

# CANADA'S CAREER DEVELOPMENT CONFERENCE

Ottawa, Canada

January 23-25, 2023

# CANNEXUS23

VIRTUAL + IN-PERSON

By/Par CERIC

## PARTNER PROSPECTUS

***“Cannexus 2022 virtual conference provided me with an exceptional learning and an engaging opportunity to connect with topics and presenters/ organizations within Canada as well as internationally over the 3 days... I truly benefitted and was able to share my learnings with my colleagues. Bravo to the organizers and thanks for offering this opportunity on virtual platform that was accessible and affordable!”***

Muneerah Ramji, Future of Work Coach, Future Ready Initiative, Aga Khan Council

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!

# Table of Contents

3

---

Conference Information

---

4

---

What Is a Hybrid Cannexus?

---

5

---

Why Cannexus?

---

6

---

Who Attends Cannexus?

---

7

---

Partnership Opportunities

---

8-11

---

Thought Leadership Partnership

---

12-13

---

Delegate Experience Partnership

---

# Conference Information



## DATE

January 23-25, 2023



## 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

Maria Roscetti  
Conference & Event Manager  
416.929.2510 x126  
[maria@ceric.ca](mailto:maria@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?

As originally planned last year, Cannexus23 is being planned as 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 23-25, 2023.

This dual format for the 17th 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
- ✓ Networking opportunities and activities
- ✓ Engage with organizations that can help in your work
- ✓ Exhibitor Showcase (In-person and virtual)

## 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.

## 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



Network!  
Network!  
Network!



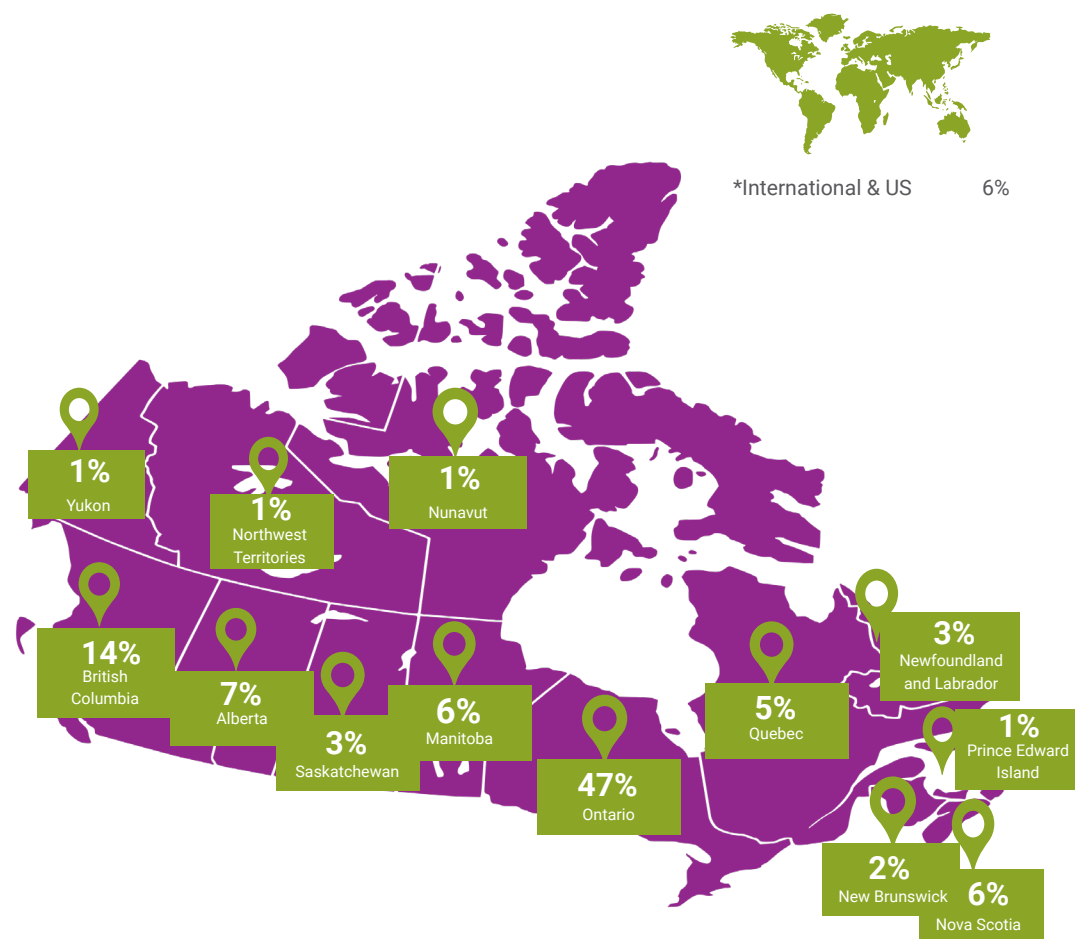
*"I found the whole Cannexus22 experience stimulating and refreshing. Feeling part of an international community of career professionals made me proud and motivated to move forward. Thank you and bravo!"*



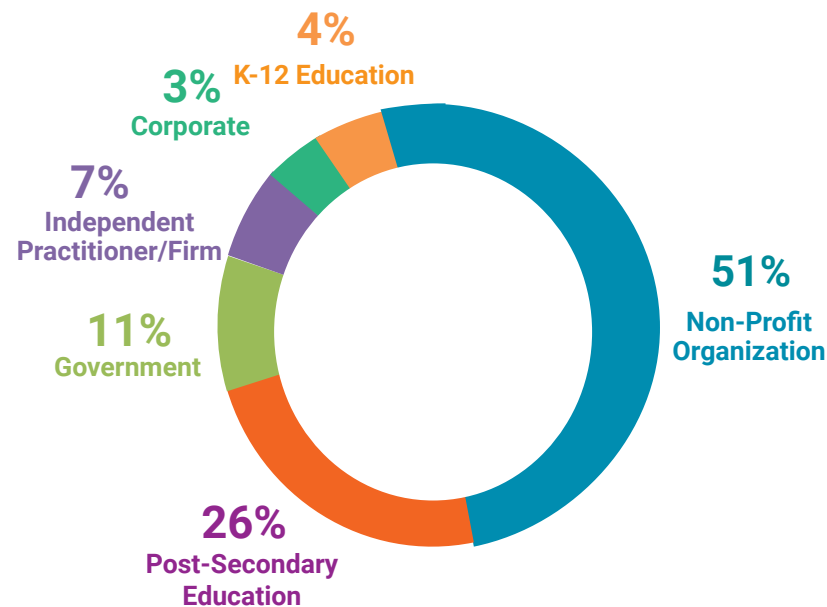
- Françoise Soria, Perspective Carrière, Québec

## 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 Cannexus22 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)
- Live Concurrent Sessions (Hybrid)
- Plenary Session (Virtual)
- Simultaneous Interpretation Translation (Virtual)
- Spark! Session (Hybrid)
- Young Professionals Bursary (Virtual)



### Delegate Experience Partnership Opportunities

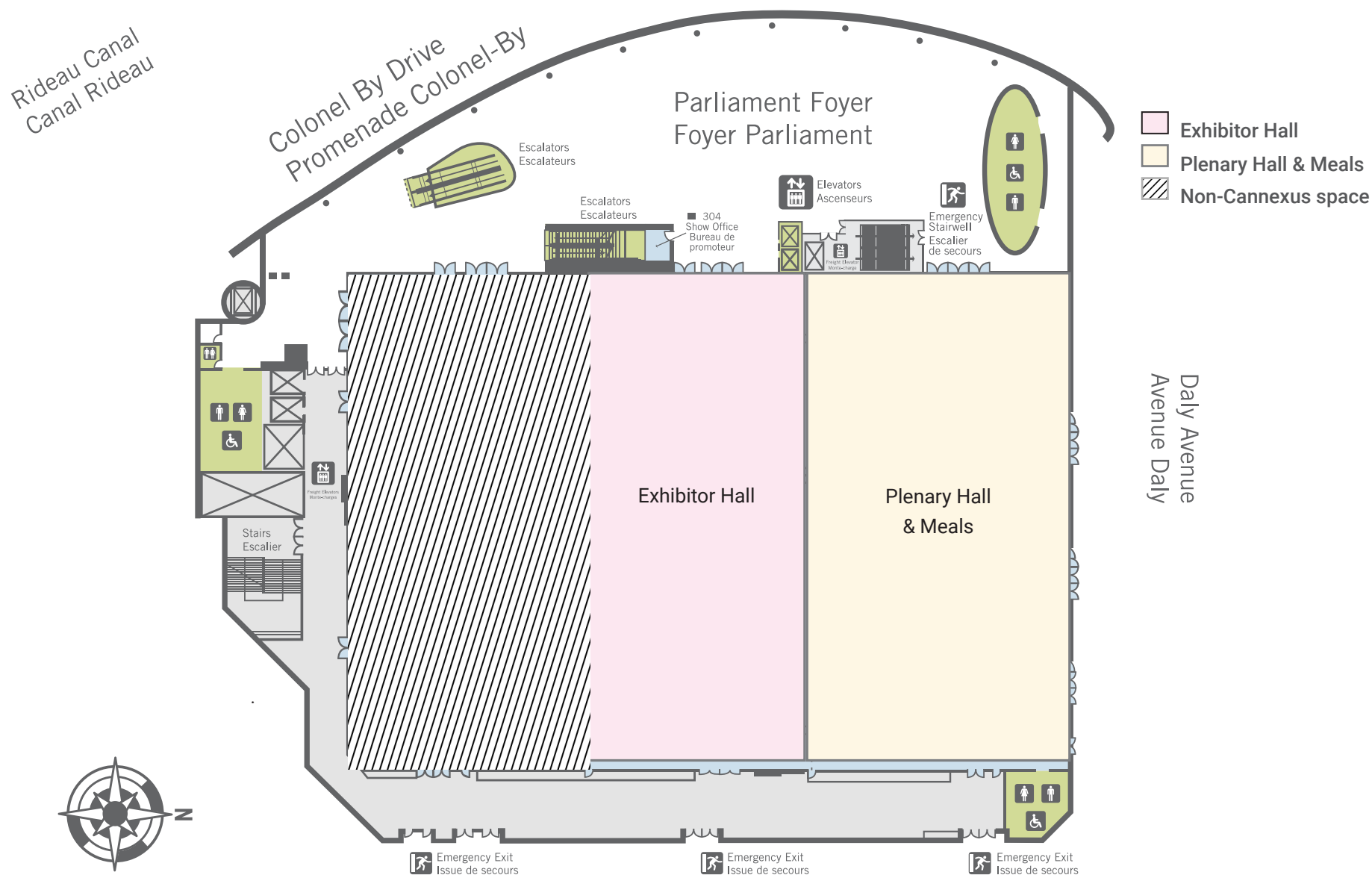
These partnership packages are designed to give your organization visibility by enhancing the delegate experience.

- Cannexus Eblasts (Hybrid)
- Conversations (Hybrid)
- Mobile App (In-person)
- Student Posters Recorded Sessions (Virtual)
- Virtual Platform (Hybrid)
- Welcome Reception (In-person)

***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.***



## Conference Venue: Shaw Centre Level 3





## Exhibitors

EXHIBITOR FEES	PAY BY SEPTEMBER 9, 2022	PAY BY NOVEMBER 4, 2022
10' x 10' Exhibitor Space	\$1,500	\$1,750
10' x 10' Exhibitor Space: Non-profit Charity*	\$1,350	\$1,575
Additional 3-Day Exhibitor Staff Badge**	\$400	\$440

Please contact [maria@ceric.ca](mailto:maria@ceric.ca), should you be interested in exhibiting.

† All prices subject to 13% HST

\* 10% discount available to non-profit organizations

\*\* 2 full 3-day conference registrations included

### EXHIBITOR PACKAGE (HYBRID)

BENEFITS	<p><b>The Exhibitor Package includes:</b></p> <ul style="list-style-type: none"> <li>• 10' X 10' space with a wastebasket, two chairs and a 6' draped and skirted table</li> <li>• Listing on website and Cannexus mobile app</li> <li>• 2 full 3-day conference registration packages including meals (3) breakfasts, (2) lunches, refreshment breaks, welcome reception and admittance to all keynotes and all education sessions</li> <li>• Shared basic 15-amp 120 v circuit electrical service</li> </ul>
EXTRAS	<p><b>As an added-value and in order to allow you to reach all delegates also included in all in-person exhibits is a <u>virtual booth</u> within the virtual conference.</b></p> <ul style="list-style-type: none"> <li>• 2 virtual registrations (can be used by same or different individuals as those using in-person registrations)</li> <li>• Virtual exhibitors will have a Zoom meeting-style event in their booth where attendees can drop in on Tues., Jan 24 from 4:00 pm-5:30 pm ET</li> <li>• This can be a presentation about your company, a meet-and-greet session, or a general facilitated networking session; it's up to you to program this session. We encourage all exhibiting organizations to participate</li> </ul>
NOT INCLUDED	<p><b>The Exhibitor Package <u>does not</u> include:</b></p> <ul style="list-style-type: none"> <li>• Hard-wired Internet connection(s)</li> <li>• Lead generation (Cannexus app - extra charges apply)</li> <li>• Canadian customs broker</li> <li>• Hotel (competitive room block rates are available) &amp; travel (discounts provided by train/air carriers)</li> <li>• Shipping and handling of materials is an extra cost to be covered by the exhibitor. Arrangements can be made through the show supplier, GES</li> <li>• Extra furniture, lighting and exclusive electrical can also be purchased through GES</li> </ul>

## 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)

\$7,500

1 Available

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

#### Set benefits:

- Opportunity to introduce all three live sessions (3-5 mins each) and moderate the Q&A
- Full conference registrations (either 2 in-person or 4 virtual)
- 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)

#### Choice of 1 benefit below:

- 10' x 10' exhibit booth (includes virtual booth)
- Full conference registrations (either 3 in-person or 4 virtual)

#### Choice of 2 benefits 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](#)
- 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

### Keynote Sessions (Hybrid)

\$7,500

3 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
- Full conference registrations (either 2 in-person or 4 virtual)
- 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)

#### Choice of 1 benefit below:

- 10' x 10' exhibit booth (includes virtual booth)
- Full conference registrations (either 3 in-person or 4 virtual)

#### Choice of 2 benefits 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](#)
- Ability to send swag for delegates to choose from at the Resource table (in-person portion)
- Tent cards on tables during the plenary session
- Web ad on the Cannexus website for one month

## 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.

### 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
- Full conference registrations (2 virtual)
- 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)

#### Choice of 1 benefit below:

- 10' x 10' exhibit booth (includes virtual booth)
- Full conference registrations (either 2 in-person or 4 virtual)

#### Choice of 2 benefits 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](#)
- 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

### 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.
- Full conference registrations (2 virtual)
- 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)

#### Choice of 1 benefit below:

- 10' x 10' exhibit booth (includes virtual booth)
- Full conference registrations (either 2 in-person or 4 virtual)

#### Choice of 2 benefits 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](#)
- 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

## 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.

### Spark! Session (Hybrid)

**\$6,000**

1 Available

**Spark! Presentations** 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 in-person portion and live streamed into the virtual space.

#### Set benefits:

- Opportunity to introduce the session (3-5 mins) and moderate the Q&A
- Full conference registrations (either 1 in-person or 2 virtual)
- 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)

#### Choice of 1 benefit below:

- 10' x 10' exhibit booth (includes virtual booth)
- Full conference registrations (either 2 in-person or 4 virtual)

#### Choice of 2 benefits 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](#)
- Ability to send swag for delegates to choose from at the Resource table (in-person portion)
- Tent cards on tables during the plenary session

### KAIROS Blanket Exercise (In-person)

**\$2,500**

1 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:

- Full conference registrations (1 in-person or 2 virtual)
- Company logo recognition: Prior to the conference on eblasts, promotional material and Cannexus website; Logo on exclusive signage during the in-person session
- Recognition through all of our Cannexus social media channels (Facebook, Twitter, Instagram)

#### Choice of 1 benefit below:

- Virtual exhibit booth
- 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
- Ability to send swag for delegates to choose from at the Resource table (in-person portion)

## 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.

### Simultaneous Interpretation (Virtual)

**\$2,000 per day**  
3 Available

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

#### Set benefits:

- Full conference registrations (2 virtual)
- 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 for each concurrent session, and if available, keynote 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:

- Web ad on the Cannexus website for one month
- 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 in-person or live virtual sessions!

*Note: this excludes Keynotes, Spark!, Around the World, Thematic 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

## Delegate Experience Partnership Opportunities

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

### Welcome Reception (In-person)

**\$10,000**

1 Available

All in-person 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.

#### Set benefits:

- 10' x 10' exhibit booth (includes a virtual booth)
- Full conference registrations 4 (in-person) and 2 (virtual)
- Company logo recognition on-site: exclusive event signage during the Welcome Reception, Cannexus welcome signage and mobile app
- 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)
- 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
- Ability to send swag for delegates to choose from at the Resource table (in-person portion)

### 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:

- Full conference registrations (either 2 in-person or 4 virtual)
- Logo figured prominently on the Hallway Meetings pages in the virtual conference platform. These Hallway Meetings allow groups of 4-5 attendees the opportunity to network in the virtual space. Groups will be randomly matched
- 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 our Cannexus social media channels (Facebook, Twitter, Instagram)

#### Choice of 1 benefit below:

- 10' X 10' exhibit booth (includes a virtual booth)
- Full conference registrations (either 2 In-Person or 4 virtual)

#### Choice of 2 benefits 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](#)
- 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



## Delegate Experience Partnership Opportunities

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

### Virtual Platform (Virtual)

**\$5,000**

1 Available

**Gain recognition by sponsoring the virtual conference platform!**

#### Set benefits:

- Full conference registrations (2 virtual)
- Virtual exhibit booth
- 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)

#### Choice of 2 benefits 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](#)
- 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

### Mobile App (In-Person)

**\$5,000**

1 Available

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

#### Set benefits:

- Full conference registrations (2 in-person)
- Exclusive branding with your logo on popular Cannexus mobile app (includes pre-scheduled sponsored messages and push notifications)
- Company logo recognition prior to the conference on eblasts, promotional material and Cannexus website
- Recognition through all our Cannexus social media channels (Facebook, Twitter, Instagram)

#### Choice of 2 benefits below:

- Virtual Booth
- 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)
- Web ad on the Cannexus website for one month



## Delegate Experience Partnership Opportunities

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

### Cannexus E-Blast Partner (Hybrid) \$4,000

1 Available

Over 15,000 subscribers receive monthly Cannexus e-blasts.

#### Set benefits:

- Full conference registrations (2 virtual)
- Virtual exhibit booth
- 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)

#### Choice of 1 benefit below:

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

### 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.

Support the next generation of researchers!

#### Set benefits:

- Full conference registrations (2 virtual)
- Virtual exhibit booth
- Company logo recognition: Prior to the conference on eblasts, promotional material and Cannexus website, Logo figured prominently on 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)

Don't Just Take  
Our Word for It

HERE ARE JUST SOME OF THE PAST PARTNERS AT CANNEXUS:





SEE YOU AT CANNEXUS23!