



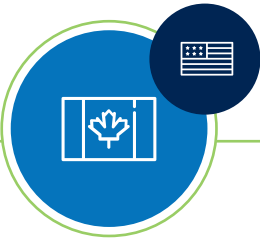
FEI CANADA

**LEADERSHIP
BEYOND FINANCE**

ABOUT FEI CANADA

National Exposure





11 chapters across Canada

1500+ members

10,000 affiliated FEI US members

Membership representative of Canadian industries



47% CFOs, CEOs, Managing Directors, or Principals

31% VP Finance or Directors

8% - Controllers or Treasurers



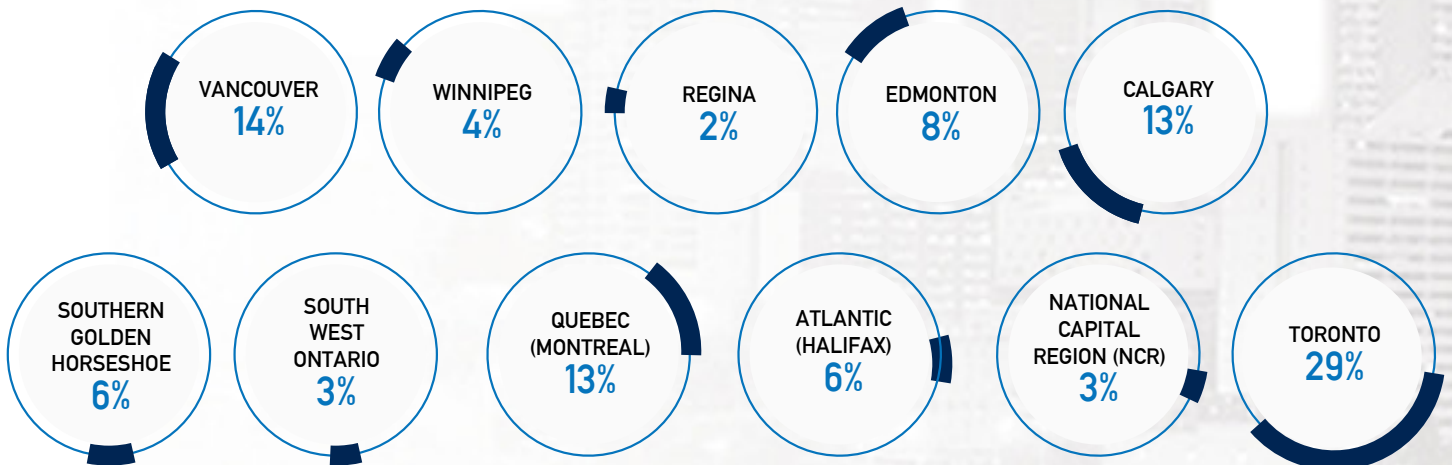
41% <\$100M

33% \$100M - \$999M

26% \$1B+

Mix of private, public, crown, NFP and academic organizations.

Chapters Breakdown



Member Value

Peer Networking

Events

Programing

Speakers

Content

FEI CANADA PROGRAMS

FEI Canada Annual Conference

FEI Canada's annual conference is loaded with in-depth concurrent workshops, impactful keynote speakers, exciting social activities and fun-filled networking events.

It's a perfect event for those looking to present products, solutions and services to senior financial executives from across Canada as well as expand contact lists and networks.

- Interact with 300+ senior financial executives & decision makers
- Dedicated time over 3 days to showcase your products and services
- Lead retrieval service available to capture essential delegate information
- Custom partnership opportunities to increase brand awareness and drive sales
- Traffic generating activities such as the Distinguished Service Award Reception
- Strengthen relationships with existing clients and pursue new clients
- National exposure to eleven chapters in one location



Canada's CFO of the Year



Canada's CFO of the Year Award honours a senior financial leader who has made a significant contribution to business in Canada with quality, insight and integrity.

RECENT WINNERS

Nathalie Bernier, PSP Investments
 Michael Rousseau, Air Canada
 Gord Nelson, Cineplex
 Dean McCann, Canadian Tire
 Janice Fukakusa, RBC



CFO LEADERSHIP BEYOND FINANCE

FEI Canada's CFO Leadership Beyond Finance Program is an executive education program put on in conjunction with Queen's Smith School of Business.

The Program equips senior financial executives with the insights they need to become more effective leaders and better strategic advisors to their CEOs and Boards of Directors.

Graduates of the program also have access to exclusive alumni networking and education experiences.



COLLEEN JOHNSTON
 Special Advisor
 TD Bank Group



DEAN MCCANN
 EVP & CFO,
 Canadian Tire Corp.



BRIAN LAWSON
 Senior Managing
 Partner & CFO,
 Brookfield Asset
 Management



MICHAEL ROUSSEAU
 Vice President & CFO
 Air Canada



GORD NELSON
 Chief Financial Officer,
 Cineplex Inc.



LAURIE TUGMAN
 Chairman, Nexterra
 Systems and former
 CEO & CFO,
 Marsulex



NATHALIE BERNIER
 Senior Vice-President,
 Strategic and Business
 Planning and CFO
 PSP Investments



BRUCE WATERMAN
 Corporate Director
 and former CFO,
 Agrium Inc.

Research/Thought Leadership

The Canadian Financial Educational Research Foundation (CFERF) is the research institute of FEI Canada. CFERF's primary objective is to study emerging financial management issues with the aim of increasing competitive capabilities of Canadian financial leaders and their organizations.

Create independent thought leadership in coordination with FEI's membership.

Present authentic findings that support your business services or products.



Recent research sponsors:



FEI Canada Young Luminaries

FEI Canada Young Luminaries is a brand new program currently being piloted in the Toronto Chapter to address the development needs of Canada's next generation of financial executives.

50 hand selected young professionals will connect with a 50 member team of seasoned financial executives. The mentors and protégés will connect through a series of round-table, connectivity and panel style events.



FEI Canada Hall Pass Events & Advertising

It's no secret to people involved with FEI Canada that our membership is made up of the most passionate and influential group of senior financial executives in the country. Our membership provides the opinions for research projects, attends events, organizes local and national events and contributes thousands of volunteer hours annually.

We offer several ways to access this difficult to gather audience and provide value to sponsors through unmatched quality of participants.



NATIONAL BREAKFAST SEMINARS



WEBINARS



E-BLASTS, NEWSLETTERS



WEBSITE ADVERTISING

FEI Canada works with over 100 different organizations that support our events, programming, research, content and membership. These organizations offer true value to our membership by providing valuable thought leadership, information and insight that elevate the FEI Canada experience. In exchange, these companies receive unparalleled access to senior financial executive decision makers.

We have a variety of opportunities for organizations to get involved. This includes targeted chapter level involvement, custom research projects, webinars, and National Strategic Partnership.

The partners and sponsors of FEI Canada are an important priority. We take an active role in listening to the needs of organizations looking to get involved with our membership and work hard to ensure they receive the right return on investment.

National Strategic Partners

National Strategic Partners are organizations who promote their product or services through FEI Canada using a mix of offerings and programs while also playing a key role in furthering the mission of FEI Canada. National Strategic Partners receive exclusive benefits and invitations to contribute to committees, panels, presentations, attend exclusive events and contribute content.

National Sponsorship

Engage in one of our Hall Pass options, sponsor or exhibit at our annual conference, or align yourself with specific component of one of our national programs. We work alongside our sponsors to ensure there is the right fit to engage thoughtfully with FEI Canada's membership.

National Strategic Sponsors

National Strategic Sponsors are organizations who promote their products or services through FEI Canada using a mix of offerings and programs. Their annual investments typically include chapter level sponsorships, conference activities and involvement in other FEI Canada programming. Once a minimum spending threshold is reached, the organization is deemed a National Strategic Sponsor and receives additional recognition and opportunities.

Chapter Sponsorship

Each of our eleven chapters across Canada offer sponsorship opportunities to get involved locally. Sponsorship opportunities are unique in each chapter and are overseen by local member committees. If chapter sponsorship is the right fit for your organisation, we'll put you in touch with the chapter volunteer who oversees sponsorship.