



North American 2014 Conference

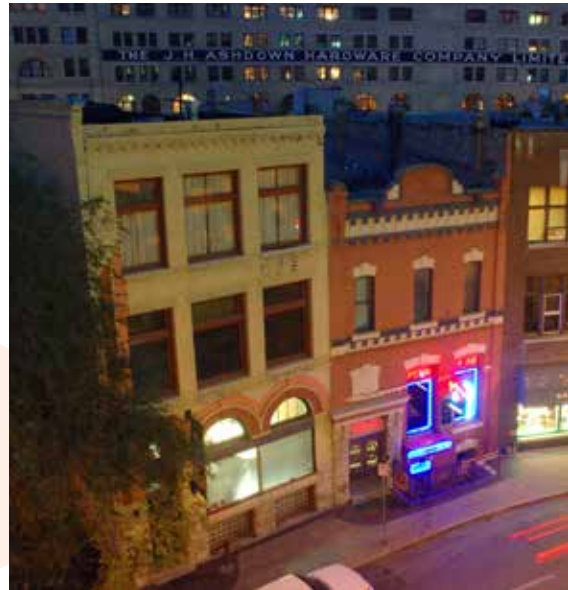
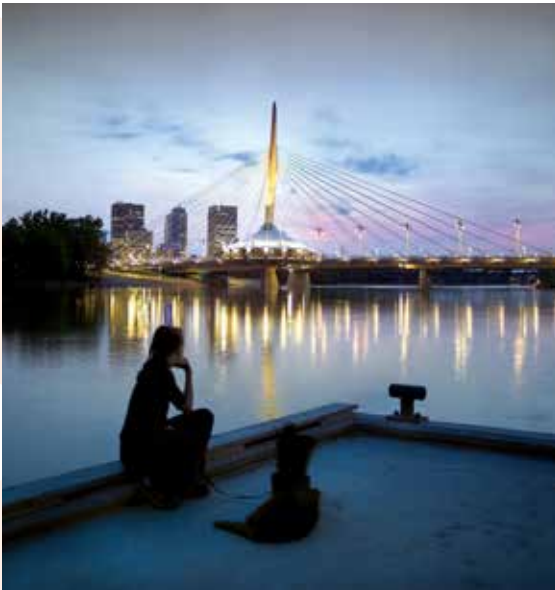
**Reflecting Forward**  
Public Participation  
Yesterday, Today, and Tomorrow

September 28 – 30, 2014 | WINNIPEG, MANITOBA, CANADA

# SPONSORSHIP PACKAGE

## ABOUT THE CONFERENCE

In the fall of 2014, IAP2 Canada and IAP2 USA will host the 3rd Annual North American IAP2 Conference in Winnipeg, Manitoba, Canada. From September 28-30, approximately 200 people interested in public engagement will come together to share experiences, learn together and inspire one another to advance the practice of public participation. The conference will bring together key public participation leaders from all levels of government, private industry, public service, and academia from across North America.



This year's conference theme is "Reflecting Forward: Public Participation Yesterday, Today, and Tomorrow". Sessions will represent the diversity of the public engagement field. For up to date information including program details, visit [iap2canada.ca/2014naconference](http://iap2canada.ca/2014naconference).



## **WHY YOU SHOULD SPEND YOUR MARKETING DOLLARS HERE**

IAP2 Canada is a volunteer run organization in its third year of operations. Just as we depend on our volunteers to make our organization work, we also need the support of organizations such as yours who are committed to our programming for members. We have developed our conference sponsorship opportunities with the intention of providing a variety of benefits to suit your organization's goals so that you receive good value for your marketing dollars. This is a great opportunity to reach 200+ public engagement professionals who will be attending the conference from across Canada and the United States.

Organizations such as yours, that consider themselves leaders in the field of public participation, will get great benefit from promoting your company's experience, leadership and services to this group of participants. Our Sponsor Relations team will provide a personalized approach and work directly with you to ensure your needs are met in providing the exposure associated with the level you choose before the conference, and at the event.

## **SPONSORSHIP OPPORTUNITIES**

*We want to make sure that you get the biggest bang for your sponsorship dollars, so we're offering you a menu of benefits to choose from. Select as many recognition and engagement opportunities as appeal to you, but hurry, because there are a limited number of opportunities to showcase your organization at this exciting event.*



## APPETIZERS

**LOGO RECOGNITION** *(unlimited)*.....\$500

You provide us with a high resolution logo and we put it on the conference website and in the conference program, to be seen by over 200 delegates and potential delegates from across North America.

**EXHIBIT SPACE** *(8 available)*.....\$1500

Share your company’s message with conference delegates over a three day period by purchasing booth space in our high traffic exhibit area. Greet current contacts and build your network during the 12 health and networking breaks throughout the conference. Includes one free conference registration.

**NAMING RIGHTS** *(6 available)*.....\$1000

Have your company recognized as the sole sponsor of one of six health and networking breaks, with thanks in the program and logo recognition on display throughout the break.



## MAINS

**TECHNOLOGY FAIR** *(8 available)*.....\$500

Do you have a product our delegates need to know about? Sign up for a spot at the conference Tech Fair, where vendors of technologies that support all aspects of public participation come together in one arena for delegates to see.

**EVENT SPONSOR** *(2 available)*.....\$2000

Be recognized as the sole sponsor of either the Welcome Reception or Core Values Awards with your logo on display throughout the event, and with a speaker at the podium to bring greetings from your company. Includes one free conference registration.

**CONVERSATION STARTER** *(2 available)* .....\$5000

Engage with all 200+ conference delegates in a conversation on a question of your choice. Conference staff will facilitate the dialogue and provide the input gathered back to you as you are recognized as the conversation host in the program, with prominent logo displays throughout the conversation period, and with a speaker to welcome delegates and kick off the discussion. Includes one free conference registration.



# DESSERTS

## PROGRAM ADVERTISEMENT

Give conference delegates the opportunity to get to know you and see your message again and again as they reference the conference program throughout the event, with an advertising space the size of your choice.

<b>Full page</b> (1 available).....	<b>\$3000</b>
<b>1/2 page</b> (2 available).....	<b>\$2000</b>
<b>1/4 page</b> (4 available).....	<b>\$1000</b>

<b>SPONSOR-A-CITIZEN</b> (unlimited).....	<b>\$850</b>
---	--------------

Demonstrate your commitment to inclusive public engagement by providing the funds needed for a citizen to attend the whole conference who otherwise would not be able to afford to do so. You will be thanked and recognized with the opportunity to attend a reception with all citizens who were sponsored to attend, along with recognition in the conference program as a supporter of citizen engagement.

<b>SPONSOR-A-CITIZEN FOR A DAY</b> (unlimited).....	<b>\$550</b>
---	--------------

Demonstrate your commitment to inclusive public engagement by providing the funds needed for a citizen to attend the conference for one day who otherwise would not be able to afford to do so. You will be thanked and recognized with the opportunity to attend a reception with all citizens who were sponsored to attend, along with recognition in the conference program as a supporter of citizen engagement.



## TO BECOME A SPONSOR OR FIND OUT MORE, CONTACT:

**ANNE HARDING** / Chair, Sponsor Relations  
**EMAIL** / [annekathleenharding@gmail.com](mailto:annekathleenharding@gmail.com)