

The Conference Board of Canada  
Insights You Can Count On



## Conference Sponsorship Opportunities

# Lead by Example



# Position Your Organization as a Leader

For the past 50 years, The Conference Board of Canada has been known for bringing together dynamic, senior decision-makers in a collaborative learning environment. Conference delegates discuss the pivotal issues, and learn from the opinions and perspectives of the thought leaders and their peers. It's this engaging learning and networking experience that makes Conference Board events so successful. It's also why many organizations sponsor Conference Board events year after year.

Connect with your top prospects in a pressure-free, collaborative environment. Associate your brand and key personnel with the leading issues and experts in the industry. Participate in the discussion, contribute to the solutions, and position your organization as a leader in your field.

Work with Canada's most trusted conference provider, and lead by example.



"The Conference Board is Canada's leading independent, not-for-profit, applied research organization. With over 50 years of experience, we're uniquely positioned to provide access to industry leaders and independent research of interest to Canadian business.

Thank you for your organization's support. Working together, there is no limit to what we can achieve."

**Dr. Anne Golden, C.M.**  
*President and Chief Executive Officer*  
*The Conference Board of Canada*

## Why Sponsor a Conference Board Conference?

- **Build successful business relationships** by collaborating with your key prospects and clients
- **Raise your corporate profile** by working with Canada's top senior executives and participating in high profile keynote speaking roles
- **Demonstrate leadership** by being a part of the latest research and discussion of the issues
- **Access the best and brightest** thinkers in your industry
- **Contribute** to the national dialogue on topics of interest to your key prospects—leadership, governance, social responsibility and more—in an open and frank environment
- **Target your best prospects** in a positive, collaborative environment where they're open to new ideas
- **Prepare for the future** of your industry and your business, by connecting with thought leaders and increasing your company's insight into future trends
- **Associate with the best** brand in conference development—The Conference Board of Canada



"Thank you for your interest in joining us as a conference sponsor. We're proud of the quality and effectiveness of our events, and pleased to partner with leading organizations to present Canada's best conferences. We look forward to the opportunity to work with you to make conference sponsorship the most successful element of your marketing program."

**Bill Robertson**  
*Executive Director, Conference Programs*  
*The Conference Board of Canada*

## Partner Sponsor

Partner Sponsors are co-producers of the event, receiving maximum recognition and profile throughout the entire process. It's a great way to affirm and demonstrate market leadership, and raise the profile of your organization. As a Partner Sponsor, you're ideally positioned to build and reinforce relationships, lead discussion of the key issues, and demonstrate your organization's ability to respond to those issues.

- Category exclusivity among Partner level sponsors\*
- Primary recognition of your position as Partner Sponsor in all event marketing, including brochures, event calendars, direct marketing, on the Conference Board website and on-site signage
- A leadership role on the conference advisory board
- Up to two prominent speaking positions at the event
- Display or booth opportunity at the conference
- Six complimentary conference admissions
- Special registration fee for sponsor clients and colleagues
- Shared marketing opportunities including mail or email distribution of marketing materials with a special pricing offer to your clients
- A complimentary password protected link to speaker presentations
- Exclusive invitation for a representative to join the head table for the Luncheon Keynote presentation
- Recognition by the conference chair during opening remarks

\*not available on all conferences

Partner Sponsorship Fee: \$50,000

## Title Sponsor

As Title Sponsor, you will be recognized as one of the leading sponsors of the event. Invite your clients and key personnel, influence the conference agenda, speak at the event, and display your company's marketing materials at a booth or table during the conference.

- Category exclusivity among Title level sponsors\*
- Recognition of your Title Sponsorship in all event marketing, including brochures, event calendars, direct marketing, on the Conference Board website and on-site signage
- Participation on the conference advisory board
- Prominent speaking role at the event
- Display or booth opportunity at the conference
- Four complimentary conference admissions
- Special registration fee for sponsor clients and colleagues
- Shared marketing opportunities including mail or email distribution of marketing materials with a special pricing offer to your clients
- A complimentary password protected link to speaker presentations
- Exclusive invitation for a representative to join the head table for the Luncheon Keynote presentation
- Recognition by the conference chair during opening remarks

\*not available on all conferences

Title Sponsorship Fee: \$25,000

## Custom Conference Development

The Conference Board often works with Canadian organizations to co-develop new conferences that explore the leading issues within specific sectors or topic areas. We would be pleased to meet with you to discuss partnering on conference topics that meet the information needs of your industry.

If you have a conference concept in mind, please call Bill Robertson, Executive Director, Conference Programs at 416-350-8872, extension 14, and take advantage of the Conference Board's reputation, experience and contacts to achieve your objectives.

For more information, or to discuss your

# Participating Sponsor

Position your organization as a Participating Sponsor, and you'll receive exposure in all the pre-event, post-event and on-site marketing activities. You'll also have an opportunity to speak at the event and display your company's marketing materials at a booth or table during the conference.

- Recognition of your participation in all event marketing, including brochures, event calendars, direct marketing, on the Conference Board website and on-site signage
- Speaking role at the event
- Display or booth opportunity at the conference
- Two complimentary conference admissions
- Special registration fee for sponsor clients and colleagues
- Shared marketing opportunities
- A complimentary password protected link to speaker presentations
- Exclusive invitation for a representative to join the head table for the Luncheon Keynote presentation
- Mention by the conference chair during opening remarks

Participating Sponsorship Fee: \$15,000

# Function Sponsor

Be recognized as the host organization of one or more special functions during a conference.

Each of the Function Sponsor options is delivered with the level of quality and service you've come to expect from the Conference Board, and includes important marketing benefits:

- Recognition in all event marketing, including brochures, event calendars, direct marketing, on the Conference Board website and on-site signage
- Branded signage in the function area
- Display or booth opportunity at the conference
- One complimentary conference admission
- Special registration fee for sponsor clients and colleagues
- Shared marketing opportunities including mail or email distribution of marketing materials with a special pricing offer to your clients
- A complimentary password protected link to speaker presentations

## Function Sponsor Options, Fees:

Conference Continental Breakfast	\$5,000 per breakfast
Networking and Refreshment Breaks	\$5,000 per day (includes two)
Luncheon Keynote	\$25,000 with Keynote Luncheon Speaking role \$15,000 luncheon sponsor only, no speaking role
Networking Reception	\$7,500 per reception, following the day's presentations
Conference Dinner	Fee based on a customized menu and format

# Media and Marketing Sponsors

The Conference Board provides recognition for media and associations that contribute to the marketing of Conference Board events. Associate your brand with Canada's conference leader, and receive prominent exposure in all marketing materials, including brochures, event calendars, direct marketing materials, on the Conference Board website and on-site signage.

The Conference Board of Canada  
1-866-711-2262 or visit [www.conferenceboard.ca](http://www.conferenceboard.ca)

# Exhibiting Sponsor

Increase your visibility and interact with conference delegates during networking and luncheon breaks. Display your marketing materials and invite your prospects to attend the conference at a special rate available through you as an exhibiting sponsor.

- Recognition in all event marketing, including brochures, event calendars, direct marketing, on the Conference Board website and on-site signage
- Display or booth opportunity at the conference
- One complimentary conference admission
- Special registration fee for sponsor clients and colleagues
- Shared marketing opportunities
- A complimentary password protected link to speaker presentations

Exhibiting Sponsorship Fee: \$5,000

## Some of Our Sponsor Partners

Accenture Inc.  
Alberta Research Council Inc.  
Bennett Jones LLP  
Bombardier Inc.  
Business Development  
Bank of Canada  
Canada Foundation for Innovation  
Canada NewsWire Ltd.  
Canadian Mental Health Association  
*Canadian Security Magazine*  
CGI Group Inc.  
CIBC  
CIO Governments' Review  
CMA Canada  
Deloitte.

Enbridge Inc.  
Ernst & Young LLP  
Export Development Canada  
*FrontLine Magazine*  
GrantStream Inc.  
Gowling Lafleur Henderson LLP  
Hewitt Associates, LLC  
Hewlett-Packard (Canada) Co.  
IBM Canada Ltd.  
KPMG LLP  
Marsh Canada Limited  
McCarthy Tétrault LLP  
Mercer Delta Consulting, LLC  
Microsoft Canada Co.  
Osler Hoskin & Harcourt LLP

Pacific Federal Council  
PeopleSoft Canada  
Scotiabank  
Spencer Stuart Canada  
SPM Group Ltd.  
Sproule Associates Limited  
TD Bank Financial Group  
TELUS Communications Inc.  
*The Calgary Herald*  
*The Globe and Mail*  
University of Toronto  
Warren Shepell  
Watson Wyatt Worldwide  
workopolis.com

**For more information,** or to discuss your conference sponsorship needs, call Rhonda Bradbury at 416-481-1904; e-mail [bradbury@conferenceboard.ca](mailto:bradbury@conferenceboard.ca); or visit [www.conferenceboard.ca/conf/sponsorship](http://www.conferenceboard.ca/conf/sponsorship).

The Conference Board of Canada  
255 Smyth Road, Ottawa ON K1H 8M7 Canada  
*Tel.* 613-526-3280  
*Fax* 613-526-4857 (main) or 613-521-0661 (Conference Programs)  
Research and conference enquiries: 1-866-711-2262 (main) or 1-800-267-0666 (Conference Programs)

### **The Conference Board of Canada**

#### **We are:**

- The foremost, independent, not-for-profit applied research organization in Canada.
- Objective and non-partisan. We do not lobby for specific interests.
- Funded exclusively through the fees we charge for services to the private and public sectors.
- Experts in running conferences but also at conducting, publishing, and disseminating research; helping people network; developing individual leadership skills; and building organizational capacity.
- Specialists in economic trends, as well as organizational performance and public policy issues.
- Not a government department or agency, although we are often hired to provide services for all levels of government.
- Independent from, but affiliated with, The Conference Board, Inc. of New York, which serves nearly 2,000 companies in 60 nations and has offices in Brussels and Hong Kong.

© 2009 The Conference Board of Canada. The Conference Board of Canada is a trademark used by The Conference Board of Canada under licence. All information in this brochure is summary in nature and subject to change without notice by The Conference Board of Canada. The Conference Board of Canada reserves the right to accept or refuse any sponsorship.

