



## Ontario Professional Planners Institute **SYMPOSIUM**

### **Marriott Gateway Niagara Falls October 1 & 2, 2014 Sponsorship & Display Opportunities**

#### **Be a part of the Planning Knowledge Exchange (PKE)**

**A unique opportunity to support OPPI Member Continuous Professional Learning!** Back by popular demand, the Planning Knowledge Exchange (PKE) is an engaging, hands-on hub of activity and home to displays and conversation zones. Meals will be served in the area, so participants will have plenty of unopposed time to visit and connect with sponsors on a personal level. Adding an education component or demo to your display is a great way to ensure hands on engagement.

#### **About the Symposium**

The theme is **Healthy Communities and Planning in a Digital Age**. The landscape of communication, consultation and engagement is changing. Planning is more participatory and public involvement is increasing. The advent of social media – blogs, online forums, wikis, social networking sites (facebook, LinkedIn, twitter), and collaborative software are also having a profound impact on planning and how planners interact with the public. There are many challenges and opportunities associated with communicating with the public. The symposium will highlight, explore, and engage members on this theme through numerous planning and professional practice issues.

We expect over 400 attendees over the 2 days of Symposium.

#### **Connect with Us**

We would love to work with you to develop creative ideas to ensure your success at the Symposium! Give us a call – or send us an email.

**Helene Getty** 416-595-1414 x 223 Email : [helene@absolutevents.com](mailto:helene@absolutevents.com) or  
**Jacqui Sullivan** Phone 416-595-1414 x 222 Email: [jacqui@absolutevents.com](mailto:jacqui@absolutevents.com)

Absolute Conferences & Events Inc. manages the sponsorship program on behalf of OPPI.

# Sponsorship & Display Opportunities

<b>BENEFITS AT A GLANCE</b>	<b>Sponsorship Levels</b>			<b>Displays</b>	
	<b>Gold \$5,000</b>	<b>Silver \$3,000</b>	<b>Bronze \$1,000</b>	<b>\$1,500</b>	<b>Not For Profit \$950</b>
Acknowledgement of your support on the Symposium website & Symposium agenda	Logo with banner	Logo with banner	Name	Name	Name
Logo/company name on signage at the OPPI <b>Display area entrance</b>	✓ Prominent	✓ Prominent	✓	✓	✓
6' table top display	✓	✓		✓	✓
Complimentary registrations to the Symposium	✓ 2 passes	✓ 1 pass	✓ 1 day pass		
Complimentary passes to the PKE area				✓ 1 pass	✓ 1 pass
Acknowledgement of your support in marketing/website/social media updates leading up to the Symposium, with a distribution list of over 4000 members.	✓	✓	✓		
Support recognized on power point loop played at all plenary sessions	✓	✓	✓		
Opportunity to co-brand a specific element of the symposium (see below for custom options)	✓	✓			
Opportunity to host at a VIP table during plenary sessions	✓				
Recognition in the Improved Mobile App	✓ Enhanced	✓ Enhanced	✓ Enhanced	✓	✓

## Opportunities to co-brand elements of the program include:

### Gold Level

- Mobile app
- Name badge lanyard
- Registration Desk
- Internet Station
- Lunch
- Breakfast

### Silver Level

- Refreshment breaks
- Mobile Charging Station
- Concurrent Session
- Student Transportation

# Planning Knowledge Exchange Details

## Schedule of Activities in *Display area*\*

*\*Times are approximate and subject to change*

### Tuesday, September 30

12:00pm – 7:00pm      Set-up

### Wednesday, October 1

8:00am – 3:00pm      Displays Open, Breakfast, Lunch and 2 refreshment breaks served in area

### Thursday, October 2

8:00am – 3:00pm      Displays Open, Breakfast, Lunch and 1 refreshment break served in area

3:00pm – 5:00pm      Tear down, additional time can be arranged if required

## Space Reservations and Payment Options

Please complete the Sponsor/Exhibit 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 the service manual is sent in early August 2014.

## Door Prizes

Prizes will be drawn by OPPI President Paul Stagl on Wednesday October 1, at the Annual General Meeting, for all in attendance. If you have a related prize (valued at \$50 or more) that you would like to donate, your donation will be recognized on the Symposium app and during the draw.

## The Ontario Professional Planners Institute (OPPI)

**OPPI is the recognized voice of the Province's planning profession.** Our more than **4,000 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. Members meet **quality practice requirements** and are accountable to OPPI and the public to practice ethically and to abide by a Professional Code of Practice.