

# CANADA'S CAREER DEVELOPMENT CONFERENCE

Ottawa, Canada

January 29-31, 2024

# CANNEXUS24

VIRTUAL + IN-PERSON

By CERIC

## PARTNER PROSPECTUS

***“There’s something about Cannexus that just outshines other conferences for me. The quality of the keynote speakers, the variety of topics covered, the energy of the participants, virtual or in-person, is just incomparable in my eyes. I always leave more inspired, with some new nuggets of information to apply to my personal and/or professional life.”***

Marisa Basque, Employment Counsellor, Inclusion NB

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 29-31, 2024



## 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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## 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?

Cannexus24 will be a hybrid conference with a live in-person portion to be held at the Shaw Centre in Ottawa, Canada and a virtual portion. Last year, our in-person conference drew nearly 1,000 delegates and our virtual conferences more than 1,000, making Cannexus the largest bilingual conference of its kind in the country.

This dual format for the 18th annual conference offers 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:

- ✓ 100+ sessions both live and on-demand
- ✓ Presenters from across Canada and around the globe
- ✓ Recordings that are available for three months
- ✓ Networking opportunities and activities
- ✓ Engage with organizations that can help in your work
- ✓ Exhibitor Showcase (In-person only)

## 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!



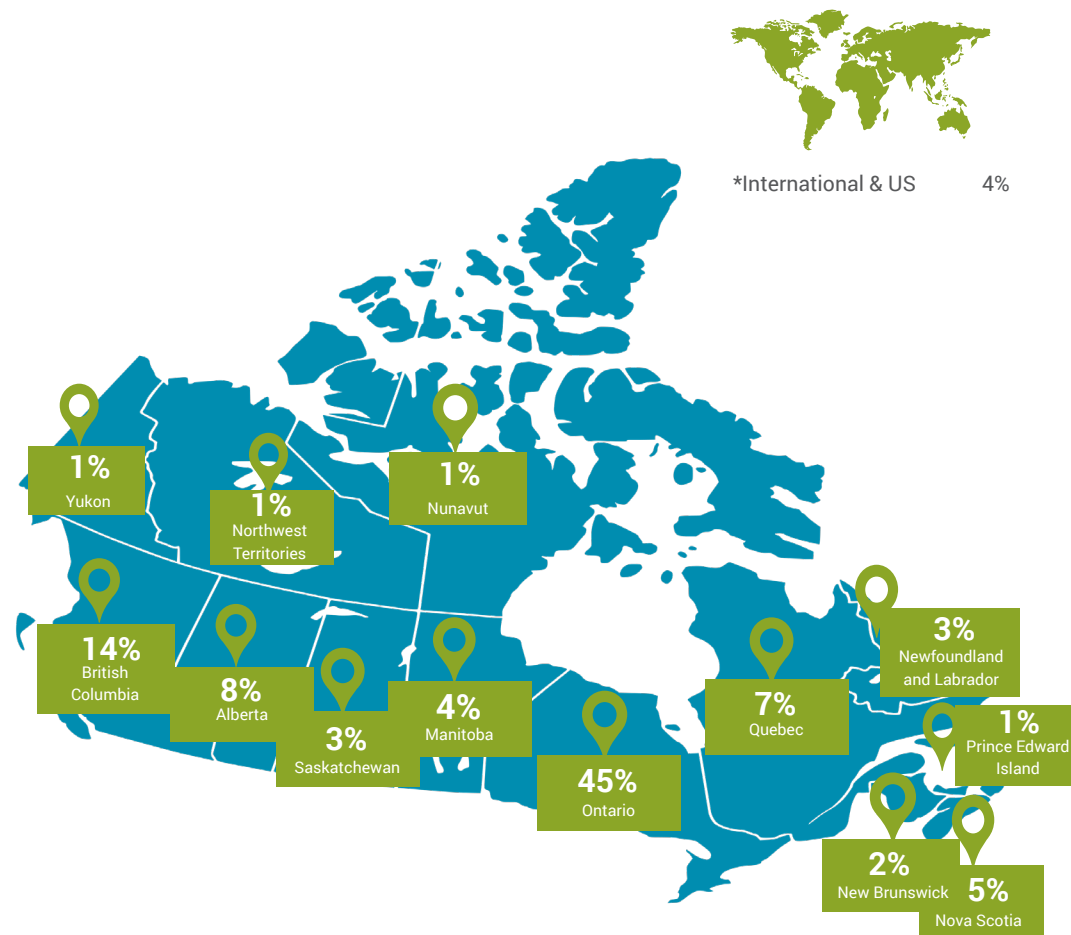
*"Cannexus23 was yet another reminder of how one event can bring people from all over the world in different services, sectors, business, both employee and client-focused together! Great people, great minds, great ideas! See you all next year!"*



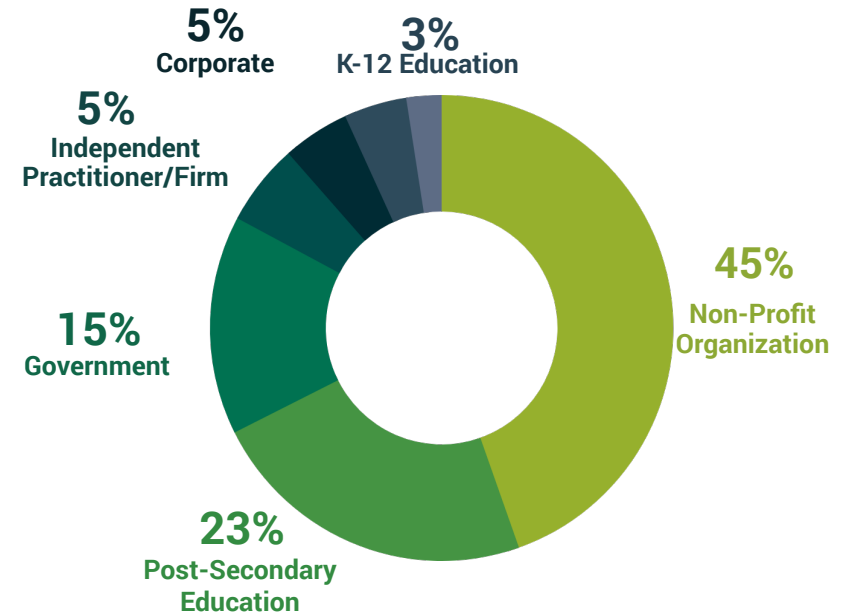
- Brad McKay, Program Supervisor, YES Employment

## 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 hybrid Cannexus23 attendance

## 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 (Virtual)
- APCDA Scholarship (Virtual)
- KAIROS Blanket Exercise (In-person)
- Keynote Sessions (Hybrid)
- Live Concurrent Sessions (Virtual or In-person depending on session choice)
- Main Stage (Hybrid)
- Plenary Panel (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)
- Captioning (Hybrid)
- Delegate Bag (In-person)
- Lounge (In-person)
- Mobile App (In-person)
- Namebadge/Lanyard (In-person)
- Networking Break (In-person)
- Quiet Room (In-person)
- Recharge Station (In-person)
- Simultaneous Interpretation (Hybrid)
- Student Posters Recorded Sessions (Virtual)
- Virtual Platform (Virtual)
- Wi-fi (In-person)



## 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 Panel - NEW!

Hybrid

\$8,000

1 Available

Organize (in conjunction with CERIC) a panel session taking place in the plenary hall on Wednesday which will be streamed into the virtual platform. Gain exposure and provide thought leadership to the whole Cannexus audience of over 2,000 virtual and in-person participants. This session is fully accessible with simultaneous interpretation into French and English captioning.

#### Set benefits:

- Opportunity to introduce the session (3-4 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 occasional planning meetings with CERIC to update on speaker invitations, themes, content, etc.
- 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 featured prominently on the live stream webpage. The recordings of this session will be available to in-person and virtual attendees for three months
- Recognition through all of our Cannexus social media channels (Facebook, Twitter, Instagram)

#### Choice of 1 benefit below:

- 10' x 10' exhibit booth. This option is only available for partners who sign on by November 3, 2023. Partners who sign on after November 3 will automatically receive the full conference registrations mentioned below in place of the exhibit 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

### 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 (3-4 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 featured prominently on the live stream webpage. The recordings of this session will be available to in-person and virtual attendees for three months
- Recognition through all of our Cannexus social media channels (Facebook, Twitter, Instagram)

#### Choice of 1 benefit below:

- 10' x 10' exhibit booth. This option is only available for partners who sign on by November 3, 2023. Partners who sign on after November 3 will automatically receive the full conference registrations mentioned below in place of the exhibit 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.

### Around the World Sessions

Virtual

\$6,000

1 Available

Partner with CERIC on these three popular international sessions. Sessions will feature global speakers and take place in different time zones around the world. All of these sessions will happen in the virtual platform.

#### Set benefits:

- Opportunity to introduce all three sessions (3-4 mins each). Recorded introduction for pre-recorded sessions, and live introduction for live sessions. Ability to moderate the Q&A for live sessions. *Please note, the moderator who introduces your session is responsible for presenting from a quiet and private space with good internet. CERIC does not provide a space on-site at the Shaw Centre for virtual speakers to present their sessions*
- 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 featured prominently on the live stream webpage. The recordings of this session will be available to in-person and virtual attendees for three months
- Recognition through all of our Cannexus social media channels (Facebook, Twitter, Instagram)

#### Choice of 1 benefit below:

- 10' x 10' exhibit booth. This option is only available for partners who sign on by November 3, 2023. *Partners who sign on after November 3 will automatically receive the full conference registrations mentioned below in place of the exhibit 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

### Young Professionals Bursary

Virtual

\$5,000

1 Available

Support emerging employment and career development practitioners in attending the virtual portion of the Cannexus24 conference.

#### Set benefits:

- Subsidize 12 young professionals in the field to attend the virtual portion of Cannexus
- Full conference registrations (either 2 in-person or 4 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. This option is only available for partners who sign on by November 3, 2023. *Partners who sign on after November 3 will automatically receive the full conference registrations mentioned below in place of the exhibit 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.

### APCDA Scholarship

Virtual

\$5,000

1 Available

**Subsidize 15 scholarships for Asia Pacific Career Development Association (APCDA) members to attend the virtual portion of the 2024 hybrid Cannexus conference.**

#### Set benefits:

- Subsidize 15 professionals from non-high income countries to participate in the virtual portion
- Full conference registrations (either 2 in-person or 4 virtual)
- Company logo recognition: Prior to the conference on eblasts, promotional material, Cannexus website and virtual platform

#### Choice of 1 benefit below:

- 10' x 10' exhibit booth. This option is only available for partners who sign on by November 3, 2023. *Partners who sign on after November 3 will automatically receive the full conference registrations mentioned below in place of the exhibit booth*
- Full conference registrations (either 2 in-person or 4 virtual)

#### Choice of 2 benefits below:

- 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](#)
- 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

### Main Stage - NEW!

Hybrid

\$5,000

Multiple Available

**Introduce the session and moderate the Q&A for these popular concurrent sessions taking place in Canada Hall 1&2. These sessions will be streamed from the Shaw Centre into the virtual platform with simultaneous interpretation into French and English captioning and will engage both audiences.**

#### Set benefits:

- Opportunity to introduce the session (3-4 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 featured prominently on the live stream webpage. The recordings of this session will be available to in-person and virtual attendees for three months
- Recognition through all of our Cannexus social media channels (Facebook, Twitter, Instagram)

#### Choice of 1 benefit below:

- 10' x 10' exhibit booth. This option is only available for partners who sign on by November 3, 2023. *Partners who sign on after November 3 will automatically receive the full conference registrations mentioned below in place of the exhibit 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.

### Indigenous Blanket Exercise

In-Person

\$5,000

1 Available

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

#### Set benefits:

- Opportunity to present the land acknowledgement and welcome the session leaders by offering tobacco
- Full conference registrations (2 in-person or 4 virtual)
- Company logo recognition: Prior to the conference on eblasts, promotional material and Cannexus website
- Exclusive signage during the in-person sessions
- Recognition through all of our Cannexus social media channels (Facebook, Twitter, Instagram)

#### Choice of 1 benefit below:

- Full conference registrations (either 2 in-person or 4 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](#)
- 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

Multiple available

### Introduce a speaker in one of the in-person or live virtual sessions!

Note: this excludes Keynotes, Around the World, Main Stage sessions

#### Set benefits:

- Opportunity to introduce the session and moderate the Q&A, in-person or virtual, depending on session choice
- 2 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 featured prominently on the live stream webpage (if virtual). The recordings of this session will be available to attendees for three 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
- Ability to send swag for delegates to choose from at the Resource table (in-person portion)

## Delegate Experience Partnership Opportunities

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

### Delegate Bag *In-person*

\$6,000  
1 Available

**Gain exposure to all our in-person attendees with your company logo branded on the conference bags!**

#### Set benefits:

- Your company logo branded on the conference bags
- Full conference registrations (either 2 in-person or 4 virtual)
- 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)

#### Choice of 3 benefits below:

- 10' x 10' exhibit booth. This option is only available for partners who sign on by November 3, 2023. Partners who sign on after November 3 will automatically receive the full conference registrations mentioned below in place of the exhibit booth
- Full conference registrations (either 2 in-person or 4 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

### Recharge Station *In-person*

\$6,000  
1 Available

**Give delegates the opportunity to charge their mobile devices at a charging station in the Exhibit Hall!**

#### Set benefits:

- Placement of a charging tower exclusively branded with your logo (on the back panel and kick panel) in the Exhibit Hall. If you choose, we can place the station next to your exhibit booth
- Full conference registrations (either 2 in-person or 4 virtual)
- 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)

#### Choice of 3 benefits below:

- 10' x 10' exhibit booth. This option is only available for partners who sign on by November 3, 2023. Partners who sign on after November 3 will automatically receive the full conference registrations mentioned below in place of the exhibit booth
- Full conference registrations (either 2 in-person or 4 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

## Delegate Experience Partnership Opportunities

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

### Quiet Room

*In-person*

\$6,000

*1 Available*

We recognize that large conferences can be overwhelming at times. On Monday and Tuesday, sponsor a quiet place for conference attendees to get away from the hustle and bustle.

#### Set benefits:

- Exclusive signage in the Quiet Room
- Ability to add marketing collateral in the Quiet Room
- Full conference registrations (either 2 in-person or 4 virtual)
- 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)

#### Choice of 3 benefits below:

- 10' x 10' exhibit booth. This option is only available for partners who sign on by November 3, 2023. Partners who sign on after November 3 will automatically receive the full conference registrations mentioned below in place of the exhibit booth
- Full conference registrations (either 2 in-person or 4 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

### Lounge

*In-person*

\$6,000

*1 Available*

Give delegates a place to relax and refresh in this high visibility lounge in the Parliamentary Foyer.

#### Set benefits:

- Exclusive branding in the 400sqft lounge in the Parliamentary Foyer. This includes 2 square top branded bistro tables and a branded coffee table
- Ability to add marketing collateral in the lounge
- Full conference registrations (either 2 in-person or 4 virtual)
- 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)

#### Choice of 2 benefits below:

- 10' x 10' exhibit booth. This option is only available for partners who sign on by November 3, 2023. Partners who sign on after November 3 will automatically receive the full conference registrations mentioned below in place of the 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](#)
- 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.

<p><b>Namebadge/Lanyard</b></p> <p><i>In-person</i></p> <p><b>\$6,000</b></p> <p><i>1 Available</i></p>	<p><b>Virtual Platform</b></p> <p><i>Virtual</i></p> <p><b>\$5,000</b></p> <p><i>1 Available</i></p>	<p><b>Mobile App</b></p> <p><i>In-person</i></p> <p><b>\$5,000</b></p> <p><i>1 Available</i></p>
<p>An anticipated 1,200 plus delegates will be wearing your organizations logo for all three days!</p> <p><b>Set benefits:</b></p> <ul style="list-style-type: none"> <li>Company logo placed on the conference lanyards</li> <li>Full conference registrations (either 2 in-person or 4 virtual)</li> <li>Company logo recognition: Prior to the conference on eblasts, promotional material and Cannexus website</li> <li>Recognition through all of our Cannexus social media channels (Facebook, Twitter, Instagram)</li> </ul> <p><b>Choice of 3 benefits below:</b></p> <ul style="list-style-type: none"> <li>10' x 10' exhibit booth. This option is only available for partners who sign on by November 3, 2023. Partners who sign on after November 3 will automatically receive the full conference registrations mentioned below in place of the exhibit booth</li> <li>Full conference registrations (either 2 in-person or 4 virtual)</li> <li>Ability to send swag for delegates to choose from at the Resource table (in-person portion)</li> <li>Web ad on the Cannexus website for one month</li> </ul>	<p><b>Gain recognition by sponsoring the virtual conference platform!</b></p> <p><b>Set benefits:</b></p> <ul style="list-style-type: none"> <li>Full conference registrations (either 2 in-person or 4 virtual)</li> <li>Company logo recognition: Prior to the conference on eblasts, promotional material and Cannexus website, Logo figured prominently in the platform for three months</li> <li>Recognition through all of our Cannexus social media channels (Facebook, Twitter, Instagram)</li> </ul> <p><b>Choice of 3 benefits below:</b></p> <ul style="list-style-type: none"> <li>10' x 10' exhibit booth. This option is only available for partners who sign on by November 3, 2023. Partners who sign on after November 3 will automatically receive the full conference registrations mentioned below in place of the exhibit booth</li> <li>Full conference registrations (either 2 in-person or 4 virtual)</li> <li>Ability to send swag for delegates to choose from at the Resource table (in-person portion)</li> <li>Web ad on the Cannexus website for one month</li> </ul>	<p><b>High visibility on the app splash page before and during Cannexus while delegates are engaged with their smartphones and other mobile devices.</b></p> <p><b>Set benefits:</b></p> <ul style="list-style-type: none"> <li>Full conference registrations (either 2 in-person or 4 virtual)</li> <li>Exclusive branding with your logo on popular Cannexus mobile app (includes 8 pre-scheduled sponsored messages or push notifications)</li> <li>Company logo recognition prior to the conference on eblasts, promotional material and Cannexus website</li> <li>Recognition through all our Cannexus social media channels (Facebook, Twitter, Instagram)</li> <li>10' x 10' exhibit booth. This option is only available for partners who sign on by November 3, 2023. Partners who sign on after November 3 will automatically receive the full conference registrations mentioned below in place of the exhibit booth</li> </ul> <p><b>Choice of 2 benefits below:</b></p> <ul style="list-style-type: none"> <li>Full conference registrations (either 2 in-person or 4 virtual)</li> <li>Ability to send swag for delegates to choose from at the Resource table (in-person portion)</li> <li>Web ad on the Cannexus website for one month</li> </ul>



## Delegate Experience Partnership Opportunities

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

### Wi-Fi

In-person

\$4,000

1 Available

**Subsidize this highly visible and highly used feature at Cannexus!**

#### Set benefits:

- Branding with your logo on the wi-fi login splash screen
- Ability to have input in the wi-fi network and password (maximum 24 characters) with CERIC's approval
- Full conference registrations (either 2 in-person or 4 virtual)
- Company logo recognition: Prior to the conference on eblasts, promotional material and Cannexus website
- Exclusive logo recognition on any wi-fi signage throughout the event
- Recognition through all of our Cannexus social media channels (Facebook, Twitter, Instagram)

#### Choice of 2 benefits below:

- 10' x 10' exhibit booth. This option is only available for partners who sign on by November 3, 2023. *Partners who sign on after November 3 will automatically receive the full conference registrations mentioned below in place of the exhibit booth*
- Full conference registrations (either 2 in-person or 4 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

### Cannexus E-blast

Hybrid

\$3,500

1 Available

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

#### Set benefits:

- Full conference registrations (either 2 in-person or 4 virtual)
- Prominent recognition within monthly e-blasts with a logo and link
- Company logo recognition: Prior to the conference on promotional material and Cannexus website
- 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)

### Networking Break

In-person

\$2,500

5 Available

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

#### Set benefits:

- Prominent placement of your logo on exclusive signage during the networking break
- Full conference registrations (either 2 in-person or 4 virtual)
- 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)

#### Choice of 1 benefit below:

- Full conference registrations (either 2 in-person or 4 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

## Delegate Experience Partnership Opportunities

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

### Simultaneous Interpretation

Hybrid

\$2,000  
a day

1 Available

Show delegates your organization's commitment to French accessibility by subsidizing translation taking in Canada Hall 1&2. All these sessions will be streamed from the Shaw Centre into the virtual conference platform.

#### Set benefits:

- Full conference registrations (2 virtual or 4 in-person)
- Company logo recognition: Prior to the conference on eblasts, promotional material and Cannexus website
- Logo on special signage throughout Canada Hall 1&2
- 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 Presentations

Hybrid

\$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 (either 2 virtual or 4 in-person)
- Company logo recognition: Prior to the conference on eblasts, promotional material and Cannexus website
- Logo featured prominently on on-demand poster session recording pages. The recordings of these sessions will be available to attendees for three months
- Recognition through all of our Cannexus social media channels (Facebook, Twitter, Instagram)

### Captioning

Hybrid

\$1,500  
a day

3 Available

Show delegates your organization's commitment to accessibility by subsidizing the English captioning taking in Canada Hall 1&2. All these sessions will be streamed from the Shaw Centre into the virtual conference platform.

#### Set benefits:

- Full conference registrations (2 virtual or 4 in-person)
- Company logo recognition: Prior to the conference on eblasts, promotional material and Cannexus website
- Logo on special signage throughout Canada Hall 1&2
- 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)

## Bonus Add-on Partnership Opportunity

### Career Theories and Models in Practice: Knowledge Champions

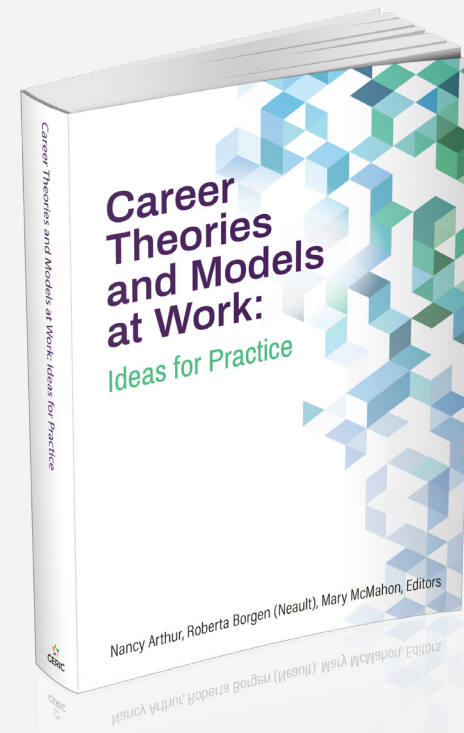
\$5,000

10 Available

You are invited to join an exclusive group of Knowledge Champions whose support will make possible the publication of a “companion” book to the popular *Career Theories and Models at Work: Ideas for Practice*. This new book to be called *Career Theories and Models in Practice* will provide career development practitioners with theory-informed principles for everyday application.

- You will get your logo, organization/program description and weblink both in the book and on CERIC’s website
- Thanks to your support, 1,000 career practitioners will each receive a complimentary copy when they gather in Ottawa at the 2024 Cannexus, Canada’s Career Development Conference

Read the [full Knowledge Champion details](#)  
and contact Sharon Ferriss, [sharon@ceric.ca](mailto:sharon@ceric.ca) to learn more.



Don't Just Take  
Our Word for It

HERE ARE JUST SOME OF THE PAST PARTNERS AT CANNEXUS:





SEE YOU AT CANNEXUS24!