



The Conference Board
of Canada

Le Conference Board
du Canada

CONFERENCE SPONSORSHIP OPPORTUNITIES

Invest in Conference Sponsorship.



Why Sponsor a Conference Board Event?

The Conference Board of Canada 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 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.
- your customers and prospects brought to you.
- participation 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.



CUSTOM CONFERENCE DEVELOPMENT

We also develop new programs to explore select issues, and sponsors' specific challenges and opportunities. Discuss your needs with Tracie Jones, Manager, Program Development and Sponsorship, at 613-526-3280, ext. 286 or jones@conferenceboard.ca.

Sponsorship Options

All sponsorship packages include access to the delegate list and CASL-compliant contact information, logo recognition in all event marketing, including web, e-mail, social media, and direct and on-site marketing. As well, all sponsoring organizations will be profiled by logo on-site at the event, in addition to the benefits listed below and on the matrix that follows.

Partner Sponsors

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.

Title Sponsors

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

Participating Sponsors

Participating Sponsors receive exposure in all pre-event and on-site marketing activities and a speaking opportunity.

Function Sponsors

Function sponsors receive maximum exposure as the exclusive function sponsor. Chose to host a VIP dinner, upgraded luncheon, or networking breaks, or host a hot pre-conference breakfast and invite your top prospects to attend.

Mobile Website Sponsors

Mobile Website Sponsors are recognized as the exclusive provider of the conference's mobile website. Mobile websites provide details of the event, including the agenda, handouts, list of participants, speaker biographies, and venue information in a mobile friendly format. Sponsors receive maximum recognition through a corporate logo and a mobile banner that links directly to their website.

Exhibiting Sponsors

Exhibiting sponsors receive increased visibility by interacting 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.

Badge Lanyard Sponsors

Badge Lanyard Sponsors are recognized by corporate name and logo featured on badge lanyard neck straps for all participants.

Sponsorship Benefits

Sponsorship Benefits	Partner \$50,000	Title \$25,000	Participating \$15,000	Function \$10,000	Mobile Website \$10,000	Lanyard \$5,000	Exhibiting \$3,500
Role on the conference advisory board	Leadership	Participation					
Speaking position at the event	Keynote	Prominent	•				
Sponsorship recognition in all event marketing, including web, e-mail, social media, direct, and on-site marketing	•	•	•	•	•	•	•
Corporate profile displayed on the event “Sponsors and Partners” webpage	•	•	•	•	•	•	•
On-site exhibit display opportunity	•	•	•	•	•		•
Conference admissions	6	4	2	2	2		1
A special registration fee for clients and key contacts	•	•	•	•	•	•	•
A branded reception at the event	•						
A branded function of your choice at the event				•			
Opportunity for an optional pre- or post-conference workshop or online webinar (included in fee)	•	•					
Opportunity for an optional pre- or post-conference workshop or online webinar (for an additional fee)			•	•	•	•	•
A custom e-mail to promote your sponsorship of the conference	•	•	•	•	•	•	•
Access to the full delegate list, including name, title, and organization, as well as CASL-compliant contact information where consent has been given	•	•	•	•	•	•	•

Live Webinars and Video Recordings

Activate Your Investment Online

Strengthen your brand awareness, reinforce your position as an industry thought leader, increase exposure in the market, and generate qualified sales leads by running a pre- or post-conference webinar as part of your sponsorship package.

Why run a high-profile webinar with the Conference Board?

- Deliver additional content in a convenient and interactive format
- Reach a broad audience of senior leaders through the Conference Board's highly sought-after database and marketing vehicle
- Extend your brand's reach by accessing the audience unable to travel to events
- Receive a special registration fee for clients and key contacts and a custom e-mail to use for promotion
- Delivered content will remain accessible on the Conference Board's e-Library for years to come
- Extend your ROI beyond the live event by including a link to the recorded version on your website and social media sites
- Include an additional message in the follow-up e-mail sent to all attendees

Webinar Sponsorship Fees

Standalone webinar: \$10,000

Add-on to conference sponsorship: \$5,000

Sponsored Conference Board webinars are:

- 100% branded by your organization
- Your content, delivered to our audience
- 45 minutes in length followed by a 15-minute live Q&A period
- Professionally marketed, run, and moderated by the Conference Board, with the option to moderate yourself
- Fully recorded and all attendees receive a copy of the recording to share with their colleagues

Add Shelf Life to Your Investment

Maximize your sponsorship investment by having us professionally video record your speaker's presentation at the event. You will receive a polished, fully edited video that you can use to create content on your website, extend the reach of your sponsorship investment, and repurpose for future use.

Video recording fee: \$5,000

Sponsor Partners

Here are some of the top organizations that 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, contact Tracie Jones by phone at 613-526-3090 ext. 286 or by e-mail at jones@conferenceboard.ca.

Insights. Understanding. Impact.

The Conference Board of Canada
255 Smyth Road, Ottawa ON K1H 8M7 Canada
Tel. 613-526-3280 • Fax 613-526-4857 • Inquiries 1-866-711-2262
conferenceboard.ca

