

NATIONAL CAREER DEVELOPMENT CONFERENCE

Shaw Centre, Ottawa, Canada

January 27-29, 2020

CANNEXUS20

By/Par CERIC

EXHIBITOR & SPONSOR PROSPECTUS



**Deadline for
submitting
advertising
materials**

“Cannexus remains the #1 event through which to connect with colleagues from across Canada that are mutually passionate about and committed to ensuring that career development is relevant and accessible for all Canadians.”

– Dr Lorraine Godden, Assistant Professor, Queen’s University

Supported by The Counselling Foundation of Canada and a broad network of supporting organizations.

Check **Cannexus.ca** regularly for the latest information!

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Conference Information



DATE

January 27- 29, 2020



LOCATION

Shaw Centre
55 Colonel By Drive
Ottawa, Ontario
Canada K1N 9J2
1.800.450.0077
613.563.1984



EXPECTED ATTENDANCE

1,200



CONFERENCE ORGANIZER

CERIC

Foundation House
2 St Clair Avenue East, Suite 300
Toronto, Ontario
Canada M4T 2T5
416.929.2510



CERIC CONTACT

Sandra Francescon
Conference & Event Manager
416.929.2510 x126
sandra@ceric.ca

About CERIC

CERIC is a charitable organization that advances education and research in career counselling and career development. For more information about ceric, visit ceric.ca.

Mission

To encourage and provide education and research programs related to the development, analysis and assessment of the current counselling and career development theories and practices in Canada.

Vision

To increase the economic and social wealth and productivity of Canadians through improved quality, effectiveness and accessibility of counselling programs, especially in the areas of counselling and career education.

Programs & Publications

CAREERWISE ORIENTATION

These sites help people working in career development across Canada stay up to date on the top news and trends. Popular weekly newsletters curate the best of the sites.

CANADIAN
JOURNAL OF
CAREER
DEVELOPMENT

REVUE
CANADIENNE DE
DÉVELOPPEMENT
DE CARRIÈRE

Canadian Journal of Career Development (CJCD) is Canada's only peer-reviewed academic journal of career-related academic research and best practices.

CAREERING

Careering magazine is a resource by and for career development professionals in Canada, with analysis and reflection of the latest theories, practices and resources.

GRADUATE
STUDENT
ENGAGEMENT
PROGRAM

PROGRAMME DE
MOBILISATION
DES ÉTUDIANTS AUX
CYCLES SUPÉRIEURS

CERIC encourages the engagement of Canada's full-time graduate students whose academic focus is in career development and/or related fields through the Graduate Student Engagement Program (GSEP).

What is Cannexus?

As Canada's largest bilingual National Career Development Conference, Cannexus has grown exponentially since its inception in 2007, now attracting over 1,200 delegates from the career counselling and career and workforce development fields.

Why Cannexus?

Cannexus offers an unmatched opportunity to reach an audience of over **1,200** career development practitioners, career counsellors and related professionals from across Canada in both English and French languages.

Your participation as a Cannexus sponsor, exhibitor or advertiser will provide you with opportunities to:



Showcase your products, programs and services



Capture leads and increase sales



Provide thought leadership



Position your organization as an employer of choice



Increase awareness of your organization



Expand your circle of influence and grow your stakeholder base



Networking!
Networking!
Networking!



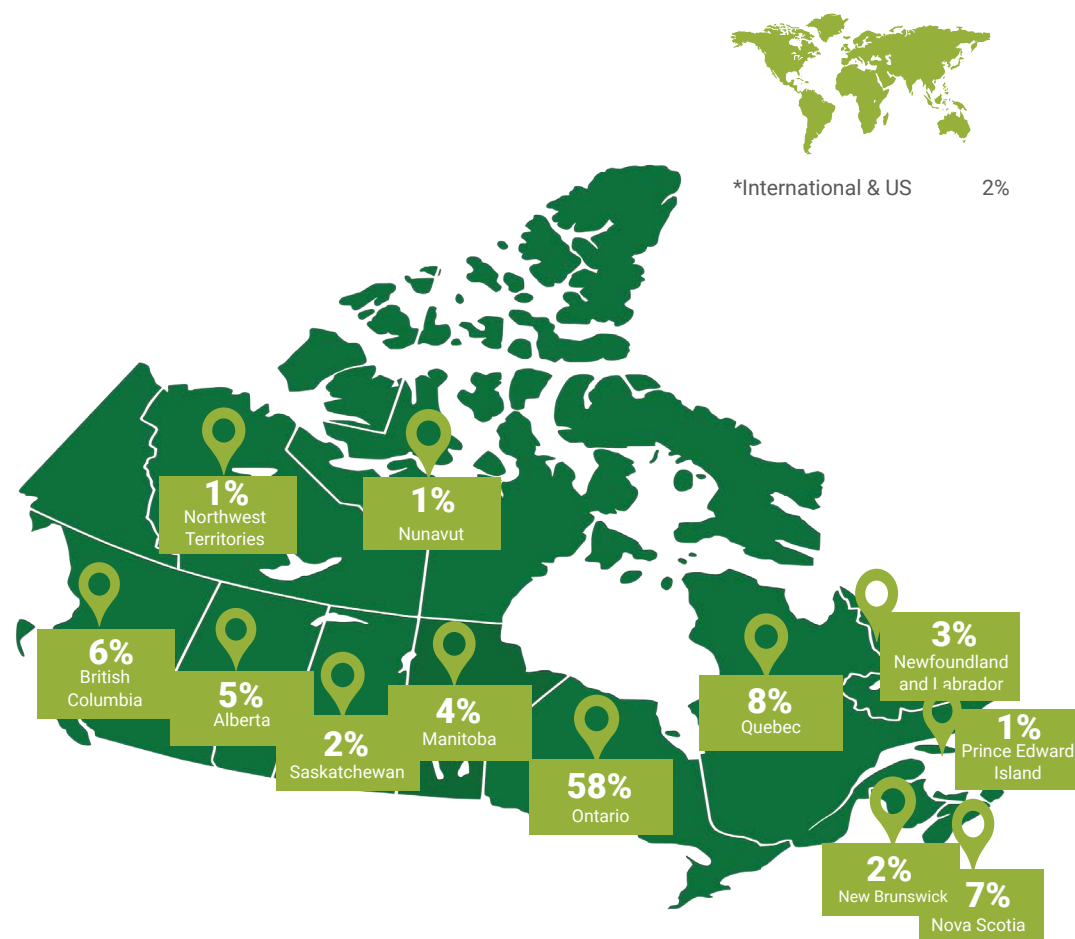
If you work in career development, this is the conference to attend. I learned practical things, made valuable connections and am confident I can go home and improve my workplace immediately and in the future. I will definitely be back.



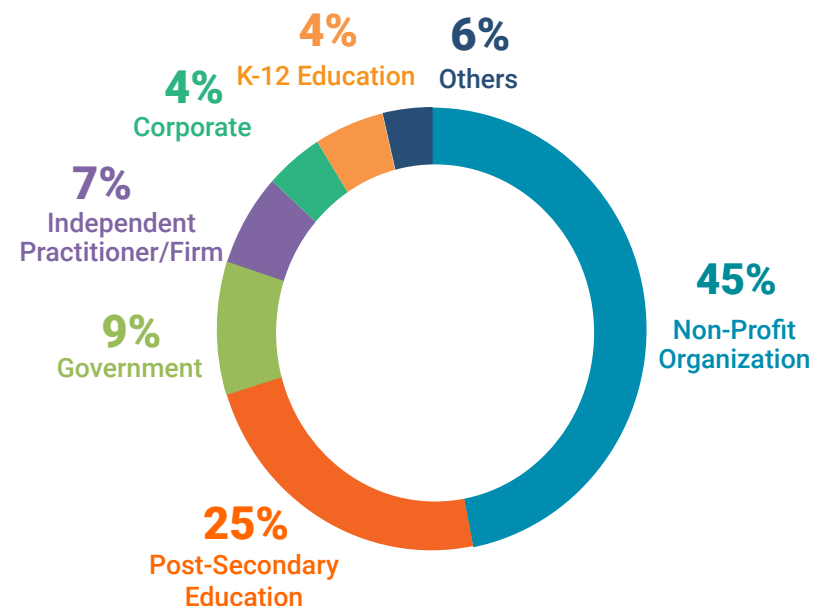
Blessie Mathew, Manager
Career Education, University of Alberta

Who Attends Cannexus?

AUDIENCE BY LOCATION



AUDIENCE BY SECTOR

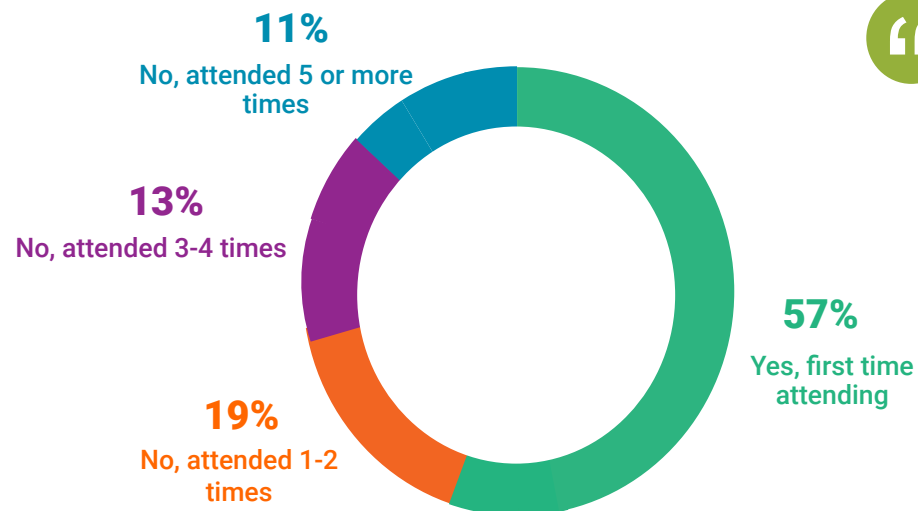


AUDIENCE BY PROFESSION

- Career Development Practitioners
- Employment Advisors
- Career & Guidance Counsellors
- Career & Life Coaches
- Career Educators, Trainers & Facilitators
- Vocational Educators & Trainers
- Job Developers
- Vocational Rehabilitation Specialists
- Executive Directors, Managers & Co-ordinators
- Human Resource Professionals
- Academics & Students
- Mental Health, Social Services & Immigrant Services Workers
- Workforce Planners

First Timers

Approximately 50% of Cannexus delegates are First Timers. That means you have the opportunity to meet with new delegates every year!



“

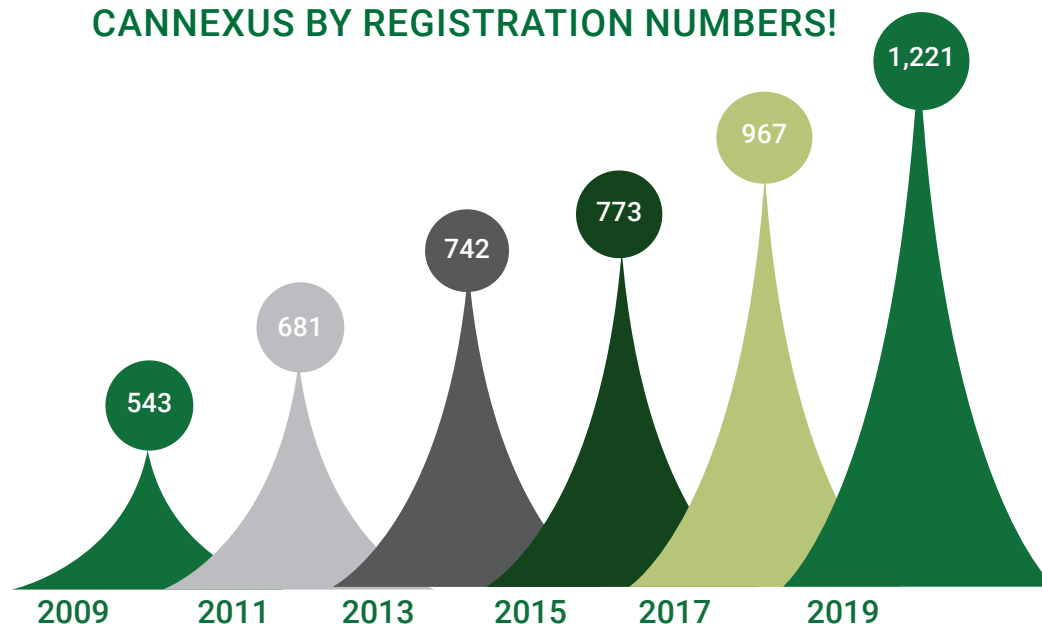
As a Cannexus first-timer, I walked away from the conference feeling like I had found “my people.” I love that I was able to find a community of individuals who were as passionate about career development as I was and am leaving with so many new friends and colleagues that I had the pleasure of learning from, over just a few short days.

”

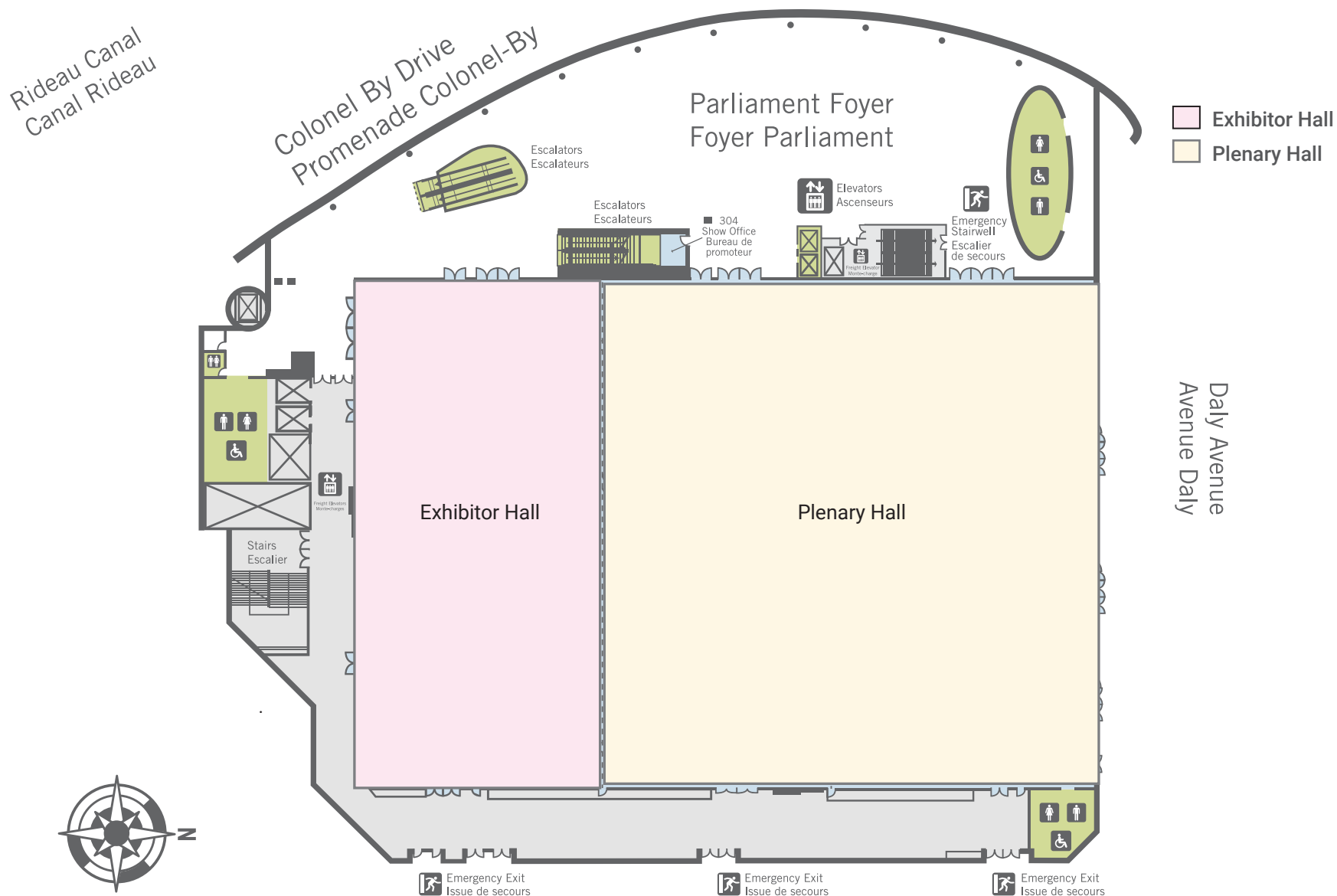
Carol Lam, Coordinator
Career Exploration, University of Toronto



CANNEXUS BY REGISTRATION NUMBERS!



Conference Venue: Shaw Centre Level 3



Exhibitors

Exhibitor Showcase: Monday, January 27 and Tuesday, January 28, 2020

EXHIBITOR FEES	PAY BEFORE NOVEMBER 6, 2019	PAY AFTER NOVEMBER 6, 2019
10' Exhibitor Space	\$1,750	\$1,900
10' Exhibitor Space: Non-profit rate*	\$1,575	\$1,700
3-Day Additional Exhibitor Staff*	\$440	\$440

* All prices subject to 13% HST

* 2 full 3-day conference registrations already included.

EXHIBITOR PACKAGE

INCLUDED	<ul style="list-style-type: none"> • 10' X 10' space with a wastebasket, two chairs and a 6' draped and skirted table • Exhibitor receives 2 full 3-day conference registrations, including meals (3) breakfasts, (2) lunches, refreshment breaks, welcome reception and admittance to all keynotes and concurrent sessions • Listing in conference programme, website and Cannexus app • Shared basic 15 amp 120 v circuit electrical service • Wi-fi access
NOT INCLUDED	<ul style="list-style-type: none"> • Hard-wired Internet connection(s) • Lead generation (Cannexus app - extra charges apply) • Canadian customs broker • Hotel (competitive room block rates are available) & travel (discounts provided by train/air carriers) • Shipping and handling of materials is an extra cost to be covered by the exhibitor. Arrangements can be made through the show supplier, Freeman • Extra furniture, lighting and exclusive electrical can also be purchased through Freeman <p>Freeman contact: Jamie Holland, at 613.748.7180 x243 or email jamie.holland@freemanco.com</p>



“Heading to Cannexus is like a trip to another planet full of like-minded people with common ideals and a genuine passion for people. It is where I find my flock each year to learn, share and grow and fill my basket of inspiration.”

Gayle Draper, Owner
Intentional Careers and Human Resources

Sponsorship

We understand that each potential sponsor has unique marketing resources and business objectives. In an effort to meet these needs, we have a range of sponsorship and advertising opportunities to suit every budget. Let us work with you to customize a package that meets your organizational goals.

Zone Sponsorship

Zone sponsorship affords organizations who would otherwise not be able to attend, the opportunity to participate in the conference.

- Social Enterprise Career Marketplace
- Reconciliation Zone
- Mental Health Zone



ZONE SPONSORSHIP

\$5,000

INCLUDED

- Zone branding (Sponsoring company logo on Zone signage)
- Company logo recognition (Cannexus programme, eblasts, app, website on-site signage and conference PowerPoint loop)
- Sponsor receives 2 full (3-day) conference registrations
- 5 tabletop spots (filled in collaboration with CERIC)
- Each participating tabletop receives: 1 complimentary full conference registration (valued at \$600); 4' draped table display; wi-fi access

Premium Sponsorship

NEW!

Welcome Reception Sponsor

\$10,000

All attendees are welcome to join this reception on Monday night in the Exhibit Hall and Parliament Foyer where we feature wine and reception-style food stations.

- 10' x 10' booth & 2 full conference registrations
- 2-5 minutes of stage remarks during the Monday lunch before the emcee announcements
- Signage in the Exhibit Hall and Parliament Foyer
- 1 full-page colour ad in Cannexus programme
- Company logo recognition prior to the conference on eblasts, promotional brochure & Cannexus website
- Company logo recognition on-site: branded napkins, exclusive event signage in reception area, Cannexus welcome signage, conference PowerPoint loop, mobile app and programme
- Ability to provide a brochure or company information in your exhibitor profile in the conference app

NEW!

World Cafe Sponsor

\$10,000

Gain exposure to 1,200 delegates in this exciting and interactive plenary session.

- 10' x 10' booth & 2 full conference registrations
- 2-5 minutes of stage remarks, including introduction of the session
- Work with CERIC on shaping the content for the session, as well as the galvanizing questions that attendees will discuss
- Tent cards/table swag on tables during plenary
- 1 full-page colour ad in Cannexus programme
- Company logo recognition prior to the conference on eblasts, promotional brochure & Cannexus website
- Company logo recognition on-site: Cannexus welcome signage, conference PowerPoint loop, mobile app and programme
- Ability to provide a brochure or company information in your exhibitor profile in the conference app

SOLD

Keynote Sponsors

\$6,000

Gain exposure to 1,200 delegates during a high-calibre plenary session keynote, including the opportunity for you to deliver remarks from the stage.

- 10' x 10' booth & 2 full conference registrations
- 2-5 minutes of stage remarks, including introduction of the keynote
- Tent cards/table swag on tables during plenary
- 1 full-page colour ad in Cannexus programme
- Company logo recognition prior to the conference on eblasts, promotional brochure & Cannexus website
- Company logo recognition on-site: Cannexus welcome signage, conference PowerPoint loop, mobile app and programme
- Ability to provide a brochure or company information in your exhibitor profile in the conference app

Premium Sponsorship

Spark! Luncheon Sponsor

\$6,000

Spark! presentations brings you TED-style talks to “spark!” you to think differently about your work. This opportunity gives you exposure to over 1,200 delegates during the Tuesday lunch.

- 10' x 10' booth & 2 full conference registrations
- 2-5 minutes of stage remarks, including introduction of the Spark! session
- Tent cards/table swag on tables during plenary
- 1 full-page colour ad in Cannexus programme
- Company logo recognition prior to the conference on eblasts, promotional brochure & Cannexus website
- Company logo recognition on-site: Cannexus welcome signage, conference PowerPoint loop, mobile app and programme
- Ability to provide a brochure or company information in your exhibitor profile in the conference app

Delegate Bag Sponsor

\$5,000

Gain exposure to 1,200 delegates with your company logo branded on the conference bags handed out to all attendees!

- 10' x 10' booth & 2 full conference registrations
- Your company logo branded on delegate bags
- 1/2-page colour ad in Cannexus programme
- Company logo recognition prior to the conference on eblasts, promotional brochure & Cannexus website
- Company logo recognition on-site: Cannexus welcome signage, conference PowerPoint loop, mobile app and programme
- Ability to provide a brochure or company information in your exhibitor profile in the conference app

Recharge Station Sponsor

\$5,000

Delegates come directly to your booth to charge their phone!

- 10' x 10' booth & 2 full conference registrations
- Placement of a multi-pronged display for charging mobile devices (exclusively branded with your logo) at your booth
- 1 full-page colour ad in Cannexus programme
- Company logo recognition prior to the conference on eblasts, promotional brochure & Cannexus website
- Company logo recognition on-site: Cannexus welcome signage, conference PowerPoint loop, mobile app and programme
- Ability to provide a brochure or company information in your exhibitor profile in the conference app

Classic Sponsorship

Mobile App Sponsor

\$5,000

High visibility on the app splash page before and during Cannexus while delegates are engaged with their smartphones and other mobile devices.

- 10' x 10' booth & 2 full conference registrations
- Exclusive branding with your logo on popular Cannexus app (includes pre-scheduled sponsored messages and push notifications)
- 1 full-page colour ad in Cannexus programme
- Company logo recognition prior to the conference on eblasts, promotional brochure & Cannexus website
- Company logo recognition on-site: Cannexus welcome signage, conference PowerPoint loop, mobile app and programme
- Ability to provide a brochure or company information in your exhibitor profile in the conference app

Workforce Development Panel Sponsor

\$5,000

Gain additional exposure for your organization by sponsoring a Workforce Development Panel!

- 2 full conference registrations
- 1/2-page colour ad in Cannexus programme
- Company logo recognition prior to the conference on eblasts, promotional brochure & Cannexus website
- Company logo recognition on-site: exclusive event signage in session room, Cannexus welcome signage, conference PowerPoint loop, mobile app and programme
- Participation in an aspect of the workforce development spotlight programming (TBD)

Programme Book Sponsor

\$5,000

Programmes are provided to all delegates who request them, and are often saved for future reference! The Programme will also be posted on the cannexus.ca website.

- 2 full conference registrations
- 1 full-page colour ad on outside back cover of Cannexus programme
- Company logo recognition prior to the conference on eblasts, promotional brochure & Cannexus website
- Company logo recognition on-site: Cannexus welcome signage, conference PowerPoint loop, mobile app and programme

NEW! Lounge Sponsor

\$3,500

Sponsor a high-visibility lounge that allows delegates an opportunity to relax and refresh!

- 2 full conference registrations
- Ability for your representatives to host the lounge and engage with attendees throughout the conference
- 1/2-page colour ad in Cannexus programme
- Company logo recognition prior to the conference on eblasts, promotional brochure & Cannexus website
- Company logo recognition on-site: exclusive signage in the lounge, Cannexus welcome signage, conference PowerPoint loop, mobile app and programme

Classic Sponsorship

Namebadge/Lanyard Sponsor

\$3,500

1,200 delegates at Cannexus will be wearing your organization's name for all three days!

- 2 full conference registrations
- Prominent placement of company logo on face of premium name badge holder
- 1/2-page colour ad in Cannexus programme
- Company logo recognition prior to the conference on eblasts, promotional brochure & Cannexus website
- Company logo recognition on-site: Cannexus welcome signage, conference PowerPoint loop, mobile app and programme

Cannexus E-Blast Sponsor

\$3,000

Over 8,700 subscribers receive monthly Cannexus e-blasts.

- 2 full conference registrations
- Prominent recognition within monthly eblasts with a logo and link
- 1/2-page colour ad in Cannexus programme
- Company logo recognition prior to the conference on e-blasts, promotional brochure & Cannexus website
- Company logo recognition on-site: Cannexus welcome signage, conference PowerPoint loop, mobile app and programme

Networking Break Sponsor

\$2,500

Provide refreshments to energize delegates while they network with colleagues and make new connections.

- 2 full conference registrations
- Prominent placement of your logo on exclusive signage during the networking break
- Company logo recognition prior to the conference on eblasts, promotional brochure & Cannexus website
- Company logo recognition on-site: Cannexus welcome signage, conference PowerPoint loop, mobile app and programme

Education Session

\$1,500

Gain additional exposure for your organization by sponsoring an educational session!

- 2 full conference registrations
- Opportunity to introduce a speaker and/or panel
- Company logo recognition in the conference programme for your sponsored 50/60 or 75-minute education session
- Display your own signage and materials during your education session

Other Opportunities for Visibility

Paid Resource Table

\$500

Our resource table gets your promotional materials front and centre.

- One piece of promotional literature of approved size to be placed on the resource table (200 pieces needed)
- Recognition in conference programme

In an effort to “green” Cannexus20, CERIC is offering limited availability for delegate bag inserts in sponsorship packages. If you are interested in adding a delegate bag insert into your sponsorship package, let us know and we will be happy to discuss options.



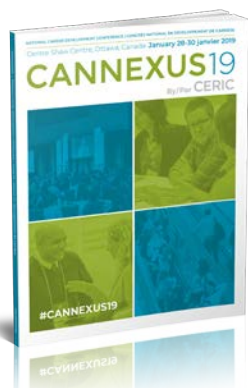
Cannexus is a great learning opportunity, a great place to connect with old friends and meet new ones. To meet others who share your passion and love of career development...you realize you are in the right spot at the right time.

Shannon Giroux-Wong, Career Practitioner
Calgary Board of Education



Advertising

Deadline for submission is Wednesday, November 6, 2019.



CERIC Media Kit

- CERIC **Title Sponsorships** offer you exposure across all of CERIC's strategic programs, all-year round and position you as a champion of career development in Canada.
- Advertise on our **careerwise.ceric.ca** and **orientaction.ceric.ca** sites. Each site has more than 4,000 unique visitors per month. **CareerWise Weekly** and **OrientAction En Bref**, our popular weekly newsletters, and the tri-annual **Careering** magazine provide online and print advertising options, reaching 10,000+ career development professionals across the country.
- **Canadian Journal of Career Development** brings you opportunities to get your message in front of a targeted readership.

CANNEXUS PROGRAMME	VARIOUS
Programmes are provided to all delegates who request them, and are often saved for future reference. The Programme will also be posted on the cannexus.ca website.	
Full-page colour ad:	\$750
1/2-page colour horizontal ad:	\$450
Maximize your exposure by placing your colour ad on the inside back cover of the programme:	\$1,000

CANNEXUS.CA WEB SITE BIG BOX AD	\$250/MONTH
Connect with your target audience by placing an ad on the cannexus.ca homepage.	
Features:	
<ul style="list-style-type: none"> • Prominence on home page of Cannexus website • Over 16,500 unique visitors in the last year 	
Files may be submitted as jpg, gif or png.	

“Cannexus is the number one networking opportunity for career development practitioners working across Canada.”

Sharon Graham, Executive Director
Career Professionals of Canada

Don't Just Take
Our Word for It

HERE ARE JUST SOME OF THE PAST SPONSORS, EXHIBITORS & ADVERTISERS AT CANNEXUS:





SEE YOU AT CANNEXUS20!