



**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 2020 National Conference

The Future of Immigration and (Re)Settlement in Canada



November 23 - 25, 2020 | A Virtual Conference

3

Days

8th

Year

700+

Participants

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

Pathways to Prosperity 2020 National Conference

November 23-24, 2020: Pathways to Prosperity Annual National Conference

**November 25, 2020: Pathways to Prosperity Conference for
Local Immigration Partnerships and Réseaux en immigration francophone**

Pathways to Prosperity is pleased to be holding a virtual conference this year. On Monday November 23 and Tuesday November 24, the P2P Annual National Conference will run from 11:00 AM to 4:45 PM EST, with evening activities on November 23 for interested parties. The conference will focus on immigration and (re) settlement in Canada in this time of a worldwide pandemic and increased awareness of the racism and discrimination facing immigrants every day. We will discuss the challenges and opportunities for change now and in the coming years. On Wednesday November 25, the full day conference for Local Immigration Partnerships and Réseaux en immigration francophone will run from 11:00 AM EST to 4:45 PM EST, focusing on upcoming priorities set by these collaborative enterprises.

♦ **Day 1 – Immigration and (Re)Settlement in the Time of a Pandemic**

- Plenary on the Royal Society of Canada's Working Group Report on COVID-19 and Immigration
- Plenary on The Impact of COVID-19 on Marginalized Communities
- Concurrent Workshops
- Posters and Exhibitors
- Networking
- Entertainment and Open Discussion Rooms

♦ **Day 2 – Toward a Racism and Discrimination Free Canada**

- Keynote Speaker on Racism and Discrimination
- Plenary on An Intersectional Approach to Understanding and Reducing Discrimination toward Immigrants
- Concurrent Workshops
- Posters and Exhibitors
- Networking

♦ **Day 3 – Priorities of the Local Immigration Partnerships and Réseaux en immigration francophone**

- Two Plenary Sessions
- Concurrent Breakout Sessions
- Networking and Exhibitors

CONFERENCE ATTENDEES: EXPECTED NUMBERS

700+ Pathways to Prosperity
2020 National Conference

150+ P2P Conference for Local
Immigration Partnerships
and Réseaux en immigration
francophone

CONFERENCE 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

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.

6,000+ 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.

Multiple Spaces Available | Price: 700.00 + HST

Exhibitor Benefits

- ◆ **Two 3-day conference passes**
- ◆ **Virtual Exhibit Booth** – A dedicated page on the virtual event platform on which you can include:
 - * Information about your organization, products and services
 - * Team members attending the conference
 - * Direct links to your website and social media channels
 - * Direct link to your calendly account, so that you can schedule one-on-one meetings with the attendees
 - * Documents that attendees can view and download
 - * A demo video so that attendees can learn more about your products and services
- ◆ **Direct communication with attendees: Video call or Chat**
 - * Attendees will be able to connect with you via a private 1-1 chat
 - * Attendees can also connect with you via a private 1-1 video call
 - * Note: The video call and chat are set up instantly through our virtual platform. You are not required to have a video conferencing account, and attendees are not required to download any third-party applications
- ◆ **Host live group demos:** Transform your virtual booth from a static experience to one that mimics face-to-face interactions at an in-person conference. Exhibitors can host LIVE group meetings at their virtual booths. Up to 25 people can join a live group demo at your booth at any given time. The system supports both video and screen sharing.
- ◆ **Publicity before the conference:** Exhibitor profile and information published on the P2P/Conference website
- ◆ **Dedicated times for exhibitors:** P2P will encourage attendees to visit the exhibitors at predefined times
- ◆ **30-min video training on the virtual platform** with a P2P representative as soon as you sign up as an exhibitor

Sponsorship – Premium (Plenary and Keynote Sessions)

4 Spaces Available | Price: 3,000 + HST

Premium Sponsorship Benefits:

- ♦ **Four 3-day conference passes**
- ♦ Sponsors can choose to sponsor:
 - * November 23 - Plenary session on Royal Society of Canada Working Group Report on COVID-19 and Immigration
 - * November 23 - Plenary session on The Impact of COVID-19 on Marginalized Communities
 - * November 24 - Keynote session
 - * November 24 – Plenary session on An Intersectional Approach to Understanding and Reducing Discrimination toward Immigrants
- ♦ Sponsor's logo within a **banner on the virtual platform**
- ♦ Sponsor's logo prominently displayed (video) on the **virtual conference landing page**
- ♦ Sponsor's **logo on the sponsored plenary session's page** and listing on the virtual platform
- ♦ Sponsor's logo in the **pre-roll video** on the sponsored plenary session's page
- ♦ Recognition as a sponsor in the P2P Conference **Welcome Remarks**
- ♦ Branding opportunities before the conference:
 - * Sponsor's logo and profile on the **P2P Conference website**
 - * Sponsor's logo and profile (100 words) in the conference issue of the **P2P eBulletin** sent to 6,000 subscribers
- ♦ Post-conference branding opportunities:
 - * Sponsor's logo included at the beginning of **each edited video** of the sponsored plenary session. These videos will be published on the P2P website and P2P's YouTube Channel. These video offer lifetime visibility
- ♦ Promotion on P2P's **social media** (Twitter) channels
- ♦ Option to add-on the **exhibitor package at a discounted price**

Sponsorship – Premium (Poster Session and Awards)

1 Space Available | Price: 3,000 + HST

Premium Sponsorship Benefits:

- ♦ **Four 3-day conference passes**
- ♦ **Complimentary exhibitor package**
- ♦ Sponsor's logo within a **banner on the virtual platform**
- ♦ Sponsor's logo prominently displayed (video) on the **virtual conference landing page**
- ♦ **Dedicated landing page** within posters section on which the sponsor can provide information about your organization, products and services; direct links to your website and social media channels, and documents that attendees can view and download
- ♦ Recognition as a sponsor in the P2P Conference **Welcome Remarks**
- ♦ Sponsor's logo printed on **award certificates** sent to poster award winners
- ♦ Opportunity to nominate a representative to sit on the **poster awards committee**
- ♦ Branding opportunities before the conference:
 - * Sponsor's logo and profile on the **P2P Conference website**
 - * Sponsor's logo and profile (100 words) in the conference issue of the **P2P ebulletin** sent to 6,000 subscribers
- ♦ Post-conference branding opportunities :
 - * Sponsor's name and logo included on the **poster listing page** on the P2P website (lifetime visibility)
- ♦ Promotion on **P2P's social media** (Twitter) channels

Sponsorship – Basic

Multiple Spaces Available | Price: 1,500 + HST

Basic Sponsorship Benefits:

- ♦ **Two 3-day conference passes**
- ♦ Sponsor's logo within a **banner** on the virtual platform
- ♦ Sponsor's logo prominently displayed (video) on the **virtual conference landing page**
- ♦ Branding opportunities before the conference:
 - * Sponsor's logo and profile on the **P2P Conference website**
 - * Sponsor's logo and profile (100 words) in the conference issue of the **P2P eBulletin** sent to 6,000 subscribers
- ♦ Recognition as a sponsor in the P2P Conference **Welcome Remarks**
- ♦ Promotion on P2P's **social media** (Twitter) channels
- ♦ Option to add-on the **exhibitor package at a discounted price**

**To discuss these opportunities, or to sign up as a sponsor or exhibitor,
contact Sonali at communications@p2pcanada.ca.**

If you are interested in being involved with the Pathways to Prosperity 2020 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.

THANK YOU TO OUR PAST SPONSORS AND EXHIBITORS



Immigration, Refugees
and Citizenship Canada

Immigration, Réfugiés
et Citoyenneté Canada



THANK YOU TO OUR PAST SPONSORS AND EXHIBITORS



Canadian
Race Relations
Foundation

Fondation
canadienne des
relations raciales





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