SPONSORSHIP OPPORTUNITIES

The 2018 Better Workplace Conference.
Are You Ready to Make a Difference?

This sponsorship package is your invitation to become a part of The Better Workplace Conference, the premiere forum in Canada for sharing the latest ideas and strategies on creating a better place to work. The package outlines opportunities for your company to join us as a partner and to be remembered among the thought leaders and decision-makers who attend this event. Align your company with our conference to join in the discussion about creating better workplaces while advancing your business objectives through an activated sponsorship.

It’s not about who provided the best benefits last year or who had the highest score on employee engagement in the latest survey. It is about the future and how you can respond to a rapidly changing, unpredictable environment while ensuring the best experience for your organization and for the Canadian workplace.

Conference Information

DATE
October 10–11, 2018

CONFERENCE VENUE
Vancouver Convention Centre West
Level 3
1055 Canada Pl
Vancouver BC V6C 0C3

PARTICIPANTS EXPECTED
275+

SPONSORSHIP CONTACT
Tracie Jones
The Conference Board of Canada
613-862-1566
jones@conferenceboard.ca
Ensuring Future Workplaces Are Better Workplaces for 22 Years

Since the inaugural Better Workplace Conference in Vancouver, the environment has never been so fast-changing and complex as it is today. Social media, AI, and machine learning are transforming the way we work. At the same time major demographic shifts are welcoming a new generation of leaders, bringing their values, world views, and management styles to workplaces.

Never has the approach of this event been more relevant.

Employers are recognizing that better workplaces are built on a foundation of employee well-being. Each year this event has kept employers up to date with developments, introduced new ideas and approaches, inspired action, and encouraged reflection—because we have always believed that better workplaces are built on employee well-being.

Three Streams, One Goal:
Ensuring the Future Workplace is Built on Employee Well-Being

Each year we consult extensively to determine the most relevant and important issues for those engaged in creating better workplaces. This year we have identified three areas that combine to provide a holistic view of how to build a better workplace—focusing on work, wellness, and leadership.

Stream 1: Work Better

We live in a time of rapid and unsettling change. The possibilities and potential have never been greater. This stream will explore the changes that are impacting the way we work and how you can harness them for good.

Among the topics being considered are how to:

- Design workplaces that encourage collaboration and employee well-being
- Create work and workplaces that are psychologically safe for all
- Build cultures that support wellness and performance
- Harness the power of new technologies to improve work and workplaces
- Build a true learning organization so your employees can keep pace with change
- Apply proven change strategies to ensure successful transformation
- Include remote and contingent workers more effectively in your culture
- Make purpose the foundation of work
- Reimagine the digital workplace
Stream 2: Be Better

The foundation for better workplaces is employee well-being. Featuring inspiring but evidence-based wellness strategies that apply to the individual and the organization, you will learn about some of the latest and most effective strategies that address workplace wellness and personal well-being.

Topics for discussion currently under review include how to:

- Be a better health and wellness practitioner
- Navigate the legalization of marijuana and its impact on the workplace
- Address stigma and mental health
- Identify and help those suffering from social isolation
- Really get your people moving for better health
- Develop a mindfulness practice that helps you deal with stress and remain focused
- Explore the role of compassion in the workplace
- Help people return to work
- Find and follow your purpose
- Help those with chronic disease work and contribute effectively
- Nudge employees to better health
- Use apps and technology to improve wellness
- Tackle the issue of digital distraction

Stream 3: Lead Better

To build better workplaces, you need to bring everyone along for the ride. Find out about some of the latest developments in the field of leadership and revisit some of the fundamentals.

This stream will include issues such as how you can:

- Build a respectful workplace that won’t tolerate bullying or harassment
- Understand the importance of transparency, authenticity, and vulnerability for leaders and how to develop it
- Lead the diverse and multigenerational workplace
- Develop yourself as a storyteller
- Model resilience and foster it in your people
Why Sponsor?

This is an opportunity for your company to stand out in the marketplace and demonstrate your unique offering to a pre-qualified group of delegates.

Our partners invest for a variety of reasons, but the common denominator is the opportunity to use their investment to reach a targeted audience. This conference provides business-to-business and business-to-consumer networking, as well as selling opportunities through the conference platform.

Done well, a company can use this conference to:

• Raise brand awareness through the BWC and Conference Board databases
• Launch a new product or service through an event at the conference
• Sell on-site using the sponsor display area
• Host current and prospective clients at a discounted rate, thanks to your sponsorship

Thank you to our 2017 Corporate Partners
2017 Attendee Profile

Attendees by Province/Territory

Rank of Delegates

- **Decision-Makers** (President, C-Suite, Vice-President, Chairperson, Executive Director) 16%
- **Influencers** (Director, Senior Manager, Manager, Supervisor, Advisor) 48%
- **Functional Experts** (Project Manager, Officer, Coordinator, Analyst) 36%

Industries Represented

- Private 59%
- Public 41%

2017 Delegate Testimonials

**Overall Satisfaction Score: 4.3 out of 5**

“New to this conference—very informative! Will attend next year.”

“It was a great conference. Thank you for everything you did to make this a success, including the small details.”

“Hope there will be another Wellness: Better Workplace Conference next year.”

“Always interesting topics and informative speakers.”

“Great networking opportunity for those trying to enter the workplace wellness industry.”

“This was my first time attending the Better Workplace Conference. I am so very blessed to have attended. Logistics, speakers, topics, and even welcome committee/registration team members—everything was professionally done. Well done to you all!”
Partnership Levels

Deliver Your Message Through One of Our Sponsored Speaking Opportunities

Strategic Partner
The strategic partner has the opportunity to work strategically with the Better Workplace Conference to enhance the experience of the conference for delegates, while promoting your better workplace message or launching a new initiative.

Given the highest visibility, our strategic partner will provide opening remarks and receive additional prominent opportunities to speak throughout the event.

Major Partner
As a major partner, you will have a key presence at this conference and be invited to take a lead role at the event, such as providing a keynote presentation, sponsoring the evening gala, or being recognized as a reception host. Major Partners will also have the opportunity to introduce a keynote speaker or provide welcoming remarks to the plenary room in the morning of either day.

Sponsor Spotlight
This is your opportunity to host a one-hour session by bringing in a speaker of your choice to share new research, case studies, or best practices relevant to the delegates and the conference theme. Sessions run concurrently (maximum three at a time). Hosting a spotlight provides the chance to share relevant research, case studies, and new information. Your session will be promoted in the brochure, on the website, and in the delegate handbook.

Optional Workshops
As an optional workshop sponsor, you will have access to a highly engaged, pre-qualified audience with maximum interest in the content you present. This is a great opportunity to dig deep into a specific issue and present your solutions to workplace challenges. Optional Workshops will run concurrently (two at a time) and will be pre-selected by delegates prior to the event.

Evening Celebration Sponsor
Host the evening celebration and gain visibility among delegates as they celebrate better workplaces in an elegant reception. You will have the opportunity to address the attendees from the podium and introduce the keynote speaker for the evening.
Partnership Levels

Contribute to the Overall Attendee Experience by Demonstrating Your Better Workplace Solutions and Becoming an Experiential Sponsor

Mindfulness Partner

As a Mindfulness Partner, you’ll have the opportunity to increase your brand exposure while providing a present experience for delegates. Throughout the conference, you will lead delegates through a series of mindful pauses, reflections, and stretching exercises, facilitating a mental and physical connection for all attendees.

Physical Equipment

Give delegates an opportunity to experience the difference that alternative office furniture can make. This is a prime opportunity for you to gain brand exposure and make direct sales on equipment such as ergonomic workstations, alternative seating, variation desks, and more. Your office solutions will be showcased throughout the plenary sessions, where all delegates will be invited to try equipment first-hand.

Wellness App

Showcase your wellness solutions as the exclusive Wellness App provider. Delegates will be given access to your app with their conference registration, and you will have the opportunity to host an exhibit booth where attendees can visit to ask questions and find out how they can maximize the app’s health and wellness benefits. This is a great opportunity to get creative and explore ways to interact with conference delegates in a meaningful way.

Fitness Sessions

The conference will feature two optional fitness sessions for attendees throughout the event. As the fitness partner, you will increase your organization’s visibility and enhance your company image by leading sessions of yoga, running, walking, stretching, dancing, etc.—all intended to re-energize participants.

Exhibiting Sponsor

This is your opportunity to showcase the products and services of your organization in our lively Exhibit Hall. Exhibit booths will be set in a way that is conducive to networking, providing maximum exposure for your organization. There will be activities taking place in the exhibit hall during the two days, designed to encourage participants to visit all exhibit booths.

Wi-Fi

Be recognized as the exclusive provider of the conference’s wireless connection—allowing participants to live tweet the event, check e-mails, and generally feel more connected to their office. The Wi-Fi sponsor receives great exposure, as they have the option to customize the password that all attendees will use.
Social Media
This is your opportunity to be recognized as the exclusive provider of the conference's social media connection—reaching a targeted audience of thousands of hyper-connected professionals. The Social Media sponsor receives great exposure, as the conference can help your organization increase its brand awareness, position itself as a thought leader, launch new products, and more.

Graphic Recording Wall
Showcase your organization by illustrating the practical take-aways of the conference. Displaying the graphic recordings of the event is one of the most effective ways to ensure the visuals are part of the ongoing discussion. The graphic recordings serve as a tangible record and will draw attendees to stop, reflect, and discuss the work with their fellow participants.

Keynote Speaker
Sponsor a keynote speaker and have input into who it is, and the opportunity to introduce them from the podium.

Networking Breaks
Sponsor a networking break and re-energize attendees with coffee, tea, and healthy snacks. Re-energize attendees for the next session. Recognition includes your logo on coffee cups, napkins, and signage.

Attendee Lunch Vouchers
Secure this sponsorship and treat attendees to lunch! Attendees receive lunch vouchers to be used at food stations. Promote your company on the vouchers printed for all passes and gain recognition through additional logo exposure on marketing collateral and signage.

S’Well-Style Branded Water Bottles
Each attendee will leave happy with their S’Well-style insulated water bottle featuring your corporate logo, which will live on long after the event is over.

Rest Stations
Located in high-traffic areas throughout the event, this comfortable seating area will include a column wrap and banner cling to enhance your brand.

Floor Decals
Increase your visibility with custom floor decals that lead to the main exhibit hall entrance in the Convention Centre. Your brand will not be missed. Package includes 8 decals.
Fit Breaks
Help re-energize attendees by getting them moving! Fit Break sponsors provide low-intensity stretch and movement sessions 3 times throughout the program and receive additional exposure through logo placement throughout the agenda, on marketing collateral, and on-site signage.

VIP Networking Sessions
Let us bring your customers to you through VIP networking opportunities, such as lunch at your table, a facilitated meeting, or an invitation-only dinner hosted by you.

Attendee Lounge
Attendees love to stop by the Attendee Lounge in the exhibit hall, making this sponsorship a great way to promote your company on a large scale and connect one-on-one with key prospects. Your company logo will be featured on signage and in the program guide. You’ll also have the opportunity to distribute approved literature in the area.
# Sponsorship Opportunity Packages

<table>
<thead>
<tr>
<th>Sponsored Speaking Opportunities</th>
<th>Strategic Partner</th>
<th>Major Partner</th>
<th>Sponsor Spotlight</th>
<th>Optional Workshop</th>
<th>Evening Celebration Sponsor</th>
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<tbody>
<tr>
<td><strong>Package Price</strong></td>
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<td>Keynote (plenary)</td>
<td>Keynote (concurrent)</td>
<td>Keynote (concurrent, optional)</td>
<td>Introductory Remarks</td>
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<td>Logo recognition in all event marketing</td>
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<td>●</td>
<td>●</td>
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<tr>
<td>Corporate profile displayed on the event website and in conference booklet</td>
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<tr>
<td>Promotional item or handout in delegate bag</td>
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<td>Full-page advertisement space in attendee handbook</td>
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<td>Complimentary conference admissions</td>
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<tr>
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<tr>
<td>Exhibit space included</td>
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<tr>
<td>Discounted registration fee for clients and key contacts</td>
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<tr>
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# Sponsorship Opportunity Packages

## Experience, Network, and Branding Packages

<table>
<thead>
<tr>
<th>Package Price</th>
<th>Mindfulness Partner</th>
<th>Physical Equipment</th>
<th>Wellness App</th>
<th>Fitness Sessions</th>
<th>Exhibiting Sponsor</th>
<th>Wi-Fi</th>
<th>Social Media</th>
<th>Graphic Recording</th>
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<tbody>
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## Sponsorship Opportunity Packages

<table>
<thead>
<tr>
<th>Experience, Network, and Branding Packages (cont’d)</th>
<th>Branded Items</th>
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<tbody>
<tr>
<td><strong>Package Price</strong></td>
<td><strong>Fee dependent on honorarium</strong></td>
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<td>Logo recognition in all event marketing</td>
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<td>Half-page advertisement space in attendee handbook</td>
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<tr>
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<td>Opportunity to purchase additional conference passes at a reduced rate of $795 each ($1195 value)</td>
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<tr>
<td>Exhibit space included</td>
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