

CANADA'S CAREER DEVELOPMENT CONFERENCE

Ottawa, Canada

January 24-26, 2022

# CANNEXUS 22

VIRTUAL + IN-PERSON

By/Par CERIC

## PARTNER PROSPECTUS

*“Brilliant, engaging world-leading conference. Powerful keynotes, targeted and outstanding seminars that allowed me and my staff to engage in rich topical discussions even in lockdown. Thank you for offering this fantastic conference so the world could experience the advancements that Canada has made in career development for all its citizens.”*

Bernadette Gigliotti, CEO, The Australian Centre for Career Education, Australia

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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# Conference Information



## DATE

January 24-26 and  
February 4 (BONUS Day), 2022



## CONFERENCE ORGANIZER

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



## LOCATION

Virtual  
&  
Shaw Centre, Ottawa, Canada



## CERIC CONTACT

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Conference & Event Manager  
[sandra@ceric.ca](mailto: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](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 a Hybrid Cannexus?

Cannexus22 is expected to be a hybrid conference with a live in-person portion to be held at the Shaw Centre in Ottawa, Canada and a virtual portion. In the past, our live conferences have drawn more than 1,200 delegates and our virtual conference more than 2,300. Cannexus takes place in January 24 - 26, 2022, with a bonus day, "Cannexus Reflections" taking place in the virtual space on February 4, 2022.

Addressing ongoing uncertainty, this dual format for the 16th annual conference will offer the best of both worlds. No matter how you participate, Cannexus will provide an accessible, content-rich and value-packed opportunity for Canada's career development communities to convene, share and learn.

## The Experience

Whether you are part of the in-person or virtual conference, you will be able to access:

- ✓ 150+ sessions both live and on-demand
- ✓ Presenters from across Canada and around the globe
- ✓ Recordings that are available for six months after the conference
- ✓ Networking opportunities
- ✓ Exhibitor Showcase

Introducing a BONUS virtual conference day, Cannexus Reflections on Feb. 4. Scheduled just over a week after the conference ends, all attendees, both in-person and virtual, are invited to attend this day (included in your registration). The bonus day is intended to help you to reflect on what you heard and to facilitate you taking action.

# Career Development for Public Good

Cannexus brings together those across the career and workforce development ecosystem to explore research, policy and practice. The conference will continue to reimagine the impact of career development on education, the economy and social justice as pandemic recovery unfolds.

## 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!



*A high-quality organization that offers a high-quality event. Thank you for offering the career development community a wonderful space to meet and work!"*



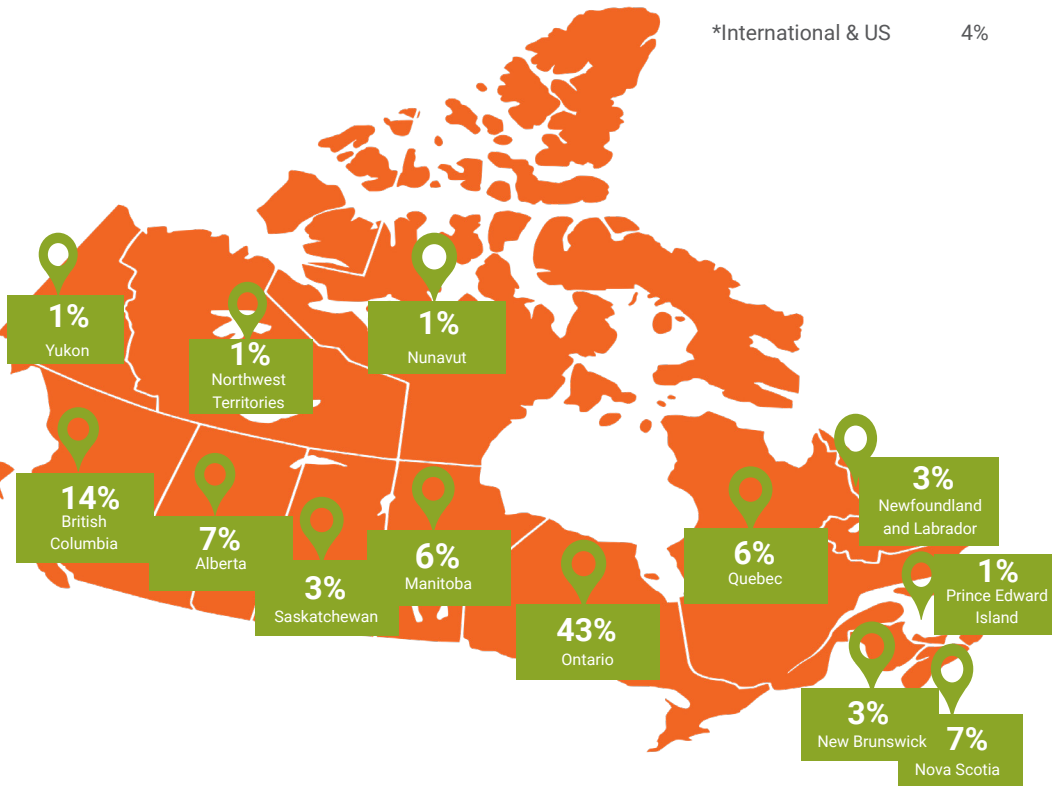
Jay Gosselin, Founder  
 MentorU & Discover Year

## Who Attends Cannexus?

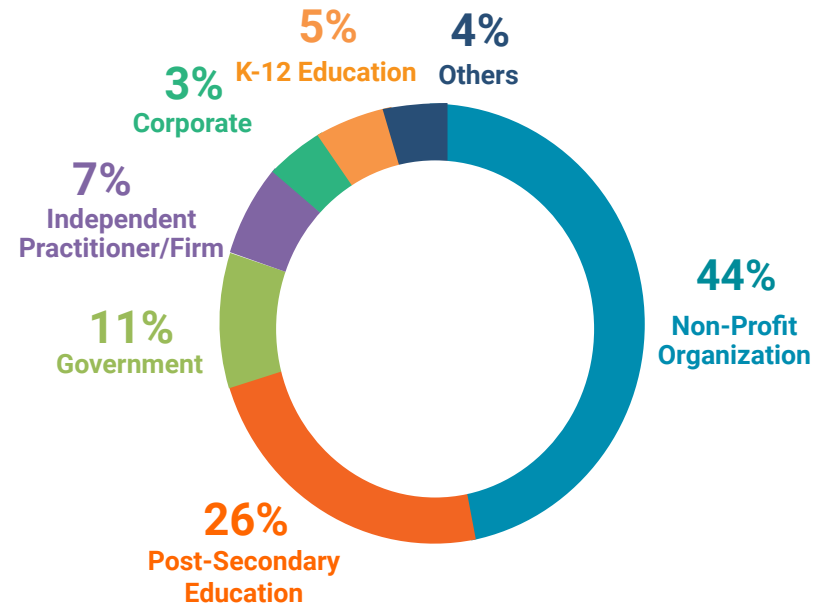
### AUDIENCE BY LOCATION



\*International & US 4%



### 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 Cannexus21 attendance and may not apply to a hybrid 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.

- Around the World Sessions (Hybrid)
- Keynote Sessions (Hybrid)
- KAIROS Blanket Exercise (In-person or Virtual)
- Live Concurrent Sessions (Virtual)
- Plenary Session (Virtual)
- Simultaneous Interpretation Translation (Virtual)
- Spark! Session (Hybrid)
- Workforce Development Spotlight Session (Virtual)
- Young Professionals Bursary (Virtual)



## Delegate Experience Partnership Opportunities

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

- Cannexus Eblasts (Hybrid)
- Cocktail Party or Breakfast Meetings (Virtual)
- Conversations (Hybrid)
- Games (Virtual)
- Student Posters Recorded Sessions (Virtual)
- Virtual Platform & Mobile App (Virtual)

**Note: If you choose a hybrid package and the in-person portion of the conference is no longer able to take place, the in-person benefits will be removed from your partnership package and your package will be virtual only.**

## Thought Leadership Partnership Opportunities

### Around the World Sessions (Hybrid)

\$7,500

1 Available

Partner with CERIC on these four popular international live sessions. Sessions will feature international speakers taking place in different time zones around the world. All of these sessions will take place in the virtual platform, and three sessions will be live streamed into Viewing Parties at the in-person conference.

#### Set benefits:

- Opportunity to introduce all four live sessions (3-5 mins each) and moderate the Q&A
- 4 full conference registrations (either in-person or virtual)
- Virtual exhibit booth and/or in-person table-top display
- Company logo recognition: Prior to the conference on e-blasts, promotional material and Cannexus website; Logo figured prominently on the live stream webpage. The recordings of this session will be available to attendees for six months
- Recognition through all of our Cannexus social media channels (Facebook, Twitter, Instagram)
- Web ad on the Cannexus website for one month (month TBD)

#### Choice of 2 benefits below:

- 4 full conference registrations (either in-person or virtual)
- 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](#)
- Ability to send swag for delegates to choose from at the Resource table (in-person portion)

### Plenary Session (Virtual)

\$6,000

1 Available

Gain exposure and provide thought leadership! Organized, in conjunction with CERIC, this is a live interactive one-hour session (45-minute session + 15-minute Q&A) for the whole Cannexus virtual audience. Note: this session will be focused on a specific theme.

#### Set benefits:

- Opportunity to introduce the session (3-5 mins) and moderate the Q&A
- Opportunity to have participation from a speaker from within your organization on a topic to be developed between the partner and CERIC. Note: a requirement of this benefit is regular planning meetings with CERIC to update on speaker invitations, themes, content, etc.
- 2 full conference registrations (either in-person or virtual)
- Virtual exhibit booth and/or in-person table-top display
- Company logo recognition: Prior to the conference on e-blasts, promotional material and Cannexus website; Logo figured prominently on the live stream webpage. The recordings of this session will be available to attendees for six months
- Recognition through all of our Cannexus social media channels (Facebook, Twitter, Instagram)
- Web ad on the Cannexus website for one month (month TBD)

#### Choice of 2 benefits below:

- 3 full conference registrations (either in-person or virtual)
- 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](#)
- Ability to send swag for delegates to choose from at the Resource table (in-person portion)



## Thought Leadership Partnership Opportunities

### Young Professionals Bursary (Virtual)

\$6,000

1 Available

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

*Set benefits:*

- Ability to name the bursary with input from CERIC
- Subsidize 12 young professionals in the field to attend the virtual portion of Cannexus
- 2 full conference registrations (either in-person or virtual)
- Virtual exhibit booth and/or in-person table-top display
- Company logo recognition: Prior to the conference on eblasts, promotional material, Cannexus website and virtual platform
- Recognition through all of our Cannexus social media channels (Facebook, Twitter, Instagram)
- Web ad on the Cannexus website for one month (month TBD)

*Choice of 2 benefits below:*

- 3 full conference registrations (either in-person or virtual)
- 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](#)
- Ability to send swag for delegates to choose from at the Resource table (in-person portion)

### Keynote Sessions (Hybrid)

\$6,000

4 Available

Gain exposure during this high-calibre plenary session keynote, including the opportunity for you to deliver introductory remarks, and moderate the Q&A session. Some keynote speakers will present from the virtual space and be streamed into the in-person conference, while other speakers will present from the Shaw Centre and be streamed into the virtual platform.

*Set benefits:*

- Opportunity to introduce the session (3-5 mins) and moderate the Q&A
- 2 full conference registrations (either in-person or virtual)
- Virtual exhibit booth and/or in-person table-top display
- 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 six months
- Recognition through all of our Cannexus social media channels (Facebook, Twitter, Instagram)
- Web ad on the Cannexus website for one month (month TBD)

*Choice of 2 benefits below:*

- 3 full conference registrations (either in-person or virtual)
- 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](#)
- Ability to send swag for delegates to choose from at the Resource table (in-person portion)
- Tent cards on tables during the plenary session

## Thought Leadership Partnership Opportunities

### Spark! Session (Hybrid)

**\$5,000**

1 Available

**Spark! brings TED-style talks to “spark!” you to think differently about your work. This opportunity gives you wide exposure during a plenary session. The Spark! session will feature 3 live speakers in the virtual space and will be live streamed into the in-person portion.**

#### Set benefits:

- Opportunity to work in conjunction with CERIC to theme the Spark! session and to recommend Spark! speakers for the session
- Opportunity to introduce the session (3-5 mins) and moderate the Q&A
- 2 full conference registrations (either in-person or virtual)
- Virtual exhibit booth and/or in-person table-top display
- 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 six months
- Recognition through all of our Cannexus social media channels (Facebook, Twitter, Instagram)
- Web ad on the Cannexus website for one month (month TBD)

#### Choice of 2 benefits below:

- 3 full conference registrations (either in-person or virtual)
- 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](#)
- Ability to send swag for delegates to choose from at the Resource table (in-person portion)
- Tent cards on tables during the plenary session

### Workforce Development Spotlight Session (Virtual)

**\$3,500**

Up to 5 available. Inquire about availability.

**Provide thought leadership by organizing a 60-minute workforce development themed session to be featured in the virtual conference's Workforce Development Spotlight.**

#### Set benefits:

- Opportunity to introduce the session (3-5 mins)
- Opportunity to have participation from a speaker from within your organization on a topic to be developed between the partner and CERIC
- 2 full conference registrations (virtual)
- Virtual exhibit booth and/or in-person table-top display
- 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 six months
- Recognition through all of our Cannexus social media channels (Facebook, Twitter, Instagram)
- Web ad on the Cannexus website for one month (month TBD)

#### Choice of 1 benefit below:

- 2 full conference registrations (virtual)
- 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

### Simultaneous Interpretation Translation (Virtual)

**\$2,000 per day**

4 Available

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

*Set benefits:*

- 2 full conference registrations (virtual)
- Virtual exhibit booth and/or in-person table-top display
- Company logo recognition: Prior to the conference on eblasts, promotional material and Cannexus website; Logo figured prominently on the live stream webpage for each concurrent session. The recordings of this session will be available to attendees for six months
- Recognition through all of our Cannexus social media channels (Facebook, Twitter, Instagram)

*Choice of 1 benefit below:*

- 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](#)
- Web ad on the Cannexus website for one month (month TBD)
- Ability to send swag for delegates to choose from at the Resource table (in-person portion)

### KAIROS Blanket Exercise

(\*Virtual or In-person depending on session choice)

**\$2,000**

2 Available

Show delegates your commitment to reconciliation by subsidizing this session that builds awareness and understanding of our shared history as Indigenous and non-Indigenous peoples in Canada.

*Set benefits:*

- 2 full conference registrations (either in-person or virtual)
- Company logo recognition: Prior to the conference on eblasts, promotional material and Cannexus website; Logo figured prominently on the live stream webpage (if virtual) or logo on exclusive signage during the in-person session

*Choice of 1 benefit below:*

- 1 full conference registration (either in-person or virtual)
- Web ad on the Cannexus website for one month (month TBD)
- Ability to send swag for delegates to choose from at the Resource table (in-person portion)

### Live Concurrent Session

(\*Virtual or In-person depending on session choice)

**\$1,500**

Introduce a speaker in one of the live virtual sessions!

*Set benefits:*

- Opportunity to introduce the session, in-person or virtual, depending on session choice
- 2 full conference registrations (either in-person or virtual)
- Virtual exhibit booth and/or in-person table-top display
- Company logo recognition: Prior to the conference on eblasts, promotional material and Cannexus website; Logo figured prominently on the live stream webpage (if virtual). The recordings of this session will be available to attendees for six months
- Recognition through all of our Cannexus social media channels (Facebook, Twitter, Instagram)

*Choice of 1 benefit below:*

- 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](#)
- Web ad on the Cannexus website for one month (month TBD)
- Ability to send swag for delegates to choose from at the Resource table (in-person portion)

## Delegate Experience Partnership Opportunities

### Conversations (Hybrid)

\$ 6,000

1 Available

Give delegates the opportunity to network in-person and virtually. In the virtual space, this package will make the Hallway Meetings matchmaking sessions possible, and your logo will be figured prominently on the "Conversations" chat page. In the in-person portion, this partner will have their logo figured prominently during the networking breaks.

**Set benefits:**

- 4 full conference registrations (either in-person or virtual)
- Virtual exhibit booth and/or in-person table-top display
- Logo figured prominently on the Hallway Meetings pages in the virtual conference platform. These Hallway Meetings matchmaking sessions allow delegates to speed network in the virtual space
- Logo figured prominently on the "Conversations" chat board in the virtual conference platform
- Prominent placement of your logo on exclusive signage during the in-person networking breaks
- Company logo recognition: Prior to the conference on eblasts, promotional material, Cannexus website and virtual conference platform
- Recognition through all of our Cannexus social media channels (Facebook, Twitter, Instagram)

**Choice of 1 benefit below:**

- 2 full conference registrations (either in-person or virtual)
- Ability to send swag for delegates to choose from at the Resource table (in-person portion)
- Web ad on the Cannexus website for one month (month TBD)

### Virtual Platform & Mobile App

\$5,000

1 Available

Gain recognition by sponsoring the virtual conference platform!

- 5 full conference registrations (either in-person or virtual)
- Virtual exhibit booth and/or in-person table-top display
- Web ad on the Cannexus website for 2 months (months TBD)
- Company logo recognition: Prior to the conference on eblasts, promotional material and Cannexus website; Logo figured prominently in the platform for six months, and on the mobile app
- Recognition through all of our Cannexus social media channels (Facebook, Twitter, Instagram)

### Games

\$5,000

1 Available

Become the Games Partner and engage attendees during the live conference days! Points will be assigned to attendees for performing certain activities (posting a photo, downloading a file from an exhibit booth, etc.).

- This package subsidizes 10 leaderboard prizes, including a complimentary Cannexus23 registration for the top 3 leaderboard winners. The partner may also choose to supply some prizes
- 5 full conference registrations (virtual)
- Virtual exhibit booth and/or in-person table-top display
- Web ad on the Cannexus website for two months (months TBD)
- Company logo recognition: Prior to the conference on eblasts, promotional material and Cannexus website; Logo figured prominently in the "Games" section of the platform for six months
- Recognition through all of our Cannexus social media channels (Facebook, Twitter, Instagram)

## Delegate Experience Partnership Opportunities

### Cocktail Party or Breakfast Meetings (Virtual)

\$2,500

4 Available

Host a Zoom Meeting Cocktail Hour or a Breakfast Meeting in the virtual conference platform. This event can use breakout rooms to engage with virtual conference attendees. Please note that this is a networking-based event, and not a content-based presentation. The partner would facilitate networking in the platform.

- 2 full conference registrations (virtual)
- Virtual exhibit booth and/or in-person table-top display
- Company logo recognition: Prior to the conference on eblasts, promotional material and Cannexus website; Logo figured prominently on the session page
- Recognition through all of our Cannexus social media channels (Facebook, Twitter, Instagram)

### Cannexus E-Blast Partner (Hybrid)

\$2,500

1 Available

Over 13,000 subscribers receive monthly Cannexus e-blasts.

- 2 full conference registrations (either in-person or virtual)
- Virtual exhibit booth and/or in-person table-top display
- Prominent recognition within monthly e-blasts with a logo and link
- Company logo recognition: Prior to the conference on promotional material and Cannexus website; Logo figured prominently in the platform for six months
- Recognition through all of our Cannexus social media channels (Facebook, Twitter, Instagram)

### Student Posters Recorded Session (Virtual)

\$2,000

1 Available

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 six months.

- 2 full conference registrations (virtual)
- Virtual exhibit booth and/or in-person table-top display
- Company logo recognition: Prior to the conference on eblasts, promotional material and Cannexus website; Logo figured prominently on the on-demand poster session recording pages. The recordings of these sessions will be available to attendees for six months
- Recognition through all of our Cannexus social media channels (Facebook, Twitter, Instagram)



SEE YOU AT CANNEXUS22!



Don't Just Take  
Our Word for It

HERE ARE JUST SOME OF THE PAST PARTNERS AT CANNEXUS:

