

Join us in Calgary, Alberta for two days that are guaranteed to take your business to the next level. Through fostering existing relationships and creating new ones, business is happening at CIRI's Annual Conference.

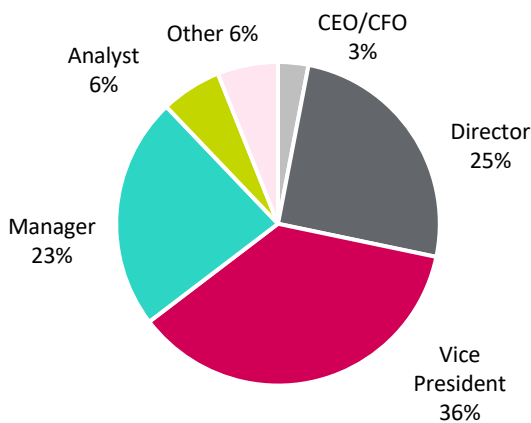
**Why exhibit at CIRI's Annual Conference?**

CIRI's 2024 Annual Conference is the premier annual event for more than 200+ investor relations professionals to gather for education, workshops, knowledge sharing with peers, networking, and learning about new products and services.

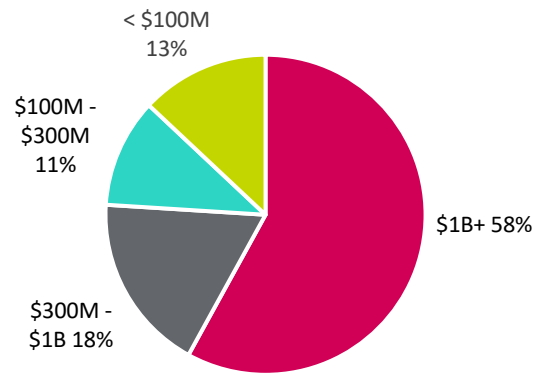
This is your opportunity to meet new contacts, nurture relationships and get closer to closing that deal. No other event in Canada brings together the top players in the IR profession, helping you achieve your business development goals.

**Who attends the Conference?**

**Corporate Members by Roles (2023)**



**Corporate Members by Market Cap (2023)**



### Conference Fast Facts:

- Two-day Conference
- 200+ attendees
- Exhibitors have six hours of dedicated face-to-face time with delegates
- Canada's largest gathering of IROs
- >50% of delegates are corporate IROs
- 20-26 exhibit booths

### CIRI's Reach Fast Facts:

- 1,800+ audience for Conference marketing
- 2,300+ *wIRed* subscribers
- 3,900+ LinkedIn followers
- 200+ X followers

### All Exhibitors receive:

- Logo & descriptor on the Annual Conference App
- Participation in exhibit hall gamification through the Annual Conference App
- Six exclusive non-competing exhibit hours
- Three registrant lists, time-spaced, in advance of the event so you can target hot prospects.
- Your choice of an inside ad in *IR leader* or two banner ads in *wIRed* in 2024.
- Company profile in 2024 Annual Conference program guide (200-word limit)
- Company listing (name and booth location) on the Annual Conference section of CIRI.org
- One complimentary full Conference registration for the event, which includes access to sessions, opening reception, all breaks, breakfasts, lunches, themed reception, and dinner.
- 8' deep and 10' wide exhibit booth with 8' high pipe and drape back wall with 3' high draped side rails

## Optimize Your Exhibiting Experience

### Promote Your Participation

The key to success at any trade show is pre-promoting your company's participation. How else will your clients and prospective clients know where to find you?

Pre-promoting is easy because we provide the registration list free of charge – available to all Annual Conference sponsors and exhibitors.

In the weeks leading up to the Conference, promote your involvement by getting involved in the Conference App Gamification.

### Submit a Booth Prize

Inform CIRI about any prizes that you will be raffling, and we'll list your company and prize info on our website for free!

Booth draws take place during the Tuesday morning break, inside the exhibit hall. In the weeks leading up to the Conference, announcements of exhibitor's prizes will be fed through CIRI's Conference blast, social media channels and App.

### Book Appointments

Encourage prospective attendees to make one-on-one appointments with you, so that you can ensure you get the face time you need.

### To book your Exhibit Booth

Contact Joe Vales at  
[jvales@ciri.org](mailto:jvales@ciri.org) or  
(416) 364-8200 ext. 105