



RPIC
Real Property
Institute of Canada

IBIC
Institut des biens
immobiliers du Canada

2025

**PARTNERSHIP
PROSPECTUS**

JANUARY 2025



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WE LOOK FORWARD TO PARTNERING WITH YOU IN 2025!

Partnering with the Real Property Institute of Canada (RPIC) on events provides unmatched exposure to Canada's largest network of federal real property professionals. By partnering with RPIC, partners can position themselves as leaders in the industry, align with a respected organization known for its commitment to professional excellence, and gain direct access to key decision-makers and influential figures within the federal government. RPIC partnership offers a unique platform to showcase products, services, and thought leadership, building lasting connections within Canada's public sector real property community. Through annual and event-specific partnerships, partners benefit from tailored opportunities that reinforce their brand presence and demonstrate their commitment to advancing the real property sector.

RPIC offers professional development (PD) to the over 10,000 federal real property professionals in the Government of Canada. RPIC's event program attracts employees from both the public and private sectors, from front-line practitioners to senior officials. We do this by offering:

- **Professional development events** that address critical issues facing the real property professional;
- **Executive professional development sessions** that target executives from the real property community, allow for networking and knowledge exchange;
- **Real property-focused speed mentoring** and other related sessions that afford real property professionals a unique opportunity to connect with recognized leaders in the community; and
- **An awards and recognition program** that celebrates excellence and innovation in the real property community.

Our events serve as a forum for knowledge exchange, growth and learning, sharing of best practices and network-building across the federal real property community. In 2025, RPIC continues its commitment to showcase partners' leadership and expertise in real property. Partners will have exclusive access to a diverse audience of government decision-makers and influencers within real property. RPIC is committed to ensuring alignment between partner objectives and our ongoing commitment to collaborate across the real property community.

This Partnership Prospectus outlines a variety of partnership options for 2025. If you would like to contribute but aren't sure to start, we would be pleased to explore potential options with you. Please contact the RPIC Director, Partnerships at partnerships@rpic-ibic.ca.



ANNUAL PARTNERSHIPS

As an annual partner, your organization will be prominently recognized across all RPIC events and communications, enhancing your brand visibility and showcasing your commitment to the sector.

Partners enjoy exclusive benefits, including twice-yearly meetings with RPIC's Executive team to explore collaboration opportunities and engage in discussions on professional development priorities. Additional advantages include networking opportunities with key industry and government leaders, the opportunity to present a learning session, provide content, or speak at an event, and direct access to RPIC decision-makers.

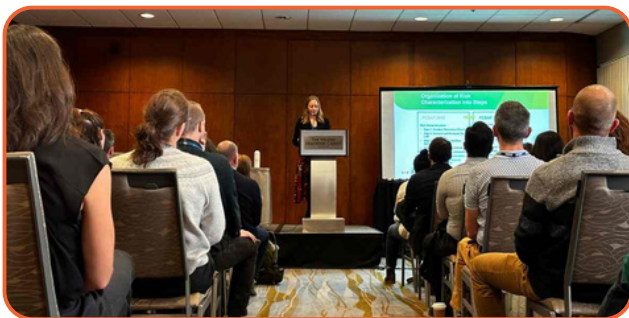
Two levels of support are available, with tailored benefits to maximize your return on investment:

PRIVATE OR PUBLIC SECTOR SUSTAINING PARTNERS

(6 TOTAL AVAILABLE) - \$30,000 each

PRIVATE OR PUBLIC SECTOR SUPPORTING PARTNERS

(6 TOTAL AVAILABLE) - \$15,000 each





BENEFITS	SUSTAINING PARTNERS	SUPPORTING PARTNERS
Financial Commitment	\$30,000	\$15,000
Opportunity to present a learning session, provide content, or speak at an event (content to be approved by RPIC)	√	
Exhibit booth (Inclusive of all the perks of the exhibitor package)	Double booth at the RPIC Summit	Single booth at the RPIC Summit
Advanced access/preferred booth location	√	
Complementary registrations at the RPIC Summit	2	1
Corporate logo on all RPIC event promotional materials	√	√
One invitation to Executive Session at Summit	√	
One invitation to participate in Speed Mentoring session as mentor	√	√
Biannual meetings with representative from RPIC's executive and team leaders.	√	√



RPIC SUMMIT

Come Join Us!

Monday, November 24 (Half Day) – Thursday, November 27th, 2025

In 2025, the organization will debut the RPIC Summit, a comprehensive three-day event designed to unify critical conversations across real property, contaminated sites, greening initiatives and the workplace.

The Summit combines the focus areas of several previously independent events—including the Real Property National Workshop, the Real Property Greening and Sustainability Workshop, the Federal Contaminated Sites Workshop, and the Forum on the Workplace—into a single, overarching gathering. Expected to draw a large audience, the summit builds on strong attendance from past workshops, which collectively attracted over 1,300 in-person and 200 virtual attendees.

Attendees will engage with a wide range of topics that are vital to these fields, gaining insights into sustainability, federal site management, property development, and workplace innovation. The RPIC Summit represents an unparalleled opportunity for professionals to connect, learn, and shape the future of real property.



CORE BENEFITS *See additional details below chart	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE	EXHIBITOR
Opportunities available	1	13	9	10	2	30
Investment	\$28,000	\$15,000	\$10,000	\$5,000	\$1,000	\$4,000
Double exhibitor booth with advanced access to choice of location	√					
Single exhibitor booth		√	√	√		√
Complimentary registrations	2	1	1			
Corporate logo on RPIC event website	√	√	√			
Corporate logo on pre/post event emails and LinkedIn	√	√				
Corporate logo on shared post on RPIC LinkedIn advertising support	√	√	√	√		
Corporate logo onsite in signage and in event app	√	√	√	√	√	
Branded push notifications during the event	3	2	1	1		
Corporate logo on delegate name badges	√	√				

“Partnering annually with the Real Property Institute of Canada has been immensely beneficial for AECOM. This collaboration has provided us with unparalleled networking opportunities, access to industry-leading insights, and a platform to showcase our expertise in real property management. The partnership has not only enhanced our visibility within the industry but also fostered meaningful connections and collaborations. We look forward to continuing this valuable relationship and contributing to the advancement of the real property sector in Canada.” - AECOM

Diamond Partner – \$28,000 (1 available)

- Speaking opportunity during the opening and closing remarks of the workshop
- Video with your logo shown during opening and closing remarks
- Logo on a piece of RPIC event swag

Platinum Partner – \$15,000 (13 available)

Breakout Room Partner (8 available)

- Recognized as a platinum partner for one day (Tuesday, Wednesday or Thursday) of concurrent sessions in a single breakout room (2-4 sessions per day)
- Verbal thank you in welcoming and closing remarks for each presentation in your chosen breakout room
- Logo shown before each presentation in your chosen breakout room

Cocktail Reception Partner (1 available)

- Verbal recognition as the exclusive partner of the cocktail reception
- Two (2) branded drink tickets to be distributed to all delegates with corporate logo (partner can provide or RPIC can create on partners behalf)
- Opportunity to bring in additional branded material to cocktail reception (napkins, signage, etc.) at the cost of the partner
- Signature/named cocktail to be promoted at the reception.
- 10 cocktail reception only passes (2 drinks/pass)

Lanyard Partner (1 available)

- Exclusive branding on the workshop lanyards
- Lanyards must be purchased and provided by the partner OR RPIC can coordinate the purchase of the lanyards, but the invoice will be billable to the partner

All Day Coffee (3 available)

- Verbal recognition during opening and closing remarks of your chosen day (Tuesday, Wednesday or Thursday)
- Signage at all coffee stations

Gold Partner – \$10,000 (9 available)

Plenary Session (4 available)

- Partner to introduce Plenary Keynote (Opening or Closing).
- Verbal thank you in welcoming and closing remarks for each presentation in your chosen session
- One branded push notification to direct people to attend the plenary session
- Signage with your logo before the keynote address

Awards Partner (1 available)

- Verbal recognition as the awards partner
- Single partner to join VP Outreach to present awards
- 2 awards only passes

Executive Session Partner (1 available)

- Verbal recognition as the executive session partner
- Corporate logo on the screen prior to executive session beginning
- 2 executive session only passes

Reception Partner - end of half-day on Nov 24 (1 available)

- Verbal recognition as the reception partner
- One (1) branded drink tickets to be distributed to all delegates with corporate logo (partner can provide or RPIC can create on partners behalf)
- 4 cocktail reception only passes (2 drinks/pass)

“Emerging Leaders” Partner for Speed Mentoring (1 available)

- Verbal recognition as the speed mentoring partner
- Corporate logo on the screen prior to speed mentoring session beginning
- 2 speed mentoring only passes

Tour Sponsor (2 available)

- Verbal recognition as the partner for your chosen tour
- Corporate logo on signage for tour
- 1 tour only pass

1/2 Day Professional Development Day Partner” *Taking place in- person on Monday Nov 24 (2 available)

- Opportunity to introduce session or provide opening remarks
- Verbal recognition as the technical/functional professional development partner
- Corporate logo on the screen prior to session starting

Silver Partner - \$5,000 (10 available)

Breakfast (3 available)

- One branded push notification to thank you as the breakfast partner
- Signage in the entryway of the breakfast

Luncheon (3 available)

- One branded push notification to thank you as the lunch partner
- Signage in the entryway of the lunch

Refreshment Break (4 available)

- One branded push notification to thank you as the refreshment partner
- Signage in the entryway of the refreshment break

Bronze - \$1,000 (2 available)

Bronze - \$1,000 (2 available)

- All the benefits outlined in the chart.

Exhibit Booth – \$4,000 + HST

Exhibit Booth – \$4,000 + HST

- 10' x 8' exhibit space (at live event trade show)
- Engage with registrants / build relationships within the federal real property community
- Lunch / nutrition breaks held in exhibit area to assure traffic / visibility
- One 1500-watt duplex (120 volts) electrical receptacle
- One table with two chairs
- Two (2) booth attendants. Booth attendants will have access to food & beverage, but no access to the content

"Being an event partner and exhibitor at the 2024 Real Property Institute of Canada National Workshop held in Ottawa was an exceptional experience for Black and McDonald. The workshop provided us with a valuable platform to engage with industry experts, showcase our latest innovations, and gain insights into emerging trends in real property management. The networking opportunities and exposure we received have greatly enhanced our industry presence. We are proud to have been part of this prestigious event and look forward to future collaborations." - Black & McDonald



PROFESSIONAL DEVELOPMENT (PD) DAYS

Become a partner for one of our “PD Day” learning sessions, which typically attract 75 to 200 real property professionals. These targeted sessions feature three to four parallel streams of content, allowing attendees to choose sessions most relevant to their interests and professional needs. These PD will be delivered virtually.

Platinum - \$4,000 (1 available)

- Corporate logo on RPIC event website
- During the virtual event, corporate logo will be highlighted: on the login page, the lobby splash video, the pre-roll video before each presentation begins and in the top right corner rotating
- Verbal recognition in welcoming and closing remarks
- Speaking opportunity during opening or closing remarks
- Corporate logo displayed on the “Know Before You Go” and “thank you” event communications sent to all registrants
- Corporate logo on one (1) push announcement sent during the live event
- 2 complimentary passes

Gold – Stream Partner - \$2,500 (4 available)

- Corporate logo on all RPIC event website
- During the virtual event, logo will be highlighted: the pre-roll video before each presentation begins and in the top right corner rotating
- Verbal thank you in your chosen stream
- Corporate logo displayed on the “Know Before You Go” pre-event communication sent to all registrants
- 1 complimentary pass



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FOR INQUIRIES CONTACT US

PARTNERSHIPS@RPIC-IBIC.CA

