

# OPPI Conference 2020

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**Finding a Place in  
Evolving Communities**

**#OPPI20 #AlwaysON**

## **Dates**

September 23, 2020

- 11:00am – 5:15pm

September 30, 2020

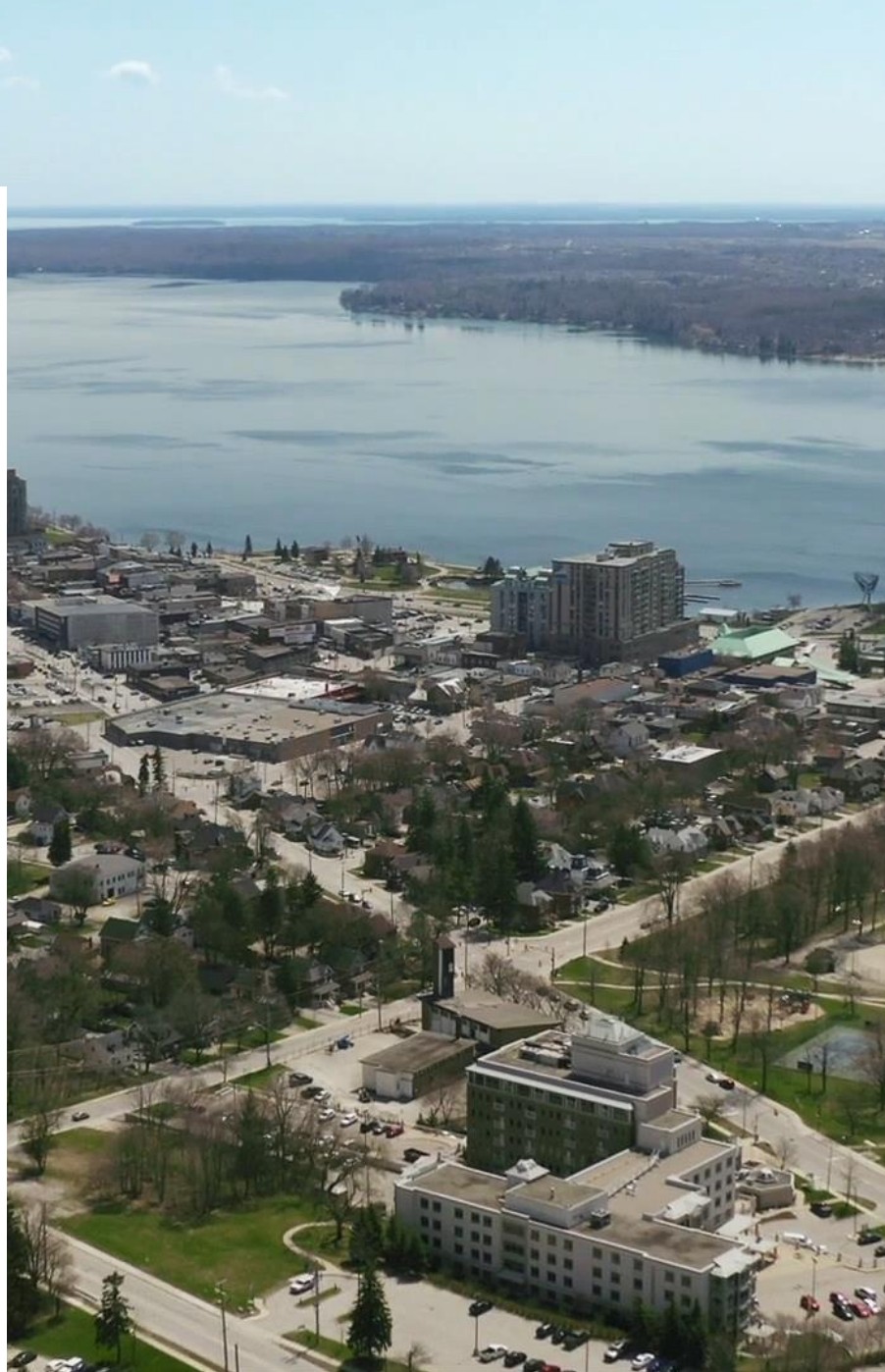
- 8:00am – 2:15pm

October 7, 2020

- 11:00am – 5:15pm

October 14, 2020

- 8:00am – 2:15pm
- 



**Ontario  
Professional  
Planners  
Institute**



# OPPI20 Annual Partnership Guide

## Who We Are

OPPI derives its mandate from the *Ontario Professional Planners Institute Act*, which came into force in December 1994. OPPI also has the mandate to grant the Registered Professional Planner (RPP) designation, govern the rights and responsibilities of its members, and set academic, experience and examination requirements for membership.

As a not-for-profit organization, OPPI is funded entirely by membership fees, program and activity revenues. These may include advertisements in *Y Magazine* and naming and partnership opportunities. A partnership with OPPI offers a prime opportunity to showcase your organization to professional planners and municipal decision-makers.

Volunteer leadership sits at the heart of OPPI. Member participation is sought through District Leadership Teams, Program Committees and Strategy Groups. Members also contribute to, plan and develop events, oversee exams, mentor new planners and fill other roles that are key to the development and support of their fellow RPPs.

***Whether you were born in Ontario or have come from afar, finding a place in evolving communities matters. We are asking communities across Ontario to be all things to all people, break down barriers and ensure everyone has a place of their own to call home.***

## OPPI20 VIRTUAL CONFERENCE

This year OPPI is transitioning its annual in-person conference to a virtual environment. OPPI20 takes place virtually over four days (**September 23 & 30, October 7 & 14**), from the comfort of *wherever you are*.

This annual event brings together participants from across Ontario and features four days of keynote speakers, expert panels and breakout sessions all covering top-of-mind issues. As the biggest planning event of the year in Ontario, the OPPI Conference attracts planners, and countless other professionals from many related industries.

### Why sponsor?

The OPPI Conference is the leading and largest planning event and forum for professional planners. It features a unique gathering of service and product providers to showcase a selection of products and services relevant to planning and allied professions in our exhibitor area.

This is a unique opportunity to network with clients and colleagues to exchange ideas, discuss current challenges and to share best practices.

### Conference Outline at a Glance



\* This item can be sponsored

## Opportunities to Participate

Choose from a selection of sponsorship levels to get the most value for your investment in OPPI20.


<b>Platinum</b> \$5,500 <small>+HST</small>	<b>Gold</b> \$4,500 <small>+HST</small>	<b>Silver</b> \$3,500 <small>+HST</small>	<b>Bronze</b> \$2,500 <small>+HST</small>	<b>Exhibit Only</b> \$1,500 <small>+HST</small>
One (1) Exhibit Profile	One (1) Exhibit Profile	One (1) Exhibit Profile	One (1) Exhibit Profile	One (1) Exhibit Profile
Two (2) complimentary full conference registrations	One (1) complimentary full conference registration	50% off on a full conference registration	25% off on a full conference registration	Company logo in all communications, on the website and the event platform
Company logo in all communications, on the website and the event platform	Company logo in all communications, on the website and the event platform	Company logo in all communications, on the website and the event platform	Company logo in all communications, on the website and the event platform	
An opportunity to conduct a live, 30-minute promotional presentation with an Industry partner or small panel) Note: OPPI reserves the right to approve the promotional presentation	Sponsorship of a keynote session (up to 4 sponsors)	Sponsorship of one concurrent session (several options available)	Sponsorship of a program track (2 opportunities)	
Full day sponsor (4 opportunities available to the first 4 sponsors of this category)	Recognition in the online agenda and verbal recognition at the beginning of the general session	An opportunity to host a virtual social hour* (up to 4 sponsors) Note: OPPI reserves the right to approve timing of the social hour		

### Additional opportunity

Enhance your brand's exposure through OPPI20 gamification. 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 announcement of the winners after the conference.

Not sure what to donate? Here are some ideas:

- Ergonomic Chair – help make their work from home comfortable

- 
- Artwork (prints of city skylines, etc)
  - Desk gadgets
  - Book(s)
  - Subscription to a Publication/Software

## Details about the Opportunities

### Exhibits

Create a virtual space to showcase your products and services, make connections with attendees, and highlight the value of the service/product you offer to our registrants to help address topics related to our program tracks and/or issues and opportunities resulting from the impact of COVID-19.

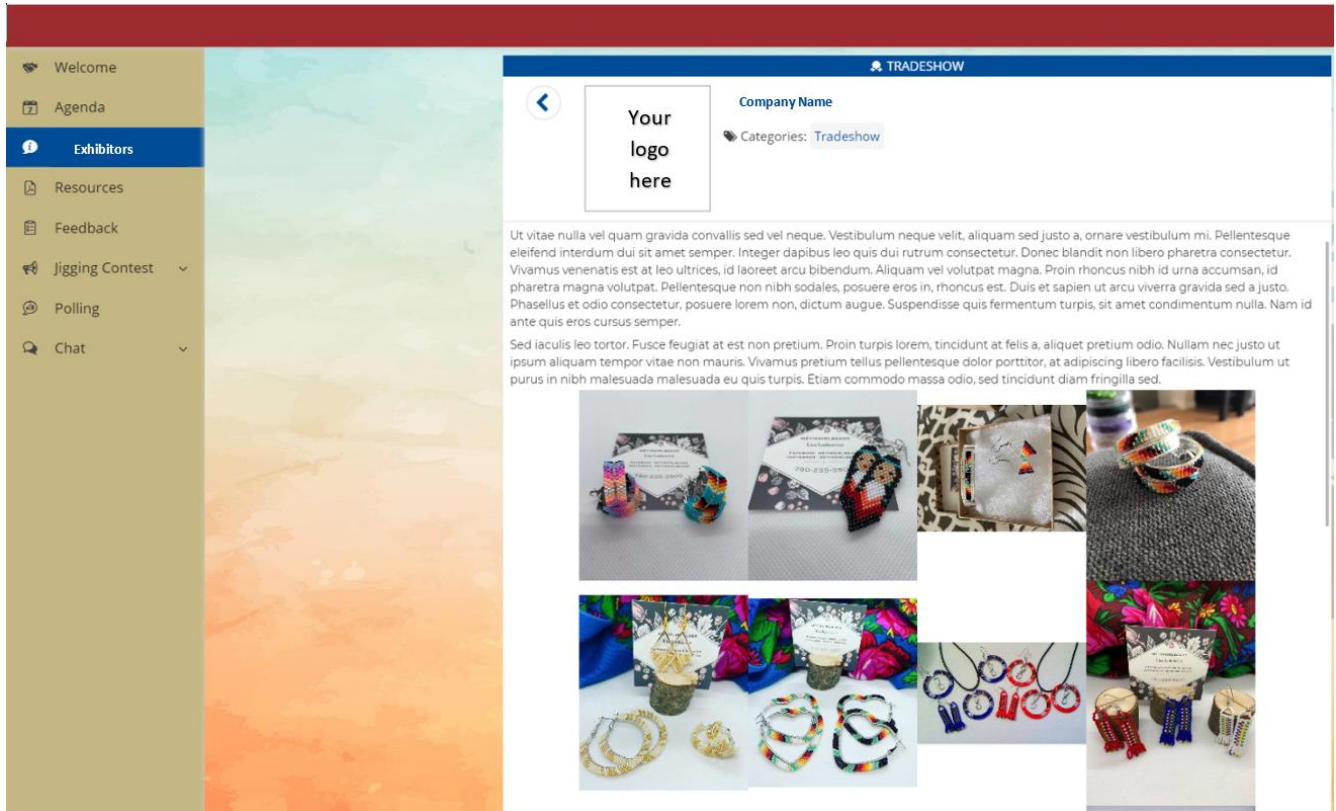
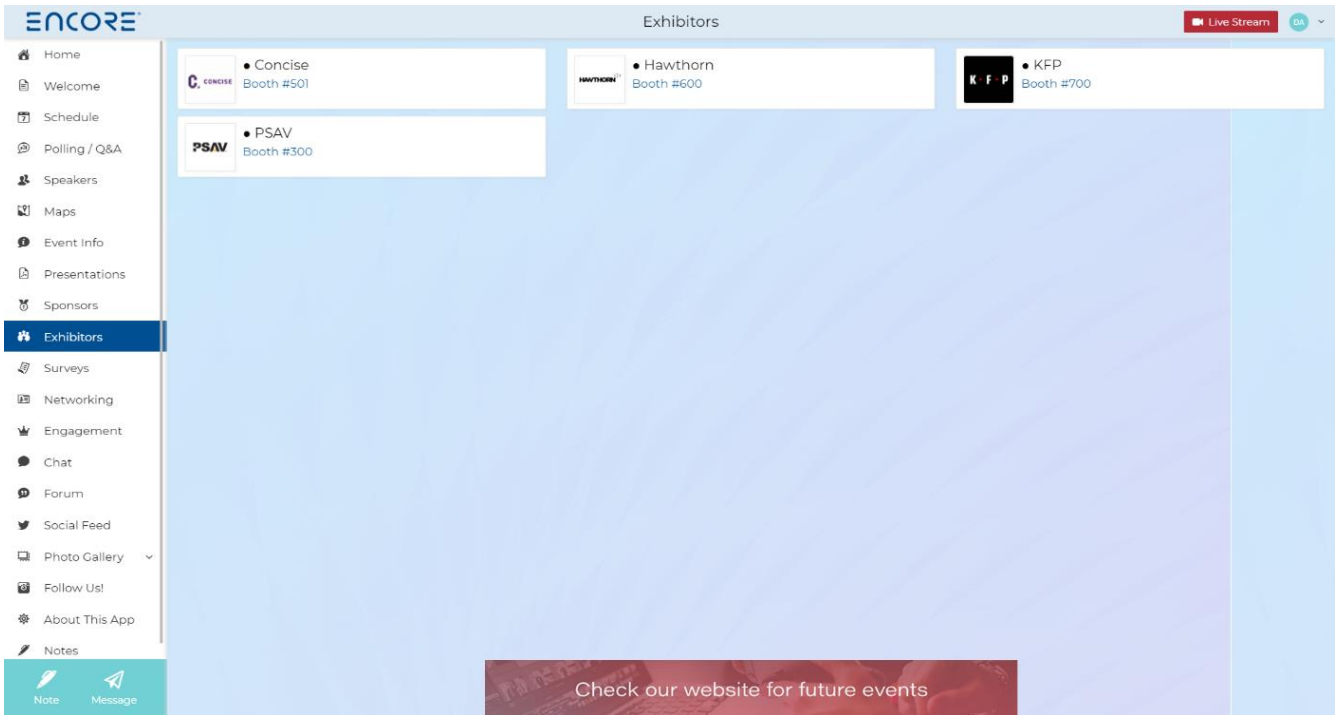
We will provide you with the platform to upload your contact and general company information, and marketing materials such as:

- Videos showcasing your products and services (embedded links)
- Previously recorded webinars that highlight your industry expertise (link)
- Content marketing pieces (blogs or articles, white papers, or reports)

And, you can draw attendees to your exhibit by:

- Using the “Networking” tab to create individual or group chats.
- Providing incentives for attendees to visit your exhibit and generate leads. Examples include offering free collateral or discounts on your products and services, hosting a raffle or contest, or other engaging opportunities.

## Exhibit Sample



## Live Promotional Presentation

Showcase your thought leadership in one of the program's tracks through a live 30-minute interactive promotional presentation or discussion in collaboration with educators, clients, or a panel of experts. You will receive the link to your session recording to repurpose and it will also be available on the virtual platform for 90 days for attendees to review at their own leisure.

### Program Tracks:

- Housing
- Demographics



## Keynote Session

Gain priority brand recognition through the sponsorship of one of our Keynote sessions. Your company name will be mentioned at the beginning and end of the selected session. If you are interested in this opportunity, be sure to let us know.

## Program Tracks

Attendees can curate their experience by selecting one of the program's tracks within the online environment. By sponsoring a program track, your company will appear on a banner image dedicated to the track that aligns with your organization's initiatives.

### Program Tracks:

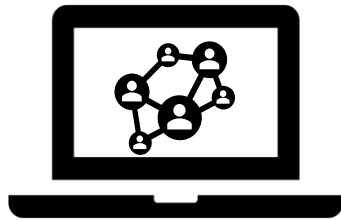
- Housing
- Demographics

## Social Hour

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Network from the comfort of *wherever you are* with OPPI20 participants and make valuable connections by hosting a virtual social hour. During your social hour, your organization can offer entertainment, giveaways, or other informal programming to gain brand exposure and entice attendees.

\*Please note: Social hour sponsors are responsible for all planning and costs associated with the social hour, including sourcing the platform on which the social hour will be held. Your virtual social hour **may not** be held during scheduled program content.



### **Ready to Participate?**

Complete and submit the application form attached to [liz@absolutevents.com](mailto:liz@absolutevents.com)

### **Contact Information**

**Liz Buttigieg**, Absolute Conferences & Events  
liz@absolutevents.com or call (905) 706-5465



# 2020 OPPI CONFERENCE - SEPTEMBER 23<sup>RD</sup>, 30<sup>TH</sup> + OCTOBER 7<sup>TH</sup>, 14<sup>TH</sup> SPONSORSHIP OR EXHIBIT APPLICATION & CONTRACT

PLEASE PRINT

## Organization Details and Contact Information *(as it is to appear in published materials)*

Organization \_\_\_\_\_

Contact Person \_\_\_\_\_

Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

Province/State \_\_\_\_\_

Country \_\_\_\_\_

Postal/Zip Code \_\_\_\_\_

URL \_\_\_\_\_

E-mail \_\_\_\_\_

Phone \_\_\_\_\_

## SECTION A

Which level of support are you interested in?

Platinum Level: \$5,500+ (**\$715 HST**)     Gold Level: \$4,500+ (**\$585 HST**)     Silver Level: \$3,500+ (**\$455 HST**)

Bronze Level: \$2,500+ (**\$325 HST**)                       Exhibit Only: \$1,500+ (**\$195 HST**)

All sponsors receive a complimentary exhibit profile. Check here to confirm that you would like an exhibit profile.

## SECTION B

**Please indicate the Item or Event you would like to sponsor in your**

**Category (refer to prospectus):** \_\_\_\_\_

(ie: Day, Keynote, Concurrent Session, Program track)

## SECTION C- ACCEPTANCE AND PAYMENT

*The undersigned is authorized to commit to the conditions of this contract.*

Name \_\_\_\_\_ Signature \_\_\_\_\_ Date \_\_\_\_\_

Visa                       MasterCard                       American Express

Cheque (please make payable to Ontario Professional Planners Institute)

CC Number: \_\_\_\_\_ Expiry Date: \_\_\_\_\_ CVV: \_\_\_\_\_

Name on card: \_\_\_\_\_ Signature: \_\_\_\_\_

**Acceptance:** If this application is accepted, the sponsor agrees to be bound by the terms and conditions on the following page. The undersigned is fully authorized to commit the organization to all terms and conditions of this contract. Contract will be returned if unsigned or incomplete. Important - Cancellation information: Please refer to clause on the reverse side for CANCELLATION.

Total from SECTION A	=	_____
HST(R127751659)	+	_____
<b>TOTAL AMOUNT DUE</b>	=	_____

## SECTION D - TERMS OF CONDITIONS OF SPONSORSHIPS/DISPLAYS

1. We will allocate sponsorships on a "first-come, first-served" basis.  
2. Display space will be confirmed by the organizers immediately following the submission of this form  
3. Full payment must be received no later than August 23, 2020. Failure to meet the payment deadlines may result in the cancellation of the sponsorship/display space and forfeiture of all deposits.

4. All payments are final.  
5. We reserve the right to refuse a sponsorship/display request.  
6. All display spaces will be assigned by the show management company.  
7. We reserve the right to amend the rules and regulations governing sponsorship and displays.

**PLEASE COMPLETE AND RETURN TO:**

**OPPI** c/o Absolute Conferences & Events Inc.

6 Lansing Square, Suite 214, Toronto, ON M2J 1T5

Email: liz@absolutevents.com • Phone: 416-595-1414 x 222 • Fax: 416-979-1819

**Dates** – OPPI reserves the right, at its sole discretion, to change the date or dates upon which the show is held or to cancel the event and shall not be liable in damages or otherwise by reason of any such change or cancellation, other than to refund in full any amounts paid by the *Company* to OPPI.

**Assignment** – The *Company* shall not assign this contract or sublet the space or any part thereof or permit same to be used by any other person, without the prior written consent of OPPI. Any attempt to do so will result in immediate cancellation of this contract with no refund.

**Rules and Regulations** – The *Company* shall comply with all rules and regulations set by OPPI for the event and agree that OPPI's decision to adopt and enforce any such rule or regulation shall be final and binding.

**Compliance** – The *Company* is responsible for compliance with all applicable laws, bylaws, ordinances, regulations, requirements, codes and standards.

**Indemnity** – The *Company* shall indemnify and hold harmless OPPI and Absolute Conferences & Events Inc. from and against any loss, injury or damages whatsoever suffered by OPPI as a result of the *Company's* failure to comply with the terms and conditions of this contract or as a result of the *Company's* participation in the event, including without limitation, any third party claim against OPPI with respect to loss, injury or damage sustained or suffered by any other sponsor, the owner of the building, attendees of the event, and their respective directors, officers, agents and employees.

**Loss or Damage** – In consideration of the *Company's* participation in the event, the *Company* hereby releases OPPI, Absolute Conferences & Events Inc., their directors, officers, agents and employees from any and all claims, losses, or damages whatsoever suffered or sustained by the *Company* in connection with the show, including, without limitation, any claims for loss or theft of property, personal injury, or loss of business or profits, whether arising from any act of OPPI or otherwise.

**Cancellation** – This contract may be cancelled provided written notice is received by either party on or before July 31, 2020 in which case all monies paid by the *Company* will be refunded less an administration fee of \$50 per exhibit or 10% of any sponsorship fee. If the *Company* cancels after such date, they will be held responsible for the full contract price. Cancellations must be made in writing.

**Conduct** – OPPI reserves the right at any time to alter or remove displays or any part thereof, including digital material, if in OPPI's opinion, their conduct or presentation is objectionable to OPPI or to other participants.

**Display** – Digital display must comply with all requirements of OPPI.

**Staff** – It is assumed that the *Company* will provide at least one staff person during open hours.

**Terms and Conditions** – OPPI reserves the right to cancel this contract and to withhold possession of the digital space or to expel the *Company* there from if the *Company* fails to comply with any terms and conditions of this contract or the event rules and regulations, in which case the *Company* shall forfeit as liquidated damages and not as a penalty all payments made pursuant to this contract, all without limiting OPPI's other rights and remedies at law under this contract as a result of such failure to comply.

You have the opportunity to allocate 5% of your sponsorship funds to our host district, in support of their 2020 Continuous Professional Learning events. If you would like to benefit from this additional local exposure throughout the year, please check here

virtual conference  
Sep 23, Sep 30, Oct 7 & Oct 14



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