

**site** Canada

**SITE Canada  
2018  
Sponsorship Program**



**Connect. Grow. Lead.**



# site Canada

## Partnership and Sponsorship Opportunities

**SITE Canada invites your organization to become a Sponsor.  
We welcome your partnership.**

### Who are we?

Only one organization sits at the critical intersection between those who seek the benefits of motivational tools, and those who can provide these extraordinary experiences. That organization is the Society for Incentive Travel Excellence ("SITE").

SITE makes possible the connection between motivational experiences and business results. It is the only global organization dedicated to linking professionals in the travel and motivational events industry with the business leaders who seek improved performance through these experiences.

SITE has been defining this industry since the organization was formed more than three decades ago, as the Society of Incentive and Travel Executives, now known as the Society for Incentive Travel Excellence.

SITE Canada is made up of a high percentage of buyers (including DMCs). Over 60% of the Canadian membership is Director level or higher within their organization and 24% have the title of President.

SITE Canada has garnered an unprecedented eight consecutive Awards of Excellence globally, named SITE Chapter of the Year in 2009, 2012, 2013 and 2016. Over 120 members strong, leadership is vital for the general success of SITE Canada during a time of significant industry change. Launching a Volunteer Champion program, a vital Young Leaders program, and the Gain InSITE program are examples of our Chapter leadership.

### SITE brand promise:

*The global authority connecting motivational experiences with business results!*

### Why support SITE Canada?

SITE Canada provides educational seminars, information services and networking opportunities to those who design, develop, promote, sell, administer, and operate motivational programs as an incentive to increase productivity in business. Founded in 1988, SITE Canada joins SITE International with their 2,000-plus members in over 90 countries.

Members of SITE Canada represent airlines, cruise lines, corporate users, destination management companies, ground transportation companies, hotels and resorts, incentive houses, official tourist organizations, trade publications, travel agencies and supporting organizations such as restaurants and visitor attractions.

SITE social events, as well as intensive half-day and full-day education programs, allow incentive professionals and employers to target a specific business challenge or management technique, offering valuable information to take back to their companies.

SITE seeks not only to provide a platform for incentive travel professionals and suppliers to network on both a social and business level, but also to encourage interaction with those who follow a common code of professionalism and ethics.



# site Canada

The Gain InSITE program encourages members to “Think SITE, Buy SITE and Gain InSITE”.

Based on SITE Canada’s Value Proposition, **Connect. Grow. Lead**, the program delivers on its promise to members:

- ✓ *Connect* with members in a new way.
- ✓ *Grow* your relationships and business by sourcing from within the SITE membership.
- ✓ *And Lead* your career and company.

<b>Who Can Participate?</b>	All SITE members – buyers and suppliers – working together to build a stronger network within the association. And not only in the traditional sense of planners buying from suppliers, but <b>all of us buying from each other</b> . For example – hotels buying or recommending photographers and off-site caterers, planners recommending cruise ships to colleagues halfway around the world, local planners and hoteliers reaching out to local and global sales offices sourcing suppliers in their hotel destinations, by going to SITE resources first.
<b>What?</b>	Source/propose/buy services from SITE members. Engage suppliers in your RFPs. Suppliers reach out to SITE member buyers so they are aware of the services you offer.
<b>Why?</b>	Build a stronger community from within the membership and enhance the ROI.
<b>When?</b>	Start today when you are considering new products, new destinations, new DMCs, new services or new ideas.
<b>How?</b>	With this program, members are encouraged to adopt the new language of “ <b>Think SITE, Buy SITE and Gain InSITE</b> ” such as: <p style="text-align: center;"><b>Suppliers:</b> Introduce yourself and the Gain InSITE program.          Include a ‘special offer’ to SITE members.</p> <p><b>Buyers:</b> Reach out to members: “To support Gain InSITE, I am asking you for a proposal, or I selected your property or service, or I referred you to my colleague.”</p>

## SITE Canada Sponsorship Opportunities:

SITE Canada hosts a variety of events annually to bring together members and prospective members in the incentive industry. As we are a not-for-profit association, we rely on our partners and their contributions to sponsor such events so that we can produce incentive caliber educational and networking opportunities.

Event	Date	Location
Board Retreat	January 7-8, 2018	Toronto
Annual General Meeting	February 21, 2018	Toronto
Board Meeting	February 13, 2018	Toronto
Chapter Meeting	April 18, 2018	Toronto
Board Meeting	April 25, 2018	Toronto
East Coast Event	May 15, 2018	Halifax
Summer Social	June 6, 2018	Toronto
Board Meeting	June 13, 2018	Toronto
Golf Tournament	August 13, 2018	Toronto
Board Meeting	September 26, 2018	Toronto
Chapter Meeting	September 26, 2018	Toronto
Education Day	November 7, 2018	Toronto
West Coast Event	November 14, 2018	Vancouver
Board Meeting	November 28, 2018	Toronto
Holiday Social	December 12, 2018	Toronto

For more information on current sponsorship, opportunities for these events please contact the Director of Sponsorship or the portfolio director.



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## What it means to be a SITE Canada Sponsor:

SITE Canada operates on a volunteer basis; therefore, the onus of providing quality education programs and social events falls to the various committees. In order to encourage participation in these events and to maximize supplier/buyer networking, we try to keep individual event fees to a minimum.

Our sponsors are critical in helping us champion the goal of bringing the highest level of professionalism to our industry and in turn encourage our members to show their support in kind. Our Sponsors provide cash or in-kind goods and services contributing to the operations of our Chapter meetings, educational events and special events. We are looking for Title Sponsors, Venue Sponsors, Food and Beverage Sponsors and more. Please see the individual event sponsorship forms for details.

Level of Sponsorship	Logo Placement on all Promotions for Event	Sponsor Signage at Venue (Sponsor to provide)	Comp Registration	Podium Time (mins)	Advertising		Registration listing	Other
					SITelines	SITE Canada Website		
Platinum/Title	✓	✓	4	3	½ Page	1 Small Banner Ad- 30 days	✓	
Gold	✓	✓	2	2	¼ Page		✓	
Silver	✓	✓	1					
Bronze	✓	✓						
Young Leaders Sponsor**	✓	✓		5	½ Page	1 Small Banner Ad- 30 days		
Ice Awards	✓	✓	1	3			✓	
Showcase	✓	✓	1					High Top Table
Graphics	✓	✓	1		½ Page			

\*\*Prominent identification with sponsor logo on the SITE Canada Young Leader webpage and SITE Young Leader Facebook page and prominent identification with sponsor logo in any SITelines newsletters with Young Leader articles.

### NOTE:

**Benefits in all categories are subject to change. All cash sponsors are subject to 13% HST.**

**All sponsorship levels are in CAD.**

**Sponsor is responsible for ensuring that all of their benefits are received.**

**Sponsorship Levels do not apply to the SITE Summer social Auction or Golf Tournament. See Summer social or Golf Tournament form for details.**



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## 2018 Chapter Meeting Sponsorship Form

Our Chapter meetings are a critical component of the SITE Canada experience. Chapter meetings provide our members with educational opportunities combined with networking and the chance to experience hot new venues in town. This is an excellent way to showcase your product to our membership.

**We are interested in being a sponsor for SITE Canada in 2018. Please have someone contact me regarding our request below.**

Contact Name \_\_\_\_\_ Title: \_\_\_\_\_  
Company Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ Province & Postal Code: \_\_\_\_\_  
Phone #: \_\_\_\_\_ Fax #: \_\_\_\_\_  
Email: \_\_\_\_\_

**Please note which events/services you are interested in sponsoring:**

### Chapter Events

- Board Retreat
- Annual General Meeting
- Board Meeting (s)
- Spring Chapter Meeting
- West Coast Event
- East Coast Event
- Fall Chapter Meeting

### Gold Sponsors:

- Catering: Dinner (\$2,000 or more value)
- Audio Visual (\$2,500 or more value)

### Silver Sponsors:

- Venue (\$1,500 or more value)
- Catering: Reception (\$1,500 or more value)
- Wine (\$1,500 or more value)

### Bronze Sponsors:

- Décor (\$1,000 or more value)
- Entertainment/Speaker (\$1,000 or more value)

### Other

- Cash Sponsorship in the amount of \_\_\_\_\_

### PLEASE SUBMIT THIS FORM TO:

Attn: Director of Sponsorship  
**SITE Canada**  
6700 Century Ave, Ste 100, Mississauga, ON L5N 6A4  
Fax: (905) 567-7191 [www.sitecanada.org](http://www.sitecanada.org)  
E-mail: [office@sitecanada.org](mailto:office@sitecanada.org)

### Please note all cash sponsorships subject to HST

**PLEASE NOTE:** SITE Canada typically holds the same events annually. If you are interested in booking a sponsorship for the next calendar year, please contact the SITE Canada office. Please note some sponsorships do offer right of first refusal to previous sponsors.

## Thank You

Sponsor representative name : \_\_\_\_\_

Signature : \_\_\_\_\_ Date : \_\_\_\_\_



# site Canada

## 2018 Summer social Sponsorship Form

The SITE Canada Summer social is one of our most high-profile events of the year, with attendance of over 140 industry professionals. This is an excellent high visibility sponsorship opportunity.

**We are interested in being a sponsor for SITE Canada in 2018. Please have someone contact me regarding our request below.**

Contact Name \_\_\_\_\_ Title: \_\_\_\_\_  
Company Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ Province & Postal Code: \_\_\_\_\_  
Phone #: \_\_\_\_\_ Fax #: \_\_\_\_\_  
Email: \_\_\_\_\_

**Please note which events/services you are interested in sponsoring:**

**Summer social          June 6, 2018**

**Platinum Sponsor:**

- Title Sponsor (\$6,000 or more cash) **SOLD**
- Catering: Dinner (\$4,000 or more cash)

**Gold Sponsor:**

- Reception Sponsor (\$2,500 or more cash)
- Venue (\$2,500 or more value)
- Audio Visual (\$2,500 or more value)

**Silver Sponsor:**

- Décor (\$1,500 or more value)
- Entertainment (\$1,500 or more value)

**Other:**

- Cash Sponsorship in the amount of \_\_\_\_\_

**PLEASE SUBMIT THIS FORM TO:**

Attn: Director of Sponsorship  
**SITE Canada**  
6700 Century Ave, Ste 100, Mississauga, ON L5N 6A4  
Fax: (905) 567-7191  
E-mail: [office@sitecanada.org](mailto:office@sitecanada.org)  
[www.sitecanada.org](http://www.sitecanada.org)

**Please note all cash sponsorships subject to HST**

**PLEASE NOTE:** SITE Canada typically holds the same events annually. If you are interested in booking a sponsorship for the next calendar year please contact the SITE Canada office. Please note some sponsorships do offer right of first refusal to previous sponsors.

**Please note: Sponsorship levels do not apply to any fundraising components such as SITE Summer social silent and live auctions. Donations are a separate category. For details on donating to the Summer social auction and the benefits, please contact the SITE Canada office at 905-812-7483.**

## Thank You

Sponsor representative name : \_\_\_\_\_

Signature : \_\_\_\_\_ Date : \_\_\_\_\_



# site Canada

## 2018 Holiday Social Sponsorship Form

The SITE Canada Holiday Social is one of our best-attended events of the year, with attendance of over 100 industry professionals. This is an excellent high-visibility sponsorship opportunity.

**We are interested in being a sponsor for SITE Canada in 2018. Please have someone contact me regarding our request below.**

Contact Name \_\_\_\_\_ Title: \_\_\_\_\_  
Company Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ Province & Postal Code: \_\_\_\_\_  
Phone #: \_\_\_\_\_ Fax #: \_\_\_\_\_  
Email: \_\_\_\_\_

**Please note which events/services you are interested in sponsoring:**

**Holiday Social                  December 12, 2018**

**Platinum Sponsor:**

Catering: Dinner (\$6,000 or more cash)

**Gold Sponsor:**

Reception Sponsor (\$2,500 or more cash)

Venue/catering (\$2,500 or more value)

Audio Visual (\$2,500 or more value)

**Silver Sponsor:**

Décor (\$1,500 or more value)

Entertainment (\$1,500 or more value)

**Other:**

Cash Sponsorship in the amount of \_\_\_\_\_

**PLEASE SUBMIT THIS FORM TO:**

Attn: Director of Sponsorship  
**SITE Canada**  
6700 Century Ave, Ste 100, Mississauga, ON L5N 6A4  
Fax: (905) 567-7191  
E-mail: [office@sitecanada.org](mailto:office@sitecanada.org)  
[www.sitecanada.org](http://www.sitecanada.org)

**Please note all cash sponsorships subject to HST**

**PLEASE NOTE:** SITE Canada typically holds the same events annually. If you are interested in booking a sponsorship for the next calendar year please contact the SITE Canada office. Please note some sponsorships do offer right of first refusal to previous sponsors.

**Please note: Sponsorship levels do not apply to any fundraising components such as SITE Holiday Social silent and live auctions. Donations are a separate category. For details on donating to the Summer social auction and the benefits, please contact the SITE Canada office at 905-812-7483.**

## Thank You

Sponsor representative name : \_\_\_\_\_

Signature : \_\_\_\_\_ Date : \_\_\_\_\_



# site Canada

## 2018 Golf Tournament Sponsorship Form

The SITE Canada Summer Golf Tournament is our signature summer event of the year and will be celebrating its 10<sup>th</sup> anniversary in 2018. The golf tournament sells out every year, without fail, and is a prime opportunity to showcase your property or service. Sponsorship for this event sells out very quickly every year, so be sure to get your sponsorship request in early to avoid disappointment.

**We are interested in being a sponsor for SITE Canada Golf Tournament in 2018. Please have someone contact me regarding our request below.**

Contact Name \_\_\_\_\_ Title: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Province & Postal Code: \_\_\_\_\_

Phone #: \_\_\_\_\_ Fax #: \_\_\_\_\_

Email: \_\_\_\_\_

**Please note all cash sponsorships subject to HST**

Please complete this form and submit it to the SITE Canada office and the golf tournament Sponsorship Liaison will be in contact with you regarding sponsorship options and availability: [office@sitecanada.org](mailto:office@sitecanada.org)

**Please note: Sponsorship levels do not apply to any fundraising components such as golf prizes. Donations are a separate category. If you would like details on donating to the Golf tournament and the benefits of donating please contact the SITE Canada office at 905-812-7483.**

**PLEASE NOTE:** SITE Canada typically holds the same events annually. If you are interested in booking a sponsorship for the next calendar year please contact the SITE Canada office. Please note some sponsorships do offer right of first refusal to previous sponsors.

## Thank You

Sponsor representative name : \_\_\_\_\_

Signature : \_\_\_\_\_ Date : \_\_\_\_\_





# site Canada

## 2018 Education Day Sponsorship Form

SITE Canada's Education Day draws approximately 100-120 participants each year to an all-day educational and networking event that is a must-attend for members and non-members alike. There are many high-profile sponsorship opportunities for this well attended event, so consider booking early to get your choice of sponsorship opportunities. Back again this year will be the Supplier Showcase networking tradeshow where sponsors can purchase a table at which they can present their products to the attendees. Further details will be provided upon request.

**We are interested in being a sponsor for SITE Canada in 2018. Please have someone contact me regarding our request below.**

Contact Name \_\_\_\_\_ Title: \_\_\_\_\_  
Company Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ Province & Postal Code: \_\_\_\_\_  
Phone #: \_\_\_\_\_ Fax #: \_\_\_\_\_  
Email: \_\_\_\_\_

**Please note which events/services you are interested in sponsoring:**

**Education Day                      October 30, 2018**

**Platinum/Title Sponsor:**

Title Sponsor (\$6,000 or more cash)

**Gold Sponsor:**

Breakfast or Lunch Sponsor (\$2,000 cash or more each)

Venue/catering (\$2,500 or more) SOLD

**Silver Sponsor:**

AM or PM Break Sponsor (\$1,000 cash or more each)

Supplier Showcase (\$1,000 cash)

**In Kind (Values to be determined):**

Event App

Wine Sponsor

Décor

Speaker (Emcee & Keynote)

Audio Visual

**PLEASE SUBMIT THIS FORM TO:**

Attn: Director of Sponsorship

**SITE Canada**

6700 Century Ave, Ste 100, Mississauga, ON L5N 6A4

Fax: (905) 567-7191

E-mail: [office@sitecanada.org](mailto:office@sitecanada.org)

[www.sitecanada.org](http://www.sitecanada.org)

**Please note all cash sponsorships subject to HST**

**PLEASE NOTE:** SITE Canada typically holds the same events annually. If you are interested in booking a sponsorship for the next calendar year please contact the SITE Canada office. Please note some sponsorships do offer right of first refusal to previous sponsors.

## Thank You

Sponsor representative name : \_\_\_\_\_

Signature : \_\_\_\_\_ Date : \_\_\_\_\_



# site Canada

## SITE Canada Young Leaders – Sponsorship Outline

The SITE Canada Young Leaders Program aims to identify up-and-coming individuals in our industry with qualities that will position them to be our leaders in the future. Each Young Leader is nominated and approved by the SITE Canada Board of Directors and is required to volunteer on at least one committee. The Young Leader program in Canada is leading the way globally, with many chapters around the world looking to us for guidance.

Sponsoring the Young Leader Program will expose you to this dynamic group of people who come from a variety of different backgrounds. As our program continues to grow, our Young Leaders are continually looking for ways to position themselves within SITE and our industry with more learning opportunities and networking events. Your sponsorship will ensure this group of future leaders can implement their goals and grow the program even further.

Your \$3000 cash sponsorship for 2018 will help cover the costs of Young Leader education and networking events and SITE Education Day Scholarships. Your company logo will appear on signage at each event and a representative will be invited to attend an event to meet the Young Leaders and potential new members. In addition to these opportunities your sponsorship will also provide your company:

- One half-page ad in SITElines – timing to be arranged with SITE Canada office
- One small banner ad on the SITE Canada homepage for a 30-day period – timing to be arranged with the SITE Canada office
- Prominent identification with sponsor logo on the SITE Canada Young Leaders webpage
- Invitation to speak to the Young Leaders for 5 minutes at one of our events
- Recognition at our Annual General Meeting

### FOR MORE INFORMATION PLEASE CONTACT:

Attn: Director of Young Leaders  
**SITE Canada**  
6700 Century Ave, Ste 100, Mississauga, ON L5N 6A4  
Fax: (905) 567-7191  
E-mail: [youngleaders@sitecanada.org](mailto:youngleaders@sitecanada.org)  
[www.sitecanada.org](http://www.sitecanada.org)

## Thank You

Sponsor representative name : \_\_\_\_\_

Signature : \_\_\_\_\_ Date : \_\_\_\_\_



# site Canada

## SITE Canada ICE Awards – Sponsorship Outline

Since 1980, the SITE Crystal Awards program has served as the global benchmark for excellence in travel incentive programs, and is regarded as the highest honour in the motivational events and incentive travel industry. The SITE Canada ICE Awards will complement the spirit of the Crystal Awards by providing a local Canadian focus, and are designed to give members the opportunity to receive industry acclaim for the world-class incentive travel programs which they regularly design and deliver. Special attention will be paid to programs that excel in the design of unique, memorable experiences that deliver measurable benefits for their clients through the use of distinctive group and individual incentive travel experiences.

SITE Canada ICE Awards will be presented annually in two categories: 'Program Excellence' and 'Destination Excellence'. The awards are presented on an annual basis at the SITE Canada Annual General Meeting.

Supporting the ICE Awards as the Title Sponsor will associate you with the highest level of excellence in our industry. .

### FOR MORE INFORMATION PLEASE CONTACT:

Attn: Director of Sponsorship  
**SITE Canada**  
6700 Century Ave, Ste 100, Mississauga, ON L5N 6A4  
Fax: (905) 567-7191  
E-mail: [office@sitecanada.org](mailto:office@sitecanada.org)  
[www.sitecanada.org](http://www.sitecanada.org)

**PLEASE NOTE:** SITE Canada ICE Awards are annual awards. If you are interested in booking a sponsorship for the next calendar year please contact the SITE Canada office. Please note some sponsorships do offer right of first refusal to previous sponsors.



**Thank You**

Sponsor representative name : \_\_\_\_\_

Signature : \_\_\_\_\_ Date : \_\_\_\_\_



## **SITE Canada Graphics Sponsorship Outline**

All SITE Canada events aim to showcase the best in the incentive travel industry and create professional and excellent opportunities for networking and education through our events. For our truly signature events such as Summer social, Golf Tournament and Education Day this programs have grown to be internationally recognized events with participation from our partners around the world. As a professional event we want to ensure that they reflect the level of professionalism that all incentive travel events have. As such we require support for the creation of event logos for these signature events.

This sponsorship would be responsible for the creation of unique event logos that reflect the theme for each event.

For your sponsorship of these events you would receive:

Your in kind or cash sponsorship for 2018 will help cover the costs of the creation of the 3 custom logos.

Your company logo will appear on signage at each event and a representative will be invited to attend the 2018 SITE Canada Education Day to network with attendees. In addition to these opportunities, your sponsorship will also provide your company:

- One half-page ad in SITElines – timing to be arranged with SITE Canada office
- Prominent identification with sponsor logo on the SITE Canada webpage
- Recognition at our Annual General Meeting



# **SITE Canada Donations- Silent and Live Auction**

## **Information and Forms**

# site Canada

## SITE Canada Donations- Silent and Live Auction

The SITE Summer Social, Golf Tournament and Holiday Social are some of the most anticipated and highly attended Canadian industry events. Incentive and travel industry professionals gather at these events for peer-to-peer networking, mouthwatering cuisine and excellent fundraising auctions in support of SITE Canada and selected charities.

*Take action by supporting our industry while highlighting your brand!*

**Silent Auction:** Continuing the tradition of offering exceptional auction items to our event attendees, SITE Canada is accepting everything from **hotel stays to gift baskets, theatre or sporting event tickets, to the latest in technology**, with our thanks. Get creative and submit a package that will really get people excited!

By donating an inspiring auction item, your brand will get noticed by industry decision-makers and for our Summer Social it will also be highlighted through our exciting online silent auction so that people who are not at the event are able to participate and bid on items.

### Donor Exposure

- Auction donations are listed on [www.SITEcanada.org](http://www.SITEcanada.org) prior to the event\*. This listing is promoted in the SITE Canada emails and event reminders driving online traffic to the list.
- Auction donors are identified in the auction catalogue which is distributed at the event\*.
- All silent auction items will be listed on our online app for the event allowing for greater promotion and more attendee viewing of your donation than ever before.

\*Completed donation forms must be received by May 30, 2018 in order to receive this benefit.

### Live Auction (prizes applicable for live auction are at the sole discretion of SITE Canada)

- Donate a major prize and get major exposure!
- The live auction includes trips with airfare, accommodation, upgrades and extra value-added features that make *Summer Social and Golf* live auction items much sought after!
- Have your destination featured in the spotlight – live auction prizes are showcased prominently and are auctioned off by a professional auctioneer.

Contact SITE Canada today to get involved in this fantastic opportunity: [office@SITEcanada.org](mailto:office@SITEcanada.org).

### Auction Beneficiaries

With our collective thanks, the auction proceeds will benefit SITE Canada, the SITE Canada Educational Reserve Fund (ERF) and the SITE Canada charity of choice.



# site Canada

Please submit ORIGINAL CERTIFICATES and/or ITEMS to the SITE CANADA OFFICE by May 30, 2018 (for Summer Social), July 30, 2018 (for Golf) and November 30, 2018 (for Holiday Social). (see address below.)

Name of Company	
Name of Contact	
Address	
City	
Province	
Postal	
Phone	
Email	
Date	
Retail Value of Donation	
Expiry Date (if applicable)	
Blackout Dates (if applicable)	
Please provide a description of item(s) you are donating to the silent auction. List any restrictions on the donation; otherwise, it will be considered a no-restriction donation.	
Signature of Donor	

**KINDLY NOTE:**

All gift certificates should list an expiry date at least 6 months after the event date

If you need more space for the description, please attach another page.

If your donation is too large to mail, you may wish to consider submitting a certificate instead or contacting the SITE Canada office to discuss delivery.

**Contact/mailling information:**

SITE Canada

6700 Century Ave, Ste 100

Mississauga, Ontario L5N 6<sup>a</sup>4

Fax: (905) 567-7191 Telephone: (905) 812-7483

E-Mail: [office@SITEcanada.org](mailto:office@SITEcanada.org)

