



IR MAGAZINE CANADA AWARDS 2011

Wednesday, February 2
Fairmont Royal York, Toronto

www.irmagazinecanada.com

In association with

THE GLOBE AND MAIL 

The IR Magazine Awards are the leading international awards honoring excellence and leadership in investor relations. The IR Magazine Canada Awards provide an unmatched opportunity for anyone working or interested in investor relations in Canada. This annual event brings together the entire investor relations community for an unrivaled night of industry celebration.

Why is the evening unmissable?

Network: Join more than 350 participants, including IR officers, CFOs and other IR, finance and communications professionals from across Canada.

Learn: Find out how the buy side and sell side rate your company's and your peers' investor relations.

Celebrate: Join *IR magazine* in honoring individuals and companies for outstanding performance in investor relations. Come and help celebrate and honor their achievements.

Motivate your IR team and recognize its hard work and determination in 2010 – reward your colleagues with this prestigious awards evening.

'EVERYONE in the industry attends'

Awards program

6.00 pm Networking drinks reception

7.00 pm Dinner and awards ceremony

10.30 pm Post-awards networking reception

Dress code Black tie

Your host for the evening:



Amanda Lang, senior business correspondent for CBC News

Categories

- Grand prix for best overall investor relations*
- Best investor relations officer*
- Best investor relations by a CEO*
- Best investor relations by a CFO*
- Best IR by a company listed on the TSX Venture Exchange
- Best earnings calls
- Most progress in investor relations
- Best IR website
- Best crisis management
- Best financial reporting
- Best practice of corporate social responsibility
- Best corporate governance
- Best investment community meetings
- Best IR by a Canadian company in the US
- Best IR for a corporate transaction
- Best IR by sector
- Lifetime achievement in IR

*Category split by market cap

How the winners are chosen

Our investor perception studies identify the winners of our awards for top-flight investor relations in Canada and around the world. The researchers talk to buy-side and sell-side analysts and to investors to get their opinions of the companies they cover.

For the 2011 awards, votes were cast in October and November 2010 by 250 members of the Canadian and US investment communities. As in previous years, there is no predetermined list of companies to choose from: respondents can nominate any firm listed on a stock exchange and domiciled in the region being surveyed.

This year for the first time we are working with Ipreo as our research partner. We used contact data from Ipreo's BD Corporate for both the qualitative and quantitative elements of the research. Fox Insight conducted an electronic survey for the awards, and Mary Maude Research handled the qualitative side, undertaking some 230 in-depth telephone interviews with members of the investment community. Comments and thorough analysis will be available in the report, prepared by XbInsight and published both on our website (www.insideinvestorrelations.com) and in print. This year's survey will, for the first time, contain contextual information on the leading IR teams to shed more light on their success.

Since 1991, *IR magazine* has taken its renowned investor perception studies around the world to markets as diverse as Brazil, China, Singapore, the Nordic region, South Africa, Canada, the UK, continental Europe and the US.

For more information on the 2011 research, please contact **Clare Harrison** on +44 20 7107 2557 or email clare.harrison@thecrossbordergroup.com.

Research partner



XbInsight

Book your places

How to book

- 1** Download a booking form at www.irmagazinecanada.com.
- 2** Complete the form and fax it back to Brigitte Toledano at +1 212 425 7589.
- 3** Once payment has been successfully processed, you will receive a confirmation email.
- 4** Your e-tickets will be emailed approximately three weeks prior to the event.

Your ticket includes:

- > Admission to the awards ceremony
- > Champagne, hors d'oeuvres and open bar at the pre-dinner reception
- > Three-course gourmet dinner with selected wines
- > Post-awards reception including open bar until the event ends.

Accommodation

A special discounted room rate of C\$199 has been arranged at the Fairmont Royal York for guests at the IR Magazine Canada Awards 2011. To take advantage of this rate, please call +1 800 441 1414 and quote 'IR Magazine Awards'.

IR magazine subscriber prices

Individual places @ C\$458 + 13% HST = C\$517.54 each

Tables of 10 @ C\$4,090 + 13% HST = C\$4,621.70 each

Non-subscriber prices

Individual places @ C\$525 + 13% HST = C\$593.25 each

Tables of 10 @ C\$4,720 + 13% HST = C\$5,333.60 each

Sponsors



THE GLOBE AND MAIL*



THE WORKS DESIGN
COMMUNICATIONS



Canadian Investor Relations Institute
Institut canadien des relations avec les investisseurs

24th Annual Investor Relations Conference

Chateau Fairmont Lake Louise, AB

June 5-7, 2011

CIRI's Annual Conference is the second-largest gathering of IR practitioners in the world. Register online by January 15, 2011 to receive the early bird discount at www.ciri.org/events/calendar.



A Cross Border event