

Introducing

# FEI Canada Private Company National Partnerships

[www.feicanada.org](http://www.feicanada.org)



**FEI Canada**  
12 chapters  
1,600+ members



## **THE ALL INDUSTRY MEMBERSHIP ASSOCIATION FOR SENIOR FINANCIAL EXECUTIVES IN CANADA**

Financial Executives International Canada (FEI Canada) is the leading voice and informed choice for financial executives across the country. With 12 chapters and 1,500+ members, our association provides professional development, networking opportunities, thought leadership and advocacy services to its members.

**In partnering with FEI Canada as a National Private Company Partner, you have the opportunity to showcase your position as a corporate leader in Canada's private company ecosystem. The partnership provides association with senior level financial executives spanning a multitude of industries, functions and disciplines from Canada's leading and most influential private companies.**

Introducing  
**FEI Canada Private Company** 

CFO's working in the private sector face a singular challenge – they have neither the resources nor the support that their public company peers enjoy and have no one to turn to for guidance with the challenges surrounding working in an entrepreneurial company. *Until now!*

Introducing

# FEI Canada Private Company

With **over 50% of our membership working in the private sector**, FEI Canada is in a unique position to support private company CFOs. In the confidential and “**safe haven**” environment that is FEI Canada, these members can now reach out to, and engage with, fellow private company financial executives. ***Who better to get guidance from than a peer who has faced the same challenges, in the same entrepreneurial environment?***

With **four dynamic Thought Leadership Groups** focused on **Private Company M&A, Finance, Multi-Generation Family Businesses**, and **Entrepreneur Successions** and driven by an engaged volunteer Committee of over 25 private company financial executives from across Canada, FEI Canada Private Company is Canada's premier support and networking resource for Canadian financial executives in the private sector.



Private Company M&A



Private Company Finance



Multi-Generation  
Family Businesses



Entrepreneur Successions

We invite you to partner with us in helping private company CFOs to become better CFOs and better leaders and get exposure to many of Canada's most dynamic and growth-oriented companies.

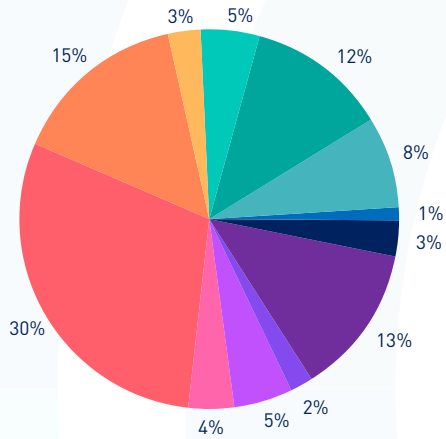


**fei**.canada private company network

[www.feicanada.org](http://www.feicanada.org)

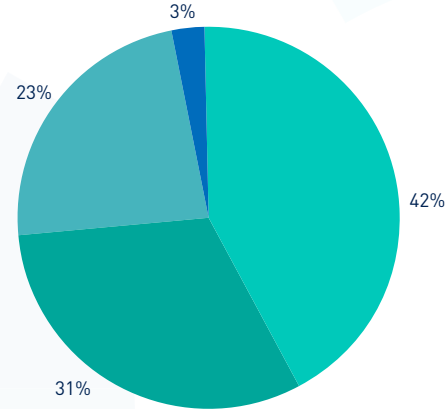
# Member Demographics

## MEMBERSHIP %



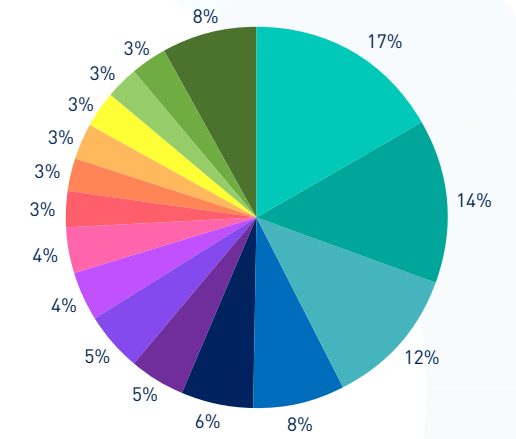
- Atlantic Provinces 5%
- Calgary 12%
- Edmonton 8%
- GTO 1%
- National Capital Region 3%
- Quebec 13%
- Regina 2%
- Southern Golden Horseshoe 5%
- Southwestern Ontario 4%
- Toronto 30%
- Vancouver 15%
- Winnipeg 3%

## REVENUE



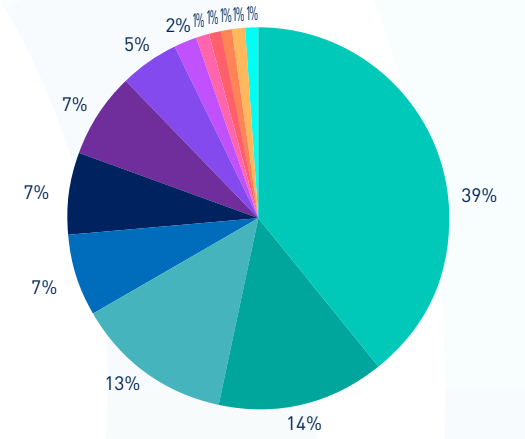
- Under \$100M 42%
- \$100M to \$1B 31%
- Over \$1B 23%
- Not stated 3%

## INDUSTRY



- Finance & Insurance 17%
- Professional, Scientific & Technical Services 14%
- Manufacturing 12%
- Other Services (except Public Administration) 8%
- Mining (including Oil & Gas) 6%
- Real Estate Rental & Leasing 5%
- Transportation & Warehousing 5%
- Construction 4%
- Information & Cultural Industries 4%
- Healthcare & Social Assistance 3%
- Wholesale Trade 3%
- Retail Trade 3%
- Utilities 3%
- Education Services 3%
- Arts, Entertainment & Recreation 3%
- Management of Companies & Enterprises, Public Administration, Agriculture/Forestry/Fishing & Hunting, Charitable Organizations, Accommodation and Food Services, Administrative & Support/Waste Management/Remediation Services 2-1% Range 8%

## JOB TITLE



- CFO 39%
- VP Finance 14%
- Director 13%
- CAO, COO, EVP, SVP or VP other 7%
- CEO, President or Founder 7%
- Controller 7%
- Manager, Administrator, Accountant 5%
- Managing Director / Executive Director 2%
- Consultant 1%
- Principal 1%
- Academic 1%
- EVP or SVP Finance 1%
- Treasurer 1%

# FEI Canada National Private Company

Partnership Options 

Lead Sponsor

Thought Leadership Group Sponsor

Associate Sponsor

# FEI Canada Private Company

Lead Partnership

## Lead Partnership Benefits

### PRIVATE COMPANY COMMITTEE

FEI Canada will make available to the Lead Partner:

- A seat on the sub-committee with recognition among the members including contact information and bios
- Logo with link on the sub-committee and committee pages
- 250 word profile in annual sub-committee to FEI Canada members
- Logo on sub-committee material

## Lead Partnership Benefits

### SURVEY / WHITE PAPER

Benefits will include:

- A minimum of three direct e-mailings to FEI Canada's entire database of senior financial officers soliciting participation in the survey
- Sponsor logo will be prominently displayed on the invitation and linked to the sponsor's survey
- FEI Canada can, on behalf of the sponsor, develop the final graphic design output of the white paper
- FEI Canada will distribute the findings and the white paper to its membership base



## Lead Partnership Benefits

### MEMBERSHIP

FEI Canada will make available to the Lead partner 10 complimentary memberships to qualified individuals.

- These new FEI Canada members are able to attend FEI dinner and speaking events

### NATIONAL STRATEGIC PARTNER

- May promote this new partnership and the benefits of becoming a member of FEI Canada
- Has preferential pricing for FEI Canada's National Executive Development Webinar Series and Breakfast Seminars
- May participate on an FEI Canada national advisory committee
- May use FEI Canada's logo on approved material

## Lead Partnership Benefits

### FEI CANADA CONFERENCE

The Lead Partner is entitled to:

- Two FEI Canada Annual Conference registrations
- One exhibit space at the conference
- Priority consideration for participation on the conference program
- Prominent display of your corporate identity on all conference materials and at all general sessions
- Pre and post conference attendance list
- Promotional material will be inserted in the attendee registration package
- One complimentary one page advertisement in the conference on-site program

## Lead Partnership Benefits

### WEBINARS / VIRTUAL ROUND TABLE

FEI Canada will host one webinar sponsored by the Lead partner. Benefits will include:

- A minimum of three direct e-mailings to FEI Canada's entire database of senior financial officers announcing the webinars.
- Sponsor logo will be prominently displayed on the invitation and linked to the sponsor's website.
- The webinar will be archived on FEI Canada's website for FEI member access for one year. This will include associated sponsor recognition and link to the sponsor's website.
- FEI Canada can, at the sponsor's request, secure one or two member's as panelists.
- Receipt of full contact information for all attendees who request additional information from the sponsor.

## Lead Partnership Benefits

### FEI CANADA XPRESS NEWSLETTER

- Opportunity for monthly thought leadership contribution to the Xpress newsletter sent to FEI Canada members and subscribers – Canada's financial leaders.

### CHAPTER PARTICIPATION

- The Lead Partner will be entitled to 20% discount off chapters' basic sponsorship fees for Chapters where the National Strategic Partner has a sponsorship agreement
- For Chapters where the Lead Partner does not have a Chapter Sponsorship agreement, the Lead Partner will be permitted to bring one or two of its senior representatives to up to 2 meetings per Chapter

## Lead Partnership Benefits

### NATIONAL BREAKFAST SEMINAR

FEI Canada will host one National Breakfast Seminar sponsored by the Lead partner. Benefits will include:

- A minimum of three direct e-mailings to FEI Canada's entire database of senior financial officers announcing the webinars
- Sponsor logo will be prominently displayed on the invitation and linked to the sponsor's website
- FEI Canada will register all attendees for the event
- The sponsor will be able to invite up to 10 guests at no additional cost.
- All venue costs will be borne by FEI Canada including room, AV, food and beverage
- FEI Canada can, at the sponsor's request, secure one or two member's as panelists
- Receipt of full contact information for all attendees who request additional information from the sponsor



# FEI Canada Private Company

Thought Leadership Group Partnership (TLG)

## TLG Partnership Benefits

### PRIVATE COMPANY COMMITTEE

FEI Canada will make available to the Thought Leadership Group Partner:

- Prominent position as Thought Leader for one of FEI Canada's four Private Company Thought Leadership Groups
- A seat on the sub-committee with recognition among the members including contact information and bios
- Logo with link on the sub-committee and committee pages
- 250 word profile in annual sub-committee to FEI Canada members
- Logo on sub-committee material

## TLG Partnership Benefits

### FEI CANADA CONFERENCE

The Thought Leadership Group Partner is entitled to:

- Two FEI Canada Annual Conference registrations
- One exhibit space at the conference
- Priority consideration for participation on the conference program
- Prominent display of your corporate identity on all conference materials and at all general sessions
- Pre and post conference attendance list
- Promotional material will be inserted in the attendee registration package
- One complimentary one page advertisement in the conference on-site program

## TLG Partnership Benefits

### MEMBERSHIP

FEI Canada will make available to the Thought Leadership Group partner 10 complimentary memberships to qualified individuals.

- These new FEI Canada members are able to attend FEI dinner and speaking events

### NATIONAL STRATEGIC PARTNER

- May promote this new partnership and the benefits of becoming a member of FEI Canada
- Has preferential pricing for FEI Canada's National Executive Development Webinar Series and Breakfast Seminars
- May participate on an FEI Canada national advisory committee
- May use FEI Canada's logo on approved material

## TLG Partnership Benefits

### FEI CANADA XPRESS NEWSLETTER

- Opportunity for monthly thought leadership contribution to the Xpress newsletter sent to FEI Canada members and subscribers – Canada's financial leaders.

### CHAPTER PARTICIPATION

- The Thought Leadership Group Partner will be entitled to 20% discount off chapters' basic sponsorship fees for Chapters where the National Strategic Partner has a sponsorship agreement
- For Chapters where the Thought Leadership Group Partner does not have a Chapter Sponsorship agreement, the Supporting Partner will be permitted to bring one or two of its senior representatives to up to 2 meetings per Chapter

# FEI Canada Private Company

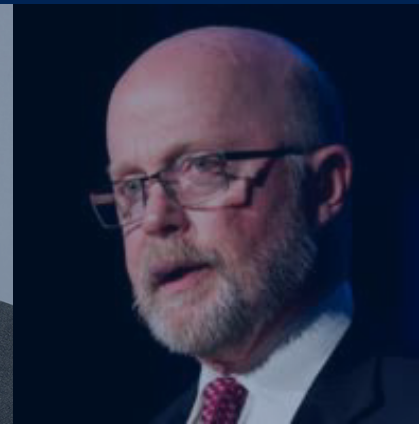
Associate Partnership

## Associate Partnership Benefits

### PRIVATE COMPANY COMMITTEE

FEI Canada will make available to the Associate Partner:

- Logo with link on the sub-committee and committee pages
- 250 word profile in annual sub-committee to FEI Canada members
- Text on sub-committee material





# Thank You for Your Support



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