




CCIF
Powered by AIA Canada

**Sponsorship prospectus
2026**

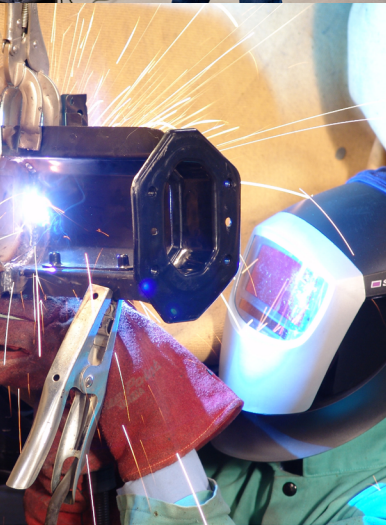


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About the Canadian Collision Industry Forum



The Canadian Collision Industry Forum (CCIF) brings together all of Canada's collision sector stakeholders—collision repairers, suppliers, insurers, associations, original equipment manufacturers and educators—to network, learn and share about industry trends and challenges.

Why sponsor CCIF

The CCIF sponsorship is an unparalleled avenue that allows companies to strategically focus their efforts on the Canadian collision industry and its dedicated workforce.

Our events serve as a platform for bringing together industry leaders, decision-makers and businesses in the collision sector and creating space for sharing and learning topics about industry issues and emerging trends.

Being a corporate sponsor with CCIF demonstrates your commitment to the industry and becoming an advocate for advancement. CCIF corporate sponsors may receive widespread brand recognition and thought leadership opportunities to solidify their stance as strong influential leaders within the Canadian collision sector.

Your sponsorship will play a key part in CCIF's mission to offer industry exclusive events and opportunities for networking, learning, and sharing observed industry trends and challenges.

There are numerous corporate sponsor opportunities available, which can suit individual needs and budgets. Sponsors are eligible for Diamond, Platinum, Gold, or Silver sponsorship packages for the calendar year, with additional à la carte options available for CCIF Toronto only.

Annual sponsorship packages

Our tiered sponsorship packages offer a broad range of options to suit every objective and budget. For full details, turn to page five to see the benefits grid.

Diamond package - \$15,000

Our premium Diamond package offers an exclusive suite of opportunities for ambitious companies and leaders who want to make a significant impact on Canada's collision sector. Diamond package sponsors gain premier visibility with logo recognition across CCIF platforms, a 30-second commercial during plenary sessions, and a chance to introduce a plenary speaker at CCIF conferences. This package also includes hosting a webinar, early access to industry research, and the ability to share thought leadership content on the CCIF blog, solidifying your position as a leader in the industry. The Diamond package is designed for Canadian businesses that want to lead.

Platinum package - \$11,500

The Platinum package is designed for companies who want to increase their brand presence and form strong connections within Canada's collision sector. Platinum sponsors receive brand recognition on all digital platforms and during CCIF conferences, and the opportunity to publish sponsored content and host webinars to increase brand awareness and thought leadership. Being a Platinum sponsor will make Canadian companies robust and authoritative thought leaders.

Gold package - \$5,750

Our Gold sponsor package is for companies in Canada's collision sector that want to make an impression and develop their brand. Being a Gold sponsor presents companies with inclusion of one digital resource in the online resource webpage for all CCIF conferences and brand recognition across all channels. This package also offers opportunities for sponsored thought leadership on the CCIF blog and preferential pricing for the Canadian Auto Care Industry Conference's CCIF Vendor Showcase, helping you establish a strong brand identity. The Gold sponsor package is designed for Canadian businesses that wish to increase their brand presence and thought leadership.

Silver package - \$3,000

The Silver sponsorship package provides businesses with numerous branding opportunities, such as brand recognition across digital channels, company logo on the CCIF and AIA Canada website, and digitally at CCIF conferences. The Silver sponsorship package also allows businesses to include one digital resource on the online resource webpage for all CCIF conferences. The Silver package is designed for companies looking to make their presence known in the Canadian collision industry.

Annual sponsorship package benefits

	Diamond \$15,000	Platinum \$11,500	Gold \$5,750	Silver \$3,000
CCIF conference opportunities				
Opportunity to introduce plenary speaker/session at CCIF conferences.	✓			
30-second, sponsor-provided video commercial during a plenary session at all CCIF conferences.	✓			
Social media shoutouts on LinkedIn (per CCIF conference).	3 posts	2 posts	1 post	
Inclusion of one digital resource (promo video, sales PDF, etc.) in the online resource webpage for all CCIF Conferences.	✓	✓	✓	✓
Logo recognition on distinctive signage (print and/or digital) at CCIF conferences.	✓	✓	✓	✓
Ticket(s) to attend CCIF Toronto on March 12, 2026.	2 tickets	1 ticket		
Preferential pricing for the 2026 Canadian Auto Care Industry Conference's CCIF Vendor Showcase taking place on March 12, 2026.*				
<i>*This benefit is only available to companies who have signed and returned a 2026 CCIF sponsorship contract prior to January 23, 2026. The sponsor companies must also apply to be a vendor at the vendor showcase by February 9, 2026. Space is limited and is available on a first come, first served basis.</i>	✓	✓	✓	✓

	Diamond \$15,000	Platinum \$11,500	Gold \$5,750	Silver \$3,000
Marketing opportunities				
Logo on the aiacanada.com CCIF event pages (where appropriate).	✓	✓		
Logo on the ccif.ca event pages (where appropriate).	✓	✓		
Host one webinar (live or pre-recorded, content subject to AIA Canada approval).	✓	✓		
Logo recognition in CCIF event e-communications.	✓	✓		
Opportunity for sponsored thought leadership content on CCIF's blog (article focused on delivering value to CCIF's audiences and will be created with advice from AIA Canada).	3 articles	2 articles	1 article	
Logo recognition on CCIF website with hyperlink.	✓	✓	✓	✓
AIA Canada related benefits				
Early access to AIA Canada collision and auto care sector wide research data.	✓	✓		
Logo recognition on AIA Canada's sponsors page with hyperlink.	✓	✓	✓	✓

Canadian Collision Industry Forum

Paving the road to success for Canada's collision sector.

The Canadian Collision Industry Forum (CCIF) is a program of the Automotive Industries Association of Canada (AIA Canada). It offers Canada's collision sector—collision repairers, suppliers, insurers, associations, to original equipment manufacturers and educators—exclusive opportunities to discuss and share industry trends and challenges.

Automotive Industries Association of Canada

The voice and resource that leads innovation in Canada's auto care industry.

AIA Canada is the voice and resource that leads innovation in Canada's \$43.9 billion auto care sector. With thousands of members from coast to coast, our vision, research, training programs supports Canada's collision and mechanical sectors.

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For CCIF sponsorship inquiries contact
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Canadian Auto Care Industry Conference



The Canadian Auto Care Industry Conference (CAIC) unites the AIA Canada National Conference and CCIF Toronto for two high-impact days of networking, insight, innovation and future-focused content. The **2025 sold-out event** attracted over 300 attendees on March 19 and over 550 attendees on March 20, for **a total of over 850 attendees overall**—highlighting the auto care industry's strong demand for direct access to key decision-makers and timely, high-value programming.

Attendees praised CAIC as one of the most **engaging and content-rich conferences AIA Canada has ever hosted**, offering **practical, timely insights tailored to the evolving needs of the auto care sector**. With **future-focused presentations, a collision-specific vendor showcase, and unmatched networking opportunities**, CAIC delivers actionable knowledge and strategic connections that drive real value for professionals across the auto care sector.

Each day targets a **distinct and highly engaged audience**:

- **March 11, 2026** (AIA Canada National Conference) brings together **senior leaders, executives, business owners, young professionals, educators, and association partners** from across the mechanical and collision supply chain.
- **March 12, 2026** (CCIF Toronto) focuses on the **collision repair community**—including **repairers, suppliers, insurers, associations, OEMs, and educators**—all committed to advancing the future of Canada's collision sector.

If you want your brand in front of the right audience — **influencers, innovators, and decision-makers from across the auto care sector** — this is where you need to be.

Join us on March 11 and 12, 2026 at the Delta Hotels by Marriott Toronto Airport & Conference Centre to connect with industry leaders and explore the future of auto care.

Wednesday, March 11, 2026*

Industry-wide programming (AIA Canada National Conference): 7:30 a.m. to 4 p.m. EDT

Networking reception (AIA Canada National Conference and CCIF Toronto): 4 p.m. to 7 p.m. EDT

Thursday, March 12, 2026*

Collision-focused programming (CCIF Toronto): 7:30 a.m. to 3 p.m. EDT

CCIF Vendor Showcase: 7:30 a.m. to 3 p.m. EDT

**Schedule is subject to change.*

Please note, opportunities to sponsor the Canadian Auto Care Industry Conference are limited and available on a first-come, first-served basis.

Event day	Sponsorship	Price	Inclusions
March 12, 2026 (CCIF Toronto) Expected attendance 600	Concurrent session 3 available Exclusive Align your brand with the industry's most relevant and forward-thinking conversations. As an exclusive sponsor of a concurrent session, your company will be recognized as a supporter of knowledge-sharing and professional growth in one of three key areas: 1. Profitability 2. Human resources 3. Vehicle technology Position your company as a committed supporter of progress—choose the topic that aligns with your strategic goals and secure your session today.	\$3,000	Logo recognition on digital signage outside of the sponsored concurrent session room Logo recognition on the CCIF Toronto event webpage Logo recognition in the digital event program Opportunity to introduce the session speaker
	CCIF student education access sponsor 2 available Exclusive Help shape the future of the collision repair industry by funding one class from a local college's pre-apprenticeship automotive program to attend CCIF Toronto 2026 on March 12, 2026. Your support provides students with: • Exposure to real-world trends through expert-led sessions • Direct networking with repairers, suppliers, and employers • Insight into innovation and career pathways • A sense of belonging in the collision repair community These students are eager to learn, connect, and explore future career paths—your support could be what inspires them to pursue a long-term future in the industry.		Verbal recognition and logo recognition on-screen during the conference opening remarks on March 12, 2026.

Event day	Sponsorship	Price	Inclusions
March 11 AND 12, 2026 (AIA Canada National Conference and CCIF Toronto)	Lanyards Exclusive Put your brand in every handshake. As the exclusive Lanyard sponsor, your logo will be worn by every attendee, speaker, and exhibitor—ensuring constant, visible exposure throughout the event. This is more than a branding opportunity—it is a chance to be part of every connection made. Secure the lanyard sponsorship and stay top-of-mind all day long.	\$5,250	Two-color logo* on one side of a polyester screen-printed lanyard worn by attendees for the full 2-day conference Logo recognition on the Canadian Auto Care Industry Conference and CCIF Toronto event webpage

March 11 AND/OR 12, 2026 (AIA Canada National Conference AND/OR CCIF Toronto)	Custom activations Limited availability AIA Canada and CCIF are here to bring your custom activations to life at the Canadian Auto Care Industry Conference. Contact the AIA Canada Events team at events@aiacanada.com to ideate on activations that will best meet your goals. Please note, deadlines will be determined by AIA Canada Events following a full review of the opportunity and may be flexible depending on the nature and scope of the proposal.
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**A two-color logo is included in the sponsor fee. Additional fees will apply per additional color required. Choice of white or black lanyard. AIA Canada Events is responsible production.*

For Canadian Auto Care Industry Conference sponsorship inquiries contact:

Canadian Collision Industry Forum team
Email: info@ccif.ca



