



## NATIONAL CONSULTATION ON CAREER DEVELOPMENT AND WORKFORCE LEARNING

January 19–21, 2009 • Doubletree by Hilton—Toronto Airport • Toronto

The Conference Board of Canada  
Insights You Can Count On



### INVITATION TO SPONSOR—

We invite you to play a leadership role in the **2009 National Consultation on Career Development and Workforce Learning**, an annual event that brings together over 500 delegates representing business, labour, and policy makers from across Canada and around the globe. The key objectives of this event centre on enhancing career development opportunities, improving workforce learning initiatives, improving standards and challenging organizational change.

The Conference Board of Canada has earned a reputation for delivering high-quality events with expert speakers and insightful programs. **Sponsorship** is a key component of this success. By sponsoring the **2009 National Consultation on Career Development and Workforce Learning**, your organization will:

- Confirm your organization's role as a leader;
- Receive national recognition through event promotions, web links, event signage and inserts in the delegate kit bags; and
- Ensure that we can provide a first class learning and professional development event.

### Why Invest as a Sponsor Partner?

Canada's market leaders enjoy higher revenues, higher share prices and levels of innovation—and many affirm their leadership through *sponsor partnership* with The Conference Board of Canada. Our events explore the most important business trends and issues.

As a Sponsor Partner, you will facilitate business insight by:

- Promoting investment in skills development and workforce learning for a more competitive, vital Canada;
- Raising awareness about the importance of career development strategies and how they motivate employees to reverse the skills shortage;
- Recognizing the links between training and increased profits; and
- Identifying leadership through diversity, workplace training, employability and business success.

### What Your Investment Buys

Your sponsorship is a sound investment that will support the success of your business strategy. Partnering with The Conference Board of Canada on this event will result in the following for your organization:

- Association with an event that addresses today's critical issues—reflecting on the theory and revealing the practice;
- Highly polished marketing for the event, to draw the audiences you wish to reach;
- An event agenda that carefully explores the relevant facets of the event topics;
- Leading experts that will address the main issues; and
- Responsive Conference Board staff on hand to manage the event and ensure that it meets your expectations.





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## Benefits and Advantages

Partnering with The Conference Board of Canada as an Event Sponsor will afford your organization the following benefits and advantages:

- Market leadership development, through a role that fosters dialogue on key business issues and trends;
- Prospects and sales generation, by bringing customers to you;
- A respected forum for your ideas on topics that affect your business;
- Amplification of your message, by providing a setting of heightened receptiveness;
- Enhanced influence, through face-to-face opportunities to engage in dialogue with thought and decision leaders;
- A practical, well respected avenue to market leadership;
- Opportunities to form important, new business relationships;
- Flexible options in Sponsor Partner level, involvement and commitment; and
- Backing of our 50 years of experience as Canada's premier event provider.

## **SUMMARY OF SPONSORSHIP OPPORTUNITIES** *(details and benefits are attached)*

### **Event Sponsorship – suggested levels:**

\$85,000	Lead Sponsor
\$50,000	Partner Sponsor
\$30,000	Special Services Sponsor
\$20,000	Host Sponsor
\$ 7,000	Workshop Sponsor
\$ 5,000	Networking Sponsor

***We would be happy to customize a sponsorship package that will address the specific needs of your organization.***

*For more information, please contact: Linda Scott, Program Manager*

Phone: 1-888-801-8818 or 613-526-3090, ext. 277 ♦ E-mail: [scott@conferenceboard.ca](mailto:scott@conferenceboard.ca)





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## NATCON 2009 — SPONSORSHIP OPPORTUNITIES

Category	Benefits
<p><b>\$85,000</b></p> <p><b>Lead Sponsor</b></p>	<p>Our <b>Lead Sponsor</b> level delivers maximum recognition and promotion opportunities. A <b>Lead Sponsor</b> gains <b>exclusive</b> association with the topic area and recognition as a leader in this field.</p> <ul style="list-style-type: none"> <li>• Input into and consultation on the event agenda</li> <li>• Recognition through a <b>key</b> speaking role, and added visibility, at the event</li> <li>• Promotion through logo placement on print and electronic material and advertising, including mailings, event signage and event agenda</li> <li>• Recognition through profile on the Conference Board's event web site</li> <li>• Promotion through an opportunity to display material at your own Corporate booth at the event and through delegate kit inserts</li> <li>• Ten (10) complimentary registrations to the event</li> <li>• A reduced registration price for colleagues, clients and other key contacts</li> </ul>
<p><b>\$50,000</b></p> <p><b>Partner Sponsor</b></p>	<p>Our <b>Partner Sponsor</b> level delivers maximum recognition and promotion opportunities. A <b>Partner Sponsor</b> gains <b>exclusive</b> association with the topic area and recognition as a leader in this field.</p> <ul style="list-style-type: none"> <li>• Recognition through a <b>prominent</b> speaking role at the event</li> <li>• Promotion through logo placement on print and electronic material and advertising, including mailings, event signage and event agenda</li> <li>• Recognition through profile on the Conference Board's event web site</li> <li>• Promotion through an opportunity to display material at a your own Corporate booth at the event and through delegate kit inserts</li> <li>• Five (5) complimentary registrations to the event</li> <li>• A reduced registration price for colleagues, clients and other key contacts</li> </ul>



Category	Benefits																		
<p><b>\$30,000</b></p> <p><b>Special Services Sponsor</b></p>	<p>Our <b>Special Services Sponsor</b> level delivers maximum recognition and promotion opportunities. The <b>Special Services Sponsor will play a key role in ensuring that the language needs for all delegates are addressed.</b> The Special Services Sponsor demonstrates commitment to the importance of providing language services and responding to these needs in and throughout the event.</p> <p>Required language needs:            ✓ simultaneous translation (English / French)  <u>or</u>            ✓ ASL sign language (plenary sessions and in workshops, upon individual request)            ✓ ASL event scribe (s) (plenary session and in workshops, upon individual request)            ✓ event recording</p> <ul style="list-style-type: none"> <li>• Recognition through a daily <b>public announcement</b> at the event of your key role as Special Services Sponsor</li> <li>• Promotion through logo placement on print and electronic material and advertising, including mailings, event signage and event agenda</li> <li>• Recognition through profile on the Conference Board's event web site</li> <li>• Promotion through an opportunity to display material at your own Corporate booth at the event and through delegate kit inserts</li> <li>• Three (3) complimentary event registrations</li> <li>• A reduced registration price for colleagues, clients and other key contacts</li> </ul>																		
<p><b>\$20,000 to \$7,000</b></p> <p><b>Host Sponsor</b></p>	<p>Our <b>Host Sponsor</b> level delivers the important recognition and relationship-building opportunities that develop in a relaxed, informal setting, all for a modest investment (savings on event registration contingent on sponsorship level).</p> <ul style="list-style-type: none"> <li>• Promotion through logo placement on print and electronic advertising, including mailings, event agenda and event display signage.</li> <li>• Promotion through an opportunity to display material at your own Corporate booth at the event, with one person at your booth and one person attending event sessions</li> <li>• Recognition through profile on the Conference Board's event web site</li> <li>• Two (2) complimentary event registrations</li> </ul> <p><b>OPTIONS:–</b></p> <table border="1" data-bbox="359 1332 1380 1803"> <thead> <tr> <th>Function</th> <th>Features</th> <th>Price</th> </tr> </thead> <tbody> <tr> <td>1. Deluxe Breakfasts</td> <td>✓ Breakfast for three days (2 cold buffet; one hot protein breakfast)</td> <td>\$20,000</td> </tr> <tr> <td>2. Working Breakfasts</td> <td>✓ Breakfast for three days (continental breakfasts)</td> <td>\$15,000</td> </tr> <tr> <td>3. Luncheon</td> <td>✓ Luncheon for two days (cash-and-carry lunch stations)</td> <td>\$15,000</td> </tr> <tr> <td>4. Evening Reception</td> <td>✓ Opportunity to network over refreshments and hors d'oeuvres</td> <td>\$10,000</td> </tr> <tr> <td>5. Workshop</td> <td>✓ Opportunity to be identified as a leader in a specific topic area</td> <td>\$7,000</td> </tr> </tbody> </table>	Function	Features	Price	1. Deluxe Breakfasts	✓ Breakfast for three days (2 cold buffet; one hot protein breakfast)	\$20,000	2. Working Breakfasts	✓ Breakfast for three days (continental breakfasts)	\$15,000	3. Luncheon	✓ Luncheon for two days (cash-and-carry lunch stations)	\$15,000	4. Evening Reception	✓ Opportunity to network over refreshments and hors d'oeuvres	\$10,000	5. Workshop	✓ Opportunity to be identified as a leader in a specific topic area	\$7,000
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<p><b>\$5,000</b></p> <p><b>Networking Sponsor</b></p>	<p>Our <b>Networking Sponsor</b> level guarantees visibility throughout the day and particularly during networking coffee breaks. <b>Networking</b> Sponsors have a unique opportunity to share information with those they might not otherwise reach.</p> <ul style="list-style-type: none"> <li>• Promotion through logo placement on print and electronic advertising, including mailings, event agenda and event display signage</li> <li>• Promotion through an opportunity to display material at your own Corporate booth at the event, with one person at your booth and one person attending event sessions</li> <li>• Recognition through profile on the Conference Board's event web site</li> <li>• One (1) complimentary event registration</li> </ul>

***BUILD YOUR OWN SPONSORSHIP PACKAGE!!!***

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***[www.natcon.org](http://www.natcon.org)***

