

The Conference
Board of Canada

Conference Sponsorship

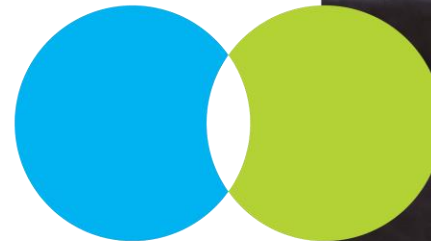
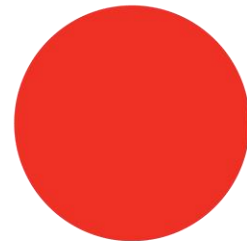
Better Workplace Virtual Conference



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.

We are the foremost independent, evidence-based, not-for-profit applied research organization in Canada. We're dedicated to building a better future for Canadians by making our economy and society more dynamic and competitive. Your investment represents an incredible value, capitalizing on the Conference Board's organizational strengths, respected brand, and ability to reach your key audiences to maximize your communications and marketing objectives.

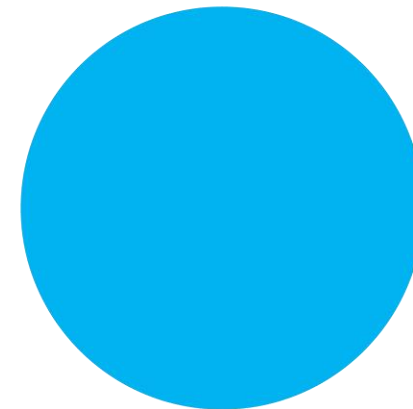


Benefits of Sponsorship

The Conference Board of Canada's public website had 2.6 million unique visitors last year. Each Conference Board event is promoted to our customers and audiences through targeted integrated marketing campaigns, offering unparalleled exposure for your brand.

We use data and customer behaviour to put the right information and content in front of an active customer group of over 45,000. We leverage our extensive and engaged following in social channels to make sure our events and research are part of the most-relevant conversations and opportunities.

We seek out strategic partnerships with prominent industry associations and stakeholders who extend your brand's reach beyond our database and add additional equity to the association and sponsorship. All of our marketing is designed to drive traffic to our event page to curate new lead generation and leverage your corporate branding to the largest possible group of engaged stakeholders.



Sponsor Packages

| Sponsorship benefit | Diamond partner | Platinum \$25,000 | Participating \$15,000 | Workshop \$12,000 | Supporting \$8,500 |
|--|-----------------------------------|--|--------------------------|-------------------------------------|--------------------|
| Funded research sponsor (Futureproofing Investments in Mental Health) | • | | | | |
| 1-year membership in the Mental Health and Well-Being Research Centre | • | | | | |
| 1-year membership for workplace health and safety leader (Workplace Health Council) | | • | | | |
| Featured daily sponsor recognition | • | • | | | |
| CEO spotlight* | on-demand | on-demand | | | |
| In-event advertisement | • | • | • | | |
| Standard marketing benefits: event-branded social copy, e-mail, ad cards (event promo); includes mention of sponsor in convening e-mails | • | • | • | | |
| Speaking opportunity at the event* | Plenary panelist Speaking role | Plenary Welcome remarks/ speaker intro/sponsor story | Plenary Sponsor story | Concurrent workshop Brain Dating | Concurrent |
| Sponsorship profile (Brain Dating and virtual booth) | • | • | • | • | • |
| Sponsor logo displayed on event web page | • | • | • | • | • |
| Complimentary all-access e-Library subscription service | 6-month trial | 6-month trial | 3-month trial | 3-month trial | 3-month trial |

* **Plenary speaking opportunities** allow for visibility and branding to all registrants during the conference and afterwards, through session recordings. **Concurrent speaking opportunities** allow visibility and branding to a portion of registrants but with opportunities to engage on a specific topic. The **CEO spotlight** is a pre-recorded speaking opportunity featured to attendees during and following the event. The **Sponsor Story** is a 10-minute recording, highlighting how the sponsor has used innovation to facilitate the better workplace.

Spotlight and Networking Packages



| Sponsorship benefit | CEO Spotlight \$5,000 | Exhibitor \$3,500 |
|--|-----------------------|-------------------|
| Research sponsor (Futureproofing Investments in Mental Health) | | |
| Platform sponsor | | |
| 1-year membership for workplace health and safety leader (Workplace Health Council) | | |
| Featured daily sponsor recognition | | |
| Standard marketing benefits: event-branded social copy, e-mail, ad cards (event promo); includes mention of sponsor in convening e-mails | | |
| In-event advertisement | | |
| CEO Spotlight* | on-demand | |
| Sponsorship profile (Brain Dating and virtual booth) | • | • |
| Sponsor logo displayed on event web page | • | • |
| Complimentary all-access e-Library subscription service | | |
| Event registration passes | 6 | 4 |
| Additional passes discount | 75% | 75% |

* The CEO spotlight is a pre-recorded speaking opportunity featured to attendees during and following the event.



Where insights meet impact