



**THE INSTITUTE  
FOR PERFORMANCE  
AND LEARNING**



**Where L&D  
Professionals  
Connect**

**TORONTO  
NOVEMBER 6-7  
2017**

# I4PL 2017 Sponsorship Prospectus

## Why Sponsor?

I4PL is the **only L&D conference** for **performance and learning professionals** in Canada.

Welcome to this year's conference. Our goal is to bring your company **face-to-face** with your key target audience: **decision-makers** in **workplace learning**. With 68% of participants working in organizations of 1000+ employees, they represent virtually all levels and functions of the training and development profession. No other Canadian conference brings together this many workplace learning leaders on one national platform.

**2 DAYS | 1000 ATTENDEES | 60 EXHIBITORS | 45 EXPERT SPEAKERS**

# What's new in 2017?

The theme of this year's conference will be

## 'Where L&D Professionals Connect'

**Meet with attendees** in a **trade show setting** on both days, with an emphasis on a **showcase or demo** of your service/product.

Stand out from the crowd by aligning your organizations product/service to the needs of the attendees – and really allow them to dig in and understand how you can benefit them.

**New This Year:** All exhibitor booths will receive one complimentary all-access conference pass, with the option to purchase additional exhibit staff meal passes, which include **lunch and refreshment breaks** on both days! In 2017 all meal and refreshment breaks for attendees will take place **on trade show floor** increasing exposure to your target demographic.

## 2016 Attendee Feedback Snapshot

<b>90%</b> conference expectations were met or exceeded	<b>78%</b> have buying authority	<b>70%</b> trade show was excellent or above the average	<b>90%</b> will attend again
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# MAKE CONNECTIONS | GENERATE LEADS | HAVE FUN

## Booth Pricing Options:

**Standard Booth:** \$2,195 plus HST | **Corner Booth:** \$2,695 plus HST

## Exhibitor Benefits:

### Each booth includes:

- 10 x 10 space
- Carpet within your booth
- 8' high black back wall drape
- 3' high black side wall drape
- Overnight security
- One full conference pass with meal and refreshments break access

### Also Includes:

- Up to 10 exhibitor passes for your team, which grant access to trade show floor
- Trade Show Reception
- Conference discounts + unlimited trade show passes for your clients
- Company name on all conference printed material and hyperlink on website

### Booth space does not include:

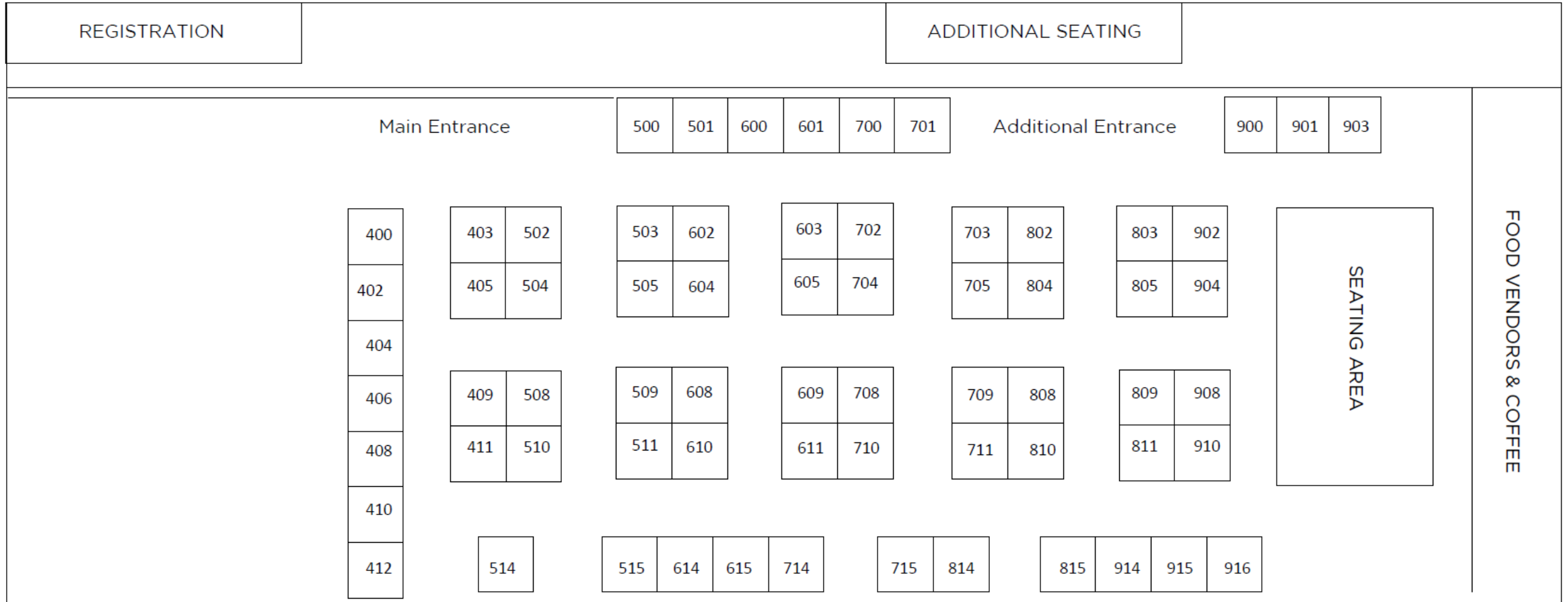
- Electricity
- Booth Furnishings
- Internet Access
- AV Equipment
- Janitorial Services
- Lead retrieval device
- Additional meal passes for your team

### Also Includes:

- Company name, website URL and 50-word description included on the conference mobile app
- Opportunity to purchase supplementary sponsorship assets available only to the Institute exhibitors and sponsors



# Trade Show Floor Plan



# Create the sponsorship package that fits your needs

1. A booth purchase or a minimum commitment of \$5000 is required to be eligible to purchase sponsorship opportunities.
2. Total sponsorship value must equal \$5000 or more to be a named sponsor.
3. Select the sponsorship opportunities below that align the most with your marketing plan and business goals.
4. Add up the price of all chosen items.
5. Your level of sponsorship will increase as your total spend increases.

**Presenting - \$25k | Platinum - \$18k | Gold - \$13k | Silver - \$8k | Bronze - \$5k**

## **All levels of sponsorship include the following:**

- Hyperlinked logo on all electronic communications + on the conference website
- Logo included on all conference printed material and onsite signage
- Verbal recognition during the opening remarks

# Exclusive Sponsorship Opportunities

- **Trade Show Reception Sponsor - \$10,000**

An evening of networking with delegates and exhibitors: featuring drinks, appetizers, networking and fun. Take a moment to welcome the crowd while they enjoy a drink on you! Your logo will be prominent via onsite signage.

- **Mobile App Sponsor - \$7,000**

The Conference App will be the go-to source for attendees to find information on programming, exhibitors, speakers and activities before, during and after the conference. Your logo will be featured prominently throughout the app for maximum brand exposure.

- **Giant Digital Colouring Book Activity Sponsor - \$6,000**

Draw the attention of delegates with a huge digital colouring book wall! Attendees will grab digital spray paint cans, featuring your branding, and colour in the 10-foot wide pages including one custom page design. Your logo will also be featured on all signage for this fun activity during the Trade Show Reception.

- **Lanyard Sponsor - \$5,000 + cost of lanyards**

This high-visibility sponsorship puts your company logo on the official conference name badge lanyards.

- **WiFi Sponsor - \$5,000**

To access the WiFi, every delegate will enter the password chosen by you and will land on your chosen landing page. Huge opportunity to get your brand in front of all attendees.



- **Lunch Sponsor - \$5,000 (exclusive per day, 2 days)**  
Everyone loves and appreciates lunch! Your brand will be featured on lunch tickets, signage and through verbal recognition during the concurrent sessions, for one of the two lunches provided for all conference participants.
- **Delegate Bag Sponsor - \$5,000 + cost of delegate bags**  
The sponsor has the opportunity to source their own supplier\* should they have a preferred supplier. The bag will prominently feature the sponsor's logo alongside the I4PL logo. Great opportunity for brand exposure!
- **Carnival Activity Sponsor - \$6,000**  
A lunchtime activity on Day 2 featuring popcorn, cotton candy, and classic carnival games! The carnival will be set up on the Trade Show floor. Don't miss this chance to have your logo branded on the carnival games and on onsite signage for what's sure to be a conference highlight!
- **Program Session Block Sponsor - \$2,500 (exclusive per block, 4 per day)**  
Get noticed! Sponsorship of a program block gives you naming privileges to a series of concurrent sessions as well as the opportunity to place a gift for each participant in each session room of the chosen block.
- **Cell Phone Charging Station - \$2,000 (exclusive per station, 3 stations)**  
Have your brand positioned on one of the top visiting spots at the conference. The cell phone charging station is a place where almost every attendee visits at least once.
- **Coffee Break Sponsor- \$1,000 (exclusive per break, 3 per day)**  
Get your company noticed as attendees recharge during one of the refreshment breaks. Your logo will be featured on the onsite signage during the event and any tickets printed





# Non-Exclusive Sponsorship Opportunities

- **Online Vendor Demo Webinar - \$1,500**  
Showcase your product or service and Conference attendance to all I4PL members with a 60 minute online vendor demo session. Session will be recorded and store in the Member Centre.
- **Pre-show Attendee Email Ad - \$600**  
Sent just prior to the conference to all registered attendees, this email includes a digital copy of the conference program guide, registration information, directions, and any last-minute information that our attendees will need to know.
- **Post-show Attendee Email Ad - \$600**  
Sent just after the conference to all registered attendees, this email includes summaries of the conference, links to session material and any information to share with our attendees
- **Conference Mobile App Banner - \$850**  
Don't give up the chance to have your banner ad featured on the highly active conference mobile app.
- **Delegate Bag Insert - \$750**  
Opportunity to insert an item into the delegate bag, which will be given to all delegates at the conference.



# Sponsorship Levels

## Presenting - \$25,000 (exclusive)

### CORE BENEFITS

Presenting level sponsors automatically receive the following:

- 5 Conference registration tickets
- 20 Conference keynote session tickets
- 10 tickets to the Awards of Excellence Night
- Two 10' x 10' exhibit space
- Participation in the digital trade show passport game
- 1 pre-show attendee email banner ad
- One delegate bag insert
- Run-of-site advertising on Conference website from May to December 2017
- 1 opportunity to promote your organization through the Institute's social media channels

### CUSTOMIZED BENEFITS

Presenting level sponsors can customize their package by selecting **one** additional benefit from **list 1** and **four** additional benefits from **list 2**.

#### List 1

- Exclusive Trade Show Reception sponsor
- Exclusive sponsor of Conference mobile app
- Exclusive naming rights to all the keynote sessions for the duration of the Conference
- Exclusive Carnival Activity sponsor
- Exclusive Giant Digital Colouring Book Activity sponsor
- Exclusive Delegate Bag sponsor
- Exclusive Lunch sponsor (day 1 or 2)

#### List 2

- 10 Conference registration tickets
- 10 tickets to the Awards of Excellence Night
- 1 post-show attendee email banner ad
- 1 hour online vendor demo webinar available to the Institute members
- Professional headshot sponsor
- 1 month Run-of-Site advertising on performanceandlearning.ca
- Cell phone charge station sponsor

PRESENTING

PLATINUM

GOLD

SILVER

BRONZE



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# Sponsorship Levels

## Platinum - \$18,000

### CORE BENEFITS

Platinum level sponsors automatically receive the following:

- VIP seating at all keynotes
- Two 10 x 10 exhibit space
- Participation in the digital trade show passport game
- 3 Conference registration tickets
- 15 Conference keynote session tickets
- One delegate bag insert
- 1 banner ad on the Conference mobile app

### CUSTOMIZED BENEFITS

Platinum level sponsors can customize their package by selecting **one** additional benefit **from list 1** and **four** additional benefits from **list 2**.

#### List 1

- Exclusive Trade Show Reception sponsor
- Exclusive Name Badge Lanyard sponsor
- Exclusive WiFi sponsor
- Exclusive Giant Digital Colouring Book Activity sponsor
- Exclusive lunch sponsor (day 1 or 2)

#### List 2

- 5 Conference registration tickets
- 10 tickets to the Awards of Excellence Night
- Professional headshot sponsor
- 1 hour online vendor demo webinar available to Institute members
- 1 opportunity to promote your organization through the Institute's social media channels
- 1 pre-show attendee email banner ad
- Cell phone charge station sponsor

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# Sponsorship Levels

## Gold - \$13,000

### CORE BENEFITS

Gold level sponsors automatically receive the following:

- VIP seating at all keynotes
- One 10 x 10 exhibit space
- Participation in the digital trade show passport game
- 2 Conference registration tickets
- 10 Conference keynote session tickets
- One delegate bag insert
- 1 banner ad on the Conference mobile app

### CUSTOMIZED BENEFITS

Gold level sponsors can customize their package by selecting **one** additional benefit from **list 1** and **two** additional benefits from **list 2**.

#### List 1

- Cell phone charging station sponsor
- Exclusive WiFi sponsor
- Exclusive Delegate Bag sponsor
- Exclusive Coffee Break sponsor (1 of 3 per day)
- Program Session Block sponsor (1 of 4 per day)

#### List 2

- 3 Conference registration tickets
- 5 tickets to the Awards of Excellence Night
- Additional 10x10 booth
- 1 pre-show attendee email banner ad
- Advertisement on Conference website from May to December 2017

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# Sponsorship Levels

## Silver - \$8,000

### CORE BENEFITS

Silver level sponsors automatically receive the following:

- One 10 x 10 exhibit space
- Participation in the digital trade show passport game
- 2 Conference registration tickets
- 5 Conference keynote session tickets
- One delegate bag insert

### CUSTOMIZED BENEFITS

Silver level sponsors can customize their package by selecting **two** additional benefits

- 3 Conference registration tickets
- 1 banner ad on the Conference mobile app
- Additional 10x10 booth
- Exclusive program session block sponsor (1 of 4 per day)
- 1 post-show attendee email banner ad
- Exclusive Coffee Break sponsor (1 of 3 per day)

## Bronze - \$5,000

### CORE BENEFITS

Bronze level sponsors automatically receive the following:

- One 10 x 10 exhibit space
- Participation in the digital trade show passport game
- One delegate bag insert
- 1 Conference registration ticket

### CUSTOMIZED BENEFITS

Bronze level sponsors can customize their package by selecting **one** additional benefit

- Exclusive program session block sponsor (1 of 4 per day)
- 2 Conference registration tickets
- 1 banner ad on the Conference mobile app

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## BRAND AWARENESS | EXECUTIVE VISIBILITY | LEAD GENERATION

Please more information, please contact:

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