



Canadian Apprenticeship Forum  
Forum canadien sur l'apprentissage

**PARTNERSHIP OPPORTUNITIES**

**APPRENTICESHIP**  
**A WINNING**  
**FORMULA**

**JUNE 4 – 6, 2006 ❖ MONTREAL, QUEBEC**



## **CANADIAN APPRENTICESHIP FORUM – FORUM CANADIEN SUR L'APPRENTISSAGE (CAF-FCA)**

The Canadian Apprenticeship Forum – Forum canadien sur l'apprentissage (CAF-FCA) presents its conference:

### ***“Apprenticeship – A Winning Formula”***

The Delta Centre-Ville, in Montreal, Quebec is the place to be for the CAF-FCA June 4 – 6, 2006 Apprenticeship Conference. We'll be revving up at least 450 energized individuals with a fast-paced program that will drive this 2 ½ day event into high gear.

You will hear about CAF-FCA research on the Cost of Apprenticeship – Return on Training Investment, research on Essential Skills and Apprenticeship, as well as updates on the Promoting Skilled Trades and Apprenticeship project. You will also gain ground on key topics such as: the mobility of workers in apprenticeship, winning formulas, leading edge initiatives, governments as employers and purchasers, and more.

Join us for this highly interactive event, as a variety of presenters take the podium and share their perspectives on apprenticeship training in Canada.

#### ***ABOUT US***

The Canadian Apprenticeship Forum – Forum canadien sur l'apprentissage (CAF-FCA) is a diverse, not-for-profit organization bringing together key stakeholders of the Canadian apprenticeship community: business, labour, the Interprovincial Alliance of Apprenticeship

Board Chairs (IPA), educators, persons with disabilities, women, members of visible minorities, aboriginal persons, the Canadian Council of Directors of Apprenticeship (CCDA), and Human Resources and Skills Development Canada (HRSDC).

#### ***CAF-FCA OBJECTIVES***

- ❖ To promote apprenticeship as an effective training and education system that contributes to the development of a skilled labour force.
- ❖ To provide a mechanism for key stakeholders to support the apprenticeship delivery systems across Canada.

#### ***CONFERENCE OBJECTIVES***

- ❖ To provide a meaningful opportunity to gain extensive insight from speakers and delegates; discuss strategic directions; and network with others within the apprenticeship community.
- ❖ To recognize the Champions of and leaders in apprenticeship training in Canada: including employers, labour organizations, educators, apprentices, governments and others.
- ❖ To present and discuss CAF-FCA initiatives which are of interest to the apprenticeship community.

## BECOME A PARTNER AND ...

Conference Partners will be well recognized and visible within the conference program and in other materials used or displayed throughout the event. Become a Conference Partner and:

- ❖ Attract new members / partners
- ❖ Create pan-Canadian awareness of your organization
- ❖ Promote your project / program
- ❖ Reach key stakeholders within the apprenticeship community
- ❖ Secure your place and visibility at a national gathering of apprenticeship stakeholders
- ❖ Be recognized as a key supporter of the Canadian apprenticeship training systems
- ❖ Demonstrate your organization's commitment to apprenticeship training

### **PARTNERSHIP LEVELS AND BENEFITS**

Partners of the CAF-FCA 2006 Conference “*Apprenticeship – A Winning Formula*”, will receive recognition for their support of and contribution to the Canadian apprenticeship systems. Partners will have numerous opportunities both prior to, and during the 2 ½ day conference, to feature their organization, to reach key decision-makers and to network. Each partnership opportunity includes an excellent range of benefits, with increasing visibility at the higher levels.



Canadian Apprenticeship Forum  
Forum canadien sur l'apprentissage

**“APPRENTICESHIP – A WINNING FORMULA”**  
DELTA CENTRE-VILLE | MONTREAL, QUEBEC  
JUNE 4 – 6, 2006

### **PARTNERSHIP INFORMATION AND COMMUNICATION**

All communication concerning conference partnership should be directed to:

**Suzanne LeBlanc**  
Manager, Meetings / Privacy Officer  
*Canadian Apprenticeship Forum –  
Forum canadien sur l'apprentissage*

116 Albert Street, Suite 812  
Ottawa, ON K1P 5G3

Tel: (613) 235-4004, ext. 201

Fax: (613) 235-7117

E-mail: [suzanne\\_leblanc@caf-fca.org](mailto:suzanne_leblanc@caf-fca.org)

or

**Allison Rougeau**  
Director of Operations  
*Canadian Apprenticeship Forum –  
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116 Albert Street, Suite 812  
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E-mail: [allison\\_rougeau@caf-fca.org](mailto:allison_rougeau@caf-fca.org)

**WE LOOK FORWARD  
TO SEEING YOU THERE!**

## CAF-FCA 2006 CONFERENCE PARTNERSHIP OPPORTUNITIES

Your partnership contribution can be applied to a specific activity or associated with the overall production of the Conference. Please review the following benefits and decide which level best suits your organization. Based on the level of partnership you choose, select one of the items listed under opportunities and indicate your choice on the Partnership Agreement Form.

BENEFITS	OPPORTUNITIES (SELECT ONE)
<p><b>THEME PARTNER (\$18,000)</b></p> <ul style="list-style-type: none"> <li>❖ Recognized as Conference Elite Partner, ie. CAF-FCA 2006 Conference “<i>Apprenticeship – A Winning Formula</i>”, sponsored by “your organization’s name here”</li> <li>❖ Six (6) complimentary registrations</li> <li>❖ Priority allocation of trade show double booth space to promote your organization</li> <li>❖ Full-page colour ad on inside back cover in the Conference Program</li> <li>❖ Recognition in conference promotional material and on the homepage Web site (with hotlink)</li> <li>❖ Customized on-site recognition program, including corporate logo on delegate room key</li> <li>❖ Insert a promotional item (provided by your organization) or brief company profile / brochure in the attendee packages</li> <li>❖ Recognition at the opening plenary and closing session</li> </ul> <p><b>(LIMIT OF ONE [1] THEME PARTNER)</b></p>	<ul style="list-style-type: none"> <li>❖ Exclusive recognition as the sole Theme Partner</li> </ul>
<p><b>PLATINUM (\$12,000)</b></p> <ul style="list-style-type: none"> <li>❖ Five (5) complimentary registrations</li> <li>❖ Priority allocation of trade show booth space to promote your organization (after the Theme Partner)</li> <li>❖ Full-page black and white ad in the Conference Program</li> <li>❖ Recognition in conference promotional material and on the homepage Web site (with hotlink)</li> <li>❖ Customized on-site recognition program</li> <li>❖ Insert in Registration Kit</li> </ul>	<ul style="list-style-type: none"> <li>❖ Provider of Audio-Visual Services</li> <li>❖ Interpretation Services</li> <li>❖ Delegate Kit Bags</li> <li>❖ Gala Dinner</li> </ul>

The Canadian Apprenticeship Forum – Forum canadien sur l’apprentissage (CAF-FCA) reserves the right to approve at its sole discretion, all partnership applications.



<b>BENEFITS</b>	<b>OPPORTUNITIES (SELECT ONE)</b>
<p><b><i>GOLD (\$8,500)</i></b></p> <ul style="list-style-type: none"> <li>❖ Display space to promote your organization</li> <li>❖ Three (3) complimentary registrations</li> <li>❖ Recognition prominently displayed on the menu before each delegate at a meal function</li> <li>❖ Half-page black and white ad in the Conference Program</li> <li>❖ Recognition in conference promotional material and on Web site</li> <li>❖ Customized on-site recognition program</li> <li>❖ Insert in Registration Kit</li> </ul>	<ul style="list-style-type: none"> <li>❖ Plenary Sessions</li> <li>❖ Lunches (Monday or Tuesday)</li> <li>❖ Paid Keynote Speaker (recognition)</li> <li>❖ Lanyard for Badge Holders</li> <li>❖ At-a-glance Card</li> </ul>
<p><b><i>SILVER (\$5,000)</i></b></p> <ul style="list-style-type: none"> <li>❖ A 15% discount on display space</li> <li>❖ Two (2) complimentary registrations</li> <li>❖ Quarter of a page black and white ad in the Conference Program</li> <li>❖ Recognition in conference promotional material and on Web site</li> <li>❖ Customized on-site recognition program</li> </ul>	<ul style="list-style-type: none"> <li>❖ Breakout Sessions</li> <li>❖ Continental Breakfast</li> <li>❖ Networking Reception</li> </ul>
<p><b><i>BRONZE (\$2,500)</i></b></p> <ul style="list-style-type: none"> <li>❖ One (1) complimentary registration</li> <li>❖ Business card size black and white ad in the Conference Program</li> <li>❖ Recognition in conference promotional material and on Web site</li> <li>❖ Customized on-site recognition program</li> </ul>	<ul style="list-style-type: none"> <li>❖ Coffee Breaks</li> <li>❖ Participants' List</li> <li>❖ Shuttle Transfer Service</li> </ul>
<p><b><i>SUPPORTER (\$500 – \$2,499)</i></b></p> <ul style="list-style-type: none"> <li>❖ Recognition in Final Conference Program</li> <li>❖ Customized on-site recognition program</li> </ul>	

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## **PARTNERSHIP AGREEMENT CHECKLIST**

If you have decided to become a partner of the CAF-FCA 2006 Conference “*Apprenticeship – A Winning Formula*”, we wish to express our appreciation for your support.

To simplify the process for you and to maximize your partnership opportunity, please complete the following steps:

- Complete the partnership agreement.
- Apply your partnership contribution to a specific opportunity.
- Read the “Partnership Benefit Specifications, Terms and Conditions”.
- Forward the completed signed agreement with payment to the Canadian Apprenticeship Forum – Forum canadien sur l’apprentissage (CAF-FCA) at the address on the form.
- Recommend this conference to your colleagues / clients involved in apprenticeship.

**If you have any questions, please contact:**

**Suzanne LeBlanc**  
**Manager, Meetings / Privacy Officer**  
**Canadian Apprenticeship Forum –**  
**Forum canadien sur l’apprentissage**  
116 Albert Street, Suite 812  
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**or**

**Allison Rougeau**  
**Director of Operations**  
**Canadian Apprenticeship Forum –**  
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E-mail: [allison\\_rougeau@caf-fca.org](mailto:allison_rougeau@caf-fca.org)

# PARTNERSHIP BENEFIT SPECIFICATIONS, TERMS AND CONDITIONS

(AS APPLICABLE TO PARTNERSHIP LEVEL)

1. Partnerships are accepted on a first-come, first-served basis for all partnership levels except for the “Theme” partner.
2. Should CAF-FCA receive multiple applications for the “Theme” partner by close of business on September 15, 2005, then a draw will take place to select the “Theme” partner. The successful organization will be advised in writing by September 22, 2005.
3. CAF-FCA reserves the right to limit the number of program partners.
4. A partnership is secured only on receipt of the payment and payment is due upon the signing of the contract. Please make cheques payable to **CAF-FCA 2006 Conference “Apprenticeship – A Winning Formula”**.
5. CAF-FCA reserves the right to re-sell the Partnership if the signed agreement and payment are not received within 30 days of receipt of the agreement.
6. All payments are final and no refund will be issued. Costs are quoted in Canadian funds.
7. Acceptance of partnerships does not imply endorsement of partners’ products or services in any way, nor does it entitle the partnering organization to speak from the podium during the conference.
8. The conference secretariat reserves the right to decline any partnership level and the right to amend the rules and regulations governing partnership at their discretion.
9. The partnering organization’s name in the preliminary program (to be distributed in March 2006) must be fully confirmed by February 17, 2006.
10. Partners for the Theme, Platinum, Silver, Gold and Bronze levels must supply electronically a copy of their advertisement to be included in the final program by April 28, 2006. All artwork must also be sent electronically or on a disk by April 28, 2006.
11. By completing and submitting the Partnership Agreement, you give consent to the CAF-FCA to collect your personal information in order to process your form, to maintain contact with you, and to send you information related to CAF-FCA projects and activities. This consent may also include the sharing of such information with a third party for the purposes of managing certain aspects of partnership activity.

*Partnership Agreement Form on reverse.*

# PARTNERSHIP AGREEMENT

Please select your partnership level:

- Theme Partner (\$18,000)
- Platinum (\$12,000)
- Gold (\$8,500)
- Silver (\$5,000)
- Bronze (\$2,500)
- Supporter (\$500 – \$2,499)

Partnering Organization: (Please indicate the name as it should be used for any and all acknowledgement of your partnership contribution.)

\_\_\_\_\_

Contact: \_\_\_\_\_

Title: \_\_\_\_\_

Department / Organization: \_\_\_\_\_

\_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

E-mail: \_\_\_\_\_

\_\_\_\_\_

Telephone: \_\_\_\_\_

Fax: \_\_\_\_\_

Web site: \_\_\_\_\_

\_\_\_\_\_

Hotlink (if applicable): \_\_\_\_\_

Please apply our partnership contribution to the following opportunity: \_\_\_\_\_

\_\_\_\_\_

**ATTACHED IS OUR PAYMENT IN THE AMOUNT OF: \$ \_\_\_\_\_.**

Please make cheque payable to:

**CAF-FCA 2006 Conference**

**“Apprenticeship – A Winning Formula”.**

I will forward payment later.

Please invoice my organization for \$ \_\_\_\_\_.

**CAF-FCA reserves the right to approve at its sole discretion, all partnership applications. I have read and understand this application and hereby agree to all of the terms and conditions stipulated on the reverse of this Agreement. I agree to make full payment upon signature of this contract for indicated partnership amount plus indicated additional costs.**

**Authorized Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

Please complete and return to:

**CAF-FCA 2006 Conference**

**“Apprenticeship – A Winning Formula”**

c/o Canadian Apprenticeship Forum –

Forum canadien sur l'apprentissage

116 Albert Street, Suite 812, Ottawa, ON K1P 5G3

Fax number: (613) 235-7117

***Benefit specifications, terms and conditions on reverse.***