



Business Case for Sponsors & Exhibitors

CPPC Forum, CPPC Connect & Exhibitors Hub

April 25-28, 2027 | Banff Centre for Arts and Creativity | Banff, Alberta

Why Participate?

The CPPC Forum is Canada's only national conference dedicated exclusively to public procurement professionals and suppliers. Since 1999, it has brought together procurement leaders, practitioners, public sector organizations, and industry partners from across the country to share knowledge, build relationships, and advance the profession.

The 2027 Forum is expected to welcome more than 150 delegates and speakers representing:

- Federal departments and agencies
- Provincial and territorial governments
- Municipal governments
- Crown corporations
- Academic institutions
- Healthcare organizations
- Social sector organizations
- Industry partners and service providers

For suppliers, sponsors, and exhibitors, the Forum offers a unique opportunity to build brand awareness, strengthen relationships, and engage directly with public procurement decision-makers from across Canada.

The Banff Advantage

The 2027 Forum will be hosted at the Banff Centre for Arts and Creativity, marking the first CPPC Forum hosted by a CPPC member organization.

The Banff Centre brings accommodation, meeting space, dining, networking events, and educational sessions together in one location. This integrated, campus-style setting creates a highly engaged environment where sponsors, exhibitors, and delegates can connect throughout the event.

Unlike larger trade shows where interactions may be brief, the Forum encourages meaningful conversations and relationship building over multiple days, giving participating organizations more opportunities to increase their visibility, strengthen connections, and engage with Canada's public procurement community.

A CPPC First

Hosting the Forum with a member organization reflects CPPC's commitment to supporting and showcasing its members while strengthening connections across Canada's public procurement community. As a not-for-profit educational and cultural organization, the Banff Centre reinvests conference revenues in programming that advances arts, leadership, learning, and creativity. By participating, sponsors and exhibitors support not only a fellow CPPC member, but also a mission that complements CPPC's commitment to education, collaboration, knowledge sharing, and professional growth.

CPPC Connect & Exhibitors Hub

The CPPC Connect & Exhibitors Hub is designed to help suppliers maximize their visibility and engagement with public procurement professionals from across Canada.

Combining exhibit space, networking opportunities, and direct access to public sector decision-makers, the Hub provides an efficient and effective platform to:

- Showcase products, services, and solutions
- Connect with procurement leaders and buyers
- Build strategic relationships
- Gain insight into current procurement priorities and market trends
- Enhance brand visibility within Canada's public procurement community

Exhibitor participation includes a 10' x 10' booth space, access to Forum educational sessions, meals, networking events, and scheduled one-on-one meetings with participating public-sector organizations. CPPC Private Members receive priority meeting scheduling.

Estimated Participation Cost

Member Registration Scenario

Expense	Primary Representative	Additional Representative
Exhibitor Registration*	\$3,000	Included
Accommodation (3-4 nights @ \$250)	\$750-\$1,000	\$750-\$1,000
Airfare**	\$200 - \$700	\$200 - \$700

Shuttle / Local Transportation	\$50 - \$150	\$50 - \$150
Estimated Total Investment	\$4,000 - \$4,800	\$1,000 - \$1,850

Why Send Two Representatives?

Sending two representatives can significantly increase your return on investment by allowing your organization to:

- Cover the exhibit booth while attending educational and networking sessions
- Participating in more meetings and networking opportunities
- Engage with a broader range of delegates and speakers
- Capture more market intelligence and procurement insights
- Maximize lead generation and relationship-building opportunities

** Exhibitor Registration includes a 10' x 10' exhibit booth, two Forum registrations, access to educational sessions, meals and networking events, and a minimum of three scheduled one-on-one meetings through the CPPC Connect & Exhibitors Hub.*

*** Airfare estimates reflect typical economy fares from major Canadian hubs to Calgary International Airport (YYC). Air Canada convention discounts are available for eligible attendees.*

Looking to increase your visibility?

Additional sponsorship opportunities are available for organizations seeking enhanced brand recognition, speaking opportunities, expanded networking opportunities, and additional promotional benefits. Please refer to the FORUM Sponsorship Levels for complete sponsorship options and benefits.

Potential Return

- Access to 150+ procurement professionals, leaders, and industry partners
- Minimum three one-on-one meetings through CPPC Connect
- National exposure within Canada's public procurement community
- Direct engagement with public sector buyers and decision-makers
- Access to educational sessions and market intelligence
- Relationship-building opportunities that can generate future business opportunities

The Bottom Line

For an estimated investment of \$4,000-\$6,650, organizations gain direct access to public procurement professionals from across Canada through a combination of exhibit visibility, scheduled buyer meetings, educational programming, and strategic networking opportunities.

The CPPC Forum and CPPC Connect & Exhibitors Hub offer an efficient and cost-effective way to strengthen relationships, increase brand awareness, generate qualified leads, and gain valuable insight into Canada's evolving public procurement landscape.

Whether your goal is business development, market visibility, or building long-term relationships within the public sector, the 2027 Forum provides a unique opportunity to connect with the people shaping procurement across Canada.

For more information about the CPPC Forum, contact:

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