

2026 CERC ANNUAL CONFERENCE

SPONSORSHIP OPPORTUNITIES

SEPTEMBER 13-15

CERC

Leadership for Workforce Mobility

Where Mobility Meets Momentum — Put Your Brand at the Centre of What's Next.

The 2026 CERC Annual Conference returns September 13–15 in Fredericton, bringing together Canada's mobility community and global partners for three days of insight, connection, and forward-looking conversation.

This is where corporate mobility leaders, HR professionals, relocation service partners, and policy voices come together to tackle the realities shaping workforce movement today across domestic, cross-border, and international relocation.

It's within this community that sponsorship takes on a deeper meaning. Sponsoring CERC 2026 is more than brand visibility, it's a strategic way to align your organization with the industry's most engaged audience. Connect directly with prospective clients, demonstrate thought leadership, and ensure your brand is seen by the people driving mobility decisions.

If your organization supports workforce relocation or global work strategies, CERC 2026 is where you need to be.

Become a sponsor today. Take your place alongside the organizations shaping the future of mobility.

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Sponsorship Features at a Glance

Platinum Sponsorship

- **Industry Leader Benefits**
  - Blogs and white papers posted on CERC website: Submit up to 3 blog links and 3 white paper links plus 1 article for social media promotion.
  - Chair's Reception sponsor for first-time conference attendees (welcome delegates during this Sunday evening event). Access to attendee contact details.*
  - Keynote speaker: Introduction of opening keynote speaker.

- **Brand Exposure Benefits**
  - CERC website: Exclusive rotating ad with link on website home page and subpages.
  - CERC website: Banner ad highlighting sponsors' logos on homepage.
  - Sponsor Spotlight Feature: Promoted on the Conference Landing Page.
  - Gala dinner: Sponsorship recognition at closing Gala Dinner (logos on screen).
  - Lanyards: Platinum & Diamond logos on lanyards.
  - Conference App: Dedicated sponsor card on homepage.
  - Session Sponsorship: To showcase sponsors at all education sessions (in-app).
  - Social Media: Opportunity to have sponsor video promoted on CERC social media channels.
  - Video: Short video sponsor recognition to play during conference.

- **CERC Marketplace Benefits**
  - Booth: Prime double booth space at trade exposition (8x10).
  - Two (2) full delegate passes included.
  - Full delegate pass: Opportunity to purchase one (1) additional pass at the CERC member rate.

$15,250

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Conference Delegate App Sponsorship

- **Industry Leader Benefits**
  - Blogs and white papers posted on CERC website: Submit up to 3 blog links and 3 white paper links plus 1 article for social media promotion.

- **Brand Exposure Benefits**
  - CERC website: Banner ad highlighting sponsors' logos on homepage.
  - Sponsor Spotlight Feature: Promoted on the Conference Landing Page.
  - Conference App Splash Page: Sponsor recognition.
  - Conference App: Dedicated sponsor card on homepage.
  - Social Media: Opportunity to have sponsor video promoted on CERC social media channels.
  - Swag Bag (Gold & App sponsor branded).

- **CERC Marketplace Benefits**
  - Booth: Prime double booth space at trade exposition (8x10).
  - Two (2) full delegate passes included.
  - Full delegate pass: Opportunity to purchase one (1) additional pass at the CERC member rate.

$14,000

Diamond Sponsorship

- **Industry Leader Benefits**
  - Blogs and white papers posted on CERC website: Submit up to 3 blog links and 3 white paper links plus 1 article for social media promotion.

- **Brand Exposure Benefits**
  - CERC website: Banner ad highlighting sponsors' logos on homepage.
  - Sponsor Spotlight Feature: Promoted on the Conference Landing Page.
  - Conference App: Dedicated sponsor card on homepage.
  - Gala dinner: Sponsorship recognition at closing Gala Dinner (logos on screen).
  - Invitation to attend the reception for first-time conference attendees (party hosted on Sunday evening).
  - Lanyards: Platinum & Diamond sponsor logos on lanyards.
  - Session Sponsorship: To showcase sponsors at all education sessions (in-app).
  - Social media: Opportunity to have sponsor video promoted on CERC social media channels.
  - Video: Short video sponsor recognition to play during conference.

- **CERC Marketplace Benefits**
  - Booth: Prime double booth space at trade exposition (8x10).
  - Two (2) full delegate passes included.
  - Full delegate pass: Opportunity to purchase one (1) additional pass at the CERC member rate.

$12,000

Gold Sponsorship

- **Industry Leader Benefits**
  - Blogs and white papers posted on CERC website: Submit up to 3 blog links and 3 white paper links plus 1 article for social media promotion.

- **Brand Exposure Benefits**
  - Gala dinner: Sponsorship recognition at closing Gala Dinner (logos on screen).
  - Sponsor Spotlight Feature: Promoted on the Conference Landing Page.
  - Social Media: Opportunity to have sponsor video promoted on CERC social media channels.
  - Swag Bag (Gold & App sponsor Branded).

- **CERC Marketplace Benefits**
  - Booth: Prime booth space at trade exposition booth (8x10).
  - One Full delegate pass included.

$9,500

Silver Sponsorship

- **Industry Leader Benefits**
  - Blogs and white papers posted on CERC website: Submit up to 3 blog links and 3 white paper links plus 1 article for social media promotion.

- **Brand Exposure Benefits**
  - Sponsored Mindfulness and Hydration Breaks.
  - Sponsored Energy Breaks (In-App)

- **CERC Marketplace Benefits**
  - Booth: Prime booth space at trade exposition booth (8x10).
  - One Full delegate pass included.

$7,500

Bronze Sponsorship

- **Brand Exposure Benefits**
  - Event sponsor: Cocktail reception prior to closing Gala Dinner.

$4,700

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Core Benefits for All Sponsorship Levels

- **Publications -** Sponsorship Recognition Ads: Perspectives Magazine (Fall Edition).
- **Cvent App:** Sponsors will shine brightly with enhanced brand visibility via the upgraded Cvent Event App.
- **Digital marketing:** Acknowledgement in all electronic marketing for event, including CERC's monthly E-News, conference web page and social media platforms.
- Permission to use event name and logo for advertising promotion or PR.

Exclusive Sponsorship Opportunities

CERC will continue to update this sponsorship document with new opportunities as they become available. Connect with CERC at **info@cerc.ca** if you would like to discuss a customized sponsorship package for your organization.

*Attendees must consent due to privacy laws.

Brand Exposure Benefits	Platinum x 1	Diamond x 8	Gold	Silver	Bronze	App
CERC Website: Exclusive rotating ad with link on website home page and subpages	√					
CERC Website: Banner ad highlighting sponsors' logos on homepage	√	√				√
Sponsor Spotlight Feature: Promoted on the Conference Landing Page	√	√	√			√
Conference App Splash Page: Sponsor recognition						√
Conference App: Dedicated sponsor card on homepage	√	√				√
Sponsored Mindfulness and Hydration Breaks				√		
Sponsored Energy Breaks (In-App)				√		
Event sponsor: Cocktail reception prior to closing Gala Dinner					√	
Gala dinner: Sponsorship recognition at closing Gala Dinner (logos on screen)	√	√	√			
Invitation to attend the reception for first-time conference attendees (party hosted on Sunday evening)	√	√				
Lanyards: Platinum & Diamond sponsor logos on lanyards	√	√				
Session Sponsorship: To showcase sponsors at all education sessions (in-app)	√	√				
Social Media: Opportunity to have sponsor video promoted on CERC social media channels	√	√	√			√
Swag Bag (Gold & App sponsor branded)			√			√
Video: Short video sponsor recognition to play during conference	√	√				

Industry Leader Benefits	Platinum x 1	Diamond x 8	Gold	Silver	Bronze	1 App
Blogs and white papers posted on CERC website: Up to 3 blog links, 3 white paper links, and 1 article for social media promotion	√	√	√	√		√
Chair's Reception sponsor for first-time conference attendees. Access to attendee contact details*	√					
Keynote speaker: Introduction of opening keynote speaker	√					

CERC Marketplace Benefits	Platinum x 1	Diamond x 8	Gold	Silver	Bronze	1 App
Booth: Prime booth space at trade exposition booth (8x10)	2 (First Choice)	2 (First Choice)	1	1		2 (First Choice)
Full delegate pass(es) included	2	2	1	1		2
Full delegate pass: Opportunity to purchase one (1) additional pass at the CERC member rate	√	√				√

Common Sponsor Benefits	Platinum x 1	Diamond x 8	Gold	Silver	Bronze	1 App
Conference App: Sponsors will shine brightly with enhanced brand visibility via the Event App	√	√	√	√	√	√
Digital marketing: Acknowledgement in all electronic marketing for event, including CERC's monthly E-News, conference web page and social media platforms	√	√	√	√	√	√
Permission to use event name and logo for advertising promotion or PR	√	√	√	√	√	√
Publications - Sponsorship Recognition Ad: Perspectives Magazine (Fall Edition)	√	√	√	√	√	√

CERC will continue to update this sponsorship document with new opportunities as they become available. Connect with CERC at info@cerc.ca if you would like to discuss a customized sponsorship for your organization.

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