

EXHIBITOR AND SPONSORSHIP OPPORTUNITIES

Pathways to Prosperity 2022 National Conference

**Next Gen Canada:
Immigration and Diversity as Pathways to Prosperity**



November 14-16, 2022 | Westin Hotel, Ottawa with Remote Option

3
Days

10th
Year

550+
In-person
Participants

700+
Virtual
Participants

Pathways to Prosperity 2022 National Conference

Next Gen Canada: Immigration and Diversity as Pathways to Prosperity

The 10th Annual Pathways to Prosperity National Conference and the P2P Conference for Local Immigration Partnerships and Réseaux en immigration francophone will take place at the Westin Hotel in Ottawa on Monday November 14 to Wednesday November 16, 2022. There will also be remote access to some components of the Conference for those who cannot attend in person.

This is an exciting time for the Pathways to Prosperity Partnership. In 2022 we are celebrating 10 years of P2P and a return to an in-person conference, with a twist: the hybrid format. The theme of the conference is ***Next Gen Canada: Immigration and Diversity as Pathways to Prosperity***.

To celebrate where we are today and look ahead, we will be honouring the foundations of immigration and settlement in Canada and embarking on a journey of planning for the future. This is a chance to learn from the people who helped build immigration and settlement in Canada and discuss the way forward to continue our successes. It will be an opportunity to share your expertise and experiences, learn from others, catch up with friends and colleagues, and expand your networks. Join researchers, service providers, Local Immigration Partnerships, Réseaux en immigration francophone, representatives of all levels of government, and others working in the area of immigration for a three-day event.

DATE AND TIME

November 14-15, 2022	Pathways to Prosperity 2022 National Conference
November 16, 2022	P2P Conference for Local Immigration Partnerships and Réseaux en immigration francophone

LOCATION

In-person at the Westin Hotel, Ottawa
With a Remote Option Available on Our Virtual Conference Platform

ATTENDEES: EXPECTED NUMBERS

- 550+** Pathways to Prosperity 2022 National Conference (**IN-PERSON**)
- 150+** P2P Conference for Local Immigration Partnerships and Réseaux en immigration francophone (**IN-PERSON**)
- 700+** Additional **VIRTUAL** attendees at the P2P 2022 National Conference and P2P Conference for 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.”*

WEBSITE & EBULLETIN

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

7,500+ active subscribers to the P2P eBulletin. The eBulletin focuses on upcoming events, research findings, P2P activities, and announcements from the sector.

TWITTER & YOUTUBE

35,000+ impressions received per month on @P2PConnects — P2P Canada's official twitter account. The twitter channel has more than **1,700 followers**.

450,000+ views recorded to date on P2P's four YouTube channels that include videos on the personal stories of immigrants, best practices in the sector, and recordings from P2P conferences.

Past Sponsors and Exhibitors

We thank our past sponsors and exhibitors

- ♦ Achêv (formerly Centre for Education & Training)
- ♦ Actions interculturelles de développement et d'éducation (AIDE) Inc
- ♦ AMSSA (Affiliation of Multicultural Societies and Service Agencies of BC)
- ♦ Calgary Catholic Immigration Society (CCIS)
- ♦ Canadian Race Relations Foundation
- ♦ CARMIS – A Complete CRM for Non-Profits
- ♦ CELPIP and CAEL Tests (Paragon Testing Enterprises)
- ♦ COPA National (formerly Centre ontarien de prévention des agressions — COPA)
- ♦ Collaborative Graduate Program in Migration and Ethnic Relations (Western University)
- ♦ Community Health Workers Network of Canada
- ♦ Compass to Connect
- ♦ CultureLink Settlement and Community Services — Bike Host Program
- ♦ EmployAbilities for Newcomers
- ♦ Future Skills Centre

- ◆ Gender-Based Violence Settlement Sector Strategy — YMCA of Greater Halifax/Dartmouth
- ◆ Humber College — New to Canada Program
- ◆ Immigrant and Refugee Mental Health Project (CAMH)
- ◆ Immigrant Services Calgary
- ◆ Immigration, Refugees and Citizenship Canada (IRCC)
- ◆ 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
- ◆ 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
- ◆ Prosper Canada
- ◆ Refugee 613
- ◆ Refugee Sponsorship Support Program
- ◆ Refugee Sponsorship Training Program and Catholic Crosscultural Services
- ◆ Réseau de développement économique et d'employabilité (RDÉE Canada)
- ◆ Royal Society of Canada
- ◆ SettleNet.org
- ◆ Skills for Change
- ◆ The 2019 International Metropolis Conference
- ◆ The National Settlement Sector Community of Practice (CoP) — OCASI
- ◆ The Refugee Centre
- ◆ The Refugee Hub at The University of Ottawa
- ◆ Toronto Metropolitan Centre for Immigration and Settlement
- ◆ Toronto Metropolitan University's MA Program in Immigration and Settlement Studies
- ◆ Windmill Microlending
- ◆ World Education Services (WES)

Sponsorship Opportunities Available for the P2P 2022 National Conference

Sponsors will receive exclusive branding opportunities. Please refer to the *Sponsorship Packages Chart* on the next page for details.

Registration Area and Lanyards Sponsorship (Exclusive Sponsorship — Only 1 Spot Available)

See every attendee wear your company's logo: Sponsor's logo will be printed on conference lanyards that will be given to each attendee upon on-site check-in.

Poster Awards and Evening Reception Sponsorship (Exclusive Sponsorship — Only 1 Spot Available) Poster Presentations and Evening Reception is a very popular networking event during the P2P National Conference. This year, the poster presentations and evening reception will be held on 14 November and poster awards will be given on November 15.

Keynote or Plenary Session Sponsorship (Exclusive Sponsorship — Only 1 Spot Available for Each of the Five Sessions)

This is your chance to be affiliated with an engaging, thought-provoking, and inspirational session at the P2P 2022 National Conference. Sponsors can choose to sponsor:

- November 14 Plenary Session: *Learning from Our Senior Leaders in Immigration and Settlement*
- November 14 Plenary Session: *Youth in Canada Envision the Future of Diversity, Identity and Belonging*
- November 15 Plenary Session: *Progress and Next Steps in Building Welcoming Communities*
- November 15 Plenary Session: Cross-Sectoral Collaboration to Improve Immigrant Outcomes
- November 15 Keynote Address: (Keynote speaker for the P2P 2022 Conference to be announced soon):
In previous years, the following distinguished speakers have addressed the P2P conference: Silmy Abdullah, author, lawyer and social justice advocate; Christopher Stuart Taylor, University of Waterloo's Associate Vice-President, Equity, Diversity, Inclusion and Anti-Racism; Kamal Al-Solaylee, author of *Brown: What Being Brown in the World Today Means (to Everyone)*; 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.

Breakfast and/or Lunch Sponsorship (Exclusive Sponsorship — Only 1 Spot Available per Breakfast or Lunch on Day 1 and day 2 of the Conference)

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 (November 14, 2022) or Day 2 (November 15, 2022) of the P2P 2022 National Conference.

If you are interested in participating as a sponsor 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

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	Registration Area and Lanyard Sponsorship	Poster Awards and Evening Reception Sponsorship	Keynote or A Plenary Session Sponsorship	Lunch/Breakfast Sponsorship
Type	Exclusive — Only 1 spot available	Exclusive — Only 1 spot available	Exclusive — Only 1 spot available per session	Exclusive — Only 1 spot available per breakfast / lunch
Special Benefits	<ul style="list-style-type: none"> This striking sponsorship places your logo next to P2P's logo on all lanyards Tabletop signage with welcome message and sponsor's logo will be placed in the registration area 	<ul style="list-style-type: none"> Sponsor's logo will be printed on poster award certificates and sponsors will have the opportunity to present award certificates to the winners Sponsor receives a dedicated profile page within the posters section on the virtual platform where they can provide information about their organization & services 2'x 3' signage acknowledging the sponsor will be displayed on-site in the poster presentation area 	<ul style="list-style-type: none"> Sponsor can provide a 3-minute video about their organization & services that will be shown before the start of the sponsored session to on-site and virtual audiences Sponsor's logo will be included on the sponsored session's page on the conference website and virtual platform Sponsor's logo will be included at the beginning of the recorded video of the sponsored session. The video will be published on P2P's website & YouTube channel 	<ul style="list-style-type: none"> 2'x 3' signage acknowledging the sponsor will be placed where the sponsored meal is served
Branding Opportunities and Acknowledgment (For All Sponsors)	<ul style="list-style-type: none"> Conference website: Sponsors' logos will be published on the homepage of the P2P Conference website. Sponsors will also receive a dedicated profile page on the conference website where they can provide details about their organization and services Virtual platform: Sponsors' logos will be prominently displayed on the virtual platform's landing page and within a rotating top banner Conference app: Sponsors will receive a dedicated page within the P2P conference app Acknowledgement: Sponsors will be acknowledged in the welcome and closing remarks of the conference On-site: Sponsors' logos on large display screen in the conference area eBulletin: Sponsors will be acknowledged in the conference issue of the P2P eBulletin sent to 7,500+ subscribers 			
Complimentary Passes	Two complimentary passes to the in-person P2P 2022 National Conference (November 14-15, 2022)	Two complimentary passes to the in-person P2P 2022 National Conference (November 14-15, 2022)	Two complimentary passes to the in-person P2P 2022 National Conference (November 14-15, 2022)	Two complimentary passes to the in-person P2P 2022 National Conference (November 14-15, 2022)
Exhibitor Booth	Sponsors can also book an on-site exhibitor's table or virtual exhibitor booth at a discounted rate			
Price	\$8,000 + HST	\$5,000.00 + HST	\$5,000.00 + HST	\$3,000.00 + HST

	Basic 2-day Package (P2P Conference)	Premium 2-day Package (P2P Conference)	Basic 3-day Package (P2P Conference and Conference for LIPs/RIF)	Premium 3-day Package (P2P Conference and Conference for LIPs/RIF)	Virtual Booth Only (P2P Conference and Conference for LIPs/RIF)
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 conference	●	●	●	●	
Complimentary Passes for Corresponding Days: You will receive two passes for the days for which you have signed up	Two passes for 2 days (November 14-15, 2022)	Two passes for 2 days (November 14-15, 2022)	Two passes for 3 days (November 14-16, 2022)	Two passes for 3 days (November 14-16, 2022)	Two virtual passes for 3 days (November 14-16)
Virtual Exhibitor Booth: A dedicated page on the virtual platform on which you can include information about your organization and services, list booth representatives, and engage with attendees via private or group online chat and video call		●		●	●
Exhibitor Profile on the Conference App: Attendees can easily access information about your organization and connect with you faster through the conference app		●		●	●
Gamification: Gain attendee engagement by strategically incorporating game codes for your in-person and virtual booth. P2P will award prizes to attendees with high levels of engagement	●	●	●	●	●
Price	\$1000.00 + HST	\$1300.00 + HST	\$1400.00 + HST	\$1700.00 + HST	\$700.00 + HST

* Discounts available if you sign up for multiple virtual booths

* Publicity before the conference: All in-person and virtual exhibitors will be listed on the conference website



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



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

Contact Information

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