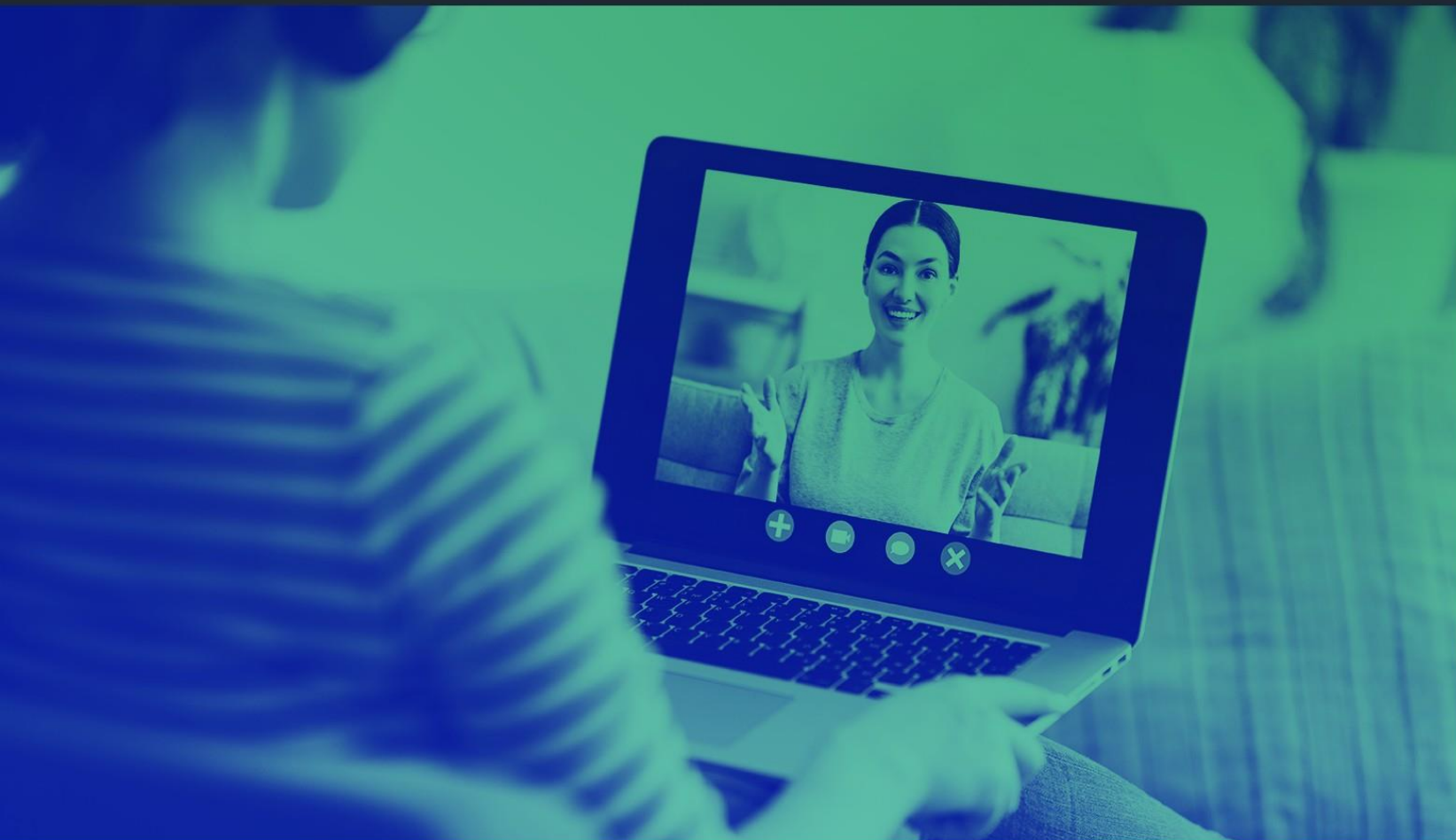


CTRL + ALT + DELETE.

# 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

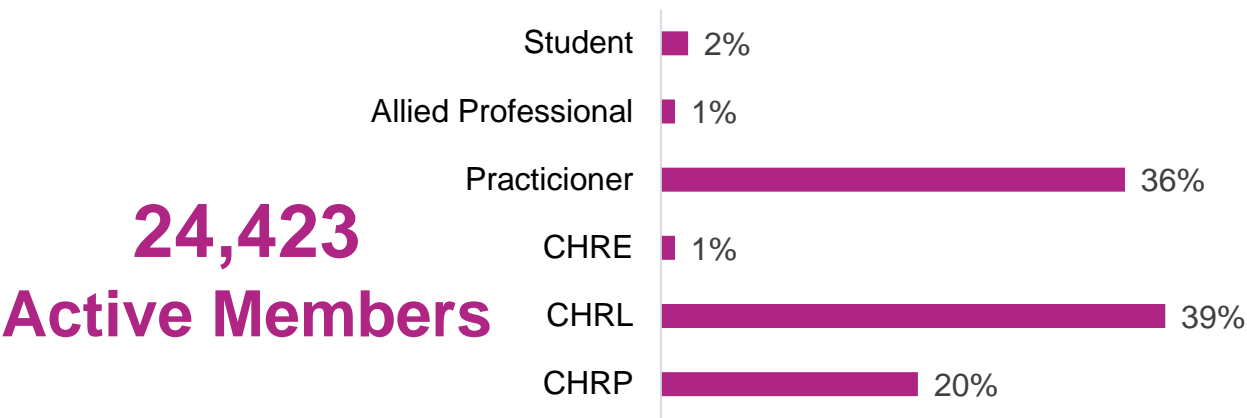
- COVID-19 has required businesses to implement significant change on expedited timelines. We are experiencing a leap forward in the evolution of work.
- HR Professionals are leading the charge, helping organizations adapt to change. They are re-organizing and re-envisioning what the workplace is - or 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.



# DEMOGRAPHICS

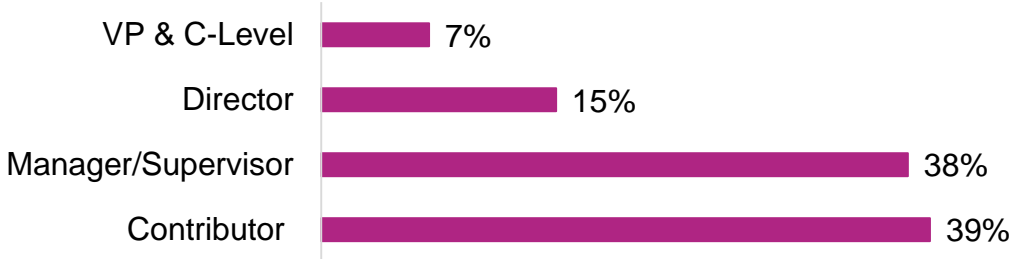
HRPA Member & Student Breakdown\*



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

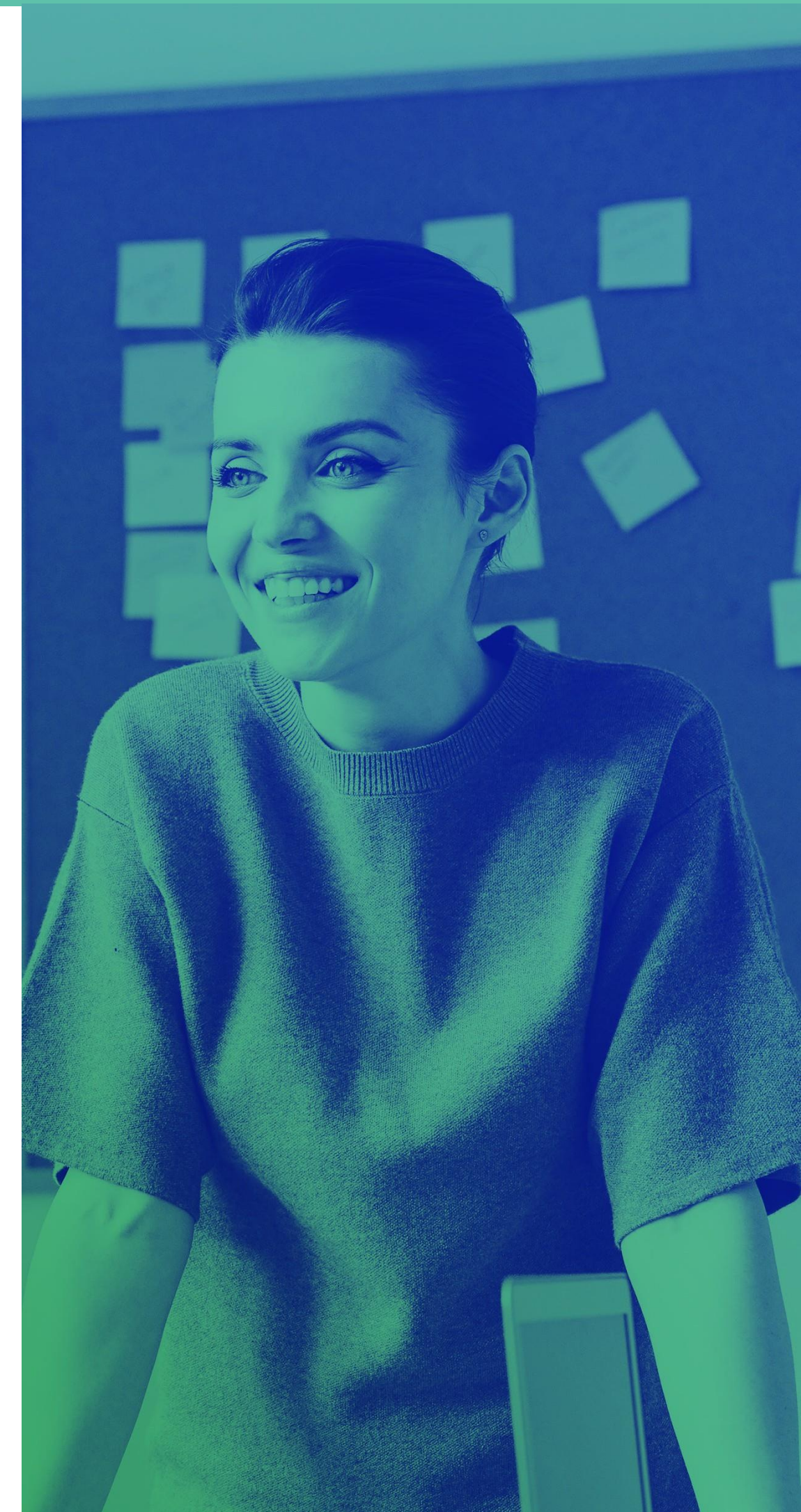
**106,526**  
Followers  
Across  
All Platforms



\*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](mailto:ahart@hrpa.ca)

416.923.2324 x 353

### **Trade Show**

**Amber Pilon**

[apilon@hrpa.ca](mailto: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, HRP A 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 a 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, HRPAs 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 HRPAs 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)

Treat delegates to lunch on any one of the conference days. We will coordinate a special delivery for lunch vouchers so that attendees can purchase the meal of their choice!



## 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

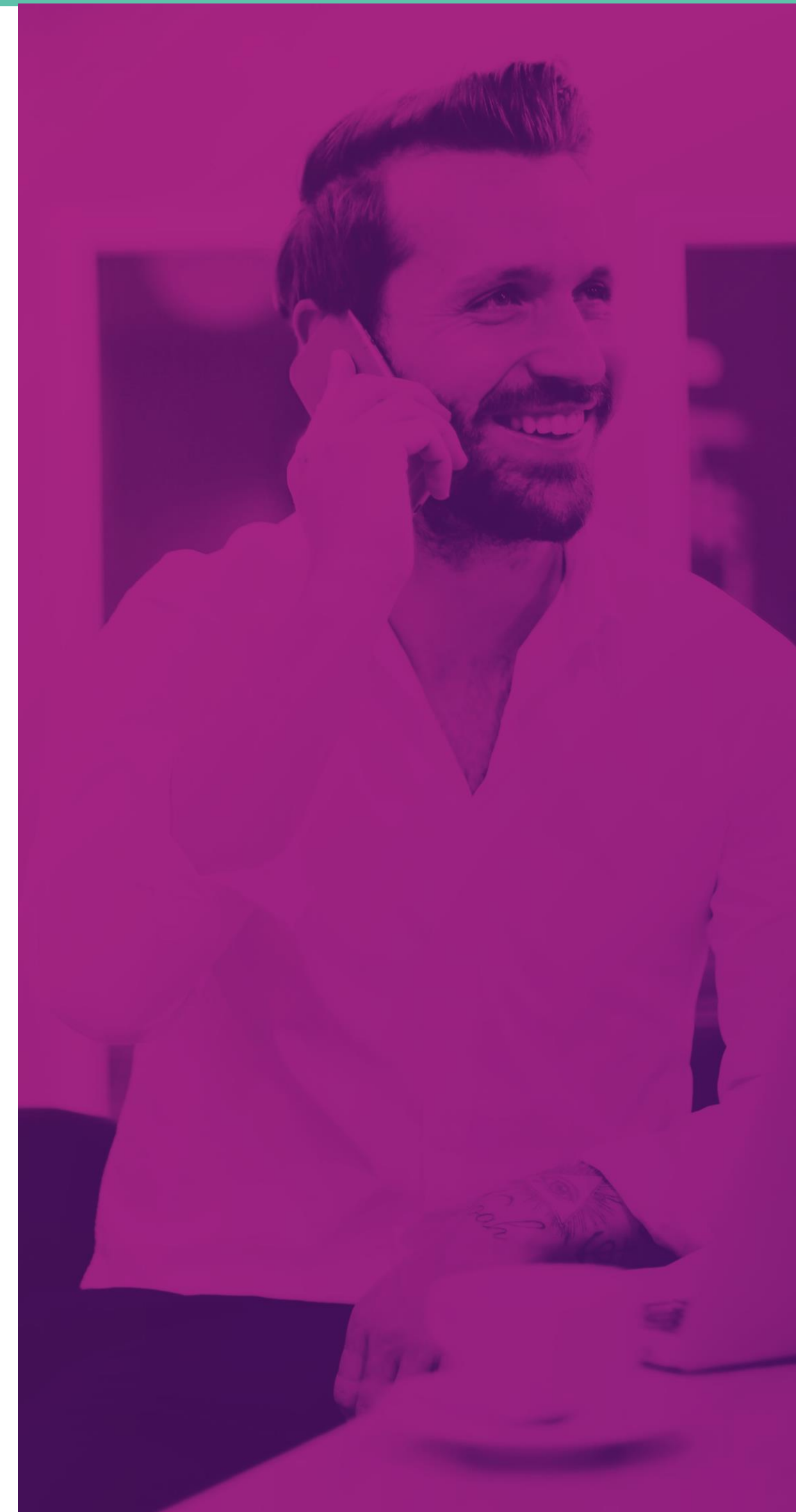
\$5,000 each	Logo in virtual lobby (5 available) First sight and top logo placement on the conference landing page.
\$3,175 each	Video in virtual exhibitor hall Mainstage screen (6 available) Pre-record your message and welcome guests to the exhibitor hall with your customized promo video.
Contact Us	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 25 Booths Available	RECONNECT \$2,000 25 Booths Available
Exhibitor Logo		
Exhibitor Weblink		
Introductory Paragraph		
Embedded Video		
Contact Form		
Meeting Scheduler		
External Links		
Chat		
Image Gallery		
Rotating Banner		

Inclusions	REBOOT	RECONNECT
Booth Personnel Passes	4	2
Gamification	Yes	Yes
Student Forum Career Fair	Yes	Yes

## Optional Add-ons

**\$400** Private Virtual Meeting Room

**\$400** Conference Registration Pass





# SPONSOR & EXHIBITOR PACKAGE ENTITLEMENTS

PACKAGE	CONFERENCE REGISTRATION SPONSOR \$22,500	VIRTUAL LOUNGE SPONSOR \$22,500	KEYNOTE SPONSOR \$12,000	STUDENT SUCCESS FORUM \$15,000	MASTER CLASSES \$5,500	SESSION SPONSOR \$4,500	RE-BOOT KNOWLEDGE CORNER \$1,050	VIRTUAL BREAK SPONSOR \$3,000.00	WELCOME PACKAGE SPONSOR \$20,000	HRPA WELCOME PACKAGE INSERT \$2,750	VIDEO ON MAIN STAGE OF VIRTUAL TRADE SHOW \$3,175	LOGO IN VIRTUAL LOBBY \$5,000
Opportunities Available	1	1	5	1	4	20	6	5	1	10	6	5
Entitlements												
Logo Placement												
Conference registration communications - Exclusive	x											
Virtual lounge title sponsorship - Exclusive		x										
Conference login page	x	x							x			
Digital agenda ad	Full Page	Full Page	Half Page	Half Page					Full Page			
Logo in virtual lobby	x	x	x	x					x			
Featured logo in Exhibit Hall	x	x	x						x			
Logo in virtual exhibit Hall	x	x	x						x			
Logo on conference microsite	x	x	x	x	x	x	x	x	x	x	x	x
Student Success Forum communications - Exclusive				x								
Keynote introduction			x									
Pre-Conference Marketing Activity												
Sponsor of the week feature in HRPA weekly email	x	x	x	x	x				x			
Logo recognition in HRPA newsletter	x	x	x	x	x	x		x	x		x	
Logo recognition on HRPA social	4	4	3	3	1			1	4			
Promotional items in welcome package	x	x	x	x	x				x	x		
Post Conference Marketing Activity												
Logo recognition in post event thank you email to attendees	x	x	x	x	x	x	x	x	x	x	x	x
Logo recognition in post event thank you on HRPA social	x	x	x	x	x	x	x	x	x	x	x	x
Promotional Items in post event digital swag bag (offers, discounts, coupons, and more)	x	x	x	x	x	x		x	x	x		
Complimentary Tradeshow and Conference Registrations												
Exhibitor Booth*	x	x	x						x			
Exhibitor Passes	4	4	3	3					4		1	
All Access Event Passes (Tradeshow + Conference)	4	4	2	2	1	1		1	4			
Gamification - Please contact us for customized opportunities to compliment your sponsorship package.												

\*Exhibitor booth discounts available to all confirmed sponsors.





## 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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