



Conference Sponsorship Opportunities

Invest in Conference Sponsorship



Why Sponsor a Conference Board Event?

The Conference Board is renowned for its ability to bring together top executives and thought leaders to debate contemporary issues, collaborate on solutions, and define best practices.

Your conference sponsorship investment represents incredible value, because it capitalizes on the Conference Board's independence, organizational strengths, and respected brand, while enabling you to focus on your communications and marketing objectives for the event.

Invest in Conference Sponsorship With The Conference Board and Receive . . .

- your choice of conference topics addressing today's main business issues
- a six-month multimedia marketing campaign designed to drive traffic to your website and reach your audiences
- access to the best and brightest thinkers in your industry
- conference venues that include Canada's finest conference facilities
- programs that carefully explore the theory and best practices and expert opinions relevant to each conference topic
- responsive Conference Board staff on hand at the conference to assist you with your needs
- we bring your customers and prospects to you
- you participate in a respected forum for ideas and issues that affect your business and your customers
- amplification of your message in a setting of heightened receptiveness
- many opportunities for one-on-one contact with thought leaders and decision-makers

Media and Marketing Sponsors

Media and associations that contribute to the marketing of Conference Board events receive prominent exposure in all marketing materials, including those distributed through social media, direct marketing, the conference website, and on-site at the event. Associate your brand with Canada's conference leader while you provide valuable information to your constituents.



“ We were very pleased with the high calibre of the presenters and appreciated the collaborative approach in building the agenda. The networking opportunities were numerous and fully leveraged by participants. We look forward to partnering with The Conference Board of Canada in the future.”

—**Michael Hayden**
Global Program Manager
Diversity Initiatives
RBC Royal Bank

Custom Conference Development

We also develop new programs to explore select issues, and sponsors' specific challenges and opportunities. Discuss your needs with **Bill Roberton**, Executive Director, Conference Programs, at **416-350-8872, ext. 2224**.



Sponsorship Options

Partner Sponsor

Partner Sponsors receive maximum recognition and profile throughout the conference development and marketing process. It's a great way to show leadership, build relationships, and demonstrate that your organization is attuned to the top issues. Partner Sponsorship also includes:

- sponsor category exclusivity
- recognition of your partner sponsor status in all event marketing, including web, e-mail, social media, direct, and on-site marketing
- a leadership role on the conference advisory board
- a keynote speaking position at the event
- a branded post-conference reception
- an on-site exhibit display opportunity
- six conference admissions
- a special registration fee for clients and key contacts
- opportunity for an optional pre- or post-conference workshop or online workshop
- an exclusive invitation for a representative to join the CBoC reserved luncheon table
- a reserved luncheon table for you and your guests
- partner recognition by the conference chair
- a custom e-mail to promote your sponsorship of the conference

Partner Sponsorship Fee: \$50,000

Title Sponsor

Title Sponsors are recognized as major event sponsors. Invite your clients and key personnel, influence the conference agenda, and speak at the event. Title Sponsorship also includes:

- potential sponsor category exclusivity
- sponsorship recognition in all event marketing, including web, e-mail, social media, direct, and on-site marketing
- participation on the conference advisory board
- a prominent speaking role at the event
- an on-site exhibit display opportunity
- four conference admissions
- a special registration fee for clients and key contacts
- opportunity for an optional pre- or post-conference workshop or online workshop
- an exclusive invitation for a representative to join the CBoC reserved luncheon table
- a reserved luncheon table for you and your guests
- recognition by the conference chair during opening remarks
- a custom e-mail to promote your sponsorship of the conference

Title Sponsorship Fee: \$25,000



Participating Sponsor

Participating Sponsors receive exposure in all pre-event and on-site marketing activities, a speaking opportunity, and a seat at the CBoC reserved luncheon table. Participating Sponsorship also includes:

- sponsorship recognition in all event marketing, including web, e-mail, social media, direct, and on-site marketing
- a speaking role at the event
- an on-site exhibit display opportunity
- two conference admissions
- a special registration fee for clients and key contacts
- an exclusive invitation for a representative to join the CBoC reserved luncheon table
- recognition by the conference chair during opening remarks
- a custom e-mail to promote your sponsorship of the conference

Participating Sponsorship Fee: \$15,000

Exhibiting Sponsor

Increase your visibility and interact with conference delegates during networking and luncheon breaks. Display your marketing materials and invite your prospects to attend the conference at your special sponsor rate. Exhibiting Sponsorship also includes:

- mention in all event marketing, including web, e-mail, social media, direct, and on-site marketing
- an on-site exhibit display opportunity
- one conference admission
- a special registration fee for clients and key contacts
- recognition by the conference chair during opening remarks
- a custom e-mail to promote your sponsorship of the conference

Exhibiting Sponsorship Fee: \$5,000

Questions?

If you have any questions about sponsoring a conference, please contact **Rhonda Bradbury** by phone at **416-481-1904** or by e-mail at **bradbury@conferenceboard.ca**.

Some of our Sponsor Partners

Here are some of the top organizations who have positioned themselves as leaders, built relationships, and maximized their brands' reach by investing in conference sponsorship with us:



For more information or to discuss your conference sponsorship needs, call **Rhonda Bradbury** at **416-481-1904**; e-mail **bradbury@conferenceboard.ca**; or visit **www.conferenceboard.ca/conf/sponsorship**.

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1-800-267-0666 (Conference Programs)

About The Conference Board of Canada

We are:

- The foremost independent, not-for-profit, applied research organization in Canada.
- Objective and non-partisan. We do not lobby for specific interests.
- Funded exclusively through the fees we charge for services to the private and public sectors.
- Experts in running conferences but also at conducting, publishing, and disseminating research; helping people network; developing individual leadership skills; and building organizational capacity.
- Specialists in economic trends, as well as organizational performance and public policy issues.
- Not a government department or agency, although we are often hired to provide services for all levels of government.
- Independent from, but affiliated with, The Conference Board, Inc. of New York, which serves nearly 2,000 companies in 60 nations and has offices in Brussels and Hong Kong.

