

# OPPI CONFERENCE



# NOW.WHAT.

Moving forward in economic development and sustainability, technology and healing.



## Annual Partnership Guide

### Dates

October 6, 2021  
8:30am - 2:15pm

October 13, 2021  
9:00am - 2:15pm

October 20, 2021  
9:00am - 2:15pm

### Partnership Contact

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

# Who We Are

The Ontario Professional Planners Institute (OPPI) is the recognized voice of Ontario's planning profession with over 4,600 members work in government, private practice, universities, and not-for-profit agencies in the fields of urban and rural development, community design, environmental planning, transportation, health, social services, heritage conservation, housing, and economic development. Our student members attend undergraduate and graduate planning programs at six accredited Ontario universities. Members must meet quality practice requirements and are accountable to OPPI and the public to practice ethically and to abide by a Professional Code of Practice. Only full OPPI members are authorized by the Ontario Professional Planners Institute Act, 1994, to use the title Registered Professional Planner (or RPP).

MOVING FORWARD IN ECONOMIC  
DEVELOPMENT AND SUSTAINABILITY,  
TECHNOLOGY AND HEALING



# OPPI21 VIRTUAL CONFERENCE

This year OPPI is again offering a virtual environment with the opportunity for an in-person day of programming in limited numbers, should public health guidelines permit us to do so while ensuring the health and safety of conference delegates. OPPI21 takes place October 6, 13, & 20, from the comfort of wherever you are.

This annual event brings together participants from across Ontario and features three 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 OPPI21 conference attracts planners, and countless other professionals from many related industries.

## WHY PARTNER?

The OPPI21 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

Each day of the conference and all individual keynotes, sessions, and networking can be partnered.



\* This item cannot be partnered

# OPPORTUNITIES TO PARTICIPATE

Choose from a selection of partner levels to get the most value for your investment in OPPI21.

Partner Tiers	Platinum	Gold	Silver	Bronze
Early bird partner price (15% discount until August 27, 2021)	\$4,930+ HST	\$4,080+ HST	\$3,230+ HST	\$1,530+ HST
Regular partner price (after August 27, 2021)	\$5,800 +HST	\$4,800 +HST	\$3,800 +HST	\$1,800 +HST
2D / 3D Standard virtual booth vendor logo place (booth images provided in this package)	✓	✓	✓	✓
LIVE video meetings: platform embedded in booth for live video meetings with attendees in real time	✓			
Complimentary full conference registrations	②	①	50% off on 1 full conference registration	
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	✓			
Partner a keynote session (up to 3 partners). First come, first served basis		✓		
Full day partner (3 opportunities available). First come, first served basis	✓			
Partner of one concurrent session (several options available)		✓	✓	
An opportunity to host a virtual social hour (up to 2 partners). First come, first served basis Note: OPPI reserves the right to approve timing of the social hour		✓	✓	
Conference webpage partner logo with link to company website placed on conference page of OPPI website	✓	✓	✓	✓
Partnership directory listing on virtual conference platform and logo and direct email contact in sponsorship directory	✓	✓	✓	✓

Partner Tiers	Platinum	Gold	Silver	Bronze
Attendee registration and basic analytics: Information / receive registration list (for those who consent) and basic analytics of who viewed your directory listing.	✓	✓	✓	✓
Advanced analytics information of who clicked on booth, documents, and videos	✓	✓		
Social media promotion mention on OPPI's social media accounts	✓	✓	✓	✓
Visibility in chat area: When attendees click on vendor booth vendor booth notification, SMS or email notification when an attendee visits your booth	✓	✓		
Post PDF documents: Promote your products, services, organization (zip file)	✓ 5 max	✓ 3 max	✓ 1 max	
Post videos: Promote your products, services, organization	✓ 2 max	✓ 1 max		
Prize draw entries: Gamification points awarded to encourage attendees to visit sponsor booths. More points earned gives attendees more chances to win	✓ 4,500 points per visit	✓ 3,000 points per visit	✓ 1,000 points per visit	✓ 500 points per visit
Partner reel in lobby	✓	✓	✓	✓

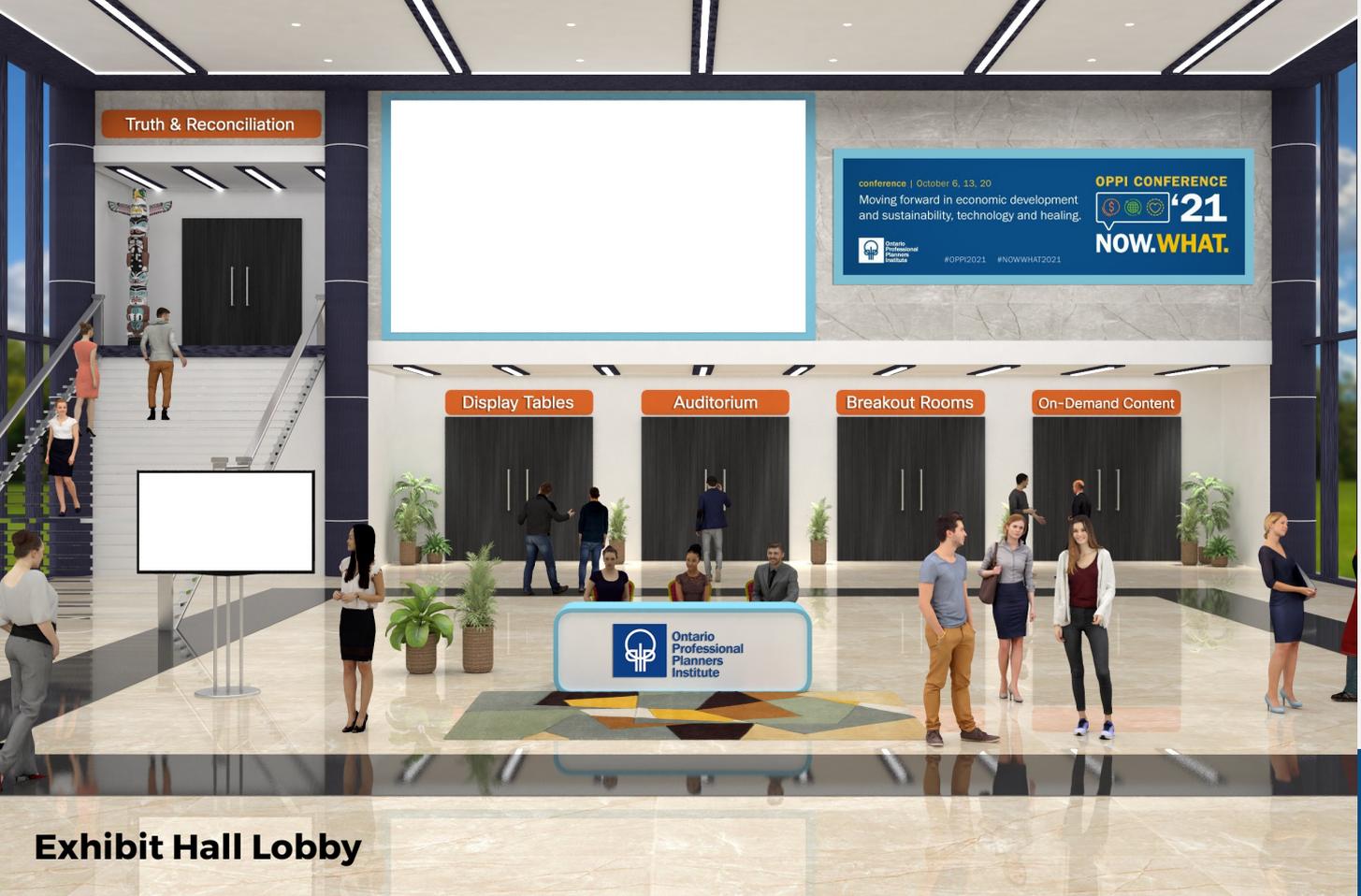
## GREAT VALUE ADDITIONAL OPPORTUNITIES

A la carte options that may be added only to Platinum, Gold and Silver Partnership tier price:

1. Partnership branding logo on main lobby page additional \$500 - (with other sponsors: 4 opportunities)
2. Virtual Photo Booth - (examples attached) additional \$1,200 - (1 opportunity)
3. Activity Hub - (3 yoga videos provided by virtual event platform) additional \$700 - (1 opportunity)
4. Videos (commercials) playing before main stage sessions additional \$400 (3 opportunities)
5. Logo placement in on-demand pages additional \$200 (2 opportunities)
6. On-demand video placement in lobby additional \$500 (3 opportunities)

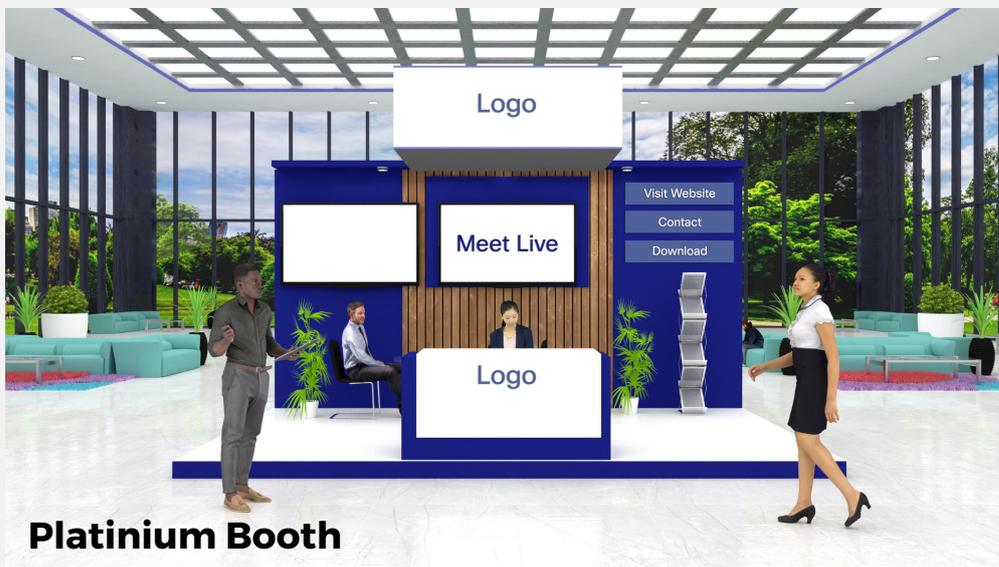
## TIPS AND TRICKS

Providing incentives for attendees to visit your exhibit is a great way to generate leads and could include offering free collateral, discounts on your products and services, hosting a raffle or contest, or other engaging opportunities.

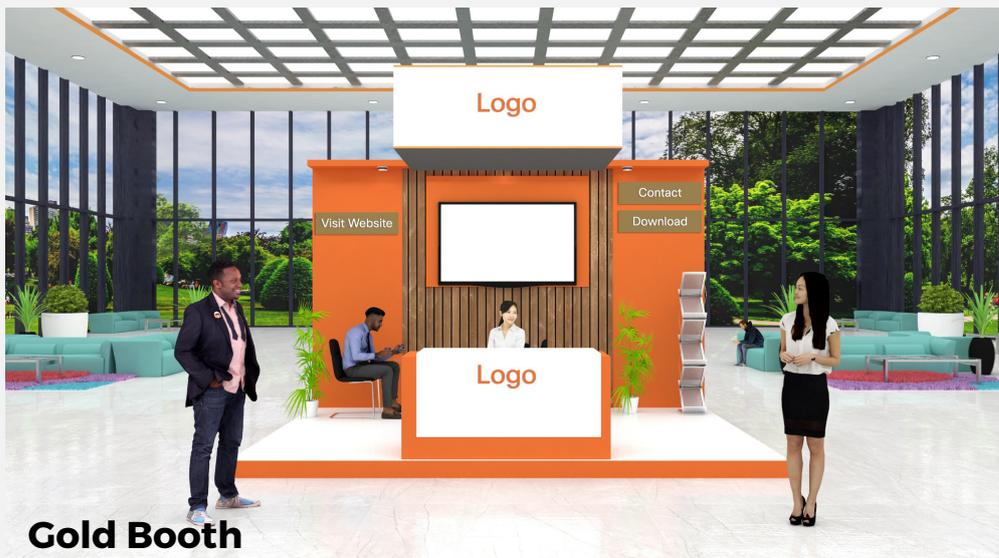


**Exhibit Hall Lobby**

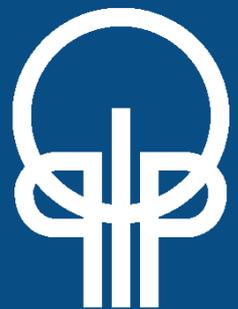
## EXHIBIT SAMPLES

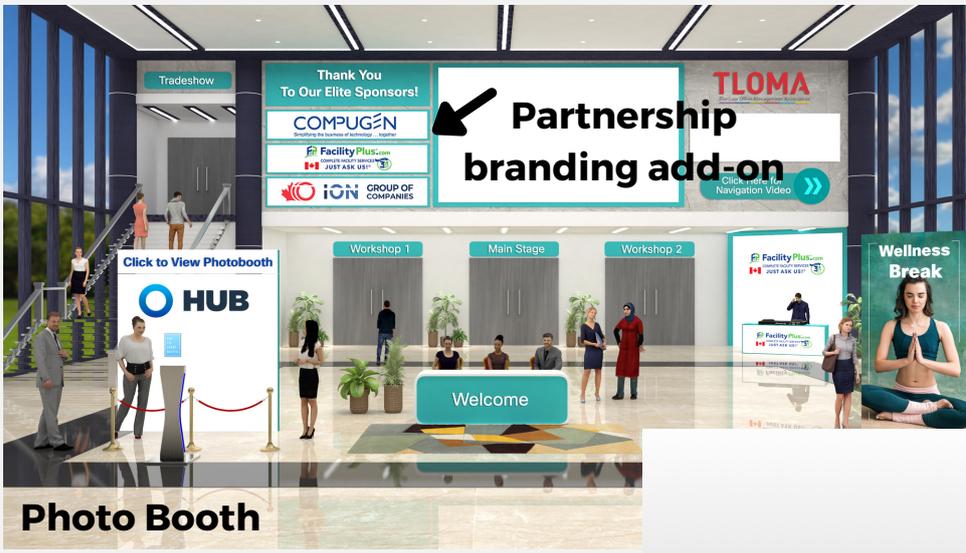


**Platinum Booth**



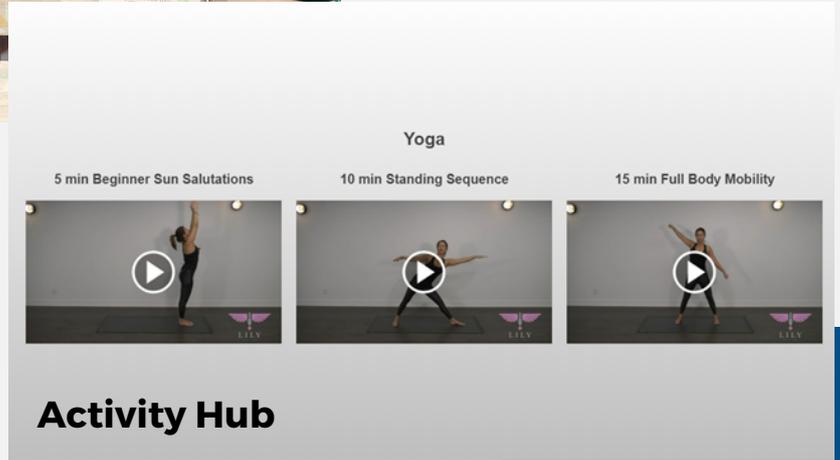
**Gold Booth**





**Photo Booth**

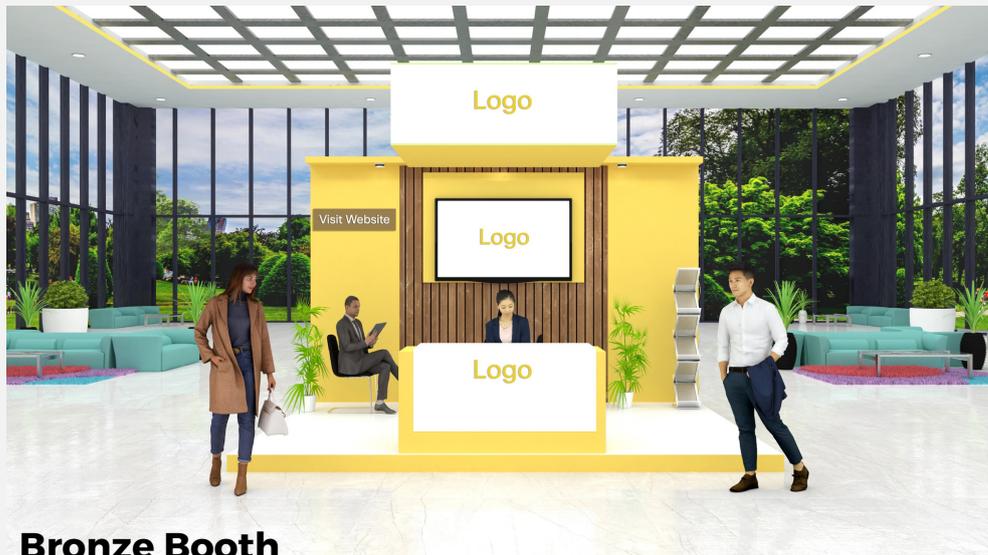
# PARTNERSHIP ADD ON SAMPLES



## EXHIBIT SAMPLES



**Silver Booth**



**Bronze Booth**



## **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.

## **Keynote Session**

Gain priority brand recognition by becoming a partner 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 virtual platform. By becoming a partner of a program track, your company will appear on a banner image dedicated to the track that aligns with your organization's initiatives.

## **OPPI21 Program Tracks:**

- Technology
- Economic Development and Sustainability

## **Social Hour**

Network from the comfort of wherever you are with OPPI21 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 partners 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 Buttigieg, Absolute Conferences & Events

[liz@absolutevents.com](mailto:liz@absolutevents.com) or call (905) 706-5465