARY VICE-CHAIR of the entire event, with his or her name and title integrated in all applicable promotional elements, including the event's official stationery.

OVERALL VISIBILITY ELEMENTS FOR THE TOP COLLABORATIVE SPONSOR

Your LOGO will be prominently displayed in the CO-TITLE POSITION, on all promotional elements for the entire exhibition and during the kickoff cocktail reception.

OFFICIAL EXHIBITION POSTER

A 24" X 36" colour poster will be printed and distributed via our partners and sponsors, in participating exhibitor lobbies, downtown restaurants and boutiques, on construction boarding outside, etc.

INVITATIONS TO THE KICKOFF COCKTAIL RECEPTION

Invitations will be sent to business communities, to public officials and to the media.

MEDIA RELATIONS / PRESS RELEASES

Your organization's name will be on the press releases issued by Informa Canada in collaboration with NAIOP Greater Toronto. Your contribution will also be recognized in subsequent press releases announcing the event.

PRINT ADS

Print ads will be placed with media partners. Your logo will be systematically included in these ads.

WEB AND INTERNET PROMOTION

Your logo will be prominently displayed on the sponsors' page, but also on the first page of the event website. You will also obtain a special page and major web banner within the event website. We will include hyperlinks for all these elements to your corporate website. All participating sponsors will be invited to include the exhibition logo and hyperlink on their website to maximize visibility for both the event and your company.

E-MAIL PROMOTIONAL CAMPAIGN

During the winter and spring of 2015, a e-mail campaign will be aimed at all individual and corporate members, as well as the websites of partners in the Toronto business and real estate communities. Each e-mail will reach some 50 000 + professionals.

SPECIAL VISIBILITY AT THE KICKOFF COCKTAIL RECEPTION

Your logo will be on display at the exhibition site during this special evening. You will obtain verbal mention by the master of ceremonies, and logos placement on panels placed at several entrances of the galleria.

- Your President will be invited to make a speech at the launch event.
- You will have a full page advertisement in the official programme of the VIP opening.

OTHER KEY BENEFITS

- Official Exhibition Brochure: Your logo will be on the colour brochure distributed to all visitors to the exhibition and distributed in advance around the city (50,000 copies).
- You will obtain 35 free VIP tickets to the opening cocktail reception: value of \$7,000.
- You will obtain a large exhibition space, free of charge, to display your projects.
- Your logo will be prominently shown on the plasma screens at the entrance of the exhibition (in rotation during the entire event).
- Your representative will be invited to be an official spokesperson at the media launch (in the afternoon during the first day of the exhibition).

OPTION 2 – CO-SPONSOR OF THE OPENING CEREMONY AND RECEPTION \$20,000

With this option, your company will be specifically tied to the Opening Ceremony and Kickoff Reception, as a co-sponsor of the evening with BROOKFIELD OFFICE PROPERTIES, OXFORD PROPERTIES GROUP and City Planning Division of The City of Toronto.

YOU WILL ALSO OBTAIN THE FOLLOWING BENEFITS

- Your company's senior representative automatically becomes a MEMBER OF THE EVENT'S HONORARY COMMITTEE, with his or her name and title integrated in all applicable promotional elements, including the event's official stationery.
- Your LOGO will be prominently displayed in the CO-TITLE POSITION of the Opening Ceremony and Kickoff Reception, on all pertinent promotional elements.

INVITATIONS TO THE KICKOFF COCKTAIL RECEPTION

Your logo placed as the co-sponsor of the launch event.

MEDIA RELATIONS / PRESS RELEASES

Your name mentioned as the co-sponsor of the launch event.

OFFICIAL EXHIBITION POSTER

Your logo placed as the co-sponsor of the launch event.

PRINT ADS

Your logo placed as the co-sponsor of the launch event.

WEB AND INTERNET PROMOTION

Your logo and link placed as the co-sponsor of the launch event.

E-MAIL PROMOTIONAL CAMPAIGN

Your logo and link placed as the co-sponsor of the launch event.

OFFICIAL EXHIBITION BROCHURE

- Your logo placed as the co-sponsor of the launch event.

SPECIAL VISIBILITY AT THE KICKOFF COCKTAIL PARTY

- Your logo will be prominently on display at the exhibition site as a co-title sponsor of this special evening. You will obtain verbal mention by the master of ceremonies, and logo placement on panels placed at several entrances of the galleria.

OTHER KEY BENEFITS

- Your logo will be shown on the plasma screens at the entrance of the exhibition (in rotation during the entire event).
- Your President will be invited to make a short speech at the launch event.
- You will have a full page advertisement in the official programme of the VIP opening.
- You will obtain a large exhibition space, free of charge, to display your projects.
- You will obtain 20 free VIP tickets to the opening night: value of \$4,000.

OPTION 3 & OPTION 4

OPTION 3 - PLATINUM LEVEL \$17,500

AS A PLATINUM SPONSOR, YOU WILL ALSO OBTAIN THE FOLLOWING BENEFITS

- Your company's senior representative automatically becomes a MEMBER OF THE EVENT'S HONORARY COMMITTEE, with his or her name and title integrated in all applicable promotional elements, including the event's official stationery.
- Your LOGO will be prominently displayed as a PLATINUM SPONSOR, on all pertinent promotional elements.

INVITATIONS TO THE KICKOFF COCKTAIL RECEPTION

Your logo placed as a Platinum Sponsor.

MEDIA RELATIONS / PRESS RELEASES

Your name mentioned as a Platinum Sponsor.

OFFICIAL EXHIBITION POSTER

Your logo placed as a Platinum Sponsor.

PRINT ADS

Your logo placed as a Platinum Sponsor.

WEB AND INTERNET PROMOTION

Your logo and link placed as a Platinum Sponsor.

E-MAIL PROMOTIONAL CAMPAIGN

Your logo and link placed as a Platinum Sponsor.

OFFICIAL EXHIBITION BROCHURE

Your logo placed as a Platinum Sponsor.

OTHER KEY BENEFITS

- You will have a half page advertisement in the official programme of the VIP opening.
- Your logo will be shown on the plasma screens at the entrance of the exhibition (in rotation during the entire event).
- You will obtain 18 free VIP tickets to the opening night: value of \$3,600.
- You will obtain a large exhibition space, free of charge, to display your projects.

OPTION 4 - GOLD LEVEL \$12,500

AS A GOLD SPONSOR, YOU WILL ALSO OBTAIN THE FOLLOWING BENEFITS

- Your company's senior representative automatically becomes a MEMBER OF THE EVENT'S HONORARY COMMITTEE, with his or her name and title integrated in all applicable promotional elements, including the event's official stationery.
- Your LOGO will be prominently displayed as a GOLD SPONSOR, on all pertinent promotional elements.

INVITATIONS TO THE KICKOFF COCKTAIL RECEPTION

Your logo placed as a Gold Sponsor.

MEDIA RELATIONS / PRESS RELEASES

Your name mentioned as a Gold Sponsor.

OFFICIAL EXHIBITION POSTER

Your logo placed as a Gold Sponsor.

PRINT ADS

Your logo placed as a Gold Sponsor.

WEB AND INTERNET PROMOTION

Your logo and link placed as a Gold Sponsor.

E-MAIL PROMOTIONAL CAMPAIGN

Your logo and link placed as a Gold Sponsor.

OFFICIAL EXHIBITION BROCHURE

Your logo placed as a Gold Sponsor.

OTHER KEY BENEFITS

- You will have a quarter-page advertisement in the official programme of the VIP opening.
- Your logo will be shown on the plasma screens at the entrance of the exhibition (in rotation during the entire event).
- You will obtain 12 free VIP tickets to the opening night: value of \$2,400.
- You will obtain an exhibition space, free of charge, to display your projects.

OPTION 5 & OPTION 6

OPTION 5 - SILVER LEVEL \$7,500

AS A SILVER SPONSOR, YOU WILL ALSO OBTAIN THE FOLLOWING BENEFITS

Your LOGO will be prominently displayed as a SILVER SPONSOR, on all pertinent promotional elements.

INVITATIONS TO THE KICKOFF COCKTAIL RECEPTION

Your logo placed as a Silver Sponsor.

MEDIA RELATIONS / PRESS RELEASES

Your name mentioned as a Silver Sponsor.

OFFICIAL EXHIBITION POSTER

Your logo placed as a Silver Sponsor.

PRINT ADS

Your logo placed as a Silver Sponsor.

WEB AND INTERNET PROMOTION

Your logo and link placed as a Silver Sponsor.

E-MAIL PROMOTIONAL CAMPAIGN

Your logo and link placed as a Silver Sponsor.

OFFICIAL EXHIBITION BROCHURE

Your logo placed as a Silver Sponsor.

OTHER KEY BENEFITS

- Your logo will be shown on the plasma screens at the entrance of the exhibition (in rotation during the entire event).
- You will obtain 8 free VIP tickets to the opening night: value of \$1,600.
- You will obtain an exhibition space, free of charge, to display your projects.

OPTION 6 - BRONZE LEVEL \$4,000

AS A BRONZE SPONSOR, YOU WILL ALSO OBTAIN THE FOLLOWING BENEFITS

Your LOGO will be prominently displayed as a BRONZE SPONSOR, on all pertinent promotional elements.

INVITATIONS TO THE KICKOFF COCKTAIL RECEPTION

Your logo placed as a Bronze Sponsor.

MEDIA RELATIONS / PRESS RELEASES

Your name mentioned as a Bronze Sponsor.

OFFICIAL EXHIBITION POSTER

Your logo placed as a Bronze Sponsor.

PRINT ADS

Your logo placed as a Bronze Sponsor.

WEB AND INTERNET PROMOTION

Your logo and link placed as a Bronze Sponsor.

E-MAIL PROMOTIONAL CAMPAIGN

Your logo and link placed as a Bronze Sponsor.

OFFICIAL EXHIBITION BROCHURE

Your logo placed as a Bronze Sponsor.

OTHER KEY BENEFITS

- Your logo will be shown on the plasma screens at the entrance of the exhibition (in rotation during the entire event).
- You will obtain 4 free VIP tickets to the opening night: value of \$800.
- You will obtain an exhibition space, free of charge, to display your projects.

OFFICIAL SPONSORSHIP CONFIRMATION FORM

ORGANIZATION

CONTACT NAME

COMPLETE ADDRESS

PHONE

FAX

E-MAIL

WEBSITE

PLEASE CHECK ONE :

<input type="checkbox"/> OPTION 1 - TOP CO-SPONSOR (exclusive)	\$35,000
<input type="checkbox"/> OPTION 2 - CO-SPONSOR OF THE OPENING CEREMONY AND RECEPTION	\$20,000
<input type="checkbox"/> OPTION 3 - PLATINUM LEVEL	\$17,500
<input type="checkbox"/> OPTION 4 - GOLD LEVEL	\$12,500
<input type="checkbox"/> OPTION 5 - SILVER LEVEL	\$7,500
<input type="checkbox"/> OPTION 6 - BRONZE LEVEL	\$4,000
<input type="checkbox"/> OPTION 7 - VIP OPENING COCKTAIL RECEPTION	# ticktes at \$200/ticket
	Total =

PLEASE RETURN THIS COMPLETED FORM BY EMAIL WITH AN EPS VERSION OF YOUR LOGO TO :

Robert J. Vezina

CELL 514-816-3720

OFFICE 514-875-1353 ext. 205

EMAIL rjv@rjvcom.com

Upon receipt of your confirmation form, Informa Canada will issue an official sponsorship invoice to your company with applicable taxes.
THANK YOU FOR YOUR PARTICIPATION IN THIS UNIQUE AND EXCITING EVENT!

BACKGROUND INFORMATION

EVENT OVERVIEW

Taking place with great success in Montreal every two years since 2006 under the title 'MONTREAL DU FUTUR, we are now organizing a Toronto version of this unique public event, to showcase multiple major commercial, residential, institutional real estate projects as well as transportation/infrastructure projects that will shape the skyline of Metropolitan Toronto over the next few years. This free event will bring together several key business and civic organizations who contribute to the future development of the city, as well as the media and the general public.

EVENT GOAL

For the first time, Toronto of the Future will bring together key real estate and business leaders in a unique educational and information-sharing setting. This development and infrastructure event will attract significant media exposure and public interest.

SALIENT DETAILS

Toronto of the Future will aim to attract a minimum of 40 exhibitors, most showcasing multiple projects.

Toronto of The Future will include four main sections:

- Commercial Office
- Residential
- Institutional
- Infrastructure / Transportation

Target Audiences of Toronto of the Future Include:

- Sponsor, exhibitor and media representatives
- Key stakeholders and industry leaders, and NAIOP members
- Architecture and design professionals
- Skyscraper fans including members of several specialized blogs
- General public and tenants of the building
- Graduate university students in the field

FOR INFORMATION, PHOTOS AND MEDIA REPORTS ON MONTREAL OF THE FUTURE, PLEASE SEE:

http://www.boma-quebec.org/fr/montreal_du_futur.php

TORONTO OF THE FUTURE ORGANIZATIONAL PARTNERS - NAIOP GREATER TORONTO

The Greater Toronto Chapter of NAIOP, founded in 1977, has become the premier “meeting place” for a diverse and influential mix of the commercial real estate industries top companies and top performers. NAIOP Greater Toronto fosters the ideal business climate where members can share ideas, cultivate new relationships and stay on top of the most current industry information and trends. NAIOP is dedicated to maintaining their chapter as the prominent and relevant voice for commercial real estate in the GTA. As the 2nd largest with more than 50 international chapters NAIOP Greater Toronto Chapter boasts over 1,000 members representing nearly 300 companies. Chapter events attract over 3,000 attendees annually and members share business connections through NAIOP Corporate to over 15,000 other commercial real estate professionals throughout North America.

RJV COMMUNICATIONS INC

Leading PR firm established in 1995 by Robert J. Vezina, a special events expert. The firm specializes in high end/VIP benefit and corporate events in Montreal and Toronto, including a rare expertise in sponsorship and partnership search tied to the events organization. Its clients include the International Economic Forum of the Americas (Toronto, Montreal, Palm Beach), the Montreal Symphony Orchestra, the Stewart Museum, the Young Photographers Alliance in New York City, the Vimy Foundation, the Canada company, the Montreal Real Estate Foundation for Kids and BOMA Quebec, just to name a few. It is the owner of the trademarks of Montréal du Futur and Toronto of the Future.

INFORMA

With approximately 7,000 employees working in some 150 offices in 40 countries around the world, Informa is one of the world’s leading knowledge providers. They create and deliver highly specialized information through publishing, events, training, market intelligence and expertise, providing valuable knowledge to individuals, businesses and organizations around the world. Informa is an international business in the media sector and listed on the London Stock Exchange. They provide knowledge and information via some of the world’s most respected and longest standing brands. Informa Canada produces and manages over 46 seminars, conferences, trade and consumer shows every year. They have events in Calgary, Edmonton, Halifax, Montreal, Ottawa, Quebec City, Regina, Saskatoon, Toronto, Vancouver, Winnipeg and Seattle. As a well-known entity, Informa Canada produces events in many sectors including construction, design, craft, art, real estate, furniture, furnishings and food. They are known amongst the real estate industry as the producers of the Real Estate Forums and PM Expo/Construct Canada. Their mission is to create, produce and manage relevant and profitable events, where successful business relationships are formed and nurtured.