

CANADA'S CAREER DEVELOPMENT CONFERENCE  
January 25 & 27 and February 1 & 3, 2021

# CANNEXUS21

VIRTUAL

By CERIC

## PARTNER PROSPECTUS

*“Cannexus20 was a great event packed with informative presentations and it allowed for meaningful connections with colleagues in the career development field. It was an energetic and engaging event. Looking forward to Cannexus21.”*

– Karen Mulrooney, Job Connect NL Coordinator, College of the North Atlantic, NL

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

Check [cannexus.ceric.ca](https://cannexus.ceric.ca) regularly for the latest information!

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# Virtual Conference Information



## DATE

January 25 & 27 and February 1 & 3, 2021



## CONFERENCE ORGANIZER

CERIC

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



## CERIC CONTACT

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## 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](http://ceric.ca).

## Vision

People in Canada have the capacity to use their skills and talents towards a more fulfilling future for all.

## Mission

Advancing career development in Canada.

## 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 of and reflection on 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 virtual Cannexus?

Taking your 15th annual Cannexus Conference virtual allows us to address ongoing uncertainty during pandemic recovery but continue to provide an accessible, content-rich and value-packed opportunity for Canada's career development communities to convene, share and learn.

## The schedule – Convenient and flexible

- ✓ Cannexus21 will take place on January 25 & 27 and February 1 & 3, 2021
- ✓ Days will begin at 12:00 pm ET and run until the late afternoon, accommodating all Canadian time zones
- ✓ Special *Around the World* sessions will feature presenters from across the globe and accommodate some other time zones internationally
- ✓ 150+ sessions including live keynotes, and both live and on-demand concurrent sessions
- ✓ All sessions will be recorded and will be available for later viewing for a full year
- ✓ Live chat and Q&A with speakers
- ✓ Virtual networking opportunities including peer-to-peer matchmaking sessions
- ✓ Online Exhibitor Showcase available for sponsors only



*Cannexus is the one place where I can get out of my day-to-day box of service delivery and focus on the issues and ideas which brought me into the profession more than 20 years ago.*

Brenda Roxburgh, Executive Director,  
VCCS Employment Services Inc., ON



# Our theme – *Career Development for Public Good*

Now more than ever, those providing career and employment services are essential. This is the moment to reimagine career development and its impact on education, the economy and social justice.

## Why Cannexus?

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



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!



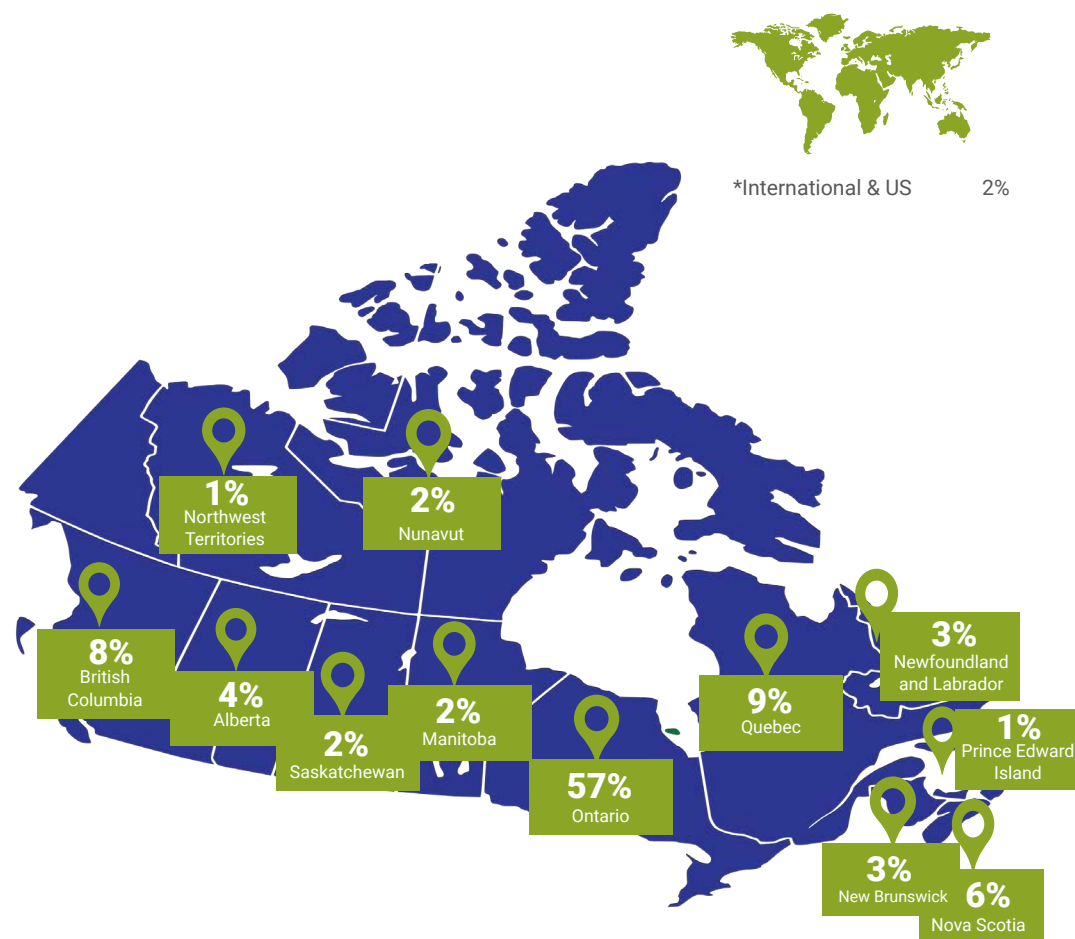
*Cannexus provides a platform for career development practitioners, policy-makers and employment innovators to engage, to learn and to share. Consider attending to build new relationships and explore what is happening in strengthening the career development field across Canada.*



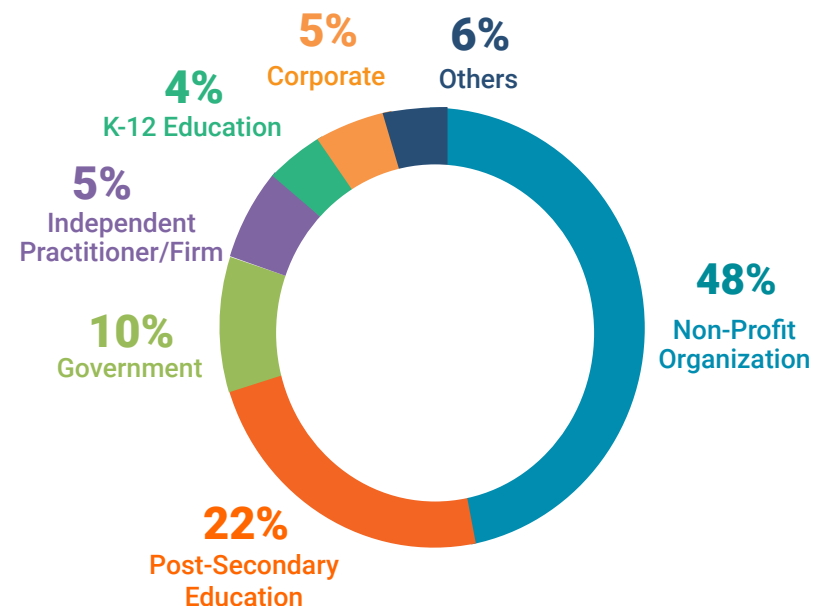
Jaime Smith, Director,  
Social Innovation Centre for Employment Innovation, NS

## 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

Note: This is reflective of Cannexus20 attendance and may not apply to a virtual version.

# Partnership Opportunities



## Thought Leadership Partnership Opportunities

These partnership packages are designed to allow your organization to show thought leadership and let attendees understand your organizational strengths and priorities.

- Plenary Session
- *Around the World* Session
- Keynote
- Young Professionals Bursary
- Spark! Session
- Translation – French/English
- Workforce Development Spotlight Session
- Live and Simulive Concurrent Session



## Delegate Experience Partnership Opportunities

These partnership packages are designed to give your organization visibility by enhancing the delegate experience.

- Virtual Platform Partner
- Cannexus Hallway Meetings/Matchmaking Partner
- Cannexus E-blast Partner
- Student Posters Recorded Session

## Thought Leadership Partnership Opportunities

### Plenary Session

\$6,000

Gain exposure and provide thought leadership! Organize (in conjunction with CERIC) a live interactive 45-minute session (30 minute session + 15 minute Q&A) for the whole Cannexus audience.

- 4 full conference registrations
- Opportunity to introduce the session (3-5 minutes)
- Opportunity to have participation from a speaker from within your organization on a topic to be developed between the partner and CERIC
- Ability to make this session interactive by using audience polling technology, chat, surveys, and/or Q&A (All responses from the polling and/or surveys will be provided to the partner following Cannexus)
- Virtual exhibit booth
- Company logo recognition: Prior to the conference on eblasts, promotional material and Cannexus website; Logo figured prominently on the live stream webpage. The recordings of this session will be available to attendees for a full year
- Recognition through all of our Cannexus social media channels (Facebook, Twitter, Instagram)
- Web ad on the Cannexus website for one month (month TBD)
- Ability to produce a featured blog in *CareerWise* or *OrientAction* exploring the content related to your conference participation in the lead up to or following Cannexus. The blog must be planned in conjunction with the Editor and align with [Submission Guidelines](#)

**SOLD**

### Around the World Session

\$6,000

Partner with CERIC on these four special international simulative sessions. Sessions will feature international speakers taking place in international time zones around the world.

- 4 full conference registrations
- Opportunity to introduce the session (3-5 minutes)
- Virtual exhibit booth
- Company logo recognition: Prior to the conference on eblasts, promotional material and Cannexus website; Logo figured prominently on the live stream webpage. The recordings of this session will be available to attendees for a full year
- Recognition through all of our Cannexus social media channels (Facebook, Twitter, Instagram)
- Web ad on the Cannexus website for one month (month TBD)
- Ability to produce a featured blog in *CareerWise* or *OrientAction* exploring the content related to your conference participation in the lead up to or following Cannexus. The blog must be planned in conjunction with the Editor and align with [Submission Guidelines](#)

## Thought Leadership Partnership Opportunities

### Keynote

\$5,000

Gain exposure during this high-caliber plenary session keynote, including the opportunity for you to deliver introductory remarks.

- 2 full conference registrations
- Opportunity to introduce the session (3-5 minutes)
- Virtual exhibit booth
- Company logo recognition: Prior to the conference on eblasts, promotional material and Cannexus website; Logo figured prominently on the live stream webpage. The recordings of this session will be available to attendees for a full year
- Recognition through all of our Cannexus social media channels (Facebook, Twitter, Instagram)
- Web ad on the Cannexus website for one month (month TBD)
- Ability to produce a featured blog in *CareerWise* or *OrientAction* exploring the content related to your conference participation in the lead up to or following Cannexus. The blog must be planned in conjunction with the Editor and align with [Submission Guidelines](#)

### NEW!

### Young Professionals Bursary

\*Cost TBD

Show your organizational priorities by subsidizing young professionals to attend Cannexus!

- 2 full conference registrations
- Ability to name the bursary with input from CERIC
- Subsidize x *number* of young professionals in the field to attend Cannexus:
  - Work in conjunction with CERIC to create eligibility criteria, and be part of the selection process for the bursary
  - Each bursary recipient will receive: A complimentary full conference registration
- Virtual exhibit booth
- Company logo recognition: Prior to the conference on eblasts, promotional material and Cannexus website
- Recognition through all of our Cannexus social media channels (Facebook, Twitter, Instagram)
- Web ad on the Cannexus website for one month (month TBD)
- Ability to produce a featured blog in *CareerWise* or *OrientAction* exploring the content related to your conference participation in the lead up to or following Cannexus. The blog must be planned in conjunction with the Editor and align with [Submission Guidelines](#)

\* This partnership opportunity must be confirmed by August 2020 in order to facilitate the bursary.

\* Cost TBD depending on number of bursary recipients.

## Thought Leadership Partnership Opportunities

### Spark! Session

Spark! Presentations bring TED-style talks to “spark!” you to think differently about your work. This opportunity gives you wide exposure during a plenary session.

- 2 full conference registrations
- Opportunity to introduce the session (3-5 minutes)
- Opportunity to work in conjunction with CERIC to theme the Spark! session and to recommend Spark! speakers for the session
- Virtual exhibit booth
- Company logo recognition: Prior to the conference on eblasts, promotional material and Cannexus website; Logo figured prominently on the live stream webpage. The recordings of this session will be available to attendees for a full year
- Recognition through all of our Cannexus social media channels (Facebook, Twitter, Instagram)
- Web ad on the Cannexus website for one month (month TBD)
- Ability to produce a featured blog in *CareerWise* or *OrientAction* exploring the content related to your conference participation in the lead up to or following Cannexus. The blog must be planned in conjunction with the Editor and align with [Submission Guidelines](#)

**SOLD**

### Translation – French/English

\$5,000 (full conference)

\$2,500 (one day)

Show delegates your organization's commitment to accessibility by subsidizing all translation taking place in the plenary sessions and exclusive concurrent sessions.

- 2 full conference registrations
- Virtual exhibit booth
- Company logo recognition: Prior to the conference on eblasts, promotional material and Cannexus website; Logo figured prominently on the live stream webpage. The recordings of this session will be available to attendees for a full year
- Recognition through all of our Cannexus social media channels (Facebook, Twitter, Instagram)
- Ability to produce a featured blog in *CareerWise* or *OrientAction* exploring the content related to your conference participation in the lead up to or following Cannexus. The blog must be planned in conjunction with the Editor and align with [Submission Guidelines](#)

## Thought Leadership Partnership Opportunities

### Workforce Development Spotlight Session

\$ 3,500

Provide thought leadership by organizing a 60-minute workforce development themed session to be featured in the Cannexus21 Workforce Development Spotlight.

- 2 full conference registrations
- Opportunity to introduce the session (3-5 minutes)
- Opportunity to have participation from a speaker from within your organization on a topic to be developed between the partner and CERIC
- Ability to make this session interactive by using audience polling technology, chat surveys, and/or Q&A (All responses from the polling and/or surveys will be provided to the partner following Cannexus)
- Virtual exhibit booth
- Company logo recognition: Prior to the conference on eblasts, promotional material and Cannexus website; Logo figured prominently on the live stream webpage. The recordings of this session will be available to attendees for a full year
- Recognition through all of our Cannexus social media channels (Facebook, Twitter, Instagram)
- Web ad on the Cannexus website for one month (month TBD)
- Ability to produce a featured blog in *CareerWise* or *OrientAction* exploring the content related to your conference participation in the lead up to or following Cannexus. The blog must be planned in conjunction with the Editor and align with [Submission Guidelines](#)

### Live and Simulive Concurrent Session

\$1,500

Introduce a speaker in one of the live or simulive sessions!

- 2 full conference registrations
- Opportunity to introduce the session, recorded or live, depending on session format
- Virtual exhibit booth
- Company logo recognition: Prior to the conference on eblasts, promotional material and Cannexus website; Logo figured prominently on the live stream webpage. The recordings of this session will be available to attendees for a full year
- Recognition through all of our Cannexus social media channels (Facebook, Twitter, Instagram)
- Ability to produce a featured blog in *CareerWise* or *OrientAction* exploring the content related to your conference participation in the lead up to or following Cannexus. The blog must be planned in conjunction with the Editor and align with [Submission Guidelines](#)

## Delegate Experience Partnership Opportunities

### Virtual Platform Partner

\$5,000

Gain recognition by sponsoring the virtual conference platform!

- 4 full conference registrations
- Virtual exhibit booth
- Web ad on the Cannexus website for 2 months (months TBD)
- Company logo recognition: Prior to the conference on e-blasts, promotional material and Cannexus website; Logo figured prominently in the platform for a full year
- Recognition through all of our Cannexus social media channels (Facebook, Twitter, Instagram)

### Cannexus Hallway Meetings/ Matchmaking Partner

\$4,000

These Hallway Meetings matchmaking sessions allow delegates to opportunity speed network face-to-face in the virtual space.

- 4 full conference registrations
- Virtual exhibit booth
- Company logo recognition: Prior to the conference on e-blasts, promotional material and Cannexus website; Logo figured prominently on all the Hallway Meeting pages
- Recognition through all of our Cannexus social media channels (Facebook, Twitter, Instagram)
- Web ad on the Cannexus website for one month (month TBD)

### Cannexus E-Blast Partner

\$3,000

Over 11,000 subscribers receive monthly Cannexus e-blasts.

- 2 full conference registrations
- Prominent recognition within monthly e-blasts with a logo and link
- Virtual exhibit booth
- Company logo recognition: Prior to the conference on e-blasts, promotional material and Cannexus website
- Recognition through all of our Cannexus social media channels (Facebook, Twitter, Instagram)
- Web ad on the Cannexus website for one month (month TBD)

### Student Posters Recorded Session

\$2,000

Master's and PhD students in career development showcase their research through 5 minute On-Demand poster sessions. The recordings of these sessions will be available to view for a full year.

- 2 full conference registrations
- Virtual exhibit booth
- Company logo recognition: Prior to the conference on e-blasts, promotional material and Cannexus website; Logo figured prominently on on-demand poster session recording pages. The recordings of this session will be available to attendees for a full year
- Recognition through all of our Cannexus social media channels (Facebook, Twitter, Instagram)

Don't Just Take  
Our Word for It

HERE ARE JUST SOME OF THE PAST PARTNERS AT CANNEXUS:





SEE YOU AT CANNEXUS21!