



Allstream Centre Toronto, Ontario — October 6-8, 2015

# CONFERENCE

JOIN THE PLANNING KNOWLEDGE EXCHANGE

**OPPI's 2015 Conference connects you with over 4,000 planners, planning officials & key decision-makers!**

**Sponsorship & Display Opportunities  
Toronto, Ontario, October 6–8, 2015**

## **The Ontario Professional Planners Institute**

The Ontario Professional Planners Institute (OPPI) is the recognized voice of the province's planning profession. Our members include over 4,000 practicing planners that work for government, private industry, agencies, and academic institutions. They work in a wide variety of fields, including urban and rural community development, urban design, environment, transportation, health and social services, housing, and economic development. Our members are committed to improving the quality of Ontario's environments and communities.

## **A Conference with Unique Opportunities**

Sponsoring an OPPI Conference gives you access to key decision-makers and offers an excellent opportunity to demonstrate your support of the planning profession and do business in an educational and professional environment. No other organization represents or reaches out to professional planners across the province. By partnering with OPPI, you have the unique opportunity to showcase your products and services to a captive audience, with live participation. Sponsors will also be featured on the OPPI website, Ontario Planning Journal, social media, newsletter and Conference agenda, reaching thousands of people across Ontario. Sponsors will also have the opportunity to allocate a portion of their sponsorship funds to OPPI's Toronto District's 2015 events, benefitting from additional exposure throughout the year.

## **The Planning Knowledge Exchange**

*The Planning Knowledge Exchange (PKE)* is an open space, hands-on hub of activity where planners can really connect and collaborate to solidify the lessons learned during Conference sessions. The PKE will be home to table-top displays, featuring short presentations, hands-on how-to demos, multi-media presentations, a social media lounge and conversation zones. All meals will be served in the PKE area, so participants will have plenty of dedicated time to visit and engage.

## **Who Participates in the Conference?**

We expect a sold out event with 700 – 1,000 participants. The Conference attracts planners from public and private sectors, as well as a wide range of service providers, government agencies, suppliers, educators and private sector planning and development consultants. Join us in October 2015 at the Allstream Centre in Toronto to take advantage of the unique networking, educational and cultural opportunities that both this city and conference have to offer. OPPI once again seeks support of organizations that share the same values in providing leadership, education, products and tools to enhance the planning profession and create Healthy Communities across the province.

## **Sponsorship & Display Management**

Absolute Conferences & Events Inc. is managing the sponsorship program and table-top displays on behalf of OPPI. Questions regarding participation should be directed to:

**Helene Getty** 416-595-1414 x 223 Email: [helene@absolutevents.com](mailto:helene@absolutevents.com)

# SPONSORSHIP & DISPLAY OPPORTUNITIES

	Sponsorships			Displays
<b>BENEFITS AT A GLANCE*</b>	<b>Platinum Level \$7,500</b>	<b>Gold Level \$5,000</b>	<b>Silver Level \$3,000</b>	<b>Table Top Display \$1,500</b>
Acknowledgement of your support on the OPPI website, Ontario Planning Journal, newsletter & Conference agenda	Logo & Link	Logo & Link	Logo & Link	Name
Listing in the Conference mobile app	✓ Enhanced	✓ Enhanced	✓ Enhanced	✓
Banner Advertisement in Conference mobile app	✓	✓		
Social Media recognition, including LinkedIn, Facebook and Twitter	✓	✓	✓	✓
Logo/company name on signage at the <b>PKE</b> entrance	✓ Prominent	✓ Prominent	✓	
6' table top display in the <b>PKE</b> area	✓	✓	✓	✓
Complimentary full registrations to the Conference	✓ 3 passes	✓ 2 passes	✓ 1 pass	
Complimentary Pass to the <b>PKE</b> display area				✓ 1 pass
Acknowledgement of your support in marketing materials leading up to the Conference ( <i>distribution of over 4,000</i> )	✓	✓	✓	
Support recognized on PowerPoint loop played at all plenary sessions and registration area	✓	✓	✓	
Opportunity to co-brand a specific element of the Conference (see below for custom options)	✓	✓	✓	
Item placed in participant bag (items to be provided by the sponsor)	✓	✓		

**\*New for 2015, sponsors will have the opportunity to allocate 5% of their sponsorship funds to the conference host District (Toronto) in support of their 2015 Continuous Professional Learning events. The partners involved will benefit from additional exposure to local members throughout the year.**

**Sponsors may elect to direct funds to general support of the conference or select one of the following in the appropriate category:**

**Platinum Level  
\$7,500**

- Zone in the PKE (4 available)
- Networking Reception (2 available)

**Gold Level  
\$5,000**

- Welcome reception
- Lunch (2 available)
- Breakfast (2 available)
- Name badge lanyard
- Event app sponsor
- Participant bag
- Hydration stations
- Mobile charging station
- Refreshment break
- Program at a glance

**Silver Level  
\$3,000**

- Design Charrette
- Student transportation
- Mobile workshop transportation
- Concurrent session (several options)

### **Space Reservations and Payment Options**

Please complete the Sponsor/Display Space Application and Contract and forward with appropriate payment. **Approval is subject to eligibility requirements.** Display space will be assigned by the organizers and will be confirmed when a service manual is sent in early August 2015.

## **ADDITIONAL OPPORTUNITIES**

### **Door Prizes**

We will be conducting a draw for all participants at the end of the Conference. If you have a prize (valued at \$100 or more) that you would like to donate, your donation will be recognized in the agenda and during the draw.

### **Have a suggestion?**

Do you have an idea to support the Conference that is not listed in our package? If so, give us a call – we are happy to work with you to develop creative ideas.

**Contact: Absolute Conferences & Events Inc.**

**Phone: 416-595-1414**

**Helene Getty x 223 E-mail: [helene@absolutevents.com](mailto:helene@absolutevents.com)**

**Jacqui Sullivan x222 E-mail: [jacqui@absolutevents.com](mailto:jacqui@absolutevents.com)**