

I4PL 2023

Conference Sponsorship Packages



ABOUT I4PL

Who is I4PL?

The Institute for Performance and Learning (I4PL) is a not-for-profit membership organization for workplace learning professionals. Supported by a rapidly growing membership with 16 chapters from coast to coast, I4PL exists to elevate the performance and learning profession by setting the standard for excellence in professional practice through a competency framework, code of ethics, and sought-after professional designations. Our members come from a diverse range of sectors and are united by the knowledge that their skills are critical to the health and prosperity of Canadians.

Our Purpose is to elevate the performance of the Canadian workforce. We foster collaboration, spark innovation, and create opportunities to upgrade skills. We enable those in our profession to make a measurable impact – on all workplaces and the Canadian economy.



I4PL CONFERENCE

What is the I4PL National Conference?

I4PL 2023 is the premier conference for today's performance and learning professional in Canada. Last year, we welcomed a **sold-out crowd** back to our first in-person event since 2019.

Supporting a growing network of L&D professionals from across the country, the I4PL 2023 Conference runs from **November 2 – 3** and brings the L&D community together, to learn, share and network. We offer 2 days of top-notch professional development with keynote and workshop speakers, networking, the latest tips, tricks, and technologies, and more. Be part of the must-attend event of the year for performance and learning professionals in Canada!

I4PL's National Conference is a great way to connect with future customers and to secure your company's stature as a leader in the industry.

Find your perfect sponsorship opportunity starting on p.8



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2023 CONFERENCE THEME & TRACKS



Rekindling the Era of Agility

The era of agility has transformed the way we think about our workplaces, as the landscape of work is redefined by volatility, uncertainty, complexity and ambiguity. Performance and Learning professionals, who are at the epicenter of leading change in the agile work environment, are tackling complex questions about how to ignite actionable strategies for navigating workplace performance, productivity, and engagement.

We are offering 4 exciting tracks this year with a blend of theoretical knowledge, best practices, and real-world experience and who can create and facilitate interactive sessions that inspire Performance and Learning professionals to apply new learning to their practice.



REIGNITING
LEADERSHIP



RETHINKING
TECHNOLOGY
& LEARNING
ANALYTICS



RECHARGING
WELLBEING



REVITALIZING
LEARNER
EXPERIENCES &
SOCIAL LEARNING



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I4PL 2022 LIVE CONFERENCE FEEDBACK

Here is what delegates had to say about their experience at the 2022 I4PL National Conference:

"Meeting others in the profession and sharing what we are working on and learning about. Even though we are in different contexts, we can still provide helpful suggestions and ask good questions."

"Really enjoyed the app and the capability to download documents/resources from the session trainers."

"Great variety of speakers and facilitators, they clearly knew their stuff and were very engaging. The keynotes were also fabulous"

"Diversity in attendees and sectors."

"Everything! Well organized, thoughtful event. From the moment you arrive you feel part of the family...fabulous emcee...keynote was fantastic. Well worth the time and money."

"The topics were really relevant. A lot of good and current content."

"the quality of speakers! Excellent and professional sessions"



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I4PL AUDIENCE & REACH

I4PL has a growing network of performance and learning professionals that your company can connect with!

Our audience consists of:

- Decision makers in workplace performance & learning
- 68% of participants work in organizations of 1000+ employees
- All levels and functions of the training and development profession
- Training, design, and delivery professionals, both virtually and in class



Subscribers to I4PL content

Currently, we have **10,000 active subscribers** to our bi-weekly newsletter's content.

I4PL Marketing

- Our Twitter handle, @InstitutePL, has nearly **3,000 followers**.
- Our LinkedIn page has over 7,400 followers, and there are **more than 7,200 members** in our LinkedIn Group.
- We do on average 4-5 social media posts a week depending on the channel.
- Our regular e-blasts get sent to **over 1,400 active members**.

Many conference attendees are eager to identify products and services that can elevate their businesses in a highly competitive market.



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I4PL AUDIENCE

I4PL attracts a diverse range of professionals to our events, here's a deeper dive.

Typical Delegate profile:

When you partner with I4PL at Conference, you're assured of connecting with key people in the industry in Canada, including decision-makers and consumers of software, content and programming. Conference delegates represent a range of industries & sectors, areas of expertise and levels of seniority:

- 40% have 10 years or less L&D experience, 60% have 10+ years in the field
- 45% are first-time I4PL conference attendees, 55% are returning so we continue adding new faces to the audience mix
- Approximately 43% of delegates are at the management level and higher up to C-suite
- Sub-specializations in all areas of Performance & Learning are represented including:
 - HR & Talent Development
 - Instructors
 - Instructional Designers
 - Performance Consultants
 - L&D Specialists
 - Corporate Trainers
 - eLearning Developers
 - Facilitators



CONFERENCE SPONSORSHIP LEVELS

Choose from our exclusive sponsorship packages below!

SPONSORSHIP LEVELS

Package	Cost	# Available
Lead Sponsor	\$ 25,000	1
Keynote Sponsor	\$ 15,000	2
Opening Reception	\$ 12,000	SOLD
Closing Celebration	\$ 10,000	SOLD
Registration Sponsor	\$ 9,000	SOLD
Mobile App	\$ 8,000	1
Named Networking Reception	\$ 7,500	1
Track Sponsor	\$ 5,000	4
WiFi Sponsor	\$ 4,500	SOLD
Sign Sponsor	\$ 4,000	1
Phone Charging Station	\$ 2,500	1
Session Sponsor	\$ 2,000	24
Networking Lounge	\$ 1,250	<i>Selling quickly</i>
Coffee Break	\$ 750	2
Author Spotlight	\$ 500	<i>Only 1 left!</i>
Breakfast & Lunch Table Sponsor	\$ 500	25
Prize Sponsor	FREE	<i>Unlimited</i>

Want to upgrade and/or build your own sponsorship package?

We can offer volume discounts if you choose 2 or more packages!

Contact us to discuss at:
executivedirector@performanceandlearning.ca

Want to purchase an exhibit booth?

Visit our Exhibit Booth package on pages 28-30



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LEAD SPONSOR

\$25,000

Daily public thank you from the emcee, with your corporate logo and the opportunity to include a video (30 seconds or less) on screen, along with exclusive podium signage and an opportunity to showcase your thought leadership as a keynote, panelist or by presenting one of our coveted concurrent sessions.

Benefits include:

- ✓ **Ten (10) complimentary sponsor passes**, which includes exhibit staffing with access to sessions. Additional sponsor passes available at reduced daily pricing of \$350 pp for booth coverage.
- ✓ One (1) complimentary exhibitor booth **with premium upgrade which includes lead retrieval**
- ✓ Opportunity to present as part of a **keynote, panel or a concurrent session** at conference
- ✓ Company logo included on **delegate name badges**
- ✓ One (1) **National Sponsored webinar** (one-hour session) in 2024
- ✓ One (1) **exclusive podium sign** throughout conference in main ballroom
- ✓ Two (2) stand alone **emails** announcing sponsorship (company content provided by you)
- ✓ Four (4) **e-blasts** which include the company's logo and three (3) **Social Media posts**
- ✓ Sponsorship recognition on **conference website and mobile app** along with company biography
- ✓ Logo on **sponsorship signage** at venue for entirety of conference
- ✓ **Delegate list** with contact details (based on consent)
- ✓ Unique QR code for **mobile gamification** promoting sponsor



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KEYNOTE SPONSOR

\$15,000

Public thank you from the emcee, corporate logo on screens, on mobile app and conference website next to the session description. Sponsor is invited to join the stage to thank keynote, with the option of including a brief company profile video (30 seconds or less) on screen prior to keynote introduction.

Benefits include:

- ✓ **Six (6) complimentary sponsor passes**, which includes exhibit staffing with access to sessions. Additional sponsor passes available at reduced daily pricing of \$350 pp for booth coverage
- ✓ One (1) complimentary single exhibitor booth with **premium upgrade which includes lead retrieval**
- ✓ Four (4) **Social Media posts**
- ✓ **Logo (or 30 sec video)** on screens prior to keynote
- ✓ Sponsor biography on the conference **mobile app**
- ✓ Sponsorship recognition on **conference website** and mobile app
- ✓ Logo on **sponsorship signage** at venue for entirety of conference
- ✓ **Delegate list** with contact details (based on consent)
- ✓ Unique QR code for **mobile gamification** promoting sponsor



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OPENING ACTIVATION

\$12,000

Opportunity to welcome attendees with remarks or a video, a public thank you from the I4PL Board Chair, and prominent signage recognizing your sponsorship. Additionally, you will be uniquely promoted as you launch our opening activation networking exercise, which we will work with you to customize based on your company.

Benefits include:

- ✓ Five (5) **complimentary sponsor passes**, which includes exhibit staffing with access to sessions. Additional sponsor passes available at reduced daily pricing of \$350 pp for booth coverage
- ✓ One (1) complimentary single exhibitor booth with **premium upgrade which includes lead retrieval**
- ✓ One (1) stand alone **email** announcing sponsorship (company content provided by you)
- ✓ Two (2) **Social Media posts**
- ✓ Sponsorship recognition on **conference website** and mobile app
- ✓ **Logo signage** featured throughout the reception
- ✓ Logo on **sponsorship signage** at venue for entirety of conference
- ✓ Sponsor biography on the conference **mobile app**
- ✓ **Delegate list** with contact details (based on consent)
- ✓ Unique QR code for **mobile gamification** promoting sponsor



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CLOSING CELEBRATION

\$10,000

A public thank you from the I4PL Board Chair at the closing celebration, prominent signage recognizing your sponsorship and an opportunity to be onstage to present gifts to newly certified members and a closing celebration networking activity, which we will work with you to customize based on your company.

Benefits include:

- ✓ Four (4) **complimentary sponsor passes**, which includes exhibit staffing with access to sessions. Additional sponsor passes available at reduced daily pricing of \$350 pp for booth coverage
- ✓ One (1) complimentary single exhibitor booth with **premium upgrade which includes lead retrieval**
- ✓ One (1) stand alone **email** announcing sponsorship (company content provided by you)
- ✓ Two (2) **e-blasts** which include the company's logo and two (2) **Social Media posts**
- ✓ **On-screen visuals** during celebration will include your company logo
- ✓ Sponsorship recognition on **conference website** and mobile app
- ✓ Logo on **sponsorship signage** at venue for entirety of conference
- ✓ Sponsor biography on the conference **mobile app**
- ✓ **Reserved space** at the front of the room during the Closing Celebration
- ✓ **Delegate list** with contact details (based on consent)
- ✓ Unique QR code for **mobile gamification** promoting sponsor



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REGISTRATION

\$9,000

Get prime real estate on every delegate by having your company logo displayed on all registration confirmation emails will include your logo identifying your sponsorship.

Benefits include:

- ✓ Three (3) **complimentary sponsor passes**, which includes exhibit staffing with access to sessions. Additional sponsor passes available at reduced daily pricing of \$350 pp for booth coverage
- ✓ One (1) complimentary single exhibitor booth with **premium upgrade which includes lead retrieval**
- ✓ All **registration confirmation emails with logo** identifying sponsorship
- ✓ Two (2) **e-blasts** which include the company's logo
- ✓ Two (2) **Social Media posts**
- ✓ Sponsorship recognition on **conference website** and mobile app
- ✓ Sponsor biography on the conference **mobile app**
- ✓ Logo on **sponsorship signage** at venue for entirety of conference
- ✓ **Delegate list** with contact details (based on consent)
- ✓ Unique QR code for **mobile gamification** promoting sponsor



MOBILE APP

\$8,000

Opportunity to showcase your brand through our conference mobile app – connecting attendees, speakers, sponsors, exhibitors and I4PL staff. The app will be shared with attendees to download prior to conference and used throughout conference as the main means of communication.

Benefits include:

- ✓ One (1) **complimentary sponsor passes**, which includes exhibit staffing with access to sessions. Additional sponsor passes available at reduced daily pricing of \$350 pp for booth coverage
- ✓ One (1) complimentary single exhibitor booth **with premium upgrade which includes lead retrieval**
- ✓ Sponsorship recognition on conference website and in a **prominent place on mobile app**
- ✓ Sponsor biography on the **conference mobile app**
- ✓ One (1) complimentary **push notification** on mobile app
- ✓ Two (2) **e-blasts** which include the company's logo
- ✓ Two (2) **Social Media posts**
- ✓ **Delegate list** with contact details (based on consent)
- ✓ Logo on **sponsorship signage** at venue for entirety of conference
- ✓ Unique QR code for **mobile gamification** promoting sponsor



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NAMED NETWORKING RECEPTION SPONSOR

\$7,500

A great way to receive prominent recognition as delegates connect with one another during our Day 1 networking reception, named in your honour! Your company and logo will be displayed on dedicated signage during the reception. Additionally, you'll receive further profile with a prize draw generating interest in your company.

Benefits include:

- ✓ **Reception named for your company**, ie "Company X Networking Reception"
- ✓ Sponsorship recognition on **conference website** and mobile app
- ✓ **Exclusive signage** during reception
- ✓ Two (2) complimentary **push notifications** on mobile app and
- ✓ Two (2) **e-blasts** which include the company's logo
- ✓ Two (2) **Social Media posts**
- ✓ **Delegate list** with contact details (based on consent)
- ✓ Provide a **prize** which will be raffled off to attendees*
- ✓ Unique QR code for **mobile gamification** promoting sponsor

*delivery of prize the responsibility of sponsor. I4PL will provide name and contact information of winner.



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TRACK SPONSOR

\$5,000

A fantastic opportunity to build corporate and brand visibility at the Conference. A reserved space in your sponsored track to present a concurrent session, along with prominent company logo positioned on all signs related to your sessions track at the conference, indicating that your company is the exclusive track sponsor.

Benefits include:

- ✓ One (1) **complimentary sponsor pass**, which includes exhibit staffing with access to sessions. Additional sponsor passes available at reduced daily pricing of \$350 pp for booth coverage
- ✓ One (1) complimentary single exhibitor booth with **premium upgrade which includes lead retrieval**
- ✓ **Reserved space as presenter for one (1) concurrent session** in your sponsored track
- ✓ Sponsorship recognition on **conference website** and mobile app
- ✓ Sponsor biography on the conference **mobile app**
- ✓ Logo in prominent place on **session track signage** at venue
- ✓ Two (2) **e-blasts** which include the company's logo
- ✓ Two (2) **Social Media posts**
- ✓ **Delegate list** with contact details (based on consent)



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WIFI SPONSOR

\$4,500

Prominent brand recognition with a password of your choice as the official conference Wi-Fi password for all meeting spaces throughout the conference, bringing visibility to your brand for every attendee.

Benefits include:

- ✓ **Naming of the WiFi password** providing high visibility for your brand
- ✓ The opportunity to **link the WiFi password to your chosen landing page**
- ✓ Sponsorship recognition on **conference website** and mobile app
- ✓ Sponsor biography on the conference **mobile app**
- ✓ Logo on **sponsorship signage** at venue for entirety of conference
- ✓ Two (2) **e-blasts** which include the company's logo
- ✓ One (1) complimentary **push notification** on the mobile app
- ✓ **Delegate list** with contact details (based on consent)



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SIGN SPONSOR

\$4,000

An excellent opportunity to build corporate and brand visibility at the Conference. Prominent company logo positioned on all signs present at the conference, indicating that your company is the exclusive sign sponsor.

Benefits include:

- ✓ Logo in prominent place on **sponsorship signage** at venue for entirety of conference
- ✓ Two (2) **e-blasts** which include the company's logo
- ✓ One (1) **Social Media post**
- ✓ Sponsorship recognition on **conference website** and mobile app
- ✓ Sponsor biography on the conference **mobile app**
- ✓ One (1) complimentary **push notification** on the mobile app
- ✓ **Delegate list** with contact details (based on consent)



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PHONE CHARGING STATION

\$2,500

Prominent brand recognition as the official Phone Charging Station Sponsor with exclusive signage recognizing your company (with logo) at the ever-popular station.

Benefits include:

- ✓ **Logo to be displayed exclusively** on/next to phone charging station(s)
- ✓ Two (2) **e-blasts** which include the company's logo
- ✓ One (1) complimentary **push notification** on the mobile app
- ✓ Sponsorship recognition on **conference website** and mobile app
- ✓ Sponsor biography on the conference **mobile app**
- ✓ Logo on **sponsorship signage** at venue for entirety of conference



SESSION SPONSOR

\$2,000

A fantastic opportunity to build corporate and brand visibility at the Conference and align your company with one of our top notch sessions. Prominent company logo positioned on all signs related to your selected session at the conference, indicating that your company is the exclusive session sponsor.

Benefits include:

- ✓ One (1) **reduced rate sponsor pass** for daily pricing of \$350 pp
- ✓ Logo in prominent place on **session signage** at venue
- ✓ Sponsorship recognition on **conference website** and mobile app
- ✓ Sponsor biography on the conference **mobile app**
- ✓ **Moderator acknowledgement** of sponsor at beginning of session and option to provide **handout/swag for attendees**
- ✓ Unique QR code for **mobile gamification** promoting sponsor posted in room

24
Available



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NETWORKING LOUNGE

\$1,250

A great way to receive prominent recognition as delegates recharge throughout the day between sessions and network with other delegates – your company name and logo will be displayed on the designated networking lounge signage at this very popular hangout spot.

Benefits include:

- ✓ Sponsorship recognition on **conference website** and mobile app
- ✓ Sponsor biography on the conference **mobile app**
- ✓ Logo on **sponsorship signage** at venue and within networking lounge
- ✓ Provide a prize which will be raffled off to those submitting their contact information to **generate leads**
- ✓ Opportunity to have small **promotional signage/pop up banners** set up in the lounge space
- ✓ Unique QR code for **mobile gamification** promoting sponsor posted in room

**Going
Quickly!**



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DAILY COFFEE BREAK SPONSOR

\$750

Receive prominent recognition as delegates recharge throughout the day between sessions – your company name and logo will be displayed throughout the break area and seen by all delegates.

Benefits include:

- ✓ Sponsorship recognition on **conference website** and mobile app
- ✓ Sponsor biography on the conference **mobile app**
- ✓ **Logo to be displayed** on menu items during the break
- ✓ Unique QR code for **mobile gamification** promoting sponsor posted in break areas



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AUTHOR SPOTLIGHTS

\$500

Are you an author of a book/textbook/resource that benefits L&D professionals? I4PL is pleased to offer a number of ways you can promote your thought leadership.

Meet the Authors Panel Discussion:

- ✓ Participate in a **plenary panel discussion** with a small group of fellow authors
- ✓ Recognition on **conference website and mobile app**
- ✓ Name/Logo on 'Meet the Author' **exclusive signage** at venue

Only 1
left!

Book Table:

- ✓ We plan on having a book table in partnership with a local bookseller.
- ✓ No cost, we are asking for either 10% of your profits or a donation of \$50

10% of
profits or
donation of
\$50

To discuss options, please contact executivedirector@performanceandlearning.ca



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BREAKFAST & LUNCH TABLE SPONSOR

\$500

Have your company name and logo prominently displayed on a lunch table during the conference, as delegates network with other industry colleagues.

Benefits include:

- ✓ **Exclusive table signage** with company name and logo during for one day's breakfast & lunch
- ✓ Sponsorship recognition on **conference website** and mobile app
- ✓ Sponsor biography on the conference **mobile app**
- ✓ Logo on **sponsorship signage** at venue
- ✓ Unique QR code for **mobile gamification** promoting sponsor posted

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Available



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PRIZE SPONSOR

FREE

A great way to receive prominent recognition as delegates recharge and network with other delegates – your company name and logo will be displayed on screen during the networking break. Additionally, you'll receive further profile with a prize draw or awarding generating interest in your company.

Benefits include:

- ✓ Sponsorship recognition on **conference website**
- ✓ Sponsor biography on the conference **mobile app**
- ✓ Logo on **sponsorship signage** at venue
- ✓ Provide a **prize** which will be gifted to an attendee(s)*



*if prize not presented at conference, delivery is the responsibility of sponsor. I4PL will provide name and contact information of winner if needed.



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WHY EXHIBIT?

I4PL is pleased to offer exhibitors of the 2023 Annual Conference over **16 hours** of exhibitor time, including dedicated exhibitor visiting times for all delegates both days. As an exhibitor, you will receive special recognition on your name badge, as well as logo recognition on the conference website and final program. This opportunity is not to be missed!

Exhibit Hours (**subject to change**)

Thursday, November 2: 8:00AM – 5:15PM

Friday, November 3: 8:00AM – 5:45PM

**100% of the 2022 Exhibitors surveyed
said they want to return in future
and rated the 2022 conference
8.5 out of 10 for value**

“The focus for us was generating sales pipeline and building brand awareness. For the former, the numbers don't lie. For the latter, qualitative feedback is strong.”

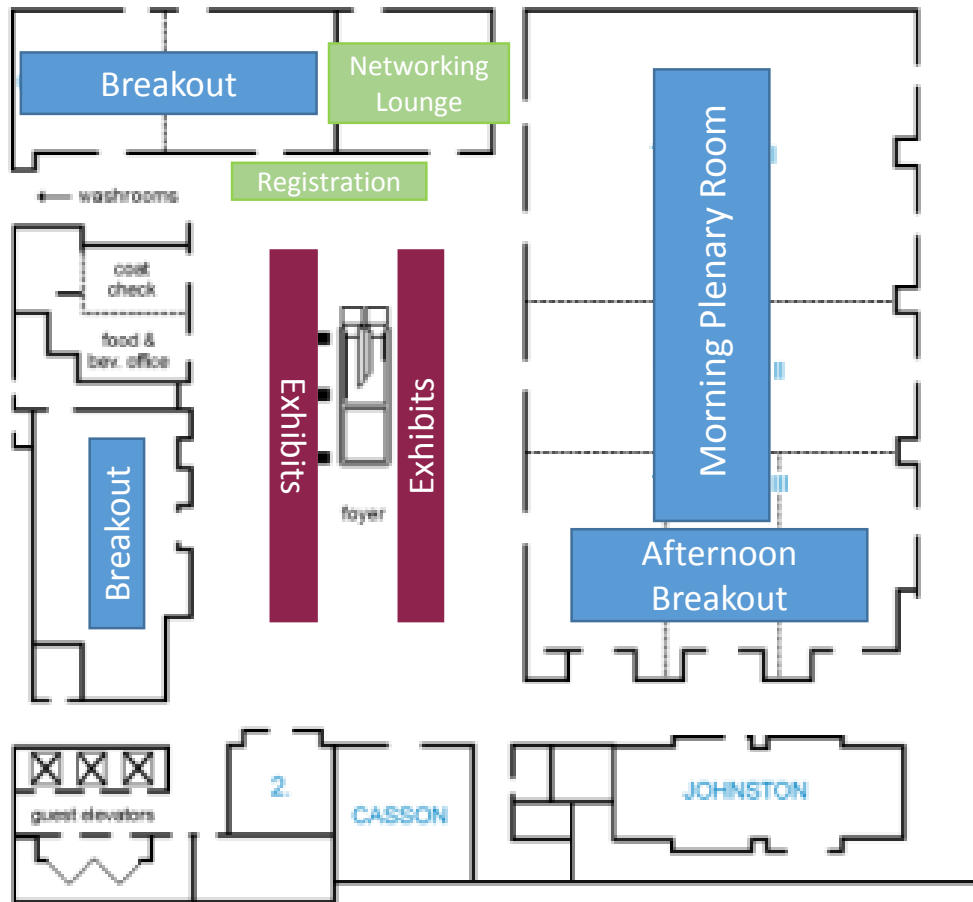
“My team got to meet a lot of great people and said there were valuable conversations. They were very busy the whole time. The event was well attended with people interested in learning about L&D.”

“Lead capture was most valuable and we did meet the estimated number we were given...”



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FLOOR PLAN



CONVENTION LEVEL



Floor Plan Perk

The Hilton Toronto offers ample room for numerous exhibit booths in the foyer. Of special benefit to exhibitors is the fact that all breakout rooms, plenary sessions, networking events and meals happen in the foyer and surrounding area. Exhibitors are guaranteed to get plenty of foot traffic throughout the entire conference.



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EXHIBIT BOOTHS

New Exhibitor \$3,750

Returning Exhibitor \$3,250

If you have been an exhibitor for I4PL at any of the past three conferences (2020, 2021, 2022) either in-person or virtual, we are pleased to offer you the discounted Returning Exhibitor rate.

Single booth includes:

- ✓ Two (2) complimentary sponsor passes, which includes exhibit staffing with access to sessions. Additional sponsor passes available at reduced daily pricing of \$350 pp for booth coverage (max of 2)
- ✓ Table (6' ft x 30" in) with skirting
- ✓ Two (2) chairs
- ✓ One (1) electrical outlet
- ✓ Black pipe & draping behind booth
- ✓ Sponsor biography on the conference mobile app

**Only 8
remaining**

**Optional Booth Upgrade to include
Lead Retrieval \$125**



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FOR QUESTIONS OR TO ENQUIRE
ABOUT A **CUSTOM OPPORTUNITY**
PLEASE CONTACT:

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