



THE CANADIAN  
CHAMBER  
OF COMMERCE

LA CHAMBRE  
DE COMMERCE  
DU CANADA

The Voice of Canadian Business™  
Le porte-parole des entreprises canadiennes<sup>MD</sup>

# 2018 MEMBERSHIP & CONTRIBUTION PROSPECTUS

The Canadian Chamber of Commerce is the national leader in public policy advocacy on national and international business issues and is focused on fostering a strong, competitive economic environment that benefits Canada and improves the standard of living of all Canadians.





## The Benefits of Corporate Membership

### The Power to Shape Policy + the Power of Our Network

When you join the Canadian Chamber of Commerce, you become part of the most interconnected, influential national business organization in Canada. Through our network of corporate members, association members and over 450 chambers of commerce and boards of trade, we represent more than 200,000 businesses of all sizes, in all sectors of the economy, in all regions of the country. We are uniquely positioned to mobilize this vast and diverse network to co-create and influence the policies, regulations and decisions that are critical to creating a competitive business environment where organizations, like yours, can thrive.

As a member, we provide you with opportunities to contribute to policy development and advocacy initiatives that will have a direct impact on your organization. You will have access to opportunities to raise your profile, make connections and share information. We will help you gain valuable insights to better inform your decision-making by providing you with timely, useful and usable information and intelligence on the direction and actions of governments nationally and internationally. And, you can take advantage of support and services that will save you money and advance your objectives for growth.



## Professional Growth and Prosperity

From policy and professional development sessions to member consultations, from Thought Leadership Roundtables to policy committees, we offer you plenty of opportunities to get involved in activities that will allow you to grow professionally as well as shape public policies that will ensure your business's prosperity.

## Access to a Wealth of Information

Through our various communications vehicles and direct access to our policy experts, your membership investment in the Canadian Chamber opens the door to a wealth of information on federal legislation and business initiatives.



## Policy Development

By participating on our policy committees, corporate members help determine the focus of our advocacy efforts by researching and developing policies on a variety of issues that affect Canadian business. Each year, committees submit policy resolutions to our policy process for approval at our annual general meeting, thereby setting our advocacy agenda for the upcoming year.

## Member Benefit Programs

In addition to our advocacy work, we have developed a number of cost-saving programs aimed at saving small businesses money. These programs include preferred pricing on payroll services, sales communications tools, group travel, cybersecurity tools, computers, gasoline, insurance, shipping services, audio and web conferencing and credit and debit card processing.





## ATA Carnet

An ATA Carnet is a convenient internationally-recognized customs document for the temporary importation of goods into countries worldwide. Accepted in over 75 countries, a carnet allows for the duty-free and tax-free importation of goods during its one-year period of validity. It simplifies customs procedures, reduces business costs and saves time and paperwork. A carnet covers virtually all goods, except consumables or disposable items and goods for repair and/or processing. We are the issuing body and national guaranteeing organization in Canada. For more information, please join us on one of our educational webinars.



## Certificates of Origin

We can certify a variety of documents, the most common being Certificates of Origin (CO). A CO is a document attesting that goods exported in a shipment have been wholly obtained, produced, manufactured or processed in a particular country. COs may be requested by customs administrations, importers, freight forwarders or banks for clearance of letters of credit. In many countries, a chamber of commerce's seal on documents lends credibility and authenticity to documents presented for entry procedures.

## Sponsorship: Events and Policy Initiatives

Our events and policy initiatives bring government, business and opinion leaders together to address issues that are important to the Canadian business community. Our events also allow our members to shape our advocacy agenda.

Our events and policy projects are excellent opportunities for your company to contribute to improving the competitiveness of the Canadian business community while furthering its reach and targeting its products and services to business executives—people who are looking for strategic ways to maximize their bottom lines.



### 2018 Annual General Meeting and Convention

September 22-24 | Thunder Bay, Ontario

Our AGM and Convention is our largest and most prestigious event of the year, bringing together over 320 chamber of commerce executives and community business leaders to discuss the latest developments, trends and issues that are important to the Canadian business community and to develop public policy recommendations for improving the competitiveness of Canadian business, setting our policy agenda for the upcoming year.

It is the opportunity for chambers of commerce to bring forward to the Canadian chamber network the key concerns of their member businesses so that policy resolutions that foster a stronger, economic environment for business can be established and presented to the federal government.



### Crystal Ball Symposium and Thought Leadership Roundtable Series

Crystal Ball Symposium | Ottawa, Ontario  
Thought Leadership Series | Round Tables throughout 2018 | Across Canada

The Crystal Ball Symposium and the Thought Leadership Roundtable Series are exclusive opportunities for event sponsors to meet with our Board of Directors, leading public servants and subject matter experts in a private setting to discuss key policy issues facing Canadian business and to provide input into the solutions for overcoming these issues. The feedback provided at these events will help guide our policy advocacy, including the development of policy papers.



April 5-6 2018 | Quebec City, Quebec

The B7 is a premier annual event where the heads of business federations and business leaders from G7 member countries gather to discuss timely topics facing the global economy, including growth, trade, innovation and productivity. Member nations work together to develop recommendations that are presented to heads of state in advance of the G7.

The topics for this year's B7 Summit include inclusive growth, resource efficiency and scaling up small business.

## Ottawa Day

October 23, 2018 | Ottawa, Ontario

We are holding an advocacy day in Ottawa to advance the policy priorities outlined in our *10 Ways to Build a Canada that Wins* report and to better build, grow and sustain relationships with key parliamentarians and officials. This day is an opportunity for select corporate members, sponsors and the presidents of the provincial and territorial chambers of commerce to connect with politicians, officials and each other.

## International Arbitration Conference

November 8-9, 2018 | Ottawa, Ontario

Operating as ICC Canada, our annual International Arbitration Conference gathers Canadians and others practicing international arbitration around the world, in-house counsel, leading international arbitrators and representatives from the ICC International Court of Arbitration to share practical insight on key issues in international arbitration.

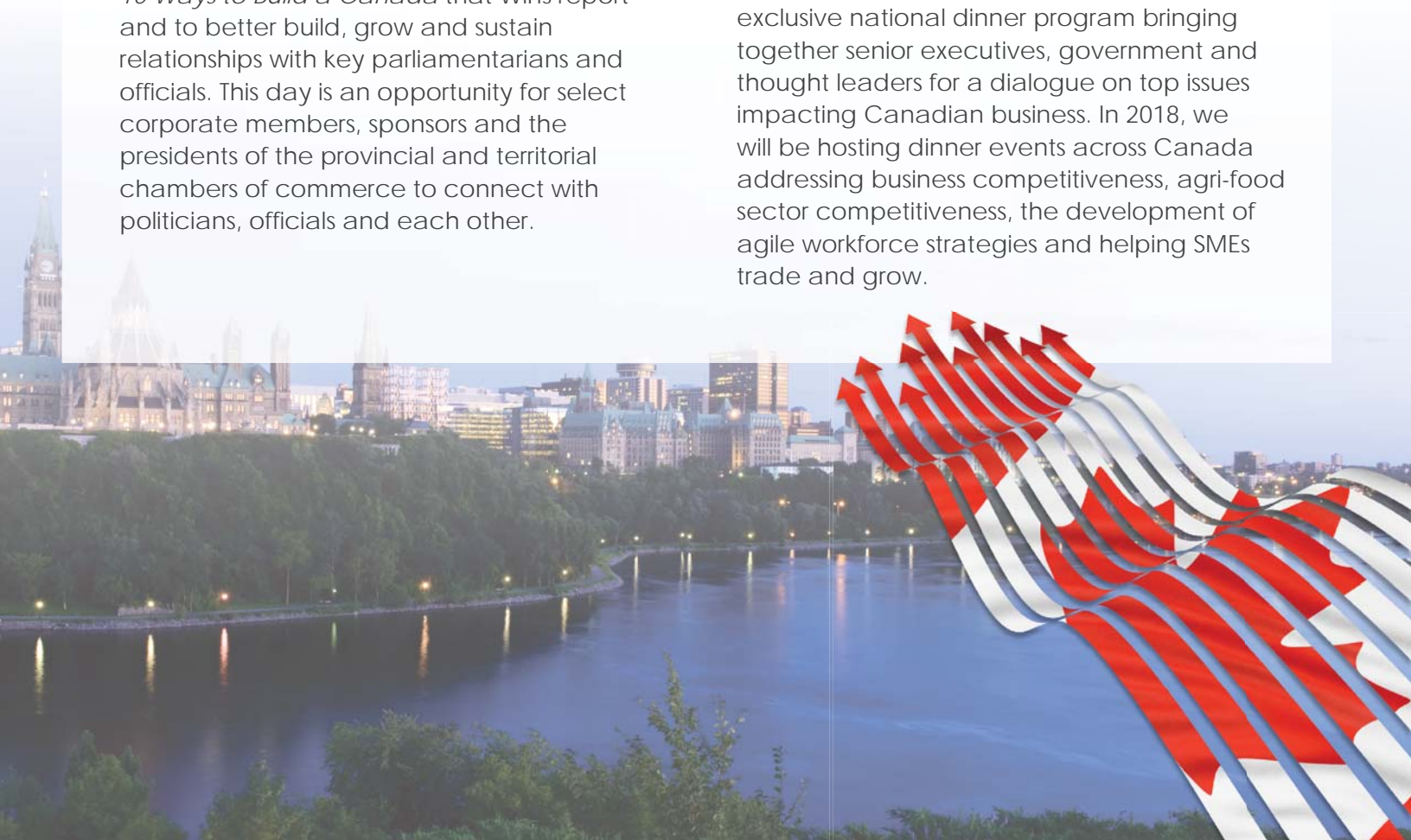
## Ottawa Office Relocation

June 2018 | Ottawa, Ontario

We are excited to announce our Ottawa office is relocating in June to 1700-275 Slate Street. The configuration and technology available in the Ottawa office will allow for greater collaboration and productivity. We are also working with the Rick Hansen Foundation to build an inclusive work environment.

## CEO Dinner Super Series

The CEO Dinner Super Series, part of an exclusive national dinner program bringing together senior executives, government and thought leaders for a dialogue on top issues impacting Canadian business. In 2018, we will be hosting dinner events across Canada addressing business competitiveness, agri-food sector competitiveness, the development of agile workforce strategies and helping SMEs trade and grow.



# Advertising Opportunities

## Advertise with the Canadian Chamber of Commerce

- Benefit from the credibility of being associated with Canada's largest and most influential business organization.
- Enjoy our reach. Through our network of direct corporate members, national associations and over 450 chambers of commerce, we represent 200,000 businesses from all sectors of the economy and from all regions of Canada.
- Our members are your potential customers. Benefit from our ready-made audience of business executives and administrators—people who are looking for strategic ways to maximize their bottom lines.

## Opportunities

- Direct mail
- Newsletters and daily Media Review - includes banner ad placement on Twitter and Facebook
- Website banner ads - includes banner ad placement on Twitter and Facebook

Download our Advertising Opportunities and Specifications document at [Chamber.ca/media](http://Chamber.ca/media).

### Top 3 Reasons

Why You Should Advertise on Chamber.ca



### Be heard.

Your ad will go beyond our website. You'll also receive **shout outs** to our **thousands of followers** on social media.

 13.5 K followers

 2,639 likes

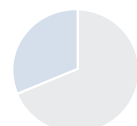


### Be read.

Your web banner will reach thousands of people. On average, our website receives **40,000 impressions per month.**

 30.5% Returning visitors

 69.5% New visitors



### Be seen.

People spend quality time on our website.

On average, **visitors stay on our website for 2.19 minutes.**

Typically, internet users leave a website after 10 – 20 seconds.



# 2018 Sponsored Policy Projects



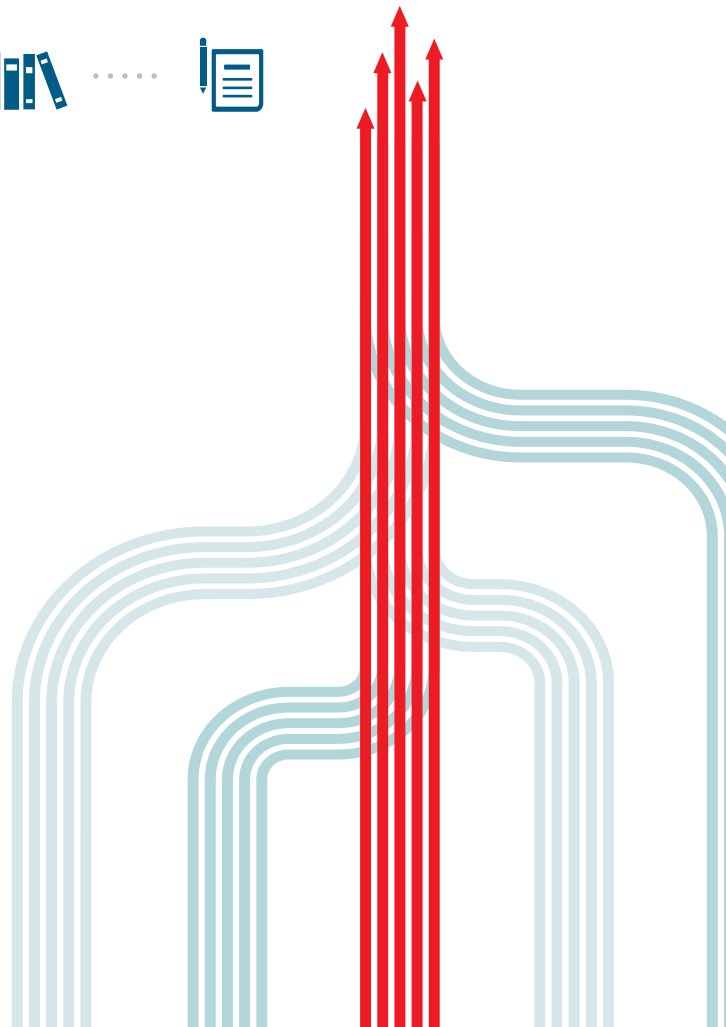
Our Policy and Advocacy team is currently developing our sponsored policy and advocacy initiatives. If you have questions about the topics being considered, we would be happy to connect you with the appropriate Policy Director for further follow up.



## REGULATORY COMPETITIVENESS SERIES 2018



The increasing costs of regulatory compliance and uncertainty affects Canadian businesses of all sizes in all sectors and is a significant barrier to improving Canada's competitiveness. In 2018, the Canadian Chamber of Commerce will profile key regulatory challenges throughout the year in a new series of regulatory reports. These individual reports will be tied to our ongoing advocacy for regulatory reform in Canada. In addition to the specific advocacy work that would be undertaken for each of the individual reports, sponsors will get visibility in the overall series given that each topic will be used as case studies for the final summary report.





For further information on our sponsored opportunities for 2018 and to get involved, please contact:

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