



THE INSTITUTE
FOR PERFORMANCE
AND LEARNING

I4PL



CONNECTIONS

NOVEMBER 17-19, 2020
TORONTO HILTON HOTEL

WHY SPONSOR?

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.

What is the I4PL Annual Conference? I4PL 2020 Conference is the premier conference for today's performance and learning professionals. Supporting a growing network of performance and learning professionals from across the country, I4PL 2020 Conference brings the community together, to learn, share and network. Enjoy 3 full days of top-notch professional development, learning stage sessions, demos, networking, the latest tips, tricks, and technologies, and more. If your target audience includes performance and learning professionals across Canada, this is your best opportunity to make meaningful connections and get exposure.



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WHY SPONSOR?

The I4PL Conference brings together a growing network of performance and learning professionals from across Canada.

Our audience consists of:

- Decision-makers in workplace 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 classroom



Some of our 2019 attendees consisted of...

- | | | |
|---------------|----------------------------|------------------------|
| • Analysts | • Facilitators/Instructors | • Senior Managers |
| • Consultants | • Learning Specialists | • Suppliers |
| • HR Coaches | • Managers | • Team Leaders |
| • Executives | • Managing Directors | • Training Specialists |



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I4PL 2019

Here is what some of our delegates had to say about their experience at the 2019 I4PL conference:

Very well organized. Meaningful presentations and booths. Lunches were very good and the staff was very helpful

I LOVE this conference... I4PL puts on one heck of a valuable conference!

Overall a great conference with a lot of takeaways. This was my second one I attended and I will keep attending more

This is one of the best conferences I have ever attended. I will strongly promote it to others in my field for next year

I was pleasantly surprised by the quality and calibre of this I4PL conference

Glad I went! Always motivating and always educational and fantastic for networking!

76% Of attendees would attend this conference again next year

**based on 91 responses*

78% Of attendees felt the conference met or exceeded their expectations

**based on 91 responses*

70% Of attendees felt they made meaningful connections at the conference

**based on 91 responses*



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WHAT'S NEW IN 2020?

The theme for the 2020 National Conference is:



The 2020 tracks:

1. **Global Connections** – globalization in learning (both industry viewpoint and learner viewpoint)
2. **Virtual Connections** – online learning and hi-tech learning tools
3. **Business Connections** – connecting workplace learning with business objectives
4. **Connecting to Research** – research track, with outreach to academic institutions with adult learning and education programs
5. **Leadership Connections** – this track could feature sessions especially for CLOs and senior leaders as well as sessions on leadership development



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AWARDS LUNCHEON

\$20,000

A public thank you from the I4PL Board Chair at the awards, prominent signage recognizing your sponsorship and an opportunity to be involved in the awards ceremony by providing closing remarks. Includes plated lunch, beverage, décor, and A/V that would normally be a part of this type of event.

Benefits also include:

- ✓ One (1) complimentary single booth
- ✓ One (1) stand alone email announcing sponsorship
- ✓ Two (2) e-blasts which include the company's logo
- ✓ Two (2) complimentary full conference registration
- ✓ Three (3) complimentary booth staff passes
- ✓ Sponsorship recognition on conference website and final printed program
- ✓ Logo on sponsorship signage at venue for entirety of conference
- ✓ Sponsor Biography on the Conference App
- ✓ Post Event Mobile App Analytic Report
- ✓ Reserved table at the front of the room during the Awards Luncheon
- ✓ Centre Pieces chosen by I4PL which will include your company logo



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\$15,000

OPENING RECEPTION

Opportunity to welcome attendees, a public thank you from the I4PL Board Chair, prominent signage recognizing your sponsorship. An evening of networking with the delegates and exhibitors: featuring drinks and passed around canapes.

Benefits include:

- ✓ One (1) complimentary full conference registration
- ✓ Sponsorship recognition on conference website and final printed program
- ✓ Logo signage featured throughout the reception
- ✓ Logo on sponsorship signage at venue for entirety of conference
- ✓ Sponsor Biography on the Conference App
- ✓ Post Event Mobile App Analytic Report



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\$12,000

REGISTRATION

Company logo on the registration signage throughout the entire conference. Your company logo will also be displayed on the delegate name badges and lanyards. The sponsorship value includes all costs associated with registration including the onsite registration provider, lanyards and name badges.

Benefits include:

- ✓ One (1) complimentary full conference registration
- ✓ All registration confirmation emails with logo identifying sponsorship
- ✓ Sponsorship recognition in final program
- ✓ Sponsor Biography on the Conference App
- ✓ Logo on sponsorship signage at venue for entirety of conference
- ✓ Post Event Mobile App Analytic Report



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\$8,000

CONFERENCE CARE-KIT

Opportunity to showcase your brand through our conference care-kits – also known as delegate bags. I4PL will choose the items which will be inserted, however, all items will display your company name and logo. These items may include the following: notepads, pens, Band-Aids, tissues, mints, water bottle etc. These kits will be provided to delegates at registration.

Benefits include:

- ✓ Sponsorship recognition on the Mobile App
- ✓ One (1) complimentary push notification
- ✓ Two (2) Social Media posts
- ✓ Post Event Mobile App Analytic Report
- ✓ Logo on sponsorship signage at venue for entirety of conference
- ✓ Sponsorship recognition on conference website and final printed program



**1
Available**



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\$7,000

MOBILE APP

Prominent brand recognition as the I4PL Mobile App Sponsor with your company logo on signage recognizing your sponsorship, featured on the mobile app home page, and a public thank you at the Opening Reception at the conference. The conference app will be the go-to source for attendees to find information on programming, exhibitors, speakers etc. before, during and following the conference.

Benefits include:

- ✓ One (1) complimentary banner ad
- ✓ One (1) stand alone email announcing sponsorship
- ✓ Two (2) complimentary push notifications
- ✓ Sponsorship recognition in final printed program and website
- ✓ Sponsor Biography on the Conference App in a high profile location
- ✓ Logo on sponsorship signage at venue for entirety of conference
- ✓ Post Event Mobile App Analytic Report

1
Available



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\$5,000

KEYNOTE

Public thank you from the emcee/moderator, corporate logo on screens, on conference website and final program next to the session description. Sponsor may provide a handout or gift to delegates attending the sponsored session at additional cost.

Benefits include:

- ✓ Sponsor Biography on the Conference App
- ✓ Sponsorship recognition in final printed program and website
- ✓ Logo on sponsorship signage at venue for entirety of conference
- ✓ Logo on screens prior to the keynote beginning their presentation as delegates flow in

**3
Available**

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\$4,000

PHONE CHARGING STATION

Prominent brand recognition as the official Phone Charging Station Sponsor with prominent signage recognizing your sponsorship. This opportunity also includes recognition on the I4PL website, final program and mobile app.

Benefits also include:

- ✓ Sponsorship recognition on conference website, mobile app and final printed program
- ✓ Logo on sponsorship signage at venue for entirety of conference
- ✓ Logo to be displayed on/next to all phone charging stations
- ✓ One (1) complimentary push notification on the Mobile App



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\$3,500

WIFI SPONSOR

Prominent brand recognition with your company name, or password of your choice, as the official conference Wi-Fi password for all meeting spaces throughout the conference.

Benefits include:

- ✓ Sponsorship recognition in final printed program and website
- ✓ Sponsor Biography on the Conference App
- ✓ Logo on sponsorship signage at venue for entirety of conference
- ✓ The opportunity to link the WiFi password to your chosen landing page
- ✓ One (1) complimentary push notification

1
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\$2,500

NETWORKING LOUNGE

Receive prominent recognition as delegates recharge throughout the day between sessions and network with other delegates – your company name and logo will be displayed throughout the designated networking lounge.

Benefits include:

- ✓ Sponsorship recognition in final printed program
- ✓ Sponsor Biography on the Conference App
- ✓ Logo on sponsorship signage at venue for entirety of conference
- ✓ Logo to be displayed on menu items during the break
- ✓ Opportunity to provide one SWAG item of your choice to be available at the networking lounge

1
Available



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\$2,000

COFFEE BREAK

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 in final printed program
- ✓ Sponsor Biography on the Conference App
- ✓ Logo on sponsorship signage at venue for entirety of conference
- ✓ Logo to be displayed on menu items during the break

**3
Available**



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\$1,500

ROOM DROP

Opportunity to provide delegates staying at the hotel with one (1) item that will be dropped in their rooms prior to checking in. A room drop will ensure high visibility of your brand in a creative way. The room drop item is at the cost of the sponsor.

Benefits include:

- ✓ Sponsorship recognition in final printed program and on website
- ✓ Sponsor Biography on the Conference App
- ✓ Logo on sponsorship signage at venue for entirety of conference

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\$1,000

TASTE TORONTO

Opportunity to provide delegates with a chance to get outside the walls of the venue and enjoy dinner at one of the wonderful restaurants in the surrounding areas. We will be providing delegates with coupons for three to four restaurants and we will be making reservations for groups of delegates at these restaurants. We will ensure you are recognized as the sponsor through the mobile app, website and printed materials.

Benefits include:

- ✓ Sponsorship recognition in final printed program and website
- ✓ Sponsor Biography on the Conference App
- ✓ Logo on sponsorship signage at venue for entirety of conference
- ✓ Two (2) complimentary push notifications

**1
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WHY EXHIBIT?

I4PL is pleased to offer exhibitors of the 2020 Annual Conference over **20 hours** of exhibitor time, including an Opening Reception to be taking place on the exhibitor floor for all delegates on the very first day. 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**)

Tuesday, November 17: 8:00AM – 4:30PM + Opening Reception

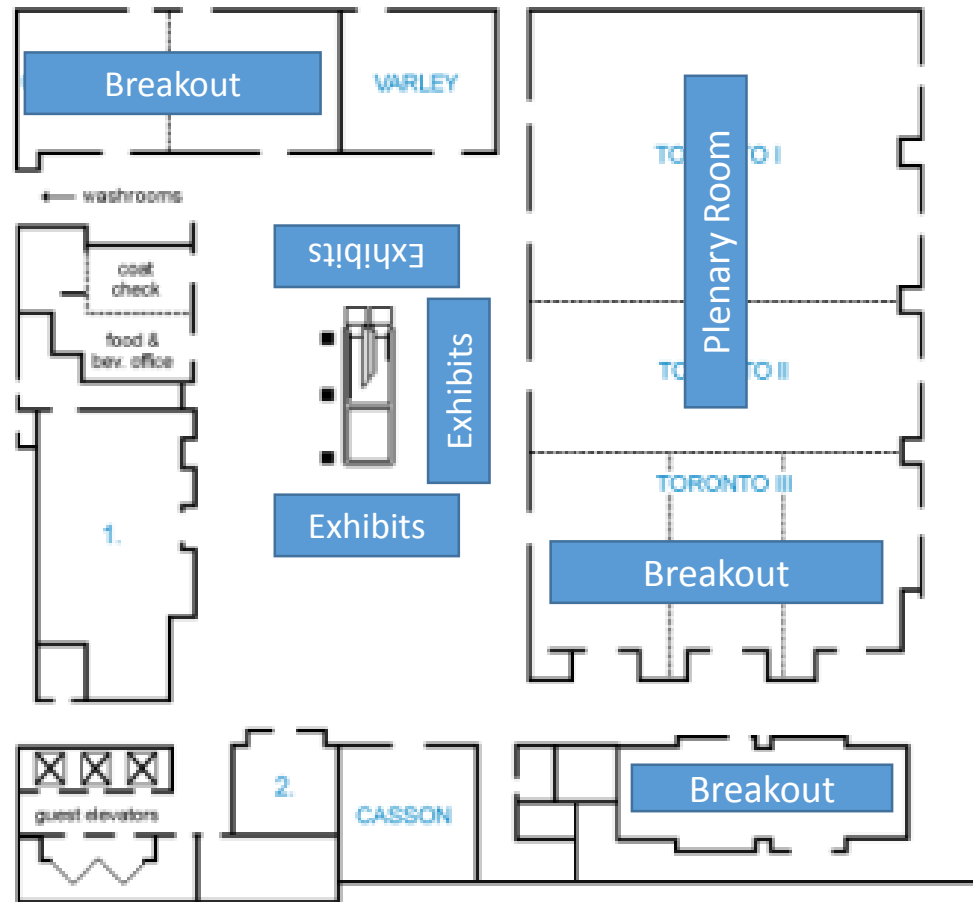
Wednesday, November 18: 8:00AM – 5:00PM

Thursday, November 19: 8:00AM – 4:00PM



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WHY EXHIBIT?



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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Single Booth \$2,500**Returning Exhibitor \$2,000**

EXHIBIT BOOTHS

If you have been an exhibitor for I4PL at any of the past three conferences (2017, 2018, or 2019), we are pleased to offer you the discounted Returning Exhibitor rate.

Single booths are 6' foot, by 30" inches.

Single booth includes:

- ✓ Pipe and drape
- ✓ Two (2) chairs
- ✓ One (1) electrical outlet
- ✓ One (1) complimentary full conference registration
- ✓ Two (2) complimentary booth staff passes *

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****Please note: The booth staff passes include breakfast, lunch, all breaks and the Opening Reception on Tuesday, November 17th.***

*Additional tickets can be purchased at the early bird rate by contacting:
Felicia@performanceandlearning.ca*



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EXHIBITOR REQUEST FORM

Name: _____

Organization: _____

Address: _____

City: _____

Province/State: _____

Phone: _____

Email: _____

Please indicate the exhibitor item(s) you wish to purchase:

☐ Single Booth – \$2,500

☐ Single Booth – Returning Exhibitor – \$2,000

Please send the completed form to Felicia Tavares at

Felicia@performanceandlearning.ca

Availability of exhibit booths are on a first come, first served basis.

The prices above do not include tax.



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