



**PATHWAYS TO
PROSPERITY**
Promoting Welcoming Communities in Canada



**VOIES VERS LA
PROSPÉRITÉ**
Promouvoir des communautés accueillantes au Canada

EXHIBITOR AND SPONSOR INFORMATION

Pathways to Prosperity 2019 National Conference

**Immigration at the Crossroads:
Renewing Support for Immigration to Canada
at the Intersections of Research, Policy, and Practice**



October 30-November 1, 2019 | Westin Harbour Castle, Toronto

3

Days

7th

Year

450+

Participants

www.p2pcanada.ca | [@P2PConnects](https://twitter.com/P2PConnects) | [#p2pconference](https://twitter.com/p2pconference)

Pathways to Prosperity 2019 National Conference

Immigration at the Crossroads: Renewing Support for Immigration to Canada at the Intersections of Research, Policy, and Practice

Immigration to Canada is at a crossroads. The federal election in the Fall may impact current immigration policy. New settlement contribution agreements are in progress. At the same time, there is some evidence that attitudes toward immigrants and refugees among established Canadians are hardening, with populism on the rise. In this time of uncertainty and possible change, it seems useful to consider how we can renew our support for immigration to Canada, which is essential for the future of our country. This conference will look ahead, focusing on how our research, policy, and practice supporting the attraction, settlement and integration of newcomers can continue to make important contributions to the well-being of Canada and those who live here, whether established Canadians or newcomers. The conference will include plenary sessions, workshops, a poster session, and opportunities to network with colleagues. We will also be holding a full-day **P2P Preconference for Local Immigration Partnerships and Réseaux en immigration francophone**.

DATE AND TIME

October 30, 2019

8:00 AM — 5:00 PM

P2P Preconference for Local
Immigration Partnerships and
Réseaux en immigration
francophone

**October 31 -
November 1, 2019**

Day 1: 7:30 AM — 8:00 PM

Day 2: 7:30 AM — 4:30 PM

Pathways to Prosperity 2019
National Conference

LOCATION

Westin Harbour Castle

1 Harbour Square,
Toronto, ON
M5J 1A6

ATTENDEES: EXPECTED NUMBERS

450+ Pathways to Prosperity
2019 National Conference

150+ P2P Preconference of Local
Immigration Partnerships and
Réseaux en immigration
francophone

ATTENDEES: WHO THEY ARE

- ◆ Researchers from Universities, Colleges, and Institutes
- ◆ Program and Policy Officials from Federal, Provincial, and Municipal Governments
- ◆ Representatives of Local Immigration Partnerships and Réseaux en immigration francophone
- ◆ Representatives of Settlement Agencies
- ◆ Representatives of Francophone, Ethno-cultural, and Economic Organizations
- ◆ Graduate Students and Postdoctoral Fellows
- ◆ Others working in the area of immigration and settlement

FEEDBACK FROM ATTENDEES AND EXHIBITORS

“ The P2P Annual Conference is unlike any other in its engagement of stakeholders, promotion of innovation, and responsiveness to the needs of the sector, setting new trends for other events in this area.”

“ The conference gave us the opportunity to connect with many organizations at the local, provincial, and federal level. Thanks to this exposure, we increased our partnerships across Canada and with key actors. The organizers supported us professionally and promptly before the conference, and gave us great visibility.”

“ P2P puts on the best conferences in the immigration sector. The combination of academics, practitioners and officials is a very potent one. The diversity of topics covered in this conference kept it lively and relevant.”

The Pathways to Prosperity (P2P) Partnership, initiated in 2012, is a national alliance of university, community, and government partners dedicated to fostering welcoming communities and promoting the integration of immigrants and minorities in Canada. The Partnership includes all key federal and provincial migration ministries; municipalities; national, regional and local organizations involved in immigrant settlement; and researchers from over fifty universities. The main activities of the Partnership are primary and secondary research, knowledge transfer, education, and mutual learning. The partnership co-chairs are Victoria Esses, Western University, and Jean McRae, Canadian Immigrant Settlement Sector Alliance (CISSA-ACSEI).

Online Reach

WEBSITE & EBULLETIN

5,500+ page views per month recorded on **P2PCanada.ca**, a bilingual resource of information on immigration research, policy, and practice in Canada.

5,750+ active subscribers to the P2P bimonthly bilingual eBulletin. The eBulletin focuses on upcoming events, research findings, P2P activities, and funding opportunities.

TWITTER & YOUTUBE

35,000+ impressions received per month on @P2PConnects — P2P Canada's official twitter account. The twitter channel has more than **1,000 followers**.

450,000+ views recorded to date on P2P Canada's four YouTube channels that include videos focusing on the personal stories of immigrants and videos from P2P conferences and workshops.

PROMOTE AND SHOWCASE

The P2P 2019 National Conference will give you the opportunity to demonstrate your products and services to conference attendees, and meet with potential clients and partners. It provides a platform to promote your brand to the leading stakeholders in the field of immigration and settlement at a local, regional, and national level.

NETWORK AND CONNECT

The conference includes plenary sessions, workshops, poster presentations along with an evening reception, and several other networking opportunities. It provides an opportunity to forge new connections and meet established contacts, understand the needs of immigrants and immigrant-serving agencies, and promote and shape your products and services that support work in this field.

BRANDING OPPORTUNITIES: REACH YOUR AUDIENCE

Brand recognition opportunities included in the premium packages can help promote your products and services **before, during, and after** the conference. These include: promotion on the P2P website, in the P2P eBulletin, and in the conference agenda booklet.

PARTICIPATE AND CONTRIBUTE

The P2P conference is an opportunity to gain comprehensive knowledge of the latest immigration research, and understand current and future government policies. It offers a chance to participate and contribute to the dialogue on creating welcoming communities.



	Basic 1-day Package (Preconference)	Basic 2-day Package (P2P Conference)	Premium 2-day Package (P2P Conference)	Basic 3-day Package (Preconference and P2P Conference)	Premium 3-day Package (Preconference and P2P Conference)
Dedicated Table Space: A 6' x 2.5' table with two chairs	•	•	•	•	•
Social Media Promotion: P2P will tweet about your table display on P2P’s twitter account during the (Pre)Conference	•	•	•	•	•
Two Passes for One Day: For the P2P Preconference for Local Immigration Partnerships and Réseaux en immigration franco-phone (October 30, 2019)	•				
Two Passes for Two Days: For the Pathways to Prosperity 2019 National Conference (October 31-November 1, 2019)		•	•		
Two Passes for Three Days: For the Pathways to Prosperity 2019 National Conference plus the P2P Preconference for Local Immigration Partnerships and Réseaux en immigration francophone (October 30-November 1, 2019)				•	•
Exhibitor’s Logo and Profile * in the conference issue of the P2P eBulletin sent to all P2P eBulletin subscribers			•		•
Exhibitor’s Logo and Profile * on the P2P Website			•		•
Exhibitor’s Logo and Profile * in the (Pre)Conference Agenda Booklet			•		•
Price	\$500.00 + HST	\$1000.00 + HST	\$1300.00 + HST	\$1400.00 + HST	\$1700.00 + HST

* Exhibitor Profile: 100 word text in English and French to be supplied by the client

Increase Awareness of Your Products and Services With These Additional Sponsorship Opportunities at the P2P Conference

Poster Awards and Evening Reception Sponsorship (Only 1 Spot Available)

The Poster Presentations and Evening Reception is a very popular networking event during the P2P National Conference. You are invited to be a part of this energetic and thought-provoking evening. Every year, many poster submissions are received on a variety of immigration and settlement related topics, and approximately 30 presenters are selected to participate. As the *Poster Awards and Evening Reception Sponsor*, you will receive exclusive branding opportunities. For detailed sponsorship benefits and price, please refer to the *Sponsorship Packages Summary* chart (Page 9).

Keynote Sponsorship (Only 1 Spot Available)

A keynote speaker sets the tone of the conference and conveys its core message. This is your chance to be affiliated with an inspirational session at the P2P 2019 National Conference. In previous years, Sharon Bala, Author of *The Boat People*, the Honourable Lloyd Axworthy, Chair, World Refugee Council, and John Ralston Saul, award-winning philosopher, novelist, and essayist, have addressed the P2P conference. As the *Keynote Sponsor*, you will receive unique branding opportunities; please refer to the *Sponsorship Packages Summary* chart (Page 9).

Breakfast and/or Lunch Sponsorships (Only 1 Spot Available per Breakfast or Lunch)

Sponsoring a breakfast and/or lunch is a great opportunity to showcase your brand. Attendees at past P2P National Conferences have always appreciated the meals and refreshments provided during the event. You can choose to sponsor a breakfast and/or a lunch on Day 1 (October 31, 2019) or Day 2 (November 1, 2019) of the P2P 2019 National Conference. As a

Breakfast or Lunch Sponsor, you will receive exclusive branding opportunities; please refer to the *Sponsorship Packages Summary* chart (Page 9).

Simultaneous Interpretation Sponsorship (Only 1 Spot Available)

A vital service offered to attendees at the P2P conference is the English-French simultaneous interpretation service during plenary sessions. In previous years, the simultaneous interpretation service has been well utilized by many attendees. Join us in offering this very important service to P2P conference attendees. As a *Simultaneous Interpretation Sponsor*, you will receive exclusive branding opportunities; please refer to the *Sponsorship Packages Summary* chart (Page 9).

Conference Wi-Fi and Sli.do Sponsorship (Only 1 Spot Available)

Wi-Fi connection is an integral part of any conference, allowing attendees to engage in live Q&A sessions, be active on social media, and stay connected to their work. P2P uses Sli.do, a live web-based Q&A and polling platform, to drive meaningful conversations and engage participants. As the *Wi-Fi and Sli.do Sponsor*, you will receive exclusive branding opportunities that include choosing a Wi-Fi password that represents your brand, which attendees will use repeatedly to connect to the internet. For detailed benefits and package price, please refer to the *Sponsorship Packages Summary* chart (Page 9).

If you are interested in being involved with the Pathways to Prosperity 2019 National Conference but do not see an opportunity that suits your needs, we would be happy to work with you in creating a sponsorship package that is right for you. Contact Sonali Advani at communications@p2pcanada.ca to discuss potential opportunities.

Sponsorship Packages Summary

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	Poster Awards and Evening Reception Sponsorship	Keynote Sponsorship	Breakfast/Lunch Sponsorship	Simultaneous Interpretation Sponsorship	Conference Wi-Fi and Sli.do Sponsorship
Type	Exclusive — Only 1 spot available	Exclusive — Only 1 spot available	Exclusive — Only 1 spot available per breakfast / lunch	Exclusive — Only 1 spot available	Exclusive — Only 1 spot available
Special Benefits	<ul style="list-style-type: none"> Sponsor's logo printed on poster award certificates Opportunity to nominate a representative to sit on the poster awards committee Present awards to the winners 	<ul style="list-style-type: none"> Opportunity to welcome the keynote speaker 	<ul style="list-style-type: none"> 5-minute video presentation time during the sponsored breakfast/lunch 	<ul style="list-style-type: none"> 5-minute video presentation time during a lunch or refreshment break of your choice 	<ul style="list-style-type: none"> Customize the Wi-Fi password to represent your brand, which attendees will use repeatedly to connect to the internet
Branding Opportunities During the Conference	<ul style="list-style-type: none"> A 2'x3' sign acknowledging the sponsor will be displayed in the poster presentation area. Sponsor's Logo and Profile* in the Conference Agenda Be recognized as a sponsor in the welcome and closing remarks of the conference 	<ul style="list-style-type: none"> Sponsor's name and logo will be displayed on the keynote session slide projected on the large screens in the conference room Sponsor's Logo and Profile* in the Conference Agenda Be recognized as a sponsor in the welcome and closing remarks of the conference 	<ul style="list-style-type: none"> A 2'x3' sign acknowledging the sponsor will be placed where the sponsored buffet is served Sponsor's Logo and Profile* in the Conference Agenda Be recognized as a sponsor in the welcome and closing remarks of the conference 	<ul style="list-style-type: none"> A 2'x3' sign acknowledging the sponsor will be placed in the conference room Sponsor's Logo and Profile* in the Conference Agenda Be recognized as a sponsor in the welcome and closing remarks of the conference 	<ul style="list-style-type: none"> Sponsor's logo will be displayed on the Sli.do screen projected on the large screens in the conference room during all Q&A sessions Sponsor's Logo and Profile* in the Conference Agenda Be recognized as a sponsor in the welcome and closing remarks of the conference
Acknowledgement and Recognition Before the Conference	Sponsor's Logo and Profile*: <ul style="list-style-type: none"> On the P2P Website In the conference issue of the P2P eBulletin sent to 5,750+ subscribers 	Sponsor's Logo and Profile*: <ul style="list-style-type: none"> On the P2P Website In the conference issue of the P2P eBulletin sent to 5,750+ subscribers 	Sponsor's Logo and Profile*: <ul style="list-style-type: none"> On the P2P Website In the conference issue of the P2P eBulletin sent to 5,750+ subscribers 	Sponsor's Logo and Profile*: <ul style="list-style-type: none"> On the P2P Website In the conference issue of the P2P eBulletin sent to 5,750+ subscribers 	Sponsor's Logo and Profile*: <ul style="list-style-type: none"> On the P2P Website In the conference issue of the P2P eBulletin sent to 5,750+ subscribers
Complimentary Passes	<ul style="list-style-type: none"> Two complimentary passes to the P2P 2019 National Conference (Oct 31-Nov 1, 2019) 	<ul style="list-style-type: none"> Two complimentary passes to the P2P 2019 National Conference (Oct 31-Nov 1, 2019) 	<ul style="list-style-type: none"> Two complimentary passes to the P2P 2019 National Conference (Oct 31-Nov 1, 2019) 	<ul style="list-style-type: none"> Two complimentary passes to the P2P 2019 National Conference (Oct 31-Nov 1, 2019) 	<ul style="list-style-type: none"> Two complimentary passes to the P2P 2019 National Conference (Oct 31-Nov 1, 2019)
Price	\$5,000.00 + HST	\$5,000.00 + HST	\$5,000.00 + HST	\$5,000.00 + HST	\$7,500.00 + HST

Sponsors of the above packages can also book an exhibitor's table at a discounted rate. Contact Sonali Advani at communications@p2pcanada.ca if you are interested in doing so, or if you have any other questions.

* Sponsor Profile: 100 word text in English and French to be supplied by the client

Conference Videos Sponsor

Price: \$2500.00 + HST

This is a unique opportunity to have your brand logo on a product with lifetime online visibility. The plenary sessions of the P2P 2019 National Conference will be recorded in high definition, and the videos will be edited along with presentation slides. The videos will be published on YouTube. The sponsor's logo will be inserted near the beginning of all P2P 2019 National Conference videos.

Advertisement in the P2P 2019 National Conference Agenda Booklet

The conference agenda booklet is printed in both official languages: English and French. It is distributed to all attendees upon registration. A PDF version of the booklet is posted on the P2P website. The advertising rate is a combined rate for both editions – English and French.

Type of Advertisement	Published in	Price
Inside Front Cover: Full-colour Full-page Ad* (8.5" x 11")	English Agenda Booklet AND French Agenda Booklet	\$750.00 + HST
Inside Back Cover: Full-colour Full-page Ad* (8.5" x 11")	English Agenda Booklet AND French Agenda Booklet	\$750.00 + HST
Inside Pages: B/W Full-page Ad* (8.5" x 11")	English Agenda Booklet AND French Agenda Booklet	\$400.00 + HST

*Artwork must be provided in a print-ready PDF file by October 11, 2019. Further specifications for the artwork will be provided on signing up.

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THANK YOU TO OUR PAST SPONSORS AND EXHIBITORS



Immigration, Refugees
and Citizenship Canada

Immigration, Réfugiés
et Citoyenneté Canada



The P2P Annual National Conference, initiated in 2013, promotes learning and engagement through in-person presentations and discussion. We are Canada's leading partnership on immigration. Thus, we are able to provide the latest information related to immigration programs and policies, cutting-edge research findings, and up-to-date case studies on settlement and integration practices.

Date	P2P Annual National Conferences	Location	Attendance
November 22-23, 2018	Pathways to Prosperity 2018 National Conference	Montreal, Quebec	440+
November 16-17, 2017	Pathways to Prosperity 2017 National Conference	Toronto, Ontario	360+
December 1-2, 2016	Pathways to Prosperity 2016 National Conference	Ottawa, Ontario	350+
November 30 – December 1, 2015	Pathways to Prosperity 2015 National Conference	Toronto, Ontario	330+
November 24-25, 2014	Pathways to Prosperity 2014 National Conference	Montreal, Quebec	250+
November 15-16, 2013	Pathways to Prosperity 2013 National Conference	Ottawa, Ontario	250+



Delegates at the Pathways to Prosperity 2017 National Conference in Toronto

In addition to the National Conference, Pathways to Prosperity holds one-day preconferences on topics that are of interest to our membership.

Date	P2P Preconferences	Location	Attendance
June 24, 2019	P2P-IRCC Preconference to International Metropolis Conference: Measuring Settlement Outcomes for Individuals and Communities	Ottawa, Quebec	200+
November 21, 2018	Local Immigration Partnerships	Montreal, Quebec	150+
November 15, 2017	Local Immigration Partnerships and Réseaux en immigration francophone	Toronto, Ontario	150+
November 15, 2017	Research Project “Developing Immigrants’ Literacy and Essential Skills”	Toronto, Ontario	50+
November 30, 2016	Local Immigration Partnerships and Réseaux en immigration francophone	Ottawa, Ontario	130+
November 30, 2016	Rencontre de recherche sur l’immigration d’expression française dans les communautés francophones en situation minoritaire du Canada	Ottawa, Ontario	40+
November 29, 2015	Measurement Strategies for Settlement Agencies, Local Immigration Partnerships, and Réseaux en immigration francophone	Toronto, Ontario	120+

Pathways to Prosperity also holds one-day workshops across the country with the aim of providing in-depth analysis and discussion on a variety of topics.

Date	P2P Workshops	Location	Attendance
April 19, 2018	International Students as Future Permanent Residents	Victoria, British Columbia	90+
October 7, 2016	Attraction, Retention, and Integration of Immigrants in Smaller Communities	St. John’s, Newfoundland	60+
October 21, 2015	Multi-Stakeholder Partnerships to Support Newcomer Integration: Structure, Engagement, and Collaboration	Edmonton, Alberta	80+

NAME OF THE ORGANIZATION: _____

CONTACT NAME: _____

PHONE: _____ EMAIL: _____

ADDRESS: _____

CITY: _____ PROVINCE: _____ POSTAL CODE: _____

WEBSITE: _____

PLEASE CHECK THE PACKAGE OF CHOICE

A) EXHIBITOR PACKAGES:

- ☐ Basic 1-Day Exhibitor Package (Preconference): \$500.00 + HST
- ☐ Basic 2-Day Exhibitor Package (Conference): \$1,000.00 + HST
- ☐ Premium 2-Day Exhibitor Package (Conference): \$1,300.00 + HST
- ☐ Basic 3-Day Exhibitor Package (Preconference & Conference): \$1,400.00 + HST
- ☐ Premium 3-Day Exhibitor Package (Preconference & Conference): \$1,700.00 + HST

B) SPONSORSHIP PACKAGES:

- ☐ Poster Awards and Evening Reception Sponsorship: \$5,000.00 + HST
- ☐ Keynote Sponsorship: \$5,000.00 + HST
- ☐ Breakfast and/or Lunch Sponsorship: \$5,000.00 + HST (Please indicate breakfast and/or lunch and the chosen conference date) _____
- ☐ Simultaneous Interpretation Sponsorship: \$5,000.00 + HST
- ☐ Conference Wi-Fi and Sli-do Sponsorship: \$7,500.00 + HST

C) OTHER BRANDING OPPORTUNITIES:

- ☐ Conference Videos Sponsor: \$2,500.00 + HST
- ☐ Ad in the Conference Agenda Booklet — Inside Front Cover: \$750.00 + HST
- ☐ Ad in the Conference Agenda Booklet — Inside Back Cover: \$750.00 + HST
- ☐ Ad in the Conference Agenda Booklet — Inside Pages: \$400.00 + HST

Terms and Conditions: No exhibitor shall sublet any part of the space allocated to them. Exhibitor and Sponsor benefits including complimentary passes, table space, and other promotional and branding opportunities cannot be shared with or passed on to other organizations or members of other organizations.

SIGNATURE: _____

NAME: _____

DATE: _____

Payment Information

Payment must be made by cheque.

Please complete the above Exhibitor and Sponsorship Application form and mail it, along with a cheque payable to ***The University of Western Ontario***, to the following address:

Dr. Victoria Esses
Department of Psychology
Faculty of Social Science
University of Western Ontario
1151 Richmond Street
London, Ontario
Canada N6A 5C2



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Contact Information

Sonali Advani

Communications and Event Manager

Email: communications@p2pcanada.ca

Phone: 519-661-2111 Ext: 88418

Social Science Centre, Western University

1151 Richmond Street, London, ON, Canada, N6A 5C2



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