I4PL2025

THE WESTIN HARBOUR CASTLE **NOV 5-6**

Quantum Horizons 2025:
Expanding Perspectives, Realizing Potential

2025 Sponsorship & Exhibit Prospectus

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ABOUT US

Through our competency framework, sought-after CTDP designation, code of ethical conduct, and our commitment to diversity, inclusion, connection, and equity (DICE), the Institute for Performance and Learning sets the standards that define the workplace performance and learning profession in Canada.

Internationally recognised as a thought leader, the Institute's Competencies for Performance and Learning Professionals© were adopted by the International Finance Corporation–part of the World Bank Group–as the foundation for its Guide to Training. This global resource supports micro, small, and medium enterprises (MSMEs) in emerging markets and fragile, conflict-affected situations by enabling the creation of contextualized and impactful learning experiences.

Today, across all provinces and industries in Canada, we continue to champion the power of learning to enhance productivity, drive innovation, and deliver performance results–enabling our profession to make a measurable impact on all workplaces and the Canadian economy.

OUR PURPOSE

We exist to elevate the performance of the Canadian Workforce.

We are a national community of experts, partners, newcomers and stakeholders building a more competitive Canada together.

JOIN US IN 2025 TO SEE WHAT'S NEW FOR 2026!

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Quantum Horizons 2025: Expanding Perspectives, Realizing Potential

Welcome to I4PL 2025

Step into Quantum Horizons 2025, where the evolving landscape of Performance and Learning converges with new possibilities. This year's theme, "Expanding Perspectives, Realizing Potential," draws inspiration from the transformative nature of quantum thinking—embracing complexity, adaptability, and interconnectedness.

Join leading industry voices as we explore the dynamic interplay of forces shaping the future of our field of practice. Through thought-provoking plenary sessions, insightful sessions, and dynamic discussions, we will examine challenges, opportunities, and innovative practices that drive continuous learning and performance.

Whether you are a seasoned or emerging professional, Quantum Horizons 2025 offers a space to connect, reflect, and evolve. We will explore new perspectives, adapt our practice, and harness hidden potential to redefine how we elevate the performance of the Canadian workforce together.

Explore. Adapt. Evolve. The journey starts here.

ATTENDEE SNAPSHOT

L&D Experience
- 60% have over 10 years

Conference Attendance
- 55% are returning
- 45% are first-time attendees

Delegate Job Level
- 49% are management to C-Suite

ROLES

- HR & Talent Development
- Facilitators
- Instructional Designers
- Performance Consultants
- Chief Learning Officers
- VP/Director/Head of Learning
- L&D Manager

30+
Exhibitors

400+
Attendees

I4PL2025

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Quantum Horizons 2025: Expanding Perspectives, Realizing Potential

Amplify your visibility and connect with leading minds in learning and development.
Our expo hall is the hub for everything networking and meeting attendees!



MEETING DETAILS

The Westin Harbour Castle
1 Harbour Square, Toronto, ON M5J 1A6
November 5-6, 2025

Exhibit Schedule:

November 5
Set Up: 6:00am-8:00am
Show Hours: 8:00am-5:30pm

November 6
Show Hours: 8:00am-2:15pm
Tear Down: 5:00pm-6:30pm

EXHIBITS

The I4PL2025 Expo Hall is the place to be!
Plenary Sessions & All food and beverages take place in the Expo Hall

- **PRICE: $4,000**
  - Upgrade with Post-Conference Attendee List - **$200**
    - Including Company Name, Full Name, Email, Job Title

Each 8x8 Booth includes:

- Black pipe and drape
- 1— (6′ ft x 30" in) skirted table and 2 chairs
- One (1) electrical outlet
- 2 Full Conference Registrations
- Logo on signage, conference website, mobile app
- Booths are available on a first-come, first-served basis

Space is limited and will sell out—Reserve Early!



Thank You 2024 Sponsors & Exhibitors

Coaching Ourselves
CanCred
LPI Canada
The Women's Leadership Intensive
Royal Roads University
The Roundtable
BCB Learning Inc.
Cognota
TuesdayAfternoon Media Inc
Together Platform
shiftED Academy Inc
O'Reilly Community Partners
LeedHR Inc.
Hannah Brown
Shift Facilitation
Say Yeah
Action/Insight
Schoox
Blanchard
Toronto Metropolitan University

SUMMARY of SPONSORSHIP LEVELS
and ADDITIONAL EARNED BENEFITS

SPONSOR LEVELS Maximize your sponsor benefits! Mix and match the exhibit and sponsorship options to create the best package for your needs. Your combined total will determine your overall support level and earn additional benefits! **Exhibit fees are excluded from Supporter & Friend Levels*	PLATINUM *achieved at* $15,000	GOLD *achieved at* $10,000	SILVER *achieved at* $7,500	BRONZE *achieved at* $5,000	SUPPORTER * $3,500	FRIEND * $1,500
COMPLIMENTARY EXHIBIT BOOTH	✓					
COMPLIMENTARY E-BLAST *Content provided by sponsor, sent by I4PL*	2	1				
COMPLIMENTARY FULL CONFERENCE REGISTRATIONS	3	2	1		Discounted	
DIGITAL ADVERTISING Banner *ad on conference mobile app*	✓	✓				
BANNER AD IN (1) CONFERENCE-RELATED EMAIL	✓	✓				
CONFERENCE BAG INSERT *Provided by sponsor*	✓	✓				
POST-CONFERENCE ATTENDEE LIST *Opt-ins only; Includes Company, Full Name, Email, Job Title*	✓	✓	✓	✓		
SOCIAL MEDIA POST ANNOUNCING SPONSORSHIP *On all I4PL social channels*	✓	✓	✓	✓		
SPONSOR RECOGNITION ON 14PL CONFERENCE-RELATED EMAILS	✓	✓	✓	✓	✓	
SPONSOR RECOGNITION ONSITE SIGNAGE	✓	✓	✓	✓	✓	✓
SPONSOR RECOGNITION ON MOBILE APP	✓	✓	✓	✓	✓	✓
RECOGNITION RIBBONS FOR COMPANY/ORGANIZATION ATTENDEES	✓	✓	✓	✓	✓	✓
SPONSOR RECOGNITION ON EVENT WEBSITE	✓	✓	✓	✓	✓	✓

Branding Opportunities

SKY WALK DECALS • $8,500

Lead the way—literally. Brand up to 8 windows along the skywalk with 36"x36" vinyl decals, guiding attendees between sessions and key event spaces while maximizing your visibility.

HOTEL KEY CARDS • $10,000

Add your own custom creative or company logo to the hotel key cards for the attendees of our conference. YOUR BRAND - IN EVERY HAND.

CONFERENCE TOTE BAG • $7,500

Get high visibility with your company logo on one side of the tote bag that attendees will receive at registration and useful for years to come as they are carried into session rooms, through airports and all over the conference with your company logo. *I4PL covers all production and distribution costs.*

LANYARDS • $6,000

Gain continuous visibility with this high-impact sponsorship! As the exclusive lanyard sponsor, your company's logo will be prominently displayed on the official conference lanyards worn by all attendees, speakers, and staff throughout the event.

CONFERENCE WIFI • $5,000

Partner with I4PL and become our official Annual Meeting Wi-Fi sponsor! Conference Wi-Fi is a crucial productivity tool for all conference attendees. The WiFi name will feature your name!

REGISTRATION SPONSOR • $5,000

I4PL registration stations facilitate a quick attendee experience. Sponsor will receive exclusive branding in the registration area.

PHOTO BOOTH • $5,000

Add a fun and interactive element to the Networking Reception by sponsoring the official event photo booth. Attendees will love posing with colleagues and props, and they'll walk away with branded keepsakes featuring your logo—perfect for social sharing and lasting impressions.

CHARGING STATION • $8,500

Be the sponsor that provides a service that attendees don't know they need until it's too late—a charge for their mobile devices. As a sponsor, your branding will appear on the charging units to ensure maximum visibility.

MOBILE APP • $7,500

The Mobile Meeting App is the go-to for everything about the meeting, including program schedule, exhibitors, sponsors, daily news and event alerts, and more. This exclusive opportunity includes a branded ad each time the app is accessed.

SIGN SPONSOR • $7,000

Make your presence known at every turn. As the exclusive signage sponsor, your company's logo will be prominently displayed on all official event signage—including 24x36 foam boards used for registration, maps, session info, and receptions. This high-visibility opportunity puts your brand front and center as attendees navigate the entire conference.

HOTEL IN-ROOM DROP • $7,500

Make a memorable impression with a curated in-room gift delivered to attendees staying at the official conference hotel. This premium opportunity allows your brand to greet guests with a thoughtfully assembled bag of goodies, product samples, or branded swag waiting in their room upon arrival. It's a personal and elevated touchpoint that leaves a lasting impression.

HOTEL DOOR DROP • $5,000

Get your brand directly into the hands of attendees with a simple and effective under-the-door drop at the official conference hotel. Perfect for flyers, postcards, or light promotional materials, this sponsorship allows you to deliver a clear call-to-action or message right where attendees are starting and ending their day.

Networking & Speaking Opportunities

NETWORKING RECEPTION • $7,000

SOLD

This lively, open-invitation event brings together all conference attendees and speakers for an evening of connection and conversation over light refreshments. As the sponsor, your brand will be prominently recognized as the host of one of the conference's most anticipated social gatherings. It's the perfect opportunity to make meaningful impressions in a relaxed, engaging setting.

SESSION SPONSOR• $2,500

Support the professional development of our attendees by sponsoring one of our 32 concurrent sessions. As a Session Sponsor, your company will be recognized with onsite signage outside the session room, showcasing your commitment to advancing the industry. This is a simple and effective way to gain visibility and showcase your brand with our membership and stakeholders.

PLENARY SPONSOR (2) • $10,000

Capture the attention of the entire audience during one of the most highly attended sessions of the conference. As the Plenary Session Sponsor, your company will be front and center with a 60-second promotional video played at the start of the session, plus your flyer placed at each attendee's seat—ensuring your message is both seen and remembered.

SESSION SPEAKER• $5,000

Position your organization as a thought leader by speaking at one of only two of the conference's concurrent sessions available to sponsors. As a session speaker, you'll have the opportunity to present your own session, offering valuable insights, solutions, or innovations relevant to our audience.

PLENARY PANEL CO-MODERATOR (2) • $5,000

Join an Executive member of the Institute's Board in co-moderating one of our high-profile plenary panel discussions. This opportunity places a representative from your company at the center of the conversation, guiding a dynamic panel of industry leaders in front of our full attendee audience.

Advertising Opportunities

ADD A TOTE BAG INSERT FOR $500

MOBILE PUSH NOTIFICATIONS • $750 ea

Promotional alerts push your message at just the right time! Drive traffic to your booth or session with custom content delivered to app users during the conference.
**I4PL must approve text content (limit: 230 characters)*

SOCIAL MEDIA POST • $1,000

Leverage our social platforms to promote your brand directly to our engaged community of followers. As a Social Media Post Sponsor, your custom content will be featured on our official event channels before or during the conference. **I4PL must approve the content*

- One (1) sponsored post on Facebook, LinkedIn, or Instagram
- Tagging and hashtag inclusion for maximum visibility

CONFERENCE EMAIL BANNER AD • $1,200

Put your brand front and center in one of our official conference email communications. Whether it's a registration reminder, schedule update, or general announcement, your banner ad will reach a highly targeted, engaged audience directly in their inbox.

DIGITAL WEBSITE AD

NEW! See application for pricing

Place your brand in front of a highly targeted audience of learning and performance professionals. This square banner ad appears on key secondary pages of performanceandlearning.ca, giving your organization repeat exposure to visitors exploring our website. Even better- this is a year-round opportunity!

Food/Beverage

BREAKFAST IN HALL • $15,000

Co-Sponsorship*

Be the first name attendees see as they kick off their day. As the Breakfast Sponsor, your brand will be prominently featured during this essential networking and refreshment time—offering high visibility in a relaxed, high-traffic environment.

COFFEE BREAK (2) • $7,500

Everyone loves coffee! Your brand will be featured prominently on signage at the coffee station and in the agenda. Includes the option to provide branded sleeves and/or napkins.

LUNCH IN HALL • $15,000

Co-Sponsorship*

Be the name behind one of the most anticipated breaks of the day. As a Lunch Sponsor, your brand will be front and center as attendees gather to recharge and network. It's a prime opportunity to make a memorable impact in a relaxed and social setting.

2025 EXCLUSIVE SNEAK PEEK

VIP CHAIR'S CIRCLE • $10,000

SHHHHHHHH... You're getting early access. A bold new format is coming to I4PL in 2026

Event Sponsorship

SUPPORTER SPONSOR • $3,500

Everything that comes with the Friend Sponsorship plus recognition on all conference-related emails and a discounted Full Conference Registration for $499

FRIEND SPONSOR • $1,500

Looking for brand exposure without the huge investment? Show your support for I4PL by becoming a FRIEND sponsor. Includes recognition and branding throughout the conference and annual meeting website



HAVE A SPONSORSHIP IDEA?

Share your idea with us and we will create a custom package for you!

VIP

CHAIR'S CIRCLE

Coming in 2026 – an exclusive opportunity to connect with the leaders who shape our industry. This invite-only evening reception will bring together executive-level attendees, board members, and key partners for meaningful conversation in a refined setting. A premier opportunity designed for a company looking to align with leadership, influence, and impact.



partnerships

& YEAR-ROUND VISIBILITY

Stay top of mind all year long with strategic partnership opportunities that extend beyond the conference. From thought leadership to brand exposure, there are meaningful ways to engage the I4PL community year-round—connect with us to explore what's possible.

Primary Contact Information (handles all conference/marketing logistics)

Contact Name _____

Contact Title _____

Contact Email _____

Contact Office Phone _____ Contact Mobile Phone _____

Company Information

Company Name _____

Address _____

City _____ Province _____ Postal Code _____ Country _____

Main Phone _____ Website _____

By signing this application form, my organization agrees to abide by the sponsorship application and cancellation terms set forth at the bottom of this application page

Print Name _____

Signature _____

Exhibiting

☐ EXHIBIT BOOTH - $4,000 ☐ EXHIBIT BOOTH W/ ATTENDEE LIST - $4,200

Sponsorship Opportunities

Food & Beverage

☐ Coffee Break (2 available)	$7,500
☐ Breakfast in Hall (co-sponsorship)	$15,000
☐ Lunch in Hall (co-sponsorship)	$15,000
☐ Chair's Circle Sneak Peak- Exclusive	$10,000

Advertising

☐ Mobile Push Notifications	$750 each
☐ Social Media Post	$1,000
☐ Conference Email Banner Ad	$1,200
☐ Digital Website Ad	
☐ 3 Months	$500
☐ 6 Months	$950
☐ 12 Months	$1,850

Branding

☐ Lanyards	$6,000
☐ Conference Wifi	$5,000
☐ Conference Tote Bag	$7,500
☐ Tote Bag Insert	$500
☐ Registration Sponsor	$5,000
☐ Photo Booth	$5,000
☐ Hotel Key Cards	$10,000
☐ Charging Station	$8,500
☐ Mobile App	$7,500
☐ Hotel Door Drop	$5,000
☐ Hotel In-Room Drop	$7,500
☐ Sign Sponsor	$7,000
☐ Sky Walk Decals	$15,000

Networking / Speaking Opportunities

☐ ~~Networking Reception~~	~~$7,000~~
☐ Plenary Sponsor	$10,000
☐ Plenary Panel Co-Moderator	$5,000
☐ Session Speaker	$5,000
☐ Session Sponsor	$2,500

Event Sponsorship

☐ Supporter Level Sponsor	$3,500
☐ Friend Level Sponsor	$1,500

Total Commitment $ _____

Payment Information

☐ Invoice me for payment

☐ Please charge my **credit card** below:

☐ Visa ☐ Mastercard ☐ American Express

Name on Card _____

Credit Card Number _____

Exp. Date _____ CCV _____

Billing Address _____

City _____ Province _____ Postal Code _____

Signature _____

Sponsorship Application & Cancellation Terms

TERMS OF PAYMENT:
All payments must be received in FULL prior to the Annual Conference. Please contact Emmy Kelly at emmy.kelly@performanceandlearning.ca for wire transfer/ direct payment information or billing questions. Please be sure to include her on your 'safe sender' list to ensure you receive her emails

CANCELLATION :
Cancellations must be submitted to I4PL in writing, regardless of the timing of the cancellation. Cancellation must be directed in writing to Dana Groves at dana.groves@performanceandlearning.ca.
The date of receipt of the supporter's written notice of cancellation will be the official cancellation date. If exhibit space or sponsorship is canceled on or before September 1, 2025, the supporter will be responsible for 50% of the total fee. No refunds will be provided for cancellation requests made after September 1, 2025. Any company requesting to pay later than net 30 days after the receipt of the invoice agrees to pay a deposit in the amount equivalent to the cancellation processing fee (50%). All funds paid are non-transferable.