

Setting our Sails *for* Tomorrow

The logo for the EHP 2012 Convention, featuring a stylized red maple leaf to the left of the letters 'EHP' in a bold, red, sans-serif font. Below 'EHP' is the year '2012' in a smaller font, and below that is the word 'CONVENTION' in a bold, black, sans-serif font.

Advertising Catalogue

MARCH 14—17, 2012
ABBOTSFORD RAMADA PLAZA &
CONFERENCE CENTRE
36035 NORTH PARALLEL RD.
ABBOTSFORD, BC, V3G 2C6

THANK YOU FOR YOUR SUPPORT!

2012 is a milestone for the Christian Heritage Party of Canada. It marks the 25th anniversary of the party and our eighth convention. This convention provides an opportunity for us to once again commit ourselves to bringing a consistent Christian worldview to Canadian politics.

Putting together a convention is an expensive proposition. While it is possible to cover the costs of the convention with the fees charged to delegates, doing so puts significant financial strain on the party's ability to fulfill its obligations. For this reason, we rely on advertising revenue to cover the cost. Together we can make this convention a success.

The convention represents a great opportunity for businesses and organizations. The convention draws from all parts of Canada and many walks of life. We expect to have as many as 250 delegates on site for 2 full days and this is an excellent opportunity for you to reach a new and diverse group of people. This year we hope to provide a wide range of interesting advertising opportunities, but if you have an idea of your own, we would be thrilled to discuss the opportunity.

In the past, some organizations have expressed interest in giving money without receiving any advertising. Unfortunately, Election's Canada regulations allow us to only take donations from Canadian citizens. Moreover, we must charge fair market prices for the advertising opportunities we offer. For non-profits and charities, dealing with political parties can be troublesome as it can jeopardize your standing with Canada Revenue Agency. However, this is strictly an advertising opportunity; the people you rely on for donations to your organization are the same people who will attend the convention.

Please note that tax credit receipts cannot be issued for such advertising expenses; however, we will provide receipts that will allow you to write off this advertising from your business expenses.

We are excited about the work that will be undertaken to positively affect the lives of Canadians, and humbly appreciate any help you can offer to give us the biggest possible impact. Thank you very much for your participation!

Steve Leyenhorst,
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PREMIUM ADVERTISING

These premium-advertising options have a limited availability. Only one or two advertisers will be allowed to participate in these programs and select advertisers will be given the first opportunity to take these offers. Unless otherwise noted, premium advertisers will receive a full-page color ad in the conference book, will be mentioned in the agenda and will receive rotating advertising projected in the convention space between sections and during breaks.

THE VANGUARD RECEPTION

This year we hope to have an invitation only wine and cheese reception prior to the Convention itself to give the leader of the party an opportunity to personally thank those members and donors who have made significant contributions over the years, either in terms of service or finances. This event will be limited to 50 guests and the sponsoring organization will have their name directly associated with the event, “The Vanguard Reception, presented by Acme Widgets, Inc.” on all signage and literature and will receive a full color ad on the back page of the convention book. The sponsor will also have the opportunity to briefly address the invitees and display their own signage at the event.

This event, which will be free to those who are invited, cannot proceed without a sponsor. The cost of sponsoring the Vanguard Reception is **\$7500**. This is an exclusive opportunity.

HOSPITALITY ROOM

The hospitality room is a place for private meetings and receptions. The hospitality room sponsors will have the opportunity to use the room to host their own small reception or luncheon (sponsor will need to arrange catering with the hotel), subject to scheduling and the needs of the national board and other convention events. In addition to the benefits afforded to premium advertisers, sponsors of the hospitality suite will be permitted to put up their own signage in the suite and leave advertising material in the room.

The cost of sponsoring the Hospitality room is **\$2000**, which allows access to the suite from the afternoon of the 14th through the morning of the 17th. Only five sponsors will be permitted to sponsor the hospitality room.

COFFEE BREAKS

Discussing policy and electing board members is thirsty work. Twice a day, delegates will have a moment to refresh themselves with a coffee, tea and a quick snack. Sponsoring a coffee break will have your organization’s name associated with the coffee break, “Coffee Break sponsored by Acme Widgets, Inc”. The cost to sponsor a coffee break is **\$1000**.

CONVENTION BOOK ADVERTISING

Every delegate will receive a convention book when they register. In addition to containing the leader's welcome and agenda, this book will include the text of all the resolutions to be debated. This book will be heavily used during the convention and is an opportunity to reach out to the community with your message.

<i>Size</i>	<i>Price</i>
Full Page	\$750
Half Page (Horizontal or Vertical)	\$350
Quarter Page	\$250
Business Card	\$100

The advertiser is responsible for providing appropriate digital versions of ad. All ads are full colour.

25TH ANNIVERSARY COMMEMORATIVE BOOK

On the occasion of the Christian Heritage Party's 25th anniversary, the party has authorized the publication of a commemorative book that celebrates the last 25 years. The book will chronicle the history of the party from its inception to the present time, detailing the events and personalities that helped to shape the party. It will contain pictures and contributions by leaders from the past as well as a chapter by the current leader with his vision for the future.

We hope to provide a copy of the book to all convention attendees for no charge or for a subsidized rate. Advertisers who select quarter-, half, or full-page advertisements for *\$250*, *\$500*, or *\$1000* (respectively) in a section of the book identified as "Business Supporters" will be recorded permanently in the hands of the long-term party faithful. Please consider this an opportunity to supplement your convention contribution to the efforts of the CHP for 2012 and beyond.

FLOOR BOOTHS

A limited number of tables will be available from which you can sell merchandise or directly interact with potential customers or supporters. Tables will be limited to 8' wide and cost *\$250/day* (available for only 2 days).