



Convention and Tradeshow | March 18, 2025
Best Western Premier Calgary Plaza

Exhibitor + Partnership Conference Information Package

Where Rental Housing Thought Leaders Come
To Network, Learn, and Share.

About the CRRA

The Calgary Residential Rental Association (CRRA), established in 1959, is Alberta's largest residential rental association, representing over 600 members managing more than 100,000 rental units.

Our diverse membership includes private and non-profit property owners, property managers, and service providers.

As the leading voice for Alberta's residential rental industry, the CRRA provides landlords with advocacy, market insights, resources, education, and tools to effectively manage properties and foster positive tenant relationships.

Guiding Principles

Professional responsibility and integrity will guide our decisions and actions.

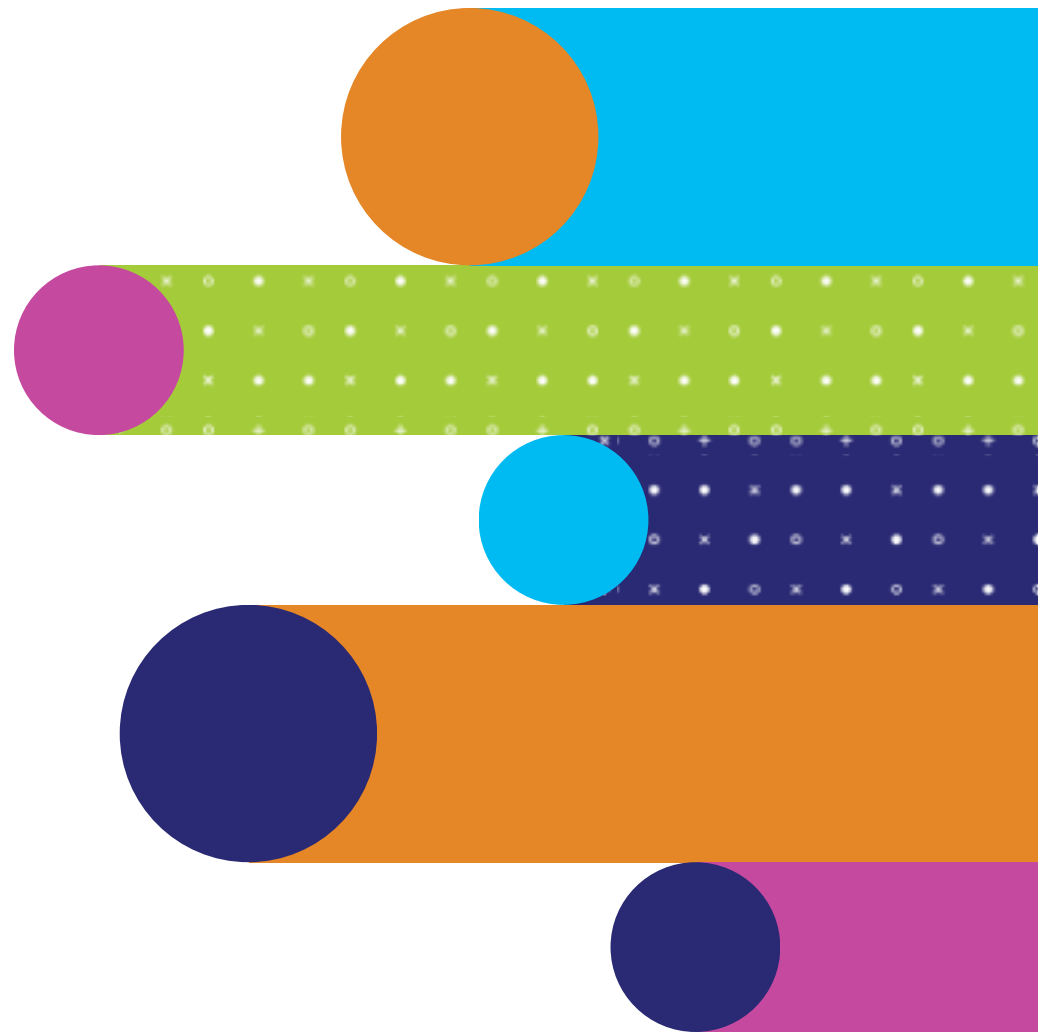
We support the industry's interests through appropriate representation, education and support services to our members.

Mission Statement

The Calgary Residential Rental Association provides a voice for the residential rental industry and provides professional services and learning opportunities for our members.

Vision Statement

The Calgary Residential Rental Association is committed to promoting and enhancing the residential rental industry by providing quality, professional leadership.





For us it's been a no-brainer. We've been doing this for three years now and we'll be back next year.

Ryan Thelwell, RCC North/DKI Canada

We've been able to actually book some jobs which has been wonderful!

Brie Richardson, Cal-Rid Pest Control



*This is **THE** show to be at in Calgary!*

Michael Lirangi, Home Depot Pro

CONFERENCE SCHEDULE

Tradeshow Floor Hours
10:00am - 5:30pm

Breakfast - Keynote Speaker
8:30am - 10:00am

Lunch - Keynote Speaker
12:00pm - 1:00pm

Keynote Speaker
3:00pm - 3:45 pm

Closing Comments
3:45pm - 4:00pm

Networking/Cocktail Reception
4:00pm - 5:30pm

Why participate in the CRRA EXPO 2025?

Join Alberta's premier event for connecting with the residential rental industry!

The 2025 CRRA EXPO on March 18th is your opportunity to showcase your business, connect with key decision-makers, and strengthen your brand in the residential rental housing sector. Benefits include:

- Direct access to a targeted audience of residential rental owners, property managers, and industry professionals.
- Comprehensive promotion through CRRA's social media and exclusive member profiles.
- Brand visibility on event materials, signage, and more.
- Flexible partnership tiers to suit your business goals.
- Don't miss out—reserve your booth today and elevate your impact!



Who attended the CRRA EXPO in 2024?

- Accessible Housing Society
- AEDARSA
- ALEC & Foster
- Altex Systems Ltd.
- Altus Group
- Astoria Asset Mgmt Ltd.
- Avenue Living
- Boardwalk Rental Communities
- Bogdan's Tree Services Inc.
- Boswell Krieger Mgmt & Realty Ltd.
- Cabinet Solutions
- Calgary Heritage Housing
- Calgary Housing Company
- CAL-RID Exterminators Inc.
- CAPREIT
- Centra Windows
- CIR Realty, Property Management
- City of Calgary- Waste & Recycling
- Citysearch Rental Network Inc
- Coinamatic Canada Inc.
- Consolidated Civil Enforcement Inc.
- Emerald Management & Realty Ltd.
- Eugene Nissen Homes Ltd.
- Flooring Superstores
- Fountainhead Mechanical Inc.
- Gasonic Group Ltd.
- Greenleaf Property Management
- Home Depot Canada
- Hope Street Real Estate Corp.
- Kanas Corporation
- Mainstreet Equity Corp
- Minto Apartments
- Peregrine Pest Control
- Petwin Properties
- Power Properties Ltd.
- Property Solutions Real Estate Group
- QuadReal Property Group
- Reggin Technical Services Ltd.
- Remington Development Corporation
- ServiceMaster of Calgary
- Serv-It Bailiff Services
- SERVPRO of Calgary South
- Silvera For Seniors
- SingleKey
- Steveco Asset Management Ltd.
- The Brick - MidNorthern
- Trellis
- Trico Communities Inc.
- Triumph Inc.
- Western Securities Ltd.
- Westland MyGroup Insurance
- Wyse Meter
- Yardi Canada Ltd.





Keynote Speakers



Topic:

Resilience, Leadership and Overcoming Obstacles: Lessons for Building Stronger Communities & a Sustainable Housing Future

Jeremy Farkas

Calgarian Mentor, Athlete & Community Mobilizer

A trailblazer in politics and philanthropy, Jeremy made history as Calgary's youngest councillor and first openly LGBTQ2+ municipal official. Beyond politics, he trekked 4,300 km from Mexico to Canada (2022), raising \$250,000 for Big Brothers Big Sisters Calgary, and climbed 25 peaks in 25 days (2023), raising \$100,000 for The Alex Community Health Centre.

Now CEO of the Glenbow Ranch Park Foundation, he champions conservation and inspires others to turn challenges into opportunities.



Topic:

Innovative Urban Renewal: Housing and Beyond

Brad Parry

President & CEO of Calgary Economic Development (CED), CEO of Opportunity Calgary Investment Fund

As President & CEO of Calgary Economic Development and CEO of the Opportunity Calgary Investment Fund, Brad Parry leads innovation and investment. With 20+ years in strategy and digital transformation, he has held executive roles at Atlarge Consulting, Intertainment Media, and E! Television Network.

A 2023 Queen Elizabeth II Platinum Jubilee Medal recipient, he also serves on multiple boards, including the Calgary Film Centre Ltd.



Topic:

PropTech and the Future of Rental Housing: Innovations for Affordability and Sustainability

Courtney Cooper

Partner, Alate Partners

Recognized on Maclean's Power List in 2023 and 2024 as one of Canada's top 100 influential figures, Courtney Cooper is a Partner at Alate Partners, investing in early-stage real estate and construction tech startups. With 10+ years at the intersection of real estate, technology, and operations, she accelerates startup growth and industry innovation.

Previously, she led digital transformation at Dream and Great-West Life and co-founded Proptech Collective, Canada's largest real estate and PropTech community.



Conference Pricing

Early Bird Pricing (valid until February 28th, 2025)

Members: **\$149 per attendee**

Non-Members: **\$199 per attendee**

Regular Pricing (March 1st to 11th, 2025)

Members: **\$199 per attendee**

Non-Members: **\$249 per attendee**

Pricing includes registration for all keynote speakers, breakfast, lunch, admission to the tradeshow, and Networking/Cocktail Reception.

Company:

Name:

Phone #:

Email:

Member Non-Member

of Registrations: _____ **TOTAL : \$** _____

Payment: (Visa or MasterCard)

_____/_____/_____/_____

EXP: _____ **CVV:** _____





Partnership Opportunities



- 2025 Membership Dues
- Standard Booth 6' x 10'
- 4 Conference Tickets
- Business Logo on:
 - CRRA EXPO event bags
 - CRRA EXPO Notebooks + Pens given to the first 150 attendees
 - CRRA EXPO Lanyards given to each 2025 Exhibitor
 - Signage throughout the event, incl. tent cards
- Promotion throughout all CRRA's Social Media Channels
- Exclusive Individual Profile sent out to the CRRA's full directory



- 2025 Membership Dues
- Standard Booth 6' x 10'
- 2 Conference Tickets
- Business Logo on:
- CRRA EXPO event bags
 - Signage throughout the event, incl. tent cards
 - Tagging on all live posted photos on Social Media throughout the day
- Promotion for event throughout all CRRA's Social Media Channels
- Recognition on event video, posted on CRRA.ca & social media channels
- Exclusive Individual Profile sent out to the CRRA's full directory



Partnership Opportunities

Gold Meal Partner

- 2025 Membership Dues
- Standard Booth 6' x 10'
- 2 Conference Tickets
- Event Promotion throughout all CRRA's Social Media Channels
- Recognition on signage throughout the event, incl. tent cards
- Exclusive Group Profile sent out to the CRRA's full directory

Silver Cocktail Reception Partner

- 2025 Membership Dues
- Standard Booth 6' x 10'
- 1 Conference Ticket
- Event Promotion throughout all CRRA's Social Media Channels
- Recognition on signage throughout the event, incl. tent cards
- Exclusive Group Profile sent out to the CRRA's full directory

Bronze Coffee+Cookie Station Partner

- 2025 Membership Dues
- Standard Booth 6' x 10'
- Event Promotion throughout all CRRA's Social Media Channels
- Recognition on signage at Coffee+Cookie Station
- Exclusive Group Profile sent out to the CRRA's full directory



Additional Partnership Opportunities

- Stand-Alone PhotoBooth partner or add-on to your Booth
 - Booth is not included in pricing
- Sponsor recognition at the PhotoBooth and on all photos
 - 'Presented by [Your Company Logo]'
- 1 Conference Ticket for the CRRA EXPO 2025

PhotoBooth Partner

Keynote Speaker Introduction
3 Spots Left!

- 3 partnerships available for the 3 separate Keynote Speakers
 - opportunity to provide brief background on sponsor's company as well as introducing keynote speaker (CRRA to pick speaker)
 - Includes 1 Conference Ticket for the CRRA EXPO 2025
 - Onsite partner recognition
 - Recognition as presenting sponsor of keynote speaker in all internal and onsite communication and social media.
- Booth is not included in pricing

Exhibitor Contract 2025

The CRRA EXPO will be on Tuesday, March 18th, 2025 at the Best Western Premier Calgary Plaza.

All Exhibitors must complete and sign this contract to exhibit in the CRRA EXPO 2025. All initialed and signed agreements must be sent back to Sarah Harrison (Sarah@CRRA.ca).

CRRA EXPO 2025 Partner Category

SOLD OUT

- | | |
|--|--------|
| <input checked="" type="radio"/> Platinum Partner | \$4000 |
| <input type="radio"/> Gemstone Partner | \$3800 |
| <input type="radio"/> Gold Partner | \$3000 |
| <input type="radio"/> Silver Partner | \$2500 |
| <input type="radio"/> Bronze Partner | \$2200 |
| <input type="radio"/> Booth 6x10 <small>includes 2025 Membership</small> | \$1900 |
| <input type="radio"/> Photobooth Partner | \$3000 |
| <input type="radio"/> Keynote Speaker Partner | \$1500 |

CRRA EXPO 2025 Booth Selection:

see the CRRA EXPO floor plan on page 8

Preferred Booth: _____

Alternate Booth: _____



Exhibitor Contract 2025

Terms & Conditions

(Exhibitors initials are required in each of the spaces provided)

Cancellations & Refunds

- Cancellations 60 days or more before the EXPO shall result in a full refund minus a 25% Administration fee. _____
- Cancellations 30 to 60 days before the EXPO shall result in a 50% refund. _____
- No refund shall be given where the cancellation is made less then 30 days before the Trade Show. _____
- No refund will be made to an exhibitor who fails to show up and occupy their booth. _____
- Should Health & Safety restrictions impede our EXPO date, you will be notified, and the EXPO will be postponed to a later date. _____

Set-up & Take Down

- Exhibitors must be set up before the show opens. Set up no later then 8:30am. _____
- No set-up of booths will be permitted after the EXPO floor opens at 10:00am. _____
- Exhibitors will not begin to take down their booths before the EXPO closes at 5:30pm. _____



Exhibitor Contract 2025

Company:

Key Contact:

Phone #:

Email:

Address:

City:

Province:

Postal Code:

Payment: (Visa or MasterCard)

_____/_____/_____/_____

EXP: _____ CVV: _____

*I wish to exhibit and be a partner at the CRRA EXPO 2025 and
renew my CRRA Membership for 2025. I also agree to the Terms
& Conditions contained in this contract.*

Name:

Date:

Signature:



