



CRRA **Conference & Trade Show** **2026**

**Tuesday, April
21st, 2026**

**BWP Hotel &
Conference Centre**
1316 33 Street NE
Calgary, AB T2A 6B6

Exhibitor & Event Sponsorship Package

**Thank you to our
2026 Platinum Sponsor**

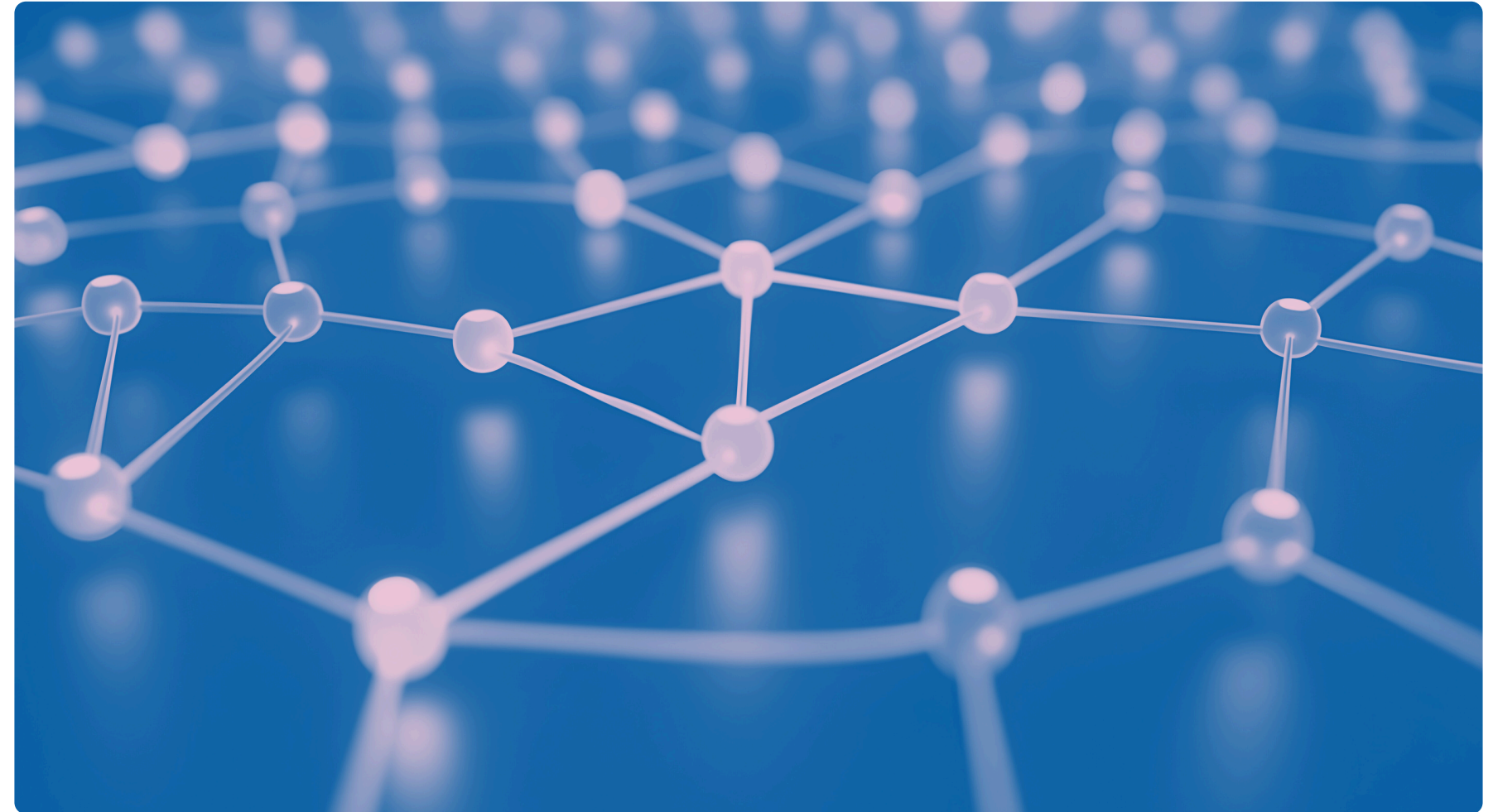


**Thank you to our
2026 Title Sponsors**



Connect, Network, Learn & 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 nonprofit 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.

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The logo for Boardwalk Lifestyle communities living, featuring a stylized blue house icon above the word "boardwalk" in blue, with "Lifestyle" in a script font and "communities living" in a blue bar below.

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2026 Conference Schedule

Breakfast
8:00am
to 9:00am

Keynote Speaker 1

Lunch
11:30 am
to 1:00pm

Keynote Speaker 2

**After
Tradeshow**
3:30 pm
to 4:30 pm

Keynote Speaker 4

Show Floor



10:00am
to 3:30 pm

Afternoon
2:45 pm
to 3:30pm

Keynote Speaker 3

2026 Conference Speakers



Max Graham
Chief Operating Officer,
Avenue Living

Mr. Graham brings over a decade of experience in real estate to his current role. Throughout his career, he has contributed to significant transactions and projects for a multi-family residential REIT and a major accounting firm.

As Chief Operating Officer, Mr. Graham leads strategic initiatives across the organization to maximize building performance, increase environmental sustainability, and improve the overall resident experience. He is also involved in capital deployment, revenue maximization, financing, stakeholder relations, funding requirements, risk mitigation, and policy review.

Mr. Graham holds a CPA, a CA, and an MBA from the University of Calgary.



Ann-Marie Lurie
Chief Economist,
Calgary Real Estate Board (CREB)

Ann-Marie has over 25 years of experience in the real estate sector.

She has had the opportunity to work in several different aspects of real estate including commercial brokerage, pension investment, residential real estate analysis and multi-family underwriting.

In 2011 Ann-Marie joined CREB® as the Chief Economist, where she is responsible for scoping, developing and delivering economic analysis and market intelligence products across all markets in Alberta, Saskatchewan and Hamilton.

Ann-Marie has completed both her BA Honors and MA in Economics from the University of Calgary.

plus more to be announced soon!

2026 Conference Speakers

A circular portrait of Sarah Segal, a woman with long brown hair, wearing a black long-sleeved top, with her arms crossed. The portrait is set against a light beige background and is framed by a white, hand-drawn style border.

Sarah Segal **CEO/Co-founder,** **simplydbs**

Sarah Segal is a commercial real estate entrepreneur and CEO/Co-founder of simplydbs with over two decades of experience spanning global transactions, brokerage, data, market intelligence and research. A strong background in sourcing, executing, and closing complex international and domestic real estate transactions combined with a history of creating new revenue streams and divisions within organizations.

With over 20 years in the Canadian and Global CRE market Sarah has successfully created an extensive network within all sectors of the industry. She is also the recipient of numerous awards, a frequent industry speaker and recognized thought leader, contributing insights through columns, podcasts, conferences and business media.

plus more to be announced soon!



Sponsor the CRRA Conference

Stand Out, Connect & Lead

Sponsoring the CRRA Conference provides a unique opportunity to showcase your brand, connect with industry leaders, and demonstrate your commitment to Alberta's rental housing community. With a variety of sponsorship levels and opportunities, your company can gain targeted exposure and create meaningful engagement with attendees.

MAXIMIZE BRAND VISIBILITY

Your logo featured on event signage, marketing materials, digital communications, and printed programs.

DEMONSTRATE LEADERSHIP

Align your brand with thought leadership, education, and community engagement in Alberta's rental housing sector.

CREATE LASTING IMPRESSIONS

From branded cookies to photo booth logos and lanyards, your brand will be remembered long after the event.

EXCLUSIVE RECOGNITION

Premium sponsorships, like Title Sponsor or Keynote Speaker Sponsor, offer prominent exposure, tickets, and naming rights.

PRACTICAL ENGAGEMENT

Connect with key decision-makers and industry professionals during meals, coffee breaks, and interactive sessions.

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Sponsorship Opportunities

SOLD OUT

Title Sponsor

A Title Sponsorship offers premier exposure and recognition as the lead supporter of our event.

Your name is featured alongside the event title with maximum visibility across all marketing, signage, and promotions. Includes premium logo placement, public recognition during the event, four (4) conference tickets, and a 6'x10' exhibitor booth.

\$2800

Breakfast Sponsor

A Breakfast Sponsorship is a great opportunity to showcase your business while helping kick off the event on a high note.

As the exclusive Breakfast Sponsor, your brand is featured on event signage, tent cards, and marketing materials, with verbal recognition during the Breakfast. Includes two (2) conference tickets and a 6'x10' exhibitor booth.

SOLD OUT

Lunch Sponsor

A Lunch Sponsorship offers prime exposure during one of the most social and well-attended parts of the event.

As the exclusive Lunch Sponsor, your brand is featured on event signage, menus, and marketing materials, with recognition during the Lunch. Includes two (2) conference tickets and a 6'x10' exhibitor booth.

\$2500

Photobooth Sponsor

A Photo Booth Sponsorship offers fun, lasting exposure as attendees capture memories throughout the event.

As the Photo Booth Sponsor, your branding appears on all digital and printed photos from the on-floor photo booth, keeping your brand visible during and after the event.

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Sponsorship Opportunities

\$2000

**Coffee
Station
Sponsor**

A Coffee Station Sponsorship provides a warm and inviting way to showcase your brand throughout the event.

As the Coffee Station Sponsor, your logo appears on beverage stations, signage, and related materials, keeping your brand visible as attendees enjoy their drinks.

SOLD OUT

**Branded
Cookie
Sponsor**

A Branded Cookie Sponsorship is a sweet way to showcase your business and leave a lasting impression.

As the Branded Cookie Sponsor, your logo appears on custom cookies served at the event, giving attendees a fun and delicious reminder of your brand.

\$1500

**Keynote
Sponsor**

A Keynote Speaker Sponsorship positions your company as a leader and champion of the event's educational content.

As the Keynote Sponsor, your brand is featured in all marketing, programs, and signage for the session, with recognition during the introduction. Includes one (1) conference ticket.

\$1000

**Power +
Connectivity
Sponsor**

As the Power & Connectivity Sponsor, your brand keeps attendees connected and charged throughout the event.

As the Power & Connectivity Sponsor, your brand is featured on Wi-Fi login pages, charging stations, and power areas, keeping attendees connected and energized throughout the event.

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Conference Attendee Pricing

Attendees: Pricing includes your entry, access to all keynote speakers, breakfast, & lunch and full tradeshow floor with over 50 exhibitors.

Early Bird

Members: \$160 per attendee

Ends on February 27th, 2026

Non-Members: \$199 per attendee

Ends on February 27th, 2026

Regular Pricing

Members: \$199 per attendee

After February 27th, 2026

Non-Members: \$249 per attendee

After February 27th, 2026

Exhibitor Conference Pricing

Exhibitor Pricing

Booth Only Price @ Early Bird Rate - \$1500

Ends on February 27th, 2026

Regular Booth Only Pricing - \$1650

After February 27th, 2026

Exhibitor: Pricing includes a 6x10 booth, drapery, carpet, power, WIFI, free parking, ID signage and the chance to grow your business network while attending the show.



***“Where Rental Housing Thought Leaders
Come to Network, Learn and Share”***

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The CRRA Conference & Trade Show 2026 will be on Tuesday, April 21st, 2026 at the Best Western Premier Calgary Plaza.



Early Bird Pricing: \$160 per attendee
(valid until February 27th, 2026)

Regular Pricing: \$199 per attendee
Pricing includes registration for all keynote speakers, breakfast, lunch, admission to the tradeshow, and Networking/Cocktail Reception.

Company: _____ Name: _____

Phone #: _____

Email: _____

of Registrations: _____ TOTAL : \$ _____

Payment: (Visa or MasterCard)

_____ / _____ / _____

EXP: _____ CVV: _____

CRRA Conference & Trade Show Sponsorships

- | | |
|--|-----------------|
| ☐ Title Sponsor | SOLD OUT |
| ☐ Breakfast Sponsor | \$2800 |
| ☐ Lunch Sponsor | SOLD OUT |
| ☐ Photobooth Sponsor | \$2500 |
| ☐ Coffee Station Sponsor | \$2000 |
| ☐ Branded Cookie Sponsor | SOLD OUT |
| ☐ Keynote Speaker Sponsor | \$1500 |
| ☐ Power + Connectivity Sponsor | \$1000 |

CRRA Conference & Trade Show Booth Selection:
see the floor plan on page 10

Preferred Booth: _____ Alternate Booth: _____

CRRA Conference & Trade Show Contract continues on the next page.

The CRRA Conference & Trade Show 2026 will be on Tuesday, April 21st, 2026 at the Best Western Premier Calgary Plaza.



Exhibitor Contract 2026

Terms & Conditions - Please initial each line once you've read

Cancellations & Refunds

- Cancellations 60 days or more before the CRRA Conference & Trade Show 2026 shall result in a full refund minus a 25% Administration fee. _____
- Cancellations 30 to 60 days before the CRRA Conference & Trade Show 2026 shall result in a 50% refund. _____
- No refund shall be given where the cancellation is made less then 30 days before the CRRA Conference & Trade Show 2026. _____
- No refund will be made to an exhibitor who fails to show up and occupy their booth at the CRRA Conference & Trade Show 2026. _____
- Should Health & Safety restrictions impede our EXPO date, you will be notified, and the CRRA Conference & Trade Show 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 CRRA Conference & Trade Show floor opens at 10:00am.
- Exhibitors will not begin to take down their booths before the CRRA Conference & Tradeshow 2026 floor closes. _____

Company: _____ Key Contact: _____

Phone #: _____

Email: _____

Address: _____

City: _____ Province: _____ Postal Code: _____

TOTAL : \$ _____ *for your sponsorship level or booth only.*

Payment: _____ / _____ / _____ — / _____

EXP: _____ CVV: _____

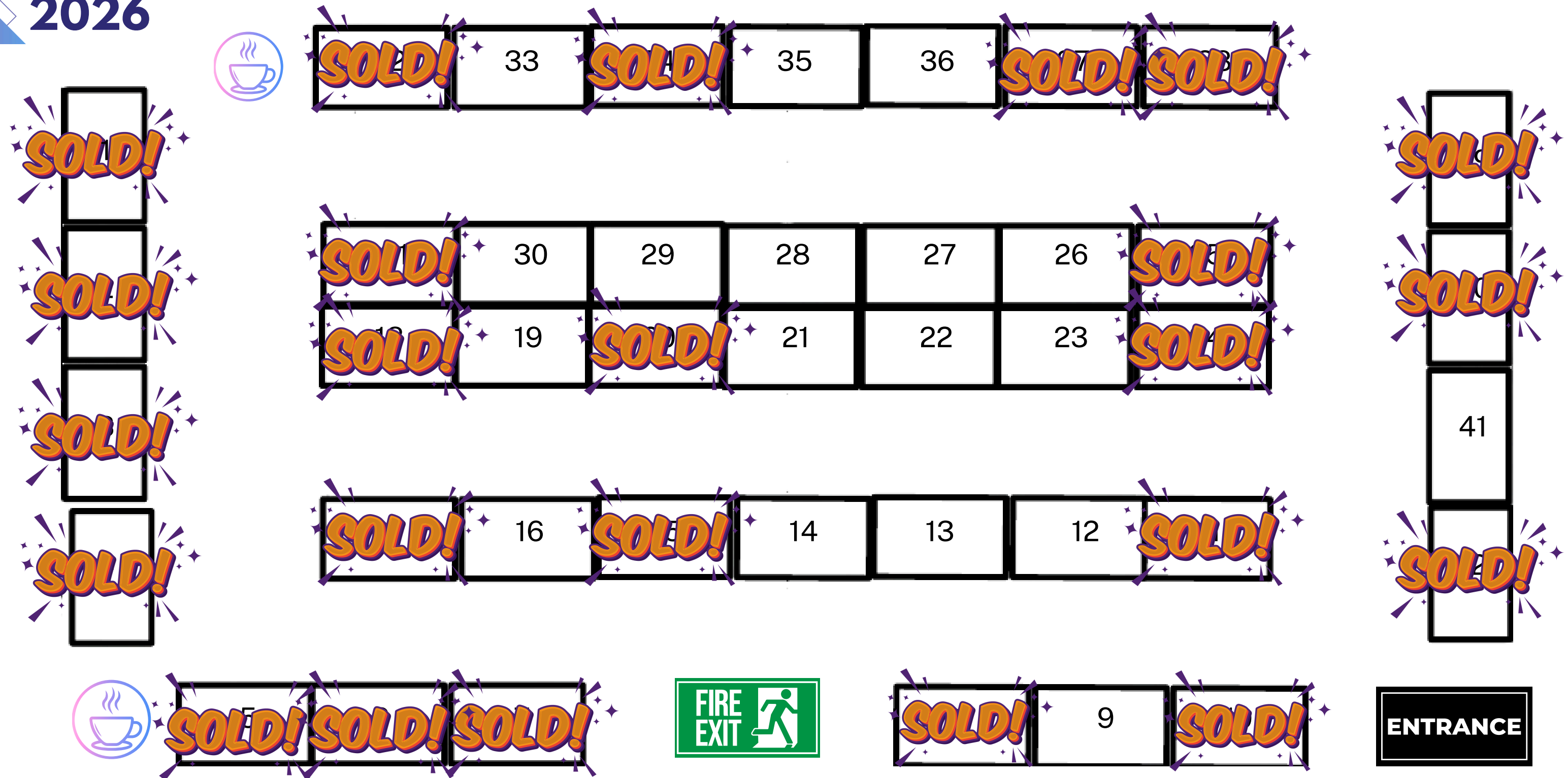
or Please Invoice: ☐ **All invoices must be paid within 30 days of issue or your registration/booking may be forfeited.*

I wish to exhibit and be a sponsor at the CRRA Conference & Trade Show 2026. I also agree to the Terms & Conditions contained in this contract.

Name: _____ Date: _____

Signature: _____

2026 FLOOR PLAN



The CRRA Conference & Trade Show 2026 will be on Tuesday, April 21st, 2026 at the Best Western Premier Calgary Plaza.
Booth Move in will be in the morning of the 21st, between 7am and 8:45am.

Contact Us

PHONE NUMBER

403-265-6055

WEBSITE

www.CRRA.ca

EMAIL

info@CRRA.ca



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