

# 2017 CAPS CONVENTION

# Ottawa

Celebrating  
CAPS 20th year &  
the 150th anniversary  
of Canada's Confederation

Delta Hotel City Centre Ottawa

December 9 - 11, 2017.



**CAPS**   
*Cares*

Célébrer, Cultiver, Collaborer  
Celebrate, Cultivate, Collaborate

# WHAT IS THE Canadian Association Of Professional Speakers (CAPS)?

**CAPS members are experts who speak professionally.**

Our network represents over 450 keynote presenters, facilitators, trainers, authors, and coaches across the country. From the main stage to the boardroom, our members influence businesses, governments, non-profits, and many of the largest corporations in the world.

**For more information visit: [canadianspeakers.org](http://canadianspeakers.org)**

CAPS is also part of The Global Speakers Federation (GSF) which champions, supports and provides resources to help develop and grow associations of professional speakers worldwide. The GSF currently comprises 14 independent speaker associations representing 15 nations and individuals from over 20 countries.



*"Our partnership and involvement with CAPS has been, and continues to be a great fit for our company. It not only provides benefits at the national level, it reaches all the way to the regional levels as well. We appreciate their support and look forward to continued success"*

**RYAN HILDEBRAND**

Canadian Sales & Marketing Manager,  
**Friesens**

**CAPS CONVENTION 2017** | Celebrating Canada's 150th & CAPS 20th

DECEMBER 9-11, 2017 OTTAWA, ONTARIO.

# WHY BECOME A Strategic Partner?



Becoming a Strategic Partner allows you to create a more lasting impression on our membership and network, and gives you the ability to speak with our members one-on-one. You will have the opportunity to be showcased to our entire membership in our pre-event marketing and communications, as well as at the Convention.

Strategic Partners get in front of our CAPS membership, who in addition to being speakers who speak across the globe to a range of industries, many are authors, media personalities, bloggers, podcasters, facilitators and host their own events (from webinars and online events to retreats, tours and large conferences.)

## **As a Strategic Partner you'll get more opportunities to:**

- to be part of what many CAPS members are expecting to be the best CAPS Convention ever as we celebrate Canada's 150th and CAPS Anniversary as well
- develop new business connections and nurture existing ones... your customers will be here
- build new business connections throughout the year (not just at the convention),
- attract more qualified customers through targeted events

The best part is that there's an opportunity to customize your partnership so it meets your needs, supports your marketing efforts and provides the best value for your investment.



# ABOUT THE CAPS 2017 Convention

More than 225 professional speakers will be in attendance at the event. There are multiple ways that you can connect, build relationships and showcase your products and services to your perfect audience.

## **CAPS communicates with the membership via:**

KeyNotes monthly newsletter • Email • Private Facebook Group for Members • Public Facebook Event Pages (e.g. convention) • Twitter • Webinars with the membership • CAPS LinkedIn Group • Monthly Chapter meetings and functions across the county • Mailings

Collectively the membership reach is millions. Our members are engaged on a variety of social platforms including YouTube, LinkedIn, Facebook, Twitter, blogs and other social media sites.



*"The CAPS convention is the premier speaker event in Canada. We look forward to attending each year as a sponsor, and find the CAPS members to be welcoming and interested in growing their businesses. It's been worth our investment each year for sure!"*

**JOE HEAPS**

Partner and Chief Marketing Officer  
**eSpeakers**

Connect, build relationships & showcase your products and services to your perfect audience.

# MORE INFORMATION? Contact...

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*“Last year was the first year I sponsored CAPS and the convention, and I’m so happy to return this year. I sponsor events like this to get my name out there, and I can’t think of a better way to connect with the speaking community in Canada than to get involved through this partnership. I’m looking forward to reconnecting with those I met last year, and connecting with those I’ve yet to meet! It’s an awesome group!”*

**TERRY GREEN**  
President and CEO  
**BizEase Support Solutions**