SPONSORSHIP OPPORTUNITIES

National Corporate Ethics and Integrity Summit.
National Corporate Ethics and Integrity Summit

Join us as The Conference Board of Canada hosts the National Corporate Ethics and Integrity Summit to examine the latest developments in ethics!

This is a stellar opportunity to reach senior leaders in ethics and compliance, professionals, legal counsels, human resource executives, internal auditors, and risk management corporate responsibility professionals. Showcase your solutions to help drive business success and position your brand as an ethics leader at this unrivaled national event.

The major themes of the conference are:

- building ethics policies and corporate culture;
- transforming ethics through technology;
- creating an ethical ecosystem.

The National Corporate Ethics and Integrity Summit will provide delegates with practical knowledge on topics such as:

- CEO and board perspectives on setting the ethical tone for an organization;
- whistleblowing and creating an environment that encourages people to speak up;
- assessment and monitoring of ethical culture;
- social media challenges and risks for an ethical culture;
- lessons on ethics and trust from the sharing economy;
- tips for keeping the code of conduct alive;
- ethics in the supply chain;
- modern attitudes toward work and career, and their impact on workplace ethics.

Conference Information

DATE
April 10–11, 2018

CONFERENCE VENUE
Beanfield Centre
Exhibition Place
100 Princes’ Blvd
Toronto ON M6K 3C3

PARTICIPANTS EXPECTED
100+

AUDIENCE
Ethics and compliance professionals, legal counsels, human resource executives, risk management professionals, internal auditors, and corporate responsibility professionals

CONFERENCE ORGANIZER
Michael Bassett
The Conference Board of Canada
255 Smyth Road, Ottawa ON K1H 8M7
613-526-3090 ext. 253
bassett@conferenceboard.ca
Why Sponsor?

The Conference Board of Canada is renowned for its ability to bring together top executives and decision-makers from business and government to debate contemporary issues, define best practices, and collaborate on solutions.

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:

- a multi-faceted marketing campaign designed to drive traffic to your website and reach your audiences;
- association with a unique national event on corporate ethics;
- public visibility 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;
- access to leading thinkers and practitioners in the field;
- conference programming that thoughtfully explores the theories, best practices, and expert opinions relevant to critical corporate ethics issues;
- responsive Conference Board staff on hand to assist you with your needs.
Top Five Benefits of Sponsoring the National Corporate Ethics and Integrity Summit

Speak and Engage
Share your breakthrough insights with the audience and engage in the creation of the conference agenda.

Exhibit
Showcase your programs and products to increase your visibility, build your current business relationships, and connect with your prospects.

Network
Expand your network, promote your business, and elevate your presence in a unique national forum.

Inspire
Demonstrate your leadership by being part of the latest research and discussions of current and future trends.

Influence
Influence the future of corporate ethics in Canada by contributing to the national dialogue with like-minded individuals representing Canada’s best and brightest thinkers.
All Sponsorship Packages Include:

• Prominent exposure in all marketing materials, including those distributed through social media, direct marketing, the conference website, and on site at the event;
• Access to the full delegate list, including name, title, and organization, as well as CASL-compliant contact information where consent has been given;
• A custom e-mail to promote your sponsorship of the conference.

Sponsorship Options

Partner Sponsor
Receive maximum recognition throughout the conference development and marketing process. It’s a great way to show your leadership, build relationships, influence the agenda, and demonstrate that your organization is attuned to the top issues.

Title Sponsor
Be recognized as a major event sponsor. Invite your clients and key personnel, and speak at the event.

Participating Sponsor
Receive exposure in all pre-event and on-site marketing activities, as well as a speaking opportunity at the event.

Function Sponsor
Receive maximum exposure as an exclusive function sponsor. Choose to host a reception, dinner, upgraded luncheon, networking break, or hot pre-conference breakfast.

Mobile Website Sponsor
Be recognized as the exclusive sponsor of the conference’s mobile website, which provides details of the event, including the agenda, handouts, list of participants, speaker biographies, and venue information in a mobile-friendly format.
Sponsorship Options (continued)

Wi-Fi Sponsor
Be recognized as the exclusive sponsor of the conference’s wireless Internet connection, which allows participants to live-tweet the event, check e-mail, and feel more connected to their office. The Wi-Fi sponsor receives great exposure through the option to customize the password that all attendees will use.

Lanyard Sponsor
Be recognized with your corporate name and logo featured on the badge lanyards received by all participants.

Exhibitor
Exhibitors 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.

Corporate Handouts
Do you have a message, product, or service you’d like to put in front of conference participants? Simply ship your corporate material to the event and our staff will ensure each conference participant receives a copy. This is an excellent opportunity for lead generation.
## Sponsorship Packages

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<tr>
<th>Package price</th>
<th>Partner sponsor</th>
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<td>Role on the conference advisory board</td>
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<td>Prominent position, such as co-chair</td>
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<td>Organize and moderate a concurrent session</td>
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<td>Opportunity to present content in a CBoC webinar</td>
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<td>Corporate logo on wi-fi password tent cards</td>
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<td>Complimentary conference admission</td>
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- Special registration fee for clients and key contacts
- Recognized host of networking reception, luncheon, break, or breakfast
- Branded reception at the event
- On-site exhibit display
- Opportunity to purchase exhibit space at a reduced rate of $1,000
- Corporate name and logo featured on badge lanyard neck straps for all participants
- Corporate handouts supplied to all conference delegates displayed on site
- Custom e-mail to promote your sponsorship of the conference
Customized Sponsorship Package

All sponsorship packages can be tailored to suit your corporate needs. In addition to the packages offered above, we would be happy to create a customized package to address the specific needs of your organization.

Contact

Discuss your needs with:

Michael Bassett
Associate Director, Governance, Compliance, and Risk
613-526-3090 ext. 253
bassett@conferenceboard.ca