

2021 CIRI Membership/Virtual Annual Conference Bundle

Total Value: \$2,245.00 - Bundle Price: \$1,410.00, a savings of \$835.00!

Are you looking to expand your investor relations knowledge and skills while building your network? Then we have the resources you need, all in one bundle, at a significantly reduced price.

1. A CIRI Membership, Value \$740

As a CIRI member, you will:

- have access to education that accommodates any IROs hectic schedule through live and archived webcasts (many of which are free to members);
- get a discount on the CIRI/Rotman IR Certification Program;
- stay current on developments in investor relations and related fields through publications, including *IR leader*, *IR focus*, and *wIRed*;
- be informed of developments on regulatory issues effecting the IR field through Issues Backgrounders;
- benefit from our advocacy efforts with the regulators as we represent the views of IROs;
- have access to sample IR documents contributed by your peers in our IR eLibrary;
- learn about IR best practices through *IR directions*, CIRI's research publication;
- be informed of opportunities in the profession through our IR job listings;
- stay connected with peers with our Member Directory;
- have an opportunity to speak with like-minded professionals by accessing our Volunteer Advisory Network, a listing of experienced IROs who have advice for you on a variety of different topics;
- have the opportunity to learn from leaders in the profession by participating in our Mentorship Program; and
- make an impact on the IR profession by sharing your experience, expertise, and perspectives as a volunteer.

2. Registration to CIRI's 2021 Virtual Annual Conference, June 14, 15, 16, Value \$870

CIRI's 34rd Annual Investor Relations Conference is coming this June! Join us and your IR peers to re-energize your IR practices and expand your network. CIRI's Annual Conference provides the inspiration, education and connections needed to cultivate and deliver a best-in-class IR program.

CIRI's Annual Conference is the second-largest gathering of IR practitioners in the world. With three afternoons of programming, the Conference brings together industry leaders and IR experts who offer their views and advice throughout numerous breakout sessions, panel discussions and presentations. Meet knowledgeable exhibitors and learn how their products and services can help you execute your job more effectively and efficiently. Plus, there will be plenty of opportunities to virtually network with your peers from across the country and share your IR challenges and successes.

3. *Standards and Guidance for Disclosure plus Model Disclosure Policy*, Value \$500

Do you have questions about any aspects of Corporate Disclosure? Unsure about the use of social media? CIRI's *Standards and Guidance for Disclosure and Model Disclosure Policy, Fifth Edition* contains the answers to these questions and more. This CIRI publication describes the practices that issuers should use to facilitate transparent and timely disclosure in the marketplace and how to avoid disclosure violations that could result in repercussions.

4. *Guide to Developing an IR Program*, Value \$135

No comprehensive program exists that teaches the unique combination of skills and knowledge required to be successful in investor relations. Those new to the IR function are often overwhelmed by the responsibilities, uncertain where to begin and what questions to ask. Regardless of your tenure, this publication is a 'must have' in any IROs toolkit.

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To take advantage of this offer please complete the application on the reverse side and submit directly to Lora Turner at lturner@ciri.org.

CIRI Membership/Conference Application

Ms. Mr. Mrs. (circle one)

Name _____

Title _____

Company _____

Address _____

City _____ Prov/State _____ Ctry _____

Postal Code/Zip _____

Telephone _____

Fax _____

E-mail _____

Education (degrees, professional designations)

Number of years in investor relations _____

Listed Company Information (if applicable – consultants and vendors go to next column)

Sector _____

Industry _____ Stock Symbol _____

Exchange Listing(s)

Canadian Exchange ☐ TSX ☐ TSX-V ☐ CNQ

U.S. Exchanges ☐ NYSE ☐ AMEX ☐ NASDAQ

Other _____

Market Capitalization

☐ \$0 - \$25 million (small cap)

☐ \$26 - \$99 million (small cap)

☐ \$100 - \$999 million (mid cap)

☐ \$1 billion or greater (large cap)

How did you hear of CIRI?

☐ Website ☐ Social Media ☐ Event attendance

Referral From: _____

☐ Other: _____

Membership Category Selection (Pick one)

☐ Corporate Practitioner (employed by a listed company)

☐ Consultant

☐ Associate member (not a practicing IR)

Dues Selection - Membership/Conference Bundle: Dues* include one year of membership, 2021 conference reg. and 2 CIRI publications S&G and IR Program **\$1,410.00 + taxes** (ON, NB, NF =13%, NS, PEI, QC =15%, BC, AB, MB, NU, SK or YK = 5% USA or others =15%)

Total \$ _____ plus (optional)

☐ **NIRI Global Subscriber Package \$195.00 + taxes.** The Global Subscriber Package (GSP) includes selected services and products of particular interest to IROs whose company is listed in the U.S. or has a U.S. analyst following.

Total remitted \$ _____

*includes application administrative fee of \$75.00

GST/HST registration 867431850RT

Method of Payment: By cheque payable to: Canadian Investor Relations Institute, or by **VISA or MasterCard**

Credit Card# _____

Name on card _____

Signature _____

Expiry date (MM/YY) _____ **CVV** _____

I consent to the collection, use and disclosure of my personal information during the course of my membership for the purposes set out in the CIRI Members' Privacy Policy, which is available on CIRI.org I further consent to my contact information being published in web or print directories produced by CIRI and/or its chapters.

☐ Yes ☐ No

Signature _____ **Date** _____

CIRI's Code of Ethics

CIRI members must comply with the Code of Ethics and Practice Guidelines. CIRI members who are sanctioned by regulatory or judicial bodies for violating laws or regulations in conjunction with their IR responsibilities may, upon recommendation of the CIRI Membership Committee, have their memberships terminated and/or the CPIR designation revoked by the CIRI Board of Directors, in keeping with the provisions of CIRI's By-laws.

Corporate Practitioners and Consultant members of the Canadian Investor Relations Institute, including CPIRs, and candidates for the CPIR designation must:

1. Maintain integrity and credibility by practicing investor relations within the highest legal, regulatory and ethical standards.
2. Exercise independent professional judgment in the conduct of duties and responsibilities.
3. Avoid even the appearance of professional impropriety in the conduct of investor relations responsibilities.
4. Keep up to date regarding the affairs of the company or clients, as well as the laws, regulations and principles affecting the practice of investor relations.
5. Maintain the confidentiality of information acquired in the normal course of business.
6. Not use confidential information acquired in the normal course of business for personal advantage, nor for the advantage of others, except in the legitimate performance of duties on behalf of the company or clients.
7. Report to company authorities, the Board of Directors, or appropriate securities regulators, if fraudulent or illegal acts are suspected or recognized.
8. Recognize that the integrity and credibility of the capital markets is based on complete, timely and non-selective disclosure of financial and non-financial corporate information and work to ensure that the company or client communicate such information on a timely basis.
9. Provide analysts, institutional and individual investors and the media fair and equal access to publicly disclosed corporate information.
10. Serve the interests of shareholders and other stakeholders.

I hereby apply for membership in the Canadian Investor Relations Institute and agree to abide by CIRI's By-laws, available on CIRI.org, and the Code of Ethics presented above.

Signature _____ **Date** _____