



**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 2021 National Conference

**Plus ça change, plus c'est la même chose:
Post-COVID Strategies to Address Enduring Challenges in the
Settlement and Integration of Newcomers in Canada**



November 8–10, 2021 | A Virtual Conference

3

Days

9th

Year

1500

Participants

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

Multiple Spaces Available | Price: \$700.00 + HST

Exhibitor Benefits

- ◆ **Complimentary passes: Two passes to the 3-day P2P Conference and the Virtual Workshop Series**
- ◆ **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
 - * Ability to publish documents that attendees can view and download
 - * Ability to upload a 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
- ◆ **Dedicated times for exhibitors:** Virtual meeting rooms will be provided for exhibitors to meet with attendees at predefined times as a part of the conference agenda
- ◆ **Gamification:** Gain additional engagement by strategically incorporating gamification codes for your virtual booth
- ◆ **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
- ◆ **30-min training on the virtual platform** when you sign up as an exhibitor

Note: Discounts available if you sign up for more than one exhibitor booth

Sponsorship – Premium (Plenary and Keynote Sessions)

4 Spaces Available | Price: \$3,000 + HST

Premium Sponsorship Benefits:

- ♦ **Complimentary passes: Four passes to the 3-day P2P Conference and the Virtual Workshop Series**
- ♦ **Additional passes at discounted rate of \$40.00 pp**
- ♦ Sponsors can choose to sponsor:
 - * November 8 Plenary Session — Acknowledging and Defeating Racism and Islamophobia in Canada
 - * November 8 Plenary Session — Supporting Immigrant-Indigenous Relations in Canada: Addressing Long-standing Issues and Moving Toward a Shared Future
 - * November 9 Keynote Session — Silmy Abdullah, Author, Lawyer and Social Justice Advocate — Why Our Stories Matter: Racialized Women, Immigration and Gender Justice in Post-Pandemic Canada
 - * November 9 Plenary Session: Envisioning Immigration and Settlement in Canada in a Post-Pandemic Era
- ♦ Sponsor's logo within a **banner on the virtual platform**
- ♦ Sponsor's logo prominently displayed within a 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 of \$550.00 + HST**

Sponsorship – Basic

Multiple Spaces Available | Price: \$1,500 + HST

Basic Sponsorship Benefits:

- ♦ **Complimentary passes: Two passes to the 3-day P2P Conference and Virtual Workshop Series**
- ♦ **Additional passes at discounted rate of \$40.00 pp**
- ♦ Sponsor's logo within a **banner** on the virtual platform
- ♦ Sponsor's logo prominently displayed within a 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**
- ♦ 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 of \$550.00 + HST**

Sponsorship – Premium (Poster Session and Awards)

1 Space Available | Price: \$3,000 + HST

Premium Sponsorship Benefits:

- ♦ **Complimentary passes: Four passes to the 3-day P2P Conference and Virtual Workshop Series**
- ♦ **Additional passes at discounted rate of \$40.00 pp**
- ♦ Sponsor's logo within a **banner on the virtual platform**
- ♦ Sponsor's logo prominently displayed within a 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**
- ♦ Post-conference branding opportunities :
 - * Sponsor's name and logo included on the **poster listing page** on the P2P website
- ♦ Promotion on **P2P's social media** (Twitter) channels

Loyalty Discount

If you have previously joined us as a sponsor or exhibitor, we would be pleased to offer you a 10% discount on your exhibitor package for the Pathways to Prosperity 2021 Conference.

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

If you are interested in participating in the P2P 2021 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 us at communications@p2pcanada.ca to discuss potential opportunities.

Past Exhibitors and Sponsors

We thank our past sponsors and exhibitors

- ♦ Actions Interculturelles De Développement et D'Education AIDE Inc
- ♦ AMSSA (Affiliation of Multicultural Societies and Service Agencies of BC)
- ♦ Calgary Catholic Immigration Society (CCIS)
- ♦ Canadian Race Relations Foundation / Fondation canadienne des relations raciales
- ♦ CARMIS – A Complete CRM for Non-Profits
- ♦ Centre for Education & Training
- ♦ Centre ontarien de prévention des agressions (COPA)
- ♦ Collaborative Graduate Program in Migration and Ethnic Relations (Western University)
- ♦ Community Health Workers Network of Canada | Le Réseau des travailleurs et des travailleuses en santé communautaire du Canada
- ♦ Compass to Connect (Achêv)
- ♦ CultureLink Settlement and Community Services — Bike Host Program
- ♦ Humber College — New to Canada Program
- ♦ Immigrant and Refugee Mental Health Project (CAMH)
- ♦ Immigrant Services Calgary

- ♦ Immigration, Refugees and Citizenship Canada
- ♦ Intercultural Competency Advantage Program at London Cross Cultural Learner Centre (CCLC)
- ♦ Intercultural Skills Lab — University of Toronto — Rotman School of Management
- ♦ International Organization for Migration (IOM) — Canadian Orientation Abroad (COA)
- ♦ International Student Connect (ISC) — COSTI Immigrant Services
- ♦ Language Assessment and Referral Centre (CLARS) — YMCA Greater Toronto
- ♦ MA in Research for Policy and Evaluation, Western University
- ♦ Magnet
- ♦ Mennonite New Life Centre — Bridging Programs for Mental Health and Media/Communications Professionals
- ♦ N4 — National Newcomer Navigation Network
- ♦ National GAR Case Management — Client Support Services — YMCA of Greater Toronto
- ♦ New Canadians and New Horizons Media
- ♦ Newcomer Information Centre — YMCA of Greater Toronto
- ♦ Newcomer Youth Leadership Development Program — YMCA of Greater Toronto
- ♦ Next Stop Canada — YMCA of Greater Toronto
- ♦ OCASI's Accessibility Initiative
- ♦ Ontario Council of Agencies Serving Immigrants (OCASI)
- ♦ Orientation to Ontario (O2O) — COSTI Immigrant Services
- ♦ Paragon Testing Enterprises
- ♦ Prosper Canada
- ♦ Refugee 613
- ♦ Refugee Sponsorship Support Program
- ♦ Refugee Sponsorship Training Program and Catholic Crosscultural Services
- ♦ Royal Society of Canada
- ♦ Ryerson Centre for Immigration and Settlement
- ♦ Ryerson University's MA program in Immigration and Settlement Studies
- ♦ Réseau de développement économique et d'employabilité (RDÉE Canada)
- ♦ SettleNet.org | Réseau-Etab.org
- ♦ Skills for Change
- ♦ The National Settlement Sector Community of Practice (CoP) — OCASI
- ♦ The 2019 International Metropolis Conference
- ♦ The Refugee Centre
- ♦ Windmill Microlending
- ♦ World Education Services (WES)

CONFERENCE ATTENDEES: EXPECTED NUMBERS

1500+

Pathways to Prosperity 2021 National Conference (November 8-9, 2021)

P2P Conference for Local Immigration Partnerships and Réseaux en immigration francophone (November 10, 2021)

Pathways to Prosperity 2022 Virtual Workshop Series (January–March 2022)

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 **1,500 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.



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Contact Information

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