



SPONSORSHIP OPPORTUNITIES



Keep Connected to STEP Members through Conference Sponsorship



STEP Canada is proud to continue to find ways to provide its trust and estate practitioners with continuing education opportunities. In 2022 STEP Canada marks its 24th National Conference.

The STEP Canada conference has established itself as a must-attend event for domestic and international practitioners and partnering sponsors. Join us June 15-16-17 for new and exciting networking, business development, and continuing education opportunities. Building on last year's successful delivery model, this year's event experience will be even better for delegates and sponsoring organizations.

The conference program committee anticipates another record-breaking year, surpassing the 950+ delegates we welcomed in 2021. This year's new format will see the Round Table as our opening session on Wednesday, June 15 (with in-person viewing options in major cities across Canada); followed by online programming on June 16 and 17. Social events will be planned for the evening of June 16 in Halifax, Montreal, Ottawa, Toronto, London, Winnipeg, Saskatoon, Edmonton, Calgary, Kelowna, and Vancouver.

The conference will feature more than 40 top practitioners from across Canada, the United States, and overseas who will discuss the latest trends and developments in wealth management, attracting national media attention. Also included is the exclusive and robust STEP Canada native conference app that delivers all session broadcasts, presentations and papers; and a NON-traditional 'delegate kit' delivering business development opportunities from our uniquely specialized sponsoring organizations to our first 700 delegates (details on the next page).



Like the 2021 conference, all sessions will be pre-recorded close to the conference dates. During the original broadcast delegates can engage with the expert speakers in the conference's online chat room to comment on the presentation or ask specific questions. A transcript of the chat room dialogues will be available along with on-demand viewing options as of Monday, June 20.

The technical content will consist of the very best sessions as selected by our esteemed conference program committee. They feature the latest developments in trusts and estates as well practical commentary from our panels of experts; providing practitioners from all disciplines with timely and relevant information that will add value to their practices. STEP Canada continues to deliver content that just simply can't be found at any other event.

Audiences will include trust and estate practitioners from coast to coast, including professionals in law, accounting, insurance, financial planning, and trust companies.

Sponsoring organizations will have unique opportunities to highlight their business products, strengthen their business relationships, and forge new bonds with senior specialists in trusts and estates practice. Read on to learn how your organization can capture this opportunity.

Contact Janis Armstrong, Director of Business Development, STEP Canada
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Exclusive Level Packages – SOLD OUT

With sincere appreciation, we are pleased to have secured the exclusive and first right of refusal for the Platinum, Technology, and Presenting Packages with long-standing sponsors.

Event Level Packages Available!

STEP Canada is thrilled to offer Event Level Sponsorship Packages to savvy organizations who will seize a unique opportunity to connect with industry practitioners who have been working remotely for two years now – let STEP Canada connect you to them!

Event Level Package Benefits and Details:

- **Investment \$3,500**
HST is applicable to all sponsorship fees.
- **Pre-Conference Contact with Delegates**
- The STEP Canada Delegate Kit! This was a huge hit with our 2021 delegates – appreciated by so many! Send us your marketing collateral and promotional items, and we'll get it into the hands of the first 700 delegates who register (details on this unique and exciting new benefit below). Get your brand in their hand!
- **Pre-Conference Registration & Marketing**
- Prominent display of your logo on the front page of the electronic STEP Canada 24th National Conference Program
- In the 'Our Sponsors' section of the registration site, your logo will appear with a hyperlink to your website
- **NEW** – Send us a 50-word editorial about your organization will be featured on the 'Our Sponsors' tab
- **NEW** – Send us a video file that introduces your organization to our delegates – or simply say hello to them – we'll publish a link to the video beside your logo!
- **24th National Conference App**
- Prominent display of your logo on the front page of the electronic STEP Canada 24th National Conference Program
- In the 'Our Sponsors' section of the conference app, your logo will appear with a hyperlink to your website
- **NEW** – Send us a 50-word editorial about your organization will be featured on the 'Our Sponsors' tab
- **NEW** – Send us a video file that introduces your organization to our delegates – or simply say hello to them – we'll publish a link to the video beside your logo!
- **During Broadcast & Social Media**
- Logo on Pre-Session 'Intro Roll', played at the start of each day, noting level of support to STEP Canada
- Social media banners/posts will be created by STEP thanking you for your support. STEP Canada will share these on social media, and you are encouraged too as well



[Click here](#) for program and registration details for the 24th National Conference.

Thank you for your consideration of this opportunity to connect with the national conference delegates and for supporting the efforts of STEP Canada.

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24TH NATIONAL CONFERENCE

VIRTUAL DELIVERY
JUNE 15, 2022 | Round Table
JUNE 16-17, 2022 | Conference Sessions

STAY CONNECTED, STAY INFORMED.

STEP

Canada

ADVISING FAMILIES ACROSS GENERATIONS

A background image showing a large crowd of diverse people standing on a grid pattern, representing a virtual gathering.