



CANS ADVANTAGE CALL FOR PROPOSALS

The Construction Association of Nova Scotia (CANS) is currently seeking proposals from companies who wish to participate in the *CANS Advantage Program*, leveraging the buying power of the Association by offering **exclusive and unique** offers to of CANS member companies and the member company's employees.

ABOUT CANS & THE INDUSTRY

CANS is the leading voice of the construction industry respected by members, government, industry, and the public. CANS represents more than 780 large and small companies throughout Atlantic Canada that build, renovate and restore non-residential buildings, roads, bridges and other engineering projects.

Construction is an estimated \$4 billion per year industry in Nova Scotia and employs nearly 30,000 men and women from across the province.

PROGRAM DETAILS

CANS Advantage is a loyalty program for members of the Construction Association of Nova Scotia (CANS) and the member company's employees.

For information on the current program visit www.cans.ns.ca/advantage

PROGRAM BACKGROUND

CANS Advantage was created in March 2013 and was developed to provide members with unique and exclusive discounts on products and services throughout North America.

Advantage offers are expected to be jointly promoted by CANS and the offering company. Promotional opportunities through CANS include, but are not limited to, promotion of offer on the CANS website (www.cans.ns.ca); through CANS Weekly newsletter, and social media (LinkedIn & Twitter). History has shown that those companies' who are present and participate in CANS events & programming have been the most successful.

Year after year, CANS will continue to build on the success of *CANS Advantage* and expand the program to include even more unique and exclusive offers to our members.

TIMELINES

CANS Advantage is currently under review to better the program for both members and offering companies. The CANS Membership Committee & staff will assess proposals for offers from companies and will be in contact with successful applicants in accordance with the schedule below:

August 1 – 31, 2018 – Request for Proposals

September 12, 2018 – Review Process to Begin

October 1, 2018 – Program Launch to Members

Please note that the schedule is tentative and subject to change without notice.

TIP FOR A SUCCESSFUL APPLICATION

Please be sure that your proposal highlights the following criteria:

1. How the offer is **unique** – a special offer that fits into the larger picture of the *CANS Advantage* program
2. How the offer is **exclusive** – the offer must be specific to CANS, its members and their employees and not be found elsewhere (i.e. through another construction association. This clause will be included within the contract and if the offer is found not to be exclusive to CANS or without CANS approval, CANS will have the right to remove the offer from the program.
3. A thoughtful **engagement plan** on how your company will promote the offer to CANS members (i.e. through networking, additional advertising, sponsorship, etc.).
4. Note all usage limitations.

Please note: While non-member companies can submit proposals, preference will be given to CANS member companies. Should a non-member company offer be selected, that company will be required to become a member of CANS prior to promotion of their offer. Membership with CANS does in no way ensure that your offer will be selected, only those offers that satisfy the criteria above and meets the approval of the CANS Membership Committee & staff will be chosen. CANS reserves the right to reject any and all proposals at any stage of the process.

Please submit your proposal to Vanessa Greencorn, Membership Lead, by email at vgreencorn@cans.ns.ca by 4pm on August 31, 2018