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HR REBOOTED

ADVANCED HR IN A WORLD DISRUPTED

JANUARY 26 - 29, 2021



2021 PROSPECTUS SPONSORSHIP AND EXHIBITOR OPPORTUNITIES FOR CANADA'S LARGEST HR EVENT.



ABOUT THE EVENT

The HRPAs Virtual 2021 Annual Conference and Trade Show is the Association's marquee event and Canada's largest HR conference attracting thousands of attendees each year.

This year, the virtual format will continue to bring together the HR community and provide HR professionals access to the latest trends, technologies and best practices from some of the greatest industry thought leaders. Like prior years, we will have a stellar line-up of premier speakers and experts participating in keynotes, plenaries, and break-out sessions.

Attendees, sponsors and exhibitors will have even greater opportunity to connect and engage with colleagues from around Ontario.

HR Rebooted: Advanced HR in a World Disrupted

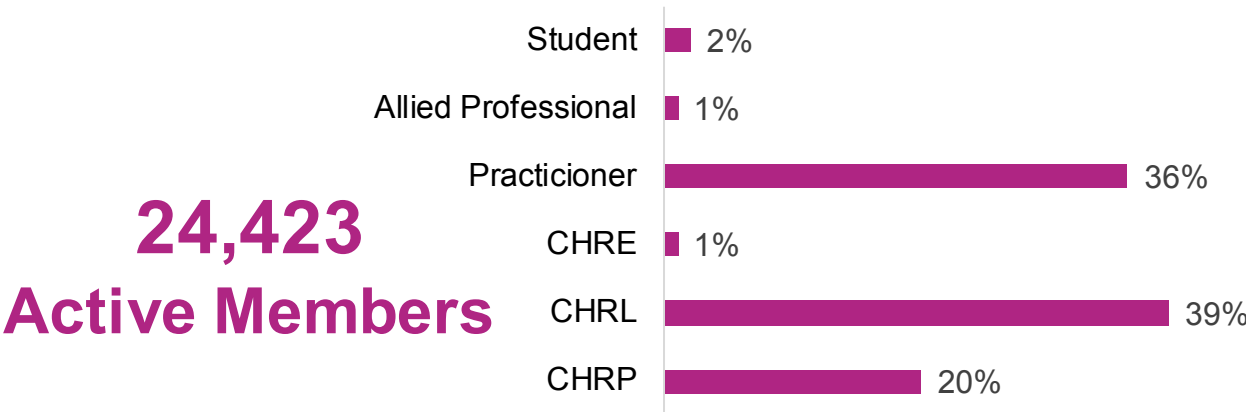
This conference will help businesses learn about best practices - and new technologies - that can help them adapt to the rapidly changing environment

- COVID-19 has required businesses to implement significant change on expedited timelines. We are experiencing a leap forward in the evolution of work.
- HR Professionals are leading the charge, helping organizations adapt to change. They are re-organizing and re-envisioning what the workplace is - or can be.
- We are also experiencing a re-awakening of human rights issues in the workplace. How fundamental values of equity, diversity and inclusion are integrated now will help dictate the workplaces of the future.
- New technologies are bringing people together, enabling remote work and automating tasks through machine learning.

Sponsors and exhibitors have an opportunity to reach an audience seeking to learn.

DEMOCRAPHICS

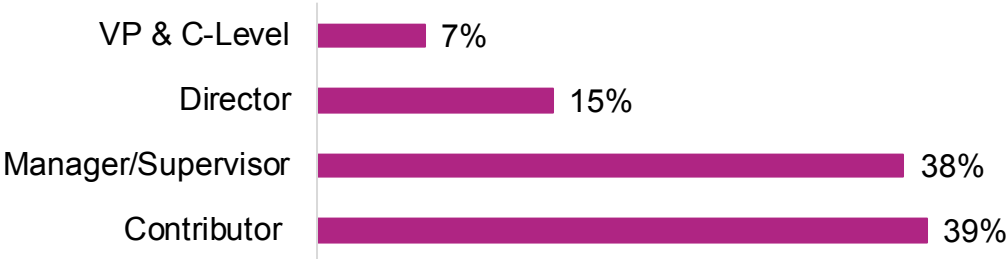
HRPA Member & Student Breakdown*



Top Industries Represented by HRPAs Members & Students‡



HRPA Member & Student Job Levels†



2020 Annual Conference Attendance



45% of HRPAs members belong to organizations with 500+ employees.‡

* Source: Registrar Weekly update, September 14, 2020
† Source: 2019 HRPAs Trends Survey
‡Source: 2020 Annual Member Survey



HRPAs Social & Digital Audience

HRPA Website*



2,177,691 Pageviews



674,969 Sessions



3:39 Average Session Duration

Professional Insider Newsletter†



Average Open Rate **42%**



Average CTR **10%**

Social Media Audience by Platform†

72,678 LinkedIn Followers

21,375 Twitter Followers

9,298 Facebook Followers

3,175 Instagram Followers

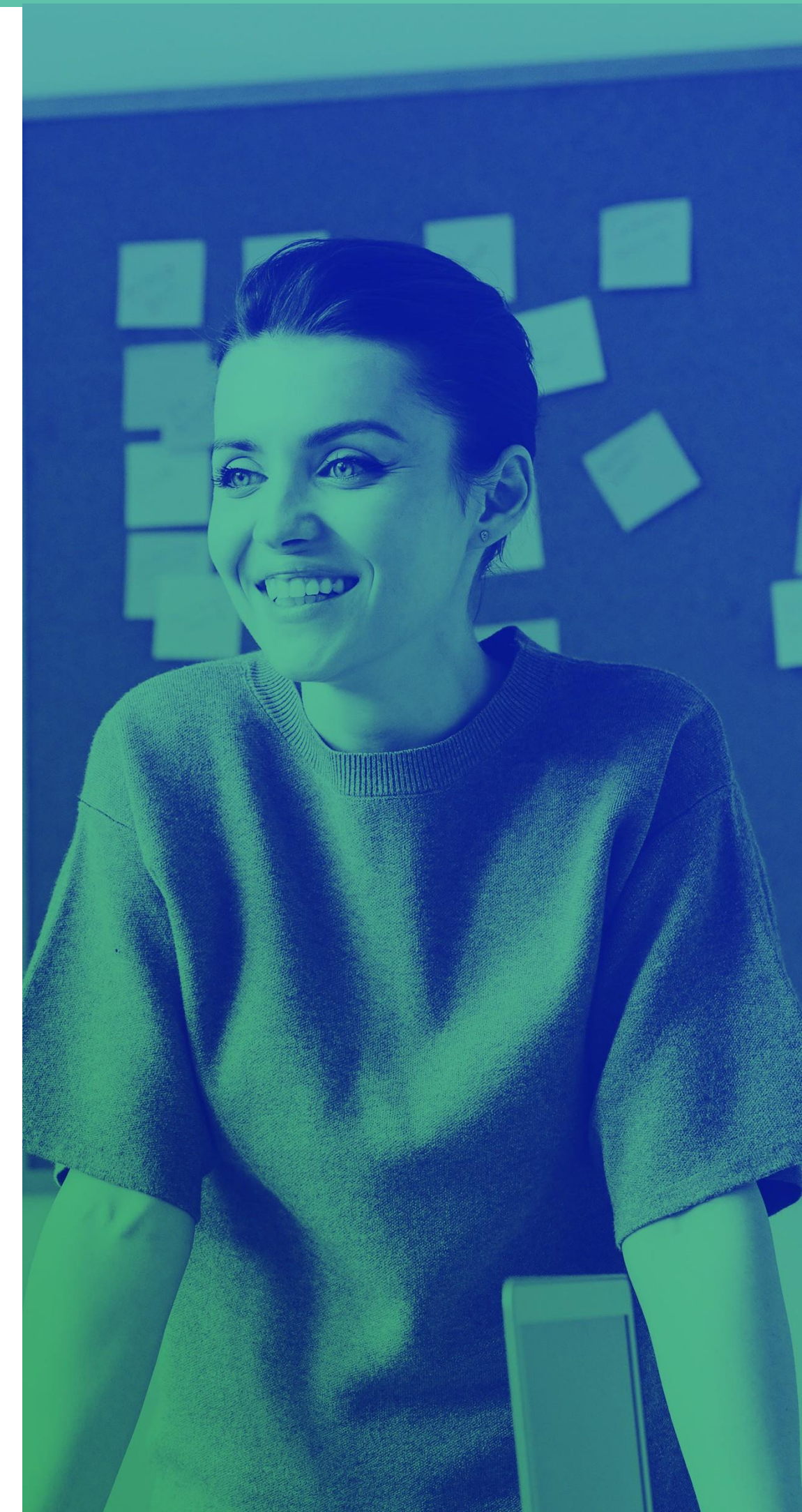
106,526
Followers
Across
All Platforms



*Between Jan 1, 2020 - Sep 15, 2020

†As of September 16, 2020

‡Between Dec 1, 2019- Aug 31, 2020



BENEFITS

Whether you have been a loyal, long-time supporter of HRPA or will be joining us for the first time this year, supporting the HR industry now is more important than ever.

Why Sponsor? Why Exhibit?

- Make dynamic connections and network with a large target audience.
- Enhanced technology and virtual features to promote your brand.
- Showcase your offerings to an extended, broader virtual audience reach.

Join us on this virtual journey and be part of the impact this conference will make. There is no other HR conference that will deliver your message to the most engaged HR professionals of Canada.

PACKAGES

With your confirmed opportunity, recognition within your package will include:

- Visibility on the HRPA conference website and acknowledgement as a sponsor
- Promotion of your brand via the HRPA's digital platforms, reaching HR Professionals, HR students and business leaders across the province
- Limited, complimentary registration(s)
- Pre-event attendee information and post-event analytics

Other inclusions may be available. For additional package highlights, contact us:

Sponsorship

Adam Hart

ahart@hrpa.ca

416.923.2324 x 353

Trade Show

Amber Pilon

apilon@hrpa.ca

416.923.2324 x 309

SESSIONS & PROGRAMMING

\$12,000 each

Keynote (5 available)

Position your brand alongside our live, featured, subject matter experts. These keynote presentations will be front and centre for programming and attendee participation – and so will your branding. Contact us for session availability. Refer to the agenda for speaker specifics.

\$4,500 each

Concurrent Session (60 available)

With your choice of trending topic and premiere speakers, have your brand positioned with the session of your choice, many of which are aligned with today's most important social issues. Contact us for session and speaker specifics.

\$1,050

Reboot: Knowledge Corner (6 available)

Pre-record your educational content or provide a technical demo, HRPAs will showcase your content within the conference programming.

**Sessions and content are subject to the approval of the conference management team.*

\$5,500 each

Master Classes (4 available)

These highly engaging workshops will dive deep into trending HR issues. Topical and hard-hitting, as sponsor you will be positioning yourself alongside conversations that matter. Contact us for session availability. Refer to the agenda for speaker specifics.

ACTIVITIES & ENGAGEMENT

\$3,000 each

Break (5 available)

Everyone needs a virtual break. Provide attendees with a revitalizing activity that re-boots their energy, drive and focus. With a few sessions and activity options to choose from, HRP A can customize each experience to align with your brand.

**Activities and programming subject to approval and coordination of the conference management team.*

\$20,500

Comedy from Your Couch – Virtual Improv Show – Exclusive Opportunity (1 available)

Become the featured host of the exclusive evening social. Take guests on a virtual engagement that will reboot social connections and re-imagine new ones. Connect with your HRP A representative for the event details.

**Timing and hosting responsibilities to be determined on activity selected and event platform restrictions.*

\$10,500 per day

Refuel: Food Delivery (3 available)

Take your VIP attendees to a virtual lunch! Let us coordinate a special delivery meal sponsored by your organization to your choice of attendees. HRP A will provide a private, virtually hosted room for your organization to chat and entertain your lunch guests.

**Limited number of invitees to participate based on platform restrictions.*

VIRTUAL

Dependent upon game selection. Please contact us for discussion and customization.

Gamification

Really get the attendees involved, networking and interacting with your brand by hosting the virtual conference gamification options.

\$22,500

Virtual Lounge – Exclusive Opportunity (1 available)

This open forum lounge will be a high traffic engagement area as delegates congregate here for one-on-one chats with featured speakers; live open-ended question and answer period with a variety topics and content matter experts. As sponsor, your branding and logo recognition will be top feature in this virtual lounge space.

\$20,000

Welcome Package – Exclusive Opportunity (1 available)

Co-brand the bag alongside the HR Rebooted conference theme HRPAs will be sending to attendees and include your own promotional item. Connect with us on the bag design selected.

**Limited quantity of packages produced and distributed.*

\$2,750

Welcome Package Insert (10 available)

Include your own customized promotional item in the limited conference bag distribution.

PROMOTIONAL ITEMS

Have your choice selection on the branded conference item that will be included in the conference bag:

\$8,000	Notebook
\$2,800	Pen
\$3,500	Hand Sanitizer

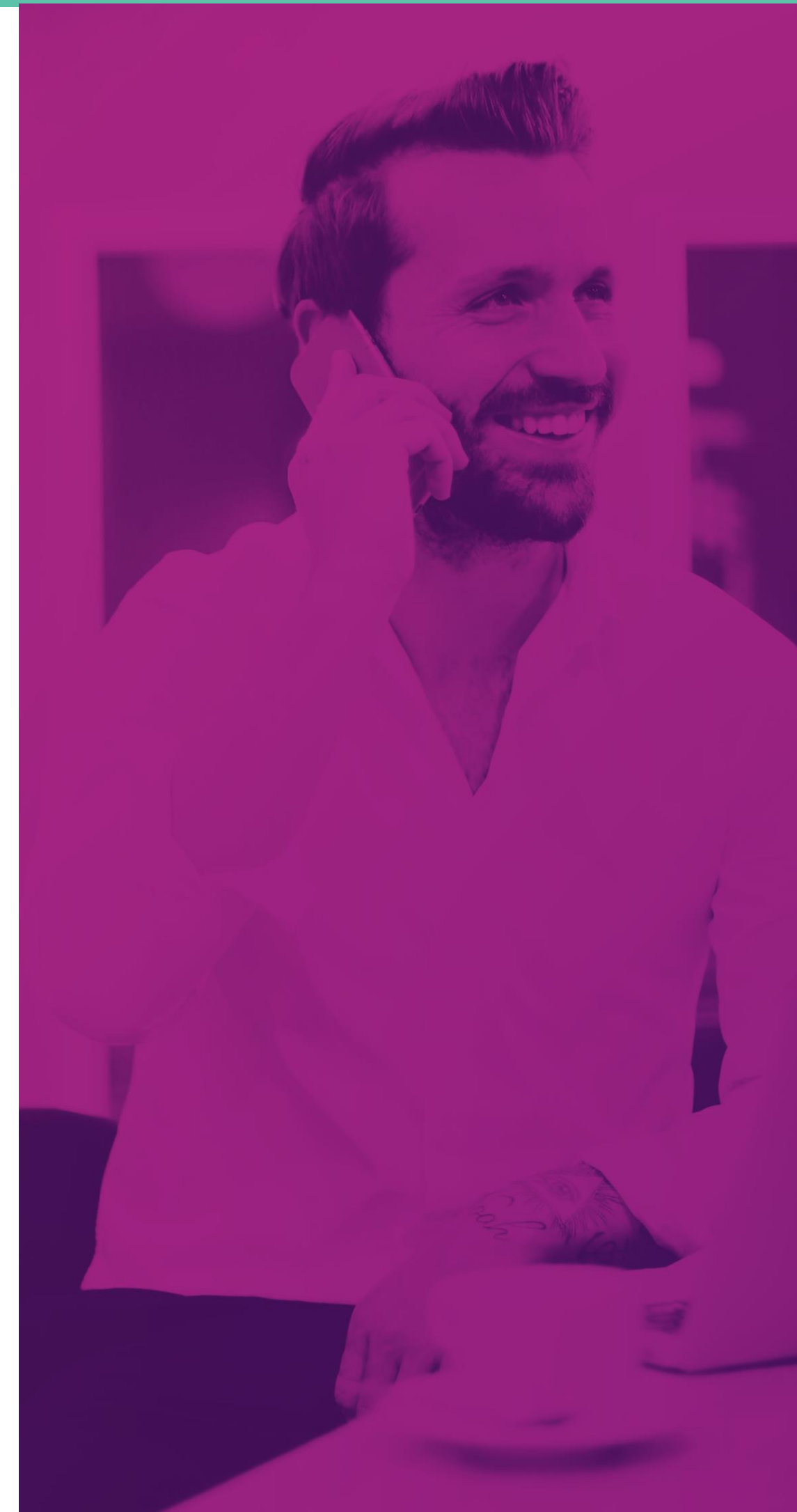
ADVERTISING

\$5,000 each	Logo in virtual lobby (5 available) First sight and top logo placement on the conference landing page.
\$3,175 each	Video in virtual exhibitor hall Mainstage screen (6 available) Pre-record your message and welcome guests to the exhibitor hall with your customized promo video.
Contact Us	HRPA Digital Outlets Strategically connect with a captive HR audience. Chat with us to discuss the targets and various advertising opportunities.


















TRADE SHOW

Reconnect and Reboot with attendees new and revisiting, joining us from near and far. Efficiently capture and engage with qualified leads throughout the live event. As attendees navigate to your booth, we will provide detailed analytics of their interaction – names, material downloads, records of chats, etc.

**Limited number of booths are available
– confirm yours today!**



EXHIBITORS

Virtual Booth Features	REBOOT \$3,000 20 Booths Available	RECONNECT \$2,000 30 Booths Available
Exhibitor Logo		
Exhibitor Weblink		
Introductory Paragraph		
Embedded Video		
Contact Form		
Meeting Scheduler		
External Links		
Chat		
Image Gallery		
Rotating Banner		

Inclusions	REBOOT	RECONNECT
# of Exhibitor Passes	4	2
Gamification	Yes	Yes
Student Forum Career Fair	Yes	Yes

Optional Add-ons

- \$400 Private Virtual Meeting Room
- \$400 Conference Registration Pass



CUSTOMIZED SPONSOR PACKAGE

All sponsorship packages can be tailored to suit your corporate needs. We would be happy to create a customized package that connects uniquely to your organization. If you would like to showcase your organization in an exclusive fashion, contact us.



CONTACT US

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