



Business Development, Sponsorship & Exhibiting Opportunities

About Canada's 25th Annual Staffing & Recruiting Conference

A high profile event bringing value to everyone with a stake in the staffing and recruiting industry. ACSESS Conference 2023 will feature two days of conference sessions, and networking opportunities throughout each day and at evening events.

Get extended industry-wide promotion for your brand

Canada's Staffing & Recruiting Conference attracts attendees from across North America. The brand exposure for sponsors is unparalleled, and you will also get major, multi-touch promotions in the months and weeks leading up to the event:

- 1,000 recruiting, employment, and staffing service professionals on ACSESS own lists
- 2,400+ professionals who follow ACSESS LinkedIn company page

If professionals working within the staffing industry are your prospective clients, participating in **ACSESS 2023** as a business partner is a great opportunity and will also align your brand with another strong, trusted brand: ACSESS, Canada's only staffing and recruiting association.

High-Impact Opportunities for Everyone

ACSESS 2023 offers all-new opportunities to match your marketing and sales plan, as well as established business and networking tactics that have been successful at **Canada's Staffing & Recruiting Conference** for many years.

Take advantage of this opportunity to connect directly with your target market by participating as a sponsor or exhibitor at **ACSESS 2023**. Many packages are reserved well in advance, so book as soon as possible to get your first choice. Contact Jennifer Traer at jtraer@acsess.org to learn more and book now.

ACSESS 2023 Conference

For more information, contact Jennifer Traer at jtraer@acsess.org or call 416-526-2606



Title Sponsor

\$20,000

This prestigious, high-profile package puts your business front-and-center in the minds of senior professionals and decision-makers. Including significant pre-event promotion, speaking/moderating opportunities, and a diverse suite of in-event advertising options, the Title Sponsor is a package sure to align your brand with excellence in recruiting, employment, and staffing services— leaving a lasting impression with every person in attendance.

Your recognition as the exclusive Title sponsor includes:

Thought Leadership Opportunity:

- Present a session during the daytime program – an exclusive opportunity to showcase your organization’s thought leadership, present case studies or bring in a high-profile industry speaker

High reach and frequency multi-media marketing exposure before the conference:

- Multi-wave email campaign to ACSESS’s private lists and a broad audience of interested professionals & our formal industry ally associations
- SEO-friendly online presence on ACSESS’s high traffic website
- Logo & link to your company website from all conference webpages
- Logo prominently featured in all marketing materials
- Social Media exposure on ACSESS’s 2,400 + follower LinkedIn page

Repeated, prominent appreciation of your exclusive status as Title sponsor throughout the event:

- Prime facetime as Title sponsor at Opening Keynote Session and Closing Lunch
- Recognition in the opening remarks both days, heard by all attendees
- Logo embedded in Conference 2023 official banner, and displayed on screens throughout the daytime and evening programs

Significant live event sponsor profile:

- Up to two minutes of branded video footage shown in the plenary room – your choice of two short segments running before the morning break, lunch break or afternoon break, OR a single, longer segment during your preferred choice of those two times
- FIVE complimentary attendee passes to the full conference
- TWO additional tickets to the opening reception pass
- FREE exhibitor booth in prime location —your home base where your representatives can network with attendees and distribute your company message
- FOUR incentivized game actions
- Access to opt-in attendee directory

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~~Elite Sponsor (Exclusive!)~~

~~\$13,000~~

One of the highlights of the conference, the awards dinner is a celebration of professional excellence. This dinner traditionally draws the largest audience of the entire program and is the premier social event for **ACSESS 2023**. Leave a lasting impression as the annual elite sponsor. Your recognition as sponsor of the Thursday, May 11th Awards Dinner includes:

High reach and frequency multi-media marketing exposure before the conference:

- Multi-wave email campaign to ACSESS's private lists and a broad audience of interested professionals and leaders in Canada's staffing services industry
- SEO-friendly online presence on ACSESS's high traffic website
- Logo & link to your company website from all conference webpages
- Logo prominently featured in all marketing materials
- Social Media exposure on ACSESS's 2,400+ follower LinkedIn page

Repeated, prominent appreciation of your status as elite sponsor throughout the event:

- Frequent logo display on two screens throughout the awards dinner
- Monitor/sign featuring your logo at the entrance to the dining room
- Recognition during the opening remarks before the awards presentation

Significant live event sponsor profile:

- Opportunity to present a branded breakout session
- Reserved table at the Awards Dinner for up to 8 attendees. Indicated with a RESERVED sign featuring your company logo (valued at \$1,200)
- FREE exhibitor booth—your home base where your representatives can network with attendees and distribute your company message (valued at \$2,000; includes Full Conference registration for TWO booth reps on Thursday and Friday)
- Up to one minutes of branded video footage shown in the plenary room- your choice of one short segment running before the morning break, lunch break or afternoon break, OR a single segment during your preferred choice of those three times.
- TWO incentivized game actions
- Access to opt-in attendee directory

PLUS!

The Awards Pre-Dinner Cocktail Reception includes significant live event sponsor profile:

- A sign featuring your logo as the reception sponsor, placed in a prominent location in the reception area
- Recognition on tickets for hosted drinks
- Opportunity to participate and welcome attendees during the opening remarks at the awards dinner
- Prominent placement of your logo on the printed awards dinner programs

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~~Opening Social Event Sponsor (Exclusive!)~~

~~\$7,000~~

The opening social is the top-ranked networking event of the **Canada's Staffing & Recruiting Conference** and is always raved about by conference attendees. This event kicks-off Conference and sets the tone for the coming two days.

Your recognition as sponsor of the Opening Reception on Wednesday, May 10th includes:

High reach and frequency multi-media marketing exposure before the conference:

- Multi-wave email campaign to ACSESS's private lists and a broad audience of interested professionals and leaders in Canada's staffing services industry
- SEO-friendly online presence on ACSESS high traffic website
- Logo & link to your company website from all conference webpages
- Logo prominently featured in the printed and digital conference registration brochure
- Social Media exposure

Repeated and prominent appreciation of your status as opening reception sponsor:

- Sign featuring your logo at the entrance to the event
- Frequent logo display on screens throughout the social venue (if available)
- Opportunity to participate in welcome remarks
- FREE exhibitor booth – Populate the booth with information about your company, include videos and links to your website and social media pages. Includes an integrated chat component where a representative can have conversations with visitors Should we add in same statement as Awards as follows?
(valued at \$2,000; includes Full Conference registration for TWO booth reps on Thursday and Friday)

Significant live event sponsor profile:

- FOUR tickets to the opening Social
- FREE insert in the conference attendee welcome bags
- TWO incentivized games actions
- Access to opt-in attendee directory

PLUS!

Your organization will be recognized as the sponsor on drink tickets, making your brand front-of-mind as attendee's raise a glass throughout the evening.



More Sponsorship Opportunities

All sponsorship packages include

- High reach and frequency multi-media marketing exposure before and during the conference:
- Multi-wave email campaign to ACSESS's private lists and a broad audience of interested professionals and leaders in Canada's staffing services industry
- SEO-friendly online presence on ACSESS' high traffic website
- Logo & link to your company website from all conference webpages
- Social media exposure

✓ Plus, special on-site brand recognition, detailed below

Conference Game

\$5,000

Link your brand to the exciting conference game that attendees will be competing in throughout the conference. Codes are given out throughout the event, giving your business repeated exposure in a positive, memorable context. Includes significant live event sponsor profile:

- Prominent placement of your logo on the printed awards dinner programs and event app
- Recognition of your sponsorship during the opening remarks of the awards dinner
- Co-branding the conference game: "CSRC2023 Game: Presented by Your Company"
- FOUR incentivized game actions
- Access to opt-in attendee directory

~~Attendee Welcome Bags~~

~~**\$4,500**~~

As sponsor of attendee welcome bags, everyone in attendance will be carrying your logo around for the duration of the conference. Includes significant live event sponsor profile:

- Your logo will be imprinted on multi-use conference bags that each attendee will receive loaded with conference material and swag. These quality reusable bags get used at the event and at home.
- ONE incentivized game actions
- Access to opt-in attendee directory

Note: Confirmation and payment for this package due no later than March 15th, 2023



Speaker of Choice and Luncheon Sponsor (subject to availability) **\$4,000**

After a busy and productive morning, attendees look forward to gathering for lunch, which is included as part of their registration. As they eat, network, and review the morning's content, your company's logo will be strategically displayed at the entrance to the dining area and throughout. Includes significant live event sponsor profile:

- Option to introduce and/or thank the keynote speaker
- Signs featuring your company logo throughout the dining area
- Your logo on a sign or screen at the dining area entrance
- Recognition that your company sponsored lunch in the learning session room immediately before attendees break for lunch.
- ONE incentivized game actions
- Access to opt-in attendee directory

~~**Name Badges & Branded Lanyards**~~ ~~**\$4,000**~~

Name badges are worn by all conference attendees and your full-colour logo will be prominently displayed on each badge.

Includes significant live event sponsor profile:

- Your logo will be prominently featured on every attendee, speaker, exhibitor, sponsor, and event staff badge
- ONE incentivized game action
- Access to opt-in attendee directory

Note: Confirmation and payment for this package due no later than April 10, 2023

~~**Registration Desk**~~ ~~**\$3,500**~~

Your logo will be the first thing attendees see each morning as they arrive to check in, attend breakfast and the day's sessions. Includes significant live event sponsor profile:

- Your logo will be on display on a large sign next at registration, which conference attendees will pass by several times, both days of the event. *this wording gives flexibility on what we do.*
- ONE incentivized game action
- Access to opt-in attendee directory

Hotel Room Wi-Fi Sponsor & Room Drop **\$3,000**

As conference attendees check in to the Westin Calgary, they will receive a welcome card featuring your logo, letting everyone know that in-room internet has been generously provided by YOUR company. Includes significant live event sponsor profile:

- The card attendees receive on check-in with instructions to access the internet will feature your logo, and recognition that your company sponsored in-room Wi-Fi access for all conference attendees.
- ONE incentivized game actions
- Access to opt-in attendee directory
- Includes a company branded gift (provided by sponsor) to be left in each attendee room

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Learning Sessions (Limited number available)

\$2,500

Demonstrate your organization's support for professional development by sponsoring one of the live learning sessions at Canada's Staffing & Recruiting Conference 2023. Includes significant live event sponsor profile:

- Your logo featured on screen in the learning session room leading up to the start of the session
- Recognition that your company sponsored the session during the host's introductory remarks; or opportunity to introduce the presenter(s)
- Your full-colour logo on the session description in the event app
- ONE incentivized game action
- Access to opt-in attendee directory

Breakfast & Coffee Breaks (Only 2 available)

\$4,000-\$1,000

**please contact Jennifer at jtraer@acsess.org to discuss pricing options*

Conference attendees start the day off right with a delicious breakfast. As they eat, network and review the morning's content, your company's logo will be strategically displayed at the entrance to the breakfast room and throughout coffee breaks. Includes significant live event sponsor profile:

- Signs featuring your company logo throughout the breakfast room
- Your logo on a sign or screen at the breakfast room entrance
- Recognition that your company sponsored breakfast & coffee breaks in the learning session room immediately after breakfast/before the first session of the day.
- ONE incentivized game action
- Access to opt-in attendee directory
- Branded napkins

Shipping & Logistics

\$1,750

The ACSESS office is in Mississauga. Canada's Staffing & Recruiting Conference 2023 is being held in Calgary - materials need to be moved! Includes significant live event sponsor profile:

- Recognition that your company sponsored the conference shipping and logistics of materials will be mentioned during the host's introductory remarks at the opening plenary
- Access to opt-in attendee directory

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Attendee Directory

\$1,500

The name of every conference attendee is just as useful as a takeaway resource as it is for the event itself. The attendee directory is distributed by email-the event, allowing guests to begin planning their networking strategies in advance. Includes significant live event sponsor profile:

- Your logo will appear on the cover and every inside page of the traditional print-ready PDF attendees contact information list
- Your logo and a link to your website will also appear on the email sent to attendees pre-circulating the list
- Access to opt-in attendee directory
- Branding on app

Conference Supporter

\$1,000

Available to ACSESS Corporate Members Only.

Show your support for Canada's Staffing & Recruiting Conference 2023 and get significant brand exposure across the months-long, multichannel event promotion.

Your logo will be featured on conference marketing material and documents, associating your brand with thought leadership in logistics.

- Your logo, linked to your website where applicable, will be on the conference platform as well as conference promotional materials
- Access to opt-in attendee directory

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Exhibitor Booth

\$2,000

Showcase your brand, share your solutions, and engage with attendees by booking one of this professional development event's select exhibitor booth spaces – very limited inventory available!

Canada's Staffing & Recruiting Conference is a professional development conference, attended by thought leaders, decision makers, and the future leaders of the staffing and recruiting industry in Canada. This is a much more intimate and targeted opportunity than a tradeshow! Located right by meeting rooms and refreshment breaks, a booth at ACSESS Conference 2023 gives you a home base to network with members from across the country, to collect business cards, distribute information, and even demo your services.

High reach and frequency multi-media marketing exposure before the conference:

- Multi-wave email campaign to ACSESS's private lists and a broad audience of interested professionals and leaders in Canada's staffing services industry
- SEO-friendly online presence on ACSESS's high traffic website
- Logo & link to your company website from all conference webpages
- Logo included in printed marketing materials
- Social Media exposure
- Booth component integrated into event app

Significant live event profile & multiple daily opportunities to connect with attendees:

- Exhibitor booths are set up in a high-traffic area near the learning sessions, where attendees also access coffee and network during dedicated breaks
- If you have a tradeshow display, you can set it up in your space. Or we will provide a 6-foot draped table and two chairs. Personalize your space with signage, demos, and collateral. If you need anything specific, just let us know!
- Have your contact information will be included in the attendee directory, which all attendees receive prior to the start of the conference and become a resource to plan networking during and after the event. Exhibitors also receive a copy of this list, which includes contact information for all attendees who opt in
- ACSESS runs a conference game (with prize incentives) to encourage attendees to visit every booth and learn more about your company and the products or services you offer. You will receive 2 incentivized game action codes so attendees can gain points by completing an action like visiting your booth, watching a video, or following your company's social media pages.
- ONE incentivized game action
- Access to opt-in attendee directory

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	Title Sponsor	Elite Sponsor	Opening Social Event	Game Sponsor
Cost	\$ 20,000.00	\$ 13,000.00	\$ 7,000.00	\$ 5,000.00
Package Includes:				
Learning Sessions	1			
Breakout Session		1		
Pre-Session Video Slots	2	1		
Incentived Game Actions	4	2	2	4
Networking Opportunities:				
Live Exhibitor Booth	Yes	Yes	Yes	
Conference Passes	5			
Awards Dinner Tickets		8		
Opening Reception Tickets	2		4	
Logo Placement In:				
Marketing Materials	Yes	Yes	Yes	Yes
Linked on Website	Yes	Yes	Yes	Yes
Industry List Email Blasts	Yes	Yes	Yes	Yes
Event Platform Carousel	Yes	Yes	Yes	Yes
Group LinkedIn Posts	Yes	Yes	Yes	Yes
Dedicated LinkedIn Post	Yes	Yes	Yes	Yes
Dedicated webpage about your session	Yes			

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