

# CANADIAN GAMING SUMMIT

April 28 – 30, 2009

Caesars Windsor – Windsor, Ontario

13th Annual Canadian Gaming Summit

*“Where the Canadian Gaming Industry Meets”*

2009 Standardbred  
Wagering Conference  
Sponsorship Program

Hosted by:



For more information please visit us at [www.canadiangamingsummit.com](http://www.canadiangamingsummit.com)

# 2009 Sponsorship Program Standardbred Wagering Conference

**Building on the success of the inaugural event in 2008**, Standardbred Canada will again host the Standardbred Wagering Conference in conjunction with the 2009 Canadian Gaming Summit, "Canada's Premier Gaming Conference & Trade Show." The Standardbred Wagering Conference will focus exclusively on Standardbred wagering and the theme for the conference will be "driving innovation". The conference will provide an opportunity for Standardbred Canada to update the industry on the Wagering Action Plan and work on the future of horse race wagering as a unified group." The 2009 Summit will be held in Windsor, Ontario at the newly renovated Caesars Windsor from April 28 to 30. With this year's conference being held in Windsor, on the Canada-US border, the conference will have more of a North American focus, with the hopes of attracting stakeholders from across the continent.

Standardbred Canada is an incorporated non-profit organization whose mandate is to supervise, record, store and distribute information on all registered Standardbreds and to promote harness racing in Canada and beyond. Standardbred Canada was formed in 1998 as a result of the amalgamation of the breed's two national organizations, The Canadian Trotting Association and The Canadian Standardbred Horse Society. Operated by an elected Board of Directors from across the country, Standardbred Canada is also responsible for managing and operating horse auctions, traditionally five mixed sales, and a yearling sale, The Canadian Open, which is traditionally held in September.



## The 2009 Standardbred Wagering Conference and special event schedule is as follows:

### Tuesday, April 28

- 8:00 am – 9:00 am: Standardbred Wagering Conference Opening Breakfast & Welcome Remarks
- 9:00 am – 12:00 pm: Standardbred Wagering Conference Educational Sessions
- 12:00 pm – 1:30 pm: Standardbred Wagering Conference Luncheon & Keynote
- 1:30 pm – 4:30 pm: Standardbred Wagering Conference Educational Sessions
- 7:00 pm – 10:00 pm: Standardbred Wagering Conference Dinner and Racing at Windsor Racetrack

### Wednesday, April 29

- 7:00 am – 9:00 am: Canadian Gaming Summit Opening Breakfast, Welcome Remarks and Keynote
- 9:00 am – 12:00 pm: Standardbred Wagering Conference Educational Sessions
- 1:30 pm – 5:30 pm: Canadian Gaming Summit Exhibition Floor Visitation
- 8:00 pm – 10:00 pm: Standardbred Wagering Conference Handicapping Tournament



# Sponsorship Opportunities

There are a limited number of sponsorship opportunities available for Standardbred industry suppliers and professionals. The sponsorship program is available on a first come, first served basis. The 2009 Standardbred Wagering Conference Sponsorship Program provides you with an excellent opportunity of exposing your organization to many of Canada's leading racing and gaming professionals. Please find the sponsor categories and benefits below:

## Premier Sponsorship

1 available @ \$10,000

### The Premier Sponsor receives the following program benefits and exposure:

- Exclusive recognition as the highest level sponsor of the 2009 Standardbred Wagering Conference
- Verbal sponsor recognition:
  - Opening Breakfast & Welcome – Tuesday, April 28
  - Luncheon & Keynote – Tuesday, April 28
  - Dinner & Racing – Tuesday, April 28
- Corporate logo placement:
  - Signage outside of all Standardbred Wagering Conference meeting rooms
  - Conference promotional e-mailers
  - Canadian Gaming Summit website
  - Standardbred Canada website
  - Canadian Gaming Summit Show Guide
  - Sponsor recognition booth sign
  - Standardbred Wagering Conference sponsor recognition advertisement appearing in the 2009 Gaming Summit Show Guide, Canadian Gaming Business Magazine and TROT Magazine
- Other sponsor benefits:
  - Welcome delegates to the Conference at the Opening Breakfast & Welcome – Tuesday, April 28
  - Two, complimentary combined Standardbred Wagering Conference/Gaming Delegate registrations for the 2009 Canadian Gaming Summit
  - Four, complimentary tickets to the Annual Canadian Gaming Summit Awards Reception & Charity Gala – Thursday, April 30
  - One, complimentary 1/2 page corporate advertisement in Canadian Gaming Business Magazine
  - One, complimentary 1/2 page corporate advertisement in TROT Magazine
  - One, complimentary 1/2 page corporate advertisement in the Canadian Gaming Summit Show Guide

## Elite Sponsorship

2 available @ \$7,500 each

### The Elite Sponsors receive the following program benefits and exposure:

- Recognition as the second highest level sponsors of the 2009 Standardbred Canada Wagering Conference
- Verbal sponsor recognition;
  - Opening Breakfast & Welcome – Tuesday, April 28
  - Luncheon & Keynote – Tuesday, April 28
- Corporate logo placement;
  - Signage outside of all Standardbred Wagering Conference meeting rooms
  - Conference promotional e-mailers
  - Canadian Gaming Summit website
  - Standardbred Canada website
  - Canadian Gaming Summit Show Guide
  - Sponsor recognition booth sign
  - Standardbred Wagering Conference sponsor recognition advertisement appearing in the 2009 Gaming Summit Show Guide, Canadian Gaming Business Magazine and TROT Magazine
- Other sponsor benefits;
  - One, complimentary combined Standardbred Wagering Conference/Gaming Delegate registration for the 2009 Canadian Gaming Summit
  - Two, complimentary tickets to the Annual Canadian Gaming Summit Awards Reception & Charity Gala – Thursday, April 30
  - One, complimentary 1/4 page corporate advertisement in Canadian Gaming Business Magazine
  - One, complimentary 1/4 page corporate advertisement in TROT Magazine
  - One, complimentary 1/4 page corporate advertisement in the Canadian Gaming Summit Show Guide

# Sponsorship Opportunities

## Educational Program Sponsorship

1 available @ \$4,000

### The Educational Program Sponsor receives the following program benefits and exposure:

- Exclusive recognition as the sponsor of the 2009 Standardbred Wagering Conference Educational Program
- Verbal sponsor recognition:
  - First morning and afternoon educational session – Tuesday, April 28
  - First morning educational session – Wednesday, April 29
- Corporate logo placement:
  - Signage outside of the Standardbred Wagering Conference meeting room
  - Conference promotional e-mailers
  - Canadian Gaming Summit website
  - Standardbred Canada website
  - Canadian Gaming Summit Show Guide
- Sponsor recognition booth sign
- Standardbred Wagering Conference sponsor recognition advertisement appearing in the 2009 Gaming Summit Show Guide, Canadian Gaming Business Magazine and TROT Magazine
- Other sponsor benefits:
  - One, complimentary Standardbred Wagering Conference Delegate registration for the 2009 Canadian Gaming Summit
  - Two, complimentary tickets to the Annual Canadian Gaming Summit Awards Reception & Charity Gala – Thursday, April 30
  - One, complimentary 1/4 page corporate advertisement in Canadian Gaming Business Magazine
  - One, complimentary 1/4 page corporate advertisement in TROT Magazine



## Breakfast Sponsorship

1 available @ \$4,000

### The Breakfast Sponsor receives the following program benefits and exposure:

- Exclusive recognition as the sponsor of the 2009 Standardbred Wagering Conference Breakfast
- Verbal sponsor recognition:
  - Opening Breakfast & Welcome – Tuesday, April 28
- Corporate logo placement:
  - Signage outside of the Standardbred Wagering Conference breakfast room
  - Tent cards on the breakfast room tables
  - Conference promotional e-mailers
  - Canadian Gaming Summit website
  - Standardbred Canada website
  - Canadian Gaming Summit Show Guide
  - Sponsor recognition booth sign
- Standardbred Wagering Conference sponsor recognition advertisement appearing in the 2009 Gaming Summit Show Guide, Canadian Gaming Business Magazine and TROT Magazine
- Other sponsor benefits:
  - One, complimentary Standardbred Wagering Conference registration for the 2009 Canadian Gaming Summit
  - Two, complimentary tickets to the Annual Canadian Gaming Summit Awards Reception & Charity Gala – Thursday, April 30
  - One, complimentary 1/4 page corporate advertisement in Canadian Gaming Business Magazine
  - One, complimentary 1/4 page corporate advertisement in TROT Magazine

# Sponsorship Opportunities

## Luncheon & Keynote Sponsorship

1 available @ \$5,000

### The Luncheon & Keynote Sponsor receive the following program benefits and exposure:

- Exclusive recognition as the sponsor of the 2009 Standardbred Wagering Conference Luncheon & Keynote
- Verbal sponsor recognition:
  - Luncheon & Keynote – Tuesday, April 28
- Corporate logo placement:
  - Signage outside of the Standardbred Wagering Conference luncheon room
  - Tent cards on the luncheon room tables
  - Conference promotional e-mailers
  - Canadian Gaming Summit website
  - Standardbred Canada website
  - Canadian Gaming Summit Show Guide
  - Sponsor recognition booth sign
- Standardbred Wagering Conference sponsor recognition advertisement appearing in the 2009 Gaming Summit Show Guide, Canadian Gaming Business Magazine and TROT Magazine
- Other sponsor benefits:
  - Introduction of the Keynote Speaker
  - One, complimentary combined Standardbred Wagering Conference/Gaming Delegate registration for the 2009 Canadian Gaming Summit
  - Two, complimentary tickets to the Annual Canadian Gaming Summit Awards Reception & Charity Gala – Thursday, April 30
  - One, complimentary 1/4 page corporate advertisement in Canadian Gaming Business Magazine
  - One, complimentary 1/4 page corporate advertisement in TROT Magazine

## Coffee Break Sponsorship

3 available @ \$750 each

### The Coffee Break Sponsors receive the following program benefits and exposure:

- Recognition as a sponsor of the 2009 Standardbred Wagering Conference Coffee Break
- Verbal sponsor recognition
- Corporate logo placement:
  - Signage at the Standardbred Wagering Conference coffee break station
  - Conference promotional e-mailers
  - Canadian Gaming Summit website
  - Standardbred Canada website
  - Canadian Gaming Summit Show Guide
  - Standardbred Wagering Conference sponsor recognition advertisement appearing in the 2009 Gaming Summit Show Guide, Canadian Gaming Business Magazine and TROT Magazine

### If you have any questions or would like to book your 2009 Standardbred Wagering Conference Sponsorship, please contact:

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For information regarding the 2009 Canadian Gaming Summit, please visit: [www.canadiangamingsummit.com](http://www.canadiangamingsummit.com)

