

2022 CIRI's Essentials of IR (In Person)/Membership Bundle

Save \$989 with this Bundle!

Are you looking to expand your investor relations knowledge and skills while building your network? Then we have the resources you need, all in one bundle, at a significantly reduced price.

1. A CIRI Membership, Value \$740

As a CIRI member, you have access to:

- Trusted resources curated for IROs to stay current on developments in IR and related fields;
- Professional development to expand IR skills and knowledge while staying informed on leading and emerging IR practices;
- Networking opportunities to foster and expand IR relationships across Canada; and
- Issues education and advocacy efforts that shape the Canadian IR landscape.

Check out our [Member Value Proposition](#) for a full listing of member benefits.

2. A Registration to CIRI's Essentials of IR – In-person in Toronto, September 8 & 9, Value \$1,050

This multi-day professional development program is designed to develop and expand your investor relations knowledge and expertise. The comprehensive program covers the core responsibilities of the investor relations function including IR strategy and planning, capital markets, regulations, finance, stakeholder relationships and communications.

Who should attend? This program is intended for those who are new to the profession, support the IR function or need a refresher. This program may be a prerequisite for the CIRI/Investor Relations Certification Program.

3. CIRI's *Standards and Guidance for Disclosure and Model Disclosure Policy, Fifth Edition*, Value \$500

CIRI's Standards seek to promote transparent and timely disclosure to the marketplace and avoid disclosure issues that could result in penalties or lawsuits or damage to the reputation of the company's directors and officers. This document also provides the framework for developing a written disclosure policy.

4. CIRI's *Guide to Developing an Investor Relations Program, Fourth Edition*, Value \$189

CIRI's Guide is a comprehensive resource for developing and managing a successful IR program. This fourth edition reflects the continued strategic evolution of the IR role; the profession's response to expanded investor focus on ESG; changes to regulatory requirements; and best practices for the use of technology.

Total Value: \$2,479 – Bundle Price: \$1,490

CIRI's 2022 Essentials of IR/Membership Bundle provides a savings of \$989!

To take advantage of this offer please complete the application on the reverse side and submit directly to Kaitlin Davis at kdavis@ciri.org.

CIRI Essentials of IR/Membership Bundle

Remit to: Kaitlin Davis at kdavis@ciri.org
 Have questions? Call Kaitlin at (416) 364-8200 ext. 107

Ms. Mr. Mrs. (circle one)

Name _____

Title _____

Company _____

Address _____

City _____ Prov/State _____ Ctry _____

Postal Code/Zip _____

Telephone _____

Fax _____

E-mail _____

Education (degrees, professional designations)

Number of years in investor relations _____

Listed Company Information (If Applicable)

Sector _____

Industry _____ Stock Symbol _____

Exchange Listing(s)

Canadian Exchange TSX TSX-V CSE NEO

U.S. Exchanges NYSE NASDAQ

Other _____

Market Capitalization

\$0 - \$25 million (micro cap)

\$26 - \$99 million (small cap)

\$100 - \$999 million (mid cap)

\$1 billion or greater (large cap)

How did you hear of CIRI?

CIRI Event CIRI Website Online Advertising Print Materials Social

Media Referral - Referring Member: _____

Other: _____

Membership Category Selection (Pick one)

Corporate Practitioner (employed by a listed company)

Consultant

Associate member (not a practicing IR)

Dues Selection – 2022 Essentials of IR/Membership Bundle:

Dues* include one year of membership

2022 Essentials of IR registration

CIRI's *Standard & Guidance for Disclosure* and CIRI's *Guide to Developing an IR Program* **\$1,490 + taxes** (ON, NB, NF =13%, NS, PEI, QC =15%, BC, AB, MB, NU, SK or YK = 5% USA or others =15%)

Total \$ _____

NIRI Global Subscriber Package \$195.00 + taxes (Optional)

The Global Subscriber Package (GSP) includes selected services and products of particular interest to IROs whose company is listed in the U.S. or has a U.S. analyst following.

Total remitted \$ _____

*includes application administrative fee of \$75.00

GST/HST registration 867431850RT

Method of Payment: By cheque, payable to Canadian Investor Relations Institute, or by **VISA, MasterCard or AMEX.**

Credit Card# _____

Name on card _____

Signature _____

Expiry date (MM/YY) _____ CVV _____

I consent to the collection, use and disclosure of my personal information during the course of my membership for the purposes set out in the CIRI Members' Privacy Policy, which is available on CIRI.org. I further consent to my contact information being published in web or print directories produced by CIRI and/or its Chapters.

Yes No

Signature _____ Date _____

CIRI's Code of Ethics

CIRI members must comply with the Code of Ethics and Practice Guidelines. CIRI members who are sanctioned by regulatory or judicial bodies for violating laws or regulations in conjunction with their IR responsibilities may, upon recommendation of the CIRI Membership Committee, have their memberships terminated and/or the CPIR designation revoked by the CIRI Board of Directors, in keeping with the provisions of CIRI's By-laws.

Members of the Canadian Investor Relations Institute, including CPIRs, and candidates for the CPIR designation must:

1. Maintain integrity and credibility by practicing investor relations within the highest legal, regulatory and ethical standards.
2. Exercise independent professional judgment in the conduct of duties and responsibilities.
3. Avoid even the appearance of professional impropriety in the conduct of investor relations responsibilities.
4. Keep up to date regarding the affairs of the company or clients, as well as the laws, regulations and principles affecting the practice of investor relations.
5. Maintain the confidentiality of information acquired in the normal course of business.
6. Not use confidential information acquired in the normal course of business for personal advantage, nor for the advantage of others, except in the legitimate performance of duties on behalf of the company or clients.
7. Report to company authorities, the Board of Directors, or appropriate securities regulators, if fraudulent or illegal acts are suspected or recognized.
8. Recognize that the integrity and credibility of the capital markets is based on complete, timely and non-selective disclosure of financial and non-financial corporate information and work to ensure that the company or client communicate such information on a timely basis.
9. Provide analysts, institutional and individual investors and the media fair and equal access to publicly disclosed corporate information.
10. Serve the interests of shareholders and other stakeholders.

I hereby apply for membership in the Canadian Investor Relations Institute and agree to abide by CIRI's By-laws, available on CIRI.org, and the Code of Ethics presented above.

Signature _____ Date _____