IAP2 2022 North American CONFERENCE
Sept. 14-16
In person | Virtual Lite

2022 Sponsor and Exhibitor Prospectus
We are excited to be able to host you, in-person, in beautiful Banff Alberta for the IAP2 (International Association for Public Participation) 2022 North American Conference! Our conference will also include a hybrid component: some of our sessions will be live streamed and recorded, so participants who cannot attend in person can join us virtually.

About IAP2

IAP2 is an association of professionals in the field of public participation (P2) whose mission is to advance effective public participation practices and supports practitioners. As an international leader in public participation, IAP2 offers:

- Training and learning programs
- Networking opportunities (annual conferences, local events, webinars, communities of practice)
- Tools to advocate for meaningful and effective public participation (Core Values for Public Participation, Code of Ethics for Public Participation Practitioners, Public Participation Spectrum)

Who are our members?

IAP2 Canada has seen a 24% growth in Canadian membership in the last year, now serving in excess of 1100 members from across Canada; IAP2 USA has over 2500 members. Our members come from a variety of sectors, including:

- Local, provincial, and federal government
- Education & health care
- Energy sector (including power, oil & gas, renewable energy, mining & forestry)
- Non-profit & academia
- Infrastructure & property development

Thousands of non-members participate annually in our professional development and networking events.
About our North American Conference

The IAP2 North American Conference (NAC) is spread out over 2.5 days and includes workshops, keynote speakers, engaging sessions, celebrations, community building, knowledge sharing, and networking with fellow engagement practitioners.

The past two years have seen a lot of disconnection. The 2022 conference is not just about reconnecting but *Connecting with Purpose*. It has been a challenging two years for the sector – our conference goal this year is to create a hybrid environment that will inspire P2 (public participation) practitioners to embrace the future of the sector by connecting participants with each other, with new ideas.

We’ve chosen five conference sub-themes that highlight the importance of connection:

- Connecting with our P2 community and our profession
- Connecting to achieve diverse representation
- Connecting with Indigenous ways of knowing
- Connecting through differences
- Connecting through the screen

Who attends our annual conference?

In its eleventh year, IAP2 and its annual North American Conference continues to lead when providing high-quality and innovative education to the industry. Each year the North American Conference attracts hundreds of North America’s best and brightest public participation professionals from all levels of government, private industry, education, environment, health, transportation, academia, and community based organizations within the non-profit sector from across North America and the world.
Why should you be seen at our North American Conference?

We invite you to support our members and beyond! Showcasing your product or service at our conference this year will strategically place you at the forefront of their minds – so that they can continue to perform their services with confidence.

If your organization’s objectives are to stay top of mind, continue to expand your reach, share the latest in technologies and services, generate new business leads and communicate and engage with one another, then we hope to see YOU this year!

IAP2 Canada likes to work with its sponsors to understand your objectives and help you to leverage your sponsorship investment, we have an array of pre-established opportunities however are open to working with you to build a customized sponsorship opportunity that meets your needs. If this is of interest please reach out to sponsorship@iap2canada.ca

<table>
<thead>
<tr>
<th>INVESTMENT IMPACT</th>
<th>FOR YOUR ORGANIZATION</th>
<th>FOR THE P2 SECTOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>NETWORKING</td>
<td>Engage, connect, build relationships and be seen as a thought leader - access an estimated 400 P2 practitioners across Canada and the USA</td>
<td>Engage, connect, build relationships and be seen as a thought leader - develop relationships with participating organizations and consultants</td>
</tr>
<tr>
<td>BRAND EXPOSURE</td>
<td>Enhance brand awareness - partnering with our conference will optimize your brands’ visibility</td>
<td>We understand the value of collaboration across all stakeholders and nurturing a broad and evolving community of innovative thinkers</td>
</tr>
<tr>
<td>COMMUNITY</td>
<td>Strengthening your connection to a community of P2 practitioners throughout North America</td>
<td>Investment in activities which support the advancement of public engagement</td>
</tr>
<tr>
<td>ENGAGEMENT BENEFITS</td>
<td>Meeting with leading P2 practitioners to renew and develop professional and personal connections while driving sales and generating leads</td>
<td>Meeting of the minds, sharing expertise, updating contacts and developing new relationships in industry</td>
</tr>
</tbody>
</table>
Sponsorship Opportunities

TITLE SPONSOR - $17,500 Cdn

The Title Sponsor is the highest level of sponsorship and provides the most significant opportunity to link with the North American P2 community. It presents a unique opportunity for profiling and positioning as an industry leader in advancing meaningful public participation.

- Recognition as Title Sponsor on pre- and post-conference materials including company website (Canada and USA), social media, and email campaigns
- Recognition as Title Sponsor on conference website (logo, 100-word profile, and link)
- Option to include a 1 minute video with your profile on the sponsorship page
- Dedicated social media post upon commitment, including a link to your company site
- Announcement as sponsor in Thursday eblast upon commitment
- Opportunity to send 2 emails to members, 1 per month, in the two months prior to conference (IAP2 Canada approved - content must be conference related and email will be sent by IAP2 Canada)
- Opportunity to welcome delegates at opening plenary
- Opportunity to introduce the opening keynote speaker
- Verbal acknowledgement as sponsor in the opening and closing plenaries
- Recognition as Title Sponsor in sponsor reel played during plenary, in breakout sessions, and on recorded sessions made available post-conference
- Optional product giveaways and marketing on tables during plenary
- Exhibit space
- Recognition in signage throughout the conference
- Branding at the opening reception and Core Value Awards
- Conference registrations (4 full), including the opening reception
- Core Value Awards registrations (4)
- Right to use IAP2 logo in your own conference promotions prior to and following the conference
TECHNOLOGY LEAD SPONSOR - $7500 Cdn

Our technology partners play an ever increasingly important role in supporting the technology and infrastructure needed to broaden the reach of public participation. This sponsorship is an opportunity to share what your company can offer the P2 professional and their efforts to lead and undertake meaningful and effective public participation.

- Recognition as sponsor on pre- and post-conference materials including company website (Canada and USA), social media, and email campaigns
- Recognition as Technology Sponsor Lead on conference website (logo, 50-word profile, and link)
- Option to include a 30 second video with your profile on the sponsorship page
- Dedicated social media post upon commitment, including a link to your company site
- Announcement as sponsor in Thursday eblast upon commitment
- Verbal acknowledgement as sponsor in the opening and closing plenaries
- Opportunity to send 1 email to members in the two months prior to conference (IAP2 Canada approved - content must be conference related and email will be sent by IAP2 Canada)
- Opportunity to lead and participate in a panel discussion/session of Technology Sponsors during one of the meals (2 options to choose from)
- Recognition as Technology Sponsor Lead in the panel discussion/session of Technology Sponsors
- Recognition as Technology Sponsor Lead in sponsor reel played during plenary, in breakout sessions, and on recorded sessions made available post-conference
- Optional product giveaways or marketing material on tables during panel discussion
- Recognition in signage throughout the conference
- Conference registrations (2 full), including the opening reception
- Core Value Awards registrations (2)
- Right to use IAP2 logo in your own conference promotions prior to and following the conference
Sponsorship Opportunities

TECHNOLOGY SPONSORS - $3500 Cdn

- Recognition as sponsor on pre- and post-conference materials including company website (Canada and USA), social media, and email campaigns
- Recognition as Technology Sponsor on conference website (logo and link)
- Opportunity to participate in a panel discussion/session of Technology Sponsors during one of the meals (2 options to choose from)
- Recognition as Technology Sponsor or the panel discussion/session of Technology Sponsors
- Recognition as Technology Sponsor in sponsor reel played during plenary, in breakout sessions, and on recorded sessions made available post-conference
- Recognition in signage throughout the conference
- Conference registrations (1 full), including the opening reception
- Core Value Awards registrations (1)
- Right to use IAP2 logo in your own conference promotions prior to and following the conference
CORE VALUES LEAD SPONSOR - $5000 Cdn

Each year, IAP2 and its affiliates around the world recognize leaders in the P2 profession through the IAP2 Core Values Awards. These awards recognize and encourage projects and organizations that are at the forefront of public participation and were created to encourage excellence, quality, and innovation in P2. You will receive heightened visibility at the Core Values Award Gala and have the opportunity to help recognize the best in public engagement from Canada and the United States.

- Recognition as sponsor on pre- and post-conference materials including company website (Canada and USA), social media, and email campaigns
- Recognition as Core Value Lead Sponsor on conference website (logo, 50-word profile, and link)
- Option to include a 15 second video with your profile on the sponsorship page
- Dedicated social media post upon commitment, including a link to your company site
- Announcement as sponsor in Thursday eblast upon commitment
- Verbal acknowledgement as sponsor in the opening and closing plenaries
- Your delegate presents Project of the Year Award(s)
- Verbal acknowledgement as sponsor at the Core Value Awards
- Recognition as Core Value Awards Sponsor in sponsor reel played during plenary, in breakout sessions, and on recorded sessions made available post-conference
- Recognition in signage throughout the conference
- Maximum branding at the Core Value Awards
- Conference registrations (2 full), including the opening reception
- Core Value Awards registrations (2)
- Right to use IAP2 logo in your own conference promotions prior to and following the conference
Sponsorship Opportunities

CORE VALUES SPONSORS - $3500 Cdn

- Recognition as sponsor on pre- and post-conference materials including company website (Canada and USA), social media, and email campaigns
- Recognition as Core Value Sponsor on conference website (logo and link)
- Verbal acknowledgement as sponsor at the Core Value Awards
- Recognition as Core Value Awards Sponsor in sponsor reel played during plenary, in breakout sessions, and on recorded sessions made available post-conference
- Recognition in signage throughout the conference
- Branding at the Core Value Awards, including opportunity to have your logo associated with a part of the meal (e.g. wine sponsor, dessert sponsor)
- Conference registrations (1 full), including the opening reception
- Core Value Awards registrations (1)
- Right to use IAP2 logo in your own conference promotions prior to and following the conference
Sponsorship Opportunities

BILINGUAL SPONSOR (French) - $5000 Cdn

Being able to offer quality education and training to P2 professionals is important to IAP2 Canada. Good P2 overcomes language barriers and we start by offering translation (English/French) to our conference delegates.

- Recognition as sponsor on pre- and post-conference materials including company website (Canada and USA), social media, and email campaigns
- Recognition as Bilingualism Sponsor on conference website (logo, 50-word profile, and link)
- Option to include a 15 second video with your profile on the sponsorship page
- Dedicated social media post upon commitment, including a link to your company site
- Announcement as sponsor in Thursday eblast upon commitment
- Verbal acknowledgement as sponsor in the opening and closing plenaries
- Verbal acknowledgement as Bilingualism Sponsor in sessions being translated
- Recognition as Bilingualism Sponsor in sponsor reel played during plenary, in breakout sessions, and on recorded sessions made available post-conference
- Recognition in signage throughout the conference
- Conference registrations (2 full), including the opening reception
- Core Value Awards registrations (2)
- Right to use IAP2 logo in your own conference promotions prior to and following the conference
Sponsorship Opportunities

OPENING RECEPTION SPONSOR - $5000 Cdn

We all look forward to an in-person conference and the opportunity it provides to enjoy the company of our colleagues from across North America and the world. The opening reception is the first opportunity for all delegates to gather together, get caught up and have a little fun. Join in as the sponsor of this event and experience heightened visibility, relationship building opportunities all while communicating your commitment to public engagement.

- Recognition as sponsor on pre- and post-conference materials including company website (Canada and USA), social media, and email campaigns
- Recognition as Opening Sponsor on conference website (logo, 50-word profile, and link)
- Option to include a 15 second video with your profile on the sponsorship page
- Dedicated social media post upon commitment, including a link to your company site
- Announcement as sponsor in Thursday eblast upon commitment
- Verbal acknowledgement as Opening Reception Sponsor at the reception
- Verbal acknowledgement as sponsor in the opening and closing plenaries
- Recognition in sponsor reel played during plenary, in breakout sessions, and on recorded sessions made available post-conference
- Optional product giveaways or marketing material on tables
- Maximum branding at the Opening Reception
- Recognition in signage throughout the conference
- Conference registrations (2 full), including the opening reception
- Core Value Awards registrations (2)
- Right to use IAP2 logo in your own conference promotions prior to and following the conference
Sponsorship Opportunities

FUN SPONSOR - $5000 Cdn

One of the best parts about the North American Conference is the memories and connections made outside of the educational offerings. We have a fabulous agenda of fun, educational, and active activities for you in beautiful Banff, Alberta. Join our delegates for some fun times, great networking and an opportunity to build relationships.

- Recognition as sponsor on pre- and post-conference materials including company website (Canada and USA), social media, and email campaigns
- Recognition as Fun Sponsor on conference website (logo, 50-word profile, and link)
- Option to include a 15 second video with your profile on the sponsorship page
- Dedicated social media post upon commitment, including a link to your company site
- Announcement as sponsor in Thursday eblast upon commitment
- Verbal acknowledgement as Fun Sponsor during the activities
- Verbal acknowledgement as sponsor in the opening and closing plenaries
- Recognition in sponsor reel played during plenary, in breakout sessions, and on recorded sessions made available post-conference
- Optional product giveaways or marketing material on tables
- Branding at the Fun activities
- Recognition in signage throughout the conference
- Conference registrations (1 full), including the opening reception
- Core Value Awards registrations (1)
- Right to use IAP2 logo in your own conference promotions prior to and following the conference
EXHIBITOR - $2750 Cdn

Share your product or service with P2 professionals from across North America and the world, make new connections and generate leads. A table top booth awaits you at the IAP2 North American Conference. There are currently only five available spots for this exclusive opportunity.

- Recognition as exhibitor on pre- and post-conference materials
- Recognition as exhibitor on conference website (logo, 50-word profile, and link)
- Right to use IAP2 logo in your own conference promotions prior to and following the conference
CONFERENCE SCHOLARSHIP PROGRAM - $500 Cdn
You can play a vital role helping to create an inclusive and accessible conference by supporting the Conference Scholarship Program. We offer 10 scholarships to students, and the staff of nonprofit and community-based organizations (subject to application approval).

REFRESHMENT BREAK SPONSOR - $1500 Cdn
Share your brand and engage with the conference delegates during your sponsored break.

MEAL SPONSOR - $3000 Cdn
Research shows that social chats during meals open up opportunities, share your product or service while connecting with delegates.

CHARGING STATION SPONSOR - $1500 Cdn
Help to keep IAP2 conference delegates charged up and connected throughout conference.

LANYARDS SPONSOR - $1500 Cdn
Have your brand visible throughout the conference, wherever delegates may go. Sponsor the conference lanyards and have your logo visible to delegates day and night.
Limited Opportunities!
Sponsorship and exhibitor opportunities are limited
Confirm your participation early

Ready to Confirm?
For questions or to confirm your sponsorship, please contact:
Anita Wasiuta
Email: sponsorship@iap2canada.ca
Phone: 778-584-5777

Follow the Conversation
Follow us on LinkedIn, Facebook, Twitter, and our website
## Sponsorship Opportunities at a Glance

<table>
<thead>
<tr>
<th></th>
<th>TITLE</th>
<th>TECHNOLOGY LEAD</th>
<th>TECHNOLOGY CORE VALUES LEAD</th>
<th>CORE VALUES LEAD</th>
<th>BILINGUALISM LEAD</th>
<th>OPENING RECEPTION</th>
<th>FUN LEAD</th>
<th>EXHIBITOR LEAD</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$17,500</td>
<td>$7,500</td>
<td>$3,500</td>
<td>$2,500</td>
<td>$5,000</td>
<td>$5,000</td>
<td>$5,000</td>
<td>$2750</td>
</tr>
</tbody>
</table>

### Number available

- Dedicated social media post including a link to your company site
  - $17,500: 1
  - $7,500: 4
  - $3,500: 5
  - $2,500: 1
  - $5,000: 1
  - $5,000: 1
  - $5,000: 2
  - $5,000: 5-6

- Announced as sponsor in Thursday eblast
  - $17,500: 2
  - $7,500: 1

- Option to include a video with your profile on sponsorship page
  - $17,500: 1 min.
  - $7,500: 30 secs.
  - $3,500: 15 secs.
  - $2,500: 15 secs.
  - $5,000: 15 secs.

- Opportunity to send an email to members in in lead up to conference (IAP2 Canada approved, email will be sent by IAP2 Canada)
  - $17,500: 2

- Exhibit Space
  - $17,500: x

- Opportunity to welcome delegates at opening plenary
  - $17,500: x

- Opportunity to introduce the opening keynote speaker
  - $17,500: x

- Verbal acknowledgement as sponsor in the opening and closing plenaries
  - $17,500: x

- Optional product giveaways and marketing on tables
  - $17,500: Plenary
  - $7,500: Tech Panel

- Brand visibility at event
  - $17,500: Opening Reception
  - $7,500: Tech Panel
  - $3,500: Awards Gala
  - $2,500: Awards Gala
  - $5,000: Opening Reception

- Technology Sponsors session during a meal (2 options to choose from)
  - $17,500: Lead
  - $7,500: Participate

- Full conference registration, including opening reception
  - $17,500: 4
  - $7,500: 2
  - $3,500: 1
  - $2,500: 2
  - $5,000: 2
  - $5,000: 1

- Core Value Awards Registration
  - $17,500: 4
  - $7,500: 2
  - $3,500: 1
  - $2,500: 2
  - $5,000: 2
  - $5,000: 1

- Sponsor Delegate presents Project of the Year Awards
  - $17,500: Tech Panel

- Verbal Recognition @
  - $17,500: Tech Panel
  - $7,500: Tech Panel
  - $3,500: Awards Gala
  - $2,500: Awards Gala
  - $5,000: Translated Sessions
  - $5,000: Opening Reception
  - $5,000: Fun Events

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### Sponsorship Benefits

<table>
<thead>
<tr>
<th>TYPE OF SPONSOR</th>
<th>NUMBERS AVAILABLE</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scholarship Sponsor</td>
<td>10</td>
<td>$500</td>
</tr>
<tr>
<td>Refreshment Break Sponsor</td>
<td>4</td>
<td>$1500</td>
</tr>
<tr>
<td>Meal Sponsor</td>
<td>4</td>
<td>$3000</td>
</tr>
<tr>
<td>Charging stations</td>
<td>1</td>
<td>$1500</td>
</tr>
<tr>
<td>Lanyards</td>
<td>1</td>
<td>$1500</td>
</tr>
</tbody>
</table>
If you prefer to fill-out the form as a Word document, please [click here](#) to download the .docx version.

Business / Organization Name

Type of business/industry

Contact Name & Position

Phone

Email

Mailing Address

Province/State

Postal/Zip Code

Country: Canada or USA

Indicate Choice:

- Title Sponsor ($17,500 CDN)
- Technology Lead Sponsor ($7500 CDN)
- Core Values Lead Sponsor ($5000 CDN)
- Bilingualism Sponsor ($5000 CDN)
- Opening Reception Sponsor ($5000 CDN)
- Fun Sponsor ($5000 CDN)
- Technology Sponsor ($3500 CDN)
- Meal Sponsor ($3000 CDN)
- Core Values Sponsor ($2500 CDN)
- Refreshment Break Sponsor ($1500 CDN)
- Lanyards Sponsor ($1500 CDN)
- Scholarship Sponsor ($500 CDN)
- Exhibitor ($2750 CDN)

Subtotal of sponsor level

GST (5%)

TOTAL AMOUNT DUE:

I confirm that I have read and understand the terms and conditions of my selected sponsor/exhibitor category

Name ___________________________ (E-)Signature ___________________________

Date ________________ Please complete and forward booking form to: sponsorship@iap2canada.ca
Access the full **Terms and Conditions**

1. All sponsorships will be awarded on a first-come, first-served basis. Sponsors need to be committed to the practice of public participation and community engagement.

2. IAP2 Canada reserves the right to accept or reject Sponsors without giving reasons.

3. Placement and size of logos included in the Event material will be at the discretion of the Event Organizers and will reflect the level of support given by your organization.

4. Sponsors are required to provide their logo image in the format requested by IAP2 Canada and other details required by IAP2 Canada within 10 working days of acceptance of this sponsorship.

5. All company representatives must complete an event registration form (for name tag and catering purposes).

6. All company representatives attending and participating in the event must register and pay the nominated registration fee. Some packages include sponsor registrations in which case this fee is not payable, however a completed registration form is still required. Additional registrations may be purchased at the nominated rates.

7. A completed and signed sponsorship confirmation form must be submitted to initiate sponsorship. Subject to acceptance of the sponsorship, an invoice and contract outlining requirements will be provided. The sponsorship will not be deemed confirmed until the required payment has been made and the completed contract returned to IAP2 Canada.
CANCELLATION POLICY

Cancellation by Sponsor

Due to the considerable administration associated with this event:

- A cancellation fee of $500 or the equivalent 10% of the sponsorship/exhibit fee will be incurred should confirmed agreements be cancelled prior to, and including, June 21, 2022.
- Cancellations 12 weeks before the event (June 22, 2022) will be subject to a 50% cancellation fee.
- Cancellations 6 weeks before the event (August 3, 2022) will be subject to a 100% cancellation fee.
- All requests for cancellations must be made in writing to the IAP2 Canada executive director.

Cancellation by Organizer (IAP2 Canada)

If Sponsor fails to make a payment required by this Contract in a timely manner, the Organizer may terminate this Contract (and Sponsor’s participation in the Event) without further notice and without obligation to refund any monies previously paid. The Organizer may also terminate this Contract effective upon written notice of termination if Sponsor breaches any of its obligations under this Contract or any other contract or arrangement with Organizer, without any obligation on the Organizer’s part to refund any payments previously made and without releasing Sponsor from any liability arising as result of or in connection with such breach. If the Organizer removes or restricts an exhibit that it considers to be objectionable or inappropriate, no refund will be due to Sponsor.

Cancellation of the Event

If the Organizer cancels the Event due to circumstances beyond the reasonable control of the Organizer (such as acts of God, acts of war, governmental emergency), the Organizer shall refund to Sponsor its payment previously paid, minus a share of costs and expenses incurred by Organizer, in full satisfaction of all liabilities of Organizer to Sponsor. The Organizer reserves the right to cancel, rename or change the Event Dates.

If the Organizer changes the Event to dates that are not more than 30 days earlier or 30 days later, no refund will be due. If the Organizer elects to cancel the Event other than for a reason previously described in this paragraph, the Organizer shall refund to Sponsor its entire payments for exhibit space, in full satisfaction of all liabilities of Organizer to Exhibitor.

In the unlikely the Event fails or refuses to provide the services as outlined in this agreement, or any part thereof, except by Force Majeure, and such failure continues for a period of fifteen (15) business days after written notice from Sponsor to Organizer, Sponsor may terminate this agreement without further obligation to IAP2 Canada. Any fee(s) paid to the Organizer at the time of such default, minus actual expenses incurred by the Event toward that sponsorship shall be returned to Sponsor within thirty (30) days.