



North  
American  
Conference

October 24-26, 2024, Ottawa

2024

Sponsorship  
Prospectus



## 2024 IAP2 North American Conference Sponsorship Prospectus

Welcome to the 2024 IAP2 North American Conference (NAC): "Building Together: The Role of Community Engagement in Shaping the Future"! This pivotal event takes place at the Shaw Centre in the heart of Ottawa.

Join us as we bring together professionals, practitioners, and thought leaders from across Canada, the USA and around the world to explore innovative strategies, share best practices, and shape the future of public participation. The IAP2 NAC is renowned for its impact in the field of public participation and engagement, making it one of the most influential gatherings of its kind.

As a sponsor, you will have a unique opportunity to showcase your organization's commitment to fostering transparent, inclusive, and effective decision-making processes. Your support not only strengthens the conference's impact but also aligns your brand with the forefront of community engagement practices.

This prospectus outlines a range of sponsorship opportunities tailored to suit your organization's goals and budget. Whether you seek heightened visibility, networking opportunities, or thought leadership positioning, we have options designed to maximize your impact and engagement with our diverse audience.

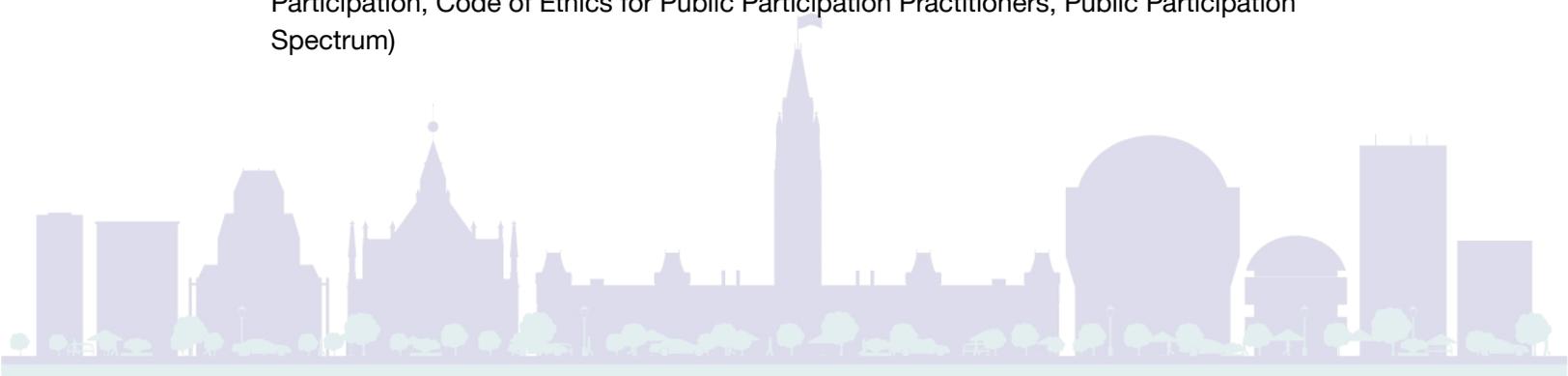
### Land Acknowledgement

The Ottawa region is the traditional and unceded territory of the Anishinabe Algonquin, who have stewarded, travelled and inhabited these lands for millennia. We acknowledge the enduring presence of all First Nations, Métis and Inuit on this land.

### About IAP2

IAP2 is an association of professionals in the field of public participation (P2) whose mission is to advance effective public participation practices and support practitioners. As an international leader in public participation, IAP2 offers:

- Training and learning programs
- Networking opportunities (annual conferences, local events, webinars, communities of practice)
- Tools to advocate for meaningful and effective public participation (Core Values for Public Participation, Code of Ethics for Public Participation Practitioners, Public Participation Spectrum)



## Who are our members?

In the past year alone, IAP2 Canada has experienced a remarkable surge in Canadian membership, now boasting a robust community of over 2100 members hailing from every corner of the country. Meanwhile, IAP2 USA proudly counts over 2500 members among its ranks. Our membership spans a diverse array of sectors, encompassing:

- Local, provincial, and federal government entities
- Education and healthcare institutions
- Energy sector organizations, including power, oil & gas, renewable energy, mining, and forestry
- Non-profit organizations and academic institutions
- Infrastructure and property development firms

Our reach extends far beyond our membership base, with thousands of non-members actively engaging in our enriching professional development programs and dynamic networking events each year.

## What is #2024IAP2NAC all about?

Our conference theme “Building Together: The Role of Community Engagement in Shaping the Future” underscores the importance of inclusivity, empowerment, innovation, and collaboration in driving positive change for our communities. Delegates will delve into current trends, challenges, and best practices in public participation while fostering a collective vision for a more inclusive, democratic and sustainable future.

## Explore Our Conference Sub-Themes

Be part of the conversation as we empower individuals, organizations, and communities to actively contribute to decision-making processes, fostering creativity, partnership, and shared solutions to complex issues. Our sub-themes include:

- Hearing from Decision-Makers
- Making Connections
- Achieving Inclusive and Equitable Engagement
- Integrating Indigenous Perspectives
- Building Bridges, Crossing Divides
- The Role of P2 in Democracy

## Who Typically Attends?

This conference is the must-attend event for anyone involved in or passionate about public participation and engagement, including:

- Public Participation Practitioners
- Community Organizers and Activists
- Government Officials and Employees
- Academics and Researchers
- Industry Professionals
- Healthcare Professionals
- Educators
- Tech Innovators
- Non-Profit and NGO Representatives
- Environmental Scientists and Advocates
- Project and Program Managers



## Unlock Unique Opportunities

The 2024 IAP2 North American Conference is a premier event for professionals in public participation and engagement. Don't miss this opportunity to position your organization at the forefront of the public participation industry. By participating as a sponsor or exhibitor, you'll connect with industry leaders, showcase your commitment to public participation, gain valuable insights, enhance your brand's visibility, and build meaningful relationships.

Secure your spot today and play a pivotal role in shaping the future of public participation and engagement.

### Connect with Industry Leaders

The IAP2 North American Conference is a gathering of the foremost professionals in public participation and engagement, offering an unparalleled platform for sponsors and exhibitors to connect with leaders, innovators, and decision-makers. Your organization will have the opportunity to showcase its products, services, and solutions to a targeted audience actively seeking the latest innovations in public participation.

### Showcase Your Commitment to Public Participation

By participating as a sponsor or exhibitor, your organization demonstrates a strong commitment to the principles of public participation and engagement. This alignment with IAP2's mission not only enhances your brand's prestige but also positions you as a key player in the industry, dedicated to supporting the growth and development of effective public participation practices.

### Gain Insights and Stay Ahead of Trends

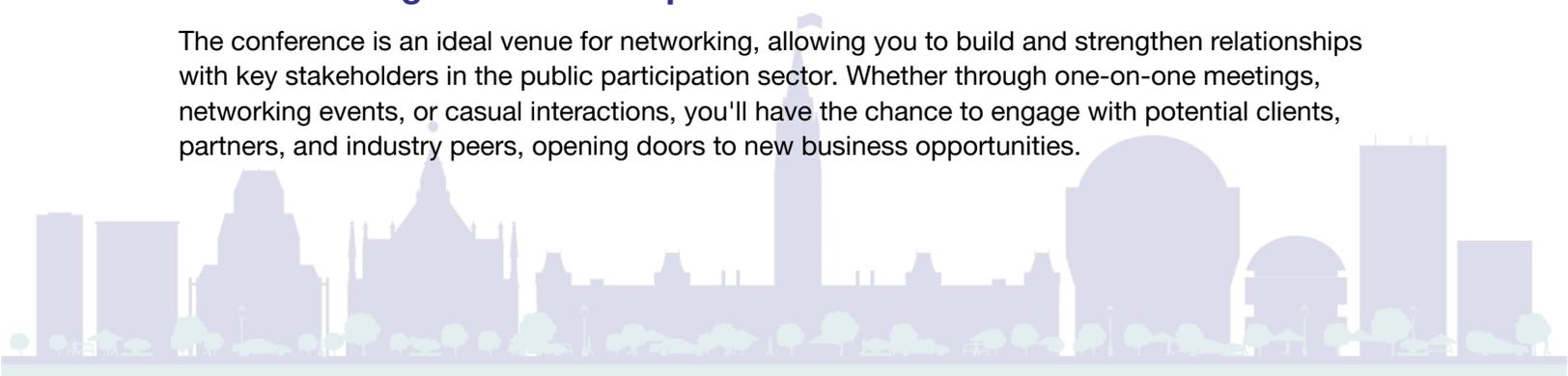
The conference features a rich program of workshops, keynote speeches, and breakout sessions led by experts in the field. As a sponsor or exhibitor, you will gain valuable insights into the latest trends, strategies, and research findings in public participation. This knowledge can inform your strategic planning, helping you to stay ahead in a rapidly evolving field.

### Enhance Visibility and Brand Recognition

Sponsoring or exhibiting at the IAP2 North American Conference provides your organization with significant visibility among a highly relevant audience. Through various branding opportunities at the event, including signage, program mentions, and digital promotions, your brand will gain recognition and visibility, helping to enhance your market presence.

### Build Meaningful Relationships

The conference is an ideal venue for networking, allowing you to build and strengthen relationships with key stakeholders in the public participation sector. Whether through one-on-one meetings, networking events, or casual interactions, you'll have the chance to engage with potential clients, partners, and industry peers, opening doors to new business opportunities.



## Why be seen at 2024 IAP2 NAC?

INVESTMENT IMPACT	FOR YOUR ORGANIZATION	FOR THE P2 SECTOR
<b>NETWORKING</b>	Engage, connect, build relationships and be seen as a thought leader - access an estimated 400 P2 champions from across Canada, the USA and the world	Engage, connect, build relationships and be seen as a thought leader -develop relationships with participating organizations and consultants
<b>BRAND EXPOSURE</b>	Enhance brand awareness - partnering with our conference will optimize your brands' visibility	We understand the value of collaboration across all stakeholders and nurturing a broad and evolving community of innovative thinkers
<b>COMMUNITY</b>	Strengthening your connection to a community of P2 practitioners throughout North America	Investment in activities which support the advancement of public engagement
<b>ENGAGEMENT BENEFITS</b>	Meeting with leading P2 practitioners to renew and develop professional and personal connections while driving sales and generating leads	Meeting of the minds, sharing expertise, updating contacts and developing new relationships in the industry



## Explore Sponsorship Opportunities

### Title Sponsor - \$17,500 Cdn

The Title Sponsor is the highest level of sponsorship and provides the most significant opportunity to link with the North American P2 community. It presents a unique opportunity for profiling and positioning as an industry leader in advancing meaningful public participation.

- Recognition as Title Sponsor on pre- and post-conference materials including company website (Canada and USA), social media, and email campaigns
- Recognition as Title Sponsor on conference website (logo, 100-word profile, and link)
- Option to include a 1 minute video with your profile on the sponsorship page
- Dedicated social media post upon commitment, including a link to your company site
- Announcement as sponsor in Thursday eblast upon commitment
- Opportunity to send 2 emails to members, 1 per month, in the two months prior to conference (IAP2 Canada approved - content must be conference related and email will be sent by IAP2 Canada)
- Opportunity to welcome delegates at opening plenary
- Opportunity to introduce the opening keynote speaker
- Verbal acknowledgement as sponsor in the opening and closing plenaries
- Recognition as Title Sponsor in sponsor reel played during plenary, in breakout sessions, and on recorded sessions made available post-conference
- Optional product giveaways and marketing on tables during plenary
- Exhibit space
- Recognition in signage throughout the conference
- Branding at the opening reception
- Conference registrations (4 full), including the opening reception
- Right to use IAP2 conference logo in your own conference promotions prior to and following the conference



## Technology Lead Sponsor - \$7,500 Cdn

Our technology partners play an ever increasingly important role in supporting the technology and infrastructure needed to broaden the reach of public participation. This sponsorship is an opportunity to share what your company can offer the P2 professional and their efforts to lead and undertake meaningful and effective public participation.

- Recognition as sponsor on pre- and post-conference materials including company website (Canada and USA), social media, and email campaigns
- Recognition as Technology Sponsor Lead on conference website (logo, 50-word profile, and link)
- Option to include a 30 second video with your profile on the sponsorship page
- Dedicated social media post upon commitment, including a link to your company site
- Announcement as sponsor in Thursday eblast upon commitment
- Verbal acknowledgement as sponsor in the opening and closing plenaries
- Opportunity to send 1 email to members in the two months prior to conference (IAP2 Canada approved - content must be conference related and email will be sent by IAP2 Canada)
- Opportunity to lead and participate in a panel discussion/session of Technology Sponsors during one of the meals (2 options to choose from)
- Recognition as Technology Sponsor Lead in the panel discussion/session of Technology Sponsors
- Recognition as Technology Sponsor Lead in sponsor reel played during plenary, in breakout sessions, and on recorded sessions made available post-conference
- Optional product giveaways or marketing material on tables during panel discussion
- Recognition in signage throughout the conference
- Conference registrations (2 full), including the opening reception
- Right to use IAP2 conference logo in your own conference promotions prior to and following the conference



## Bilingual Sponsor - \$5,000 Cdn

Being able to offer quality education and training to P2 professionals is important to IAP2 Canada. Good P2 overcomes language barriers and we start by offering translation (English/French) to our conference delegates.

- Recognition as sponsor on pre- and post-conference materials including company website (Canada and USA), social media, and email campaigns
- Recognition as Bilingualism Sponsor on conference website (logo, 50-word profile, and link)
- Option to include a 15 second video with your profile on the sponsorship page
- Dedicated social media post upon commitment, including a link to your company site
- Announcement as sponsor in Thursday eblast upon commitment
- Verbal acknowledgement as sponsor in the opening and closing plenaries
- Verbal acknowledgement as Bilingualism Sponsor in sessions being translated
- Recognition as Bilingualism Sponsor in sponsor reel played during plenary, in breakout sessions, and on recorded sessions made available post-conference
- Recognition in signage throughout the conference
- Conference registrations (2 full), including the opening reception
- Right to use IAP2 conference logo in your own conference promotions prior to and following the conference



## Opening Reception Sponsor - \$5,000 Cdn

We all look forward to an in-person conference and the opportunity it provides to enjoy the company of our colleagues from across North America and the world. The opening reception is the first opportunity for all delegates to gather together, get caught up and have a little fun. Join in as the sponsor of this event and experience heightened visibility, relationship building opportunities all while communicating your commitment to public engagement.

- Recognition as sponsor on pre- and post-conference materials including company website (Canada and USA), social media, and email campaigns
- Recognition as Opening Sponsor on conference website (logo, 50-word profile, and link)
- Option to include a 15 second video with your profile on the sponsorship page
- Dedicated social media post upon commitment, including a link to your company site
- Announcement as sponsor in Thursday eblast upon commitment
- Verbal acknowledgement as Opening Reception Sponsor at the reception
- Verbal acknowledgement as sponsor in the opening and closing plenaries
- Recognition in sponsor reel played during plenary, in breakout sessions, and on recorded sessions made available post-conference
- Optional product giveaways or marketing material on tables
- Maximum branding at the Opening Reception
- Recognition in signage throughout the conference
- Conference registrations (2 full), including the opening reception
- Right to use IAP2 conference logo in your own conference promotions prior to and following the conference



## Fun Sponsor - \$5,000 Cdn

One of the best parts about the North American Conference is the memories and connections made outside of the educational offerings. We have a fabulous agenda of fun, educational, and active activities for you in beautiful Banff, Alberta. Join our delegates for some fun times, great networking and an opportunity to build relationships.

- Recognition as sponsor on pre- and post-conference materials including company website (Canada and USA), social media, and email campaigns
- Recognition as Fun Sponsor on conference website (logo, 50-word profile, and link)
- Option to include a 15 second video with your profile on the sponsorship page
- Dedicated social media post upon commitment, including a link to your company site
- Announcement as sponsor in Thursday eblast upon commitment
- Verbal acknowledgement as Fun Sponsor during the activities
- Verbal acknowledgement as sponsor in the opening and closing plenaries
- Recognition in sponsor reel played during plenary, in breakout sessions, and on recorded sessions made available post-conference
- Optional product giveaways or marketing material on tables
- Branding at the Fun activities
- Recognition in signage throughout the conference
- Conference registrations (2 full), including the opening reception
- Right to use IAP2 conference logo in your own conference promotions prior to and following the conference



## Core Values Lead Sponsor - \$5,000 Cdn

Each year, IAP2 and its affiliates around the world recognize leaders in the P2 profession through the IAP2 Core Values Awards. These awards recognize and encourage projects and organizations that are at the forefront of public participation and were created to encourage excellence, quality, and innovation in P2. You will have the opportunity to help recognize the best in public engagement from Canada and the United States.

- Recognition as sponsor on pre- and post-conference materials including company website (Canada and USA), social media, and email campaigns
- Recognition as Core Value Lead Sponsor on conference website (logo, 50-word profile, and link)
- Option to include a 15 second video with your profile on the sponsorship page
- Dedicated social media post upon commitment, including a link to your company site
- Announcement as sponsor in Thursday eblast upon commitment
- Verbal acknowledgement as sponsor in the opening and closing plenaries
- Your delegate presents Project of the Year Award(s)
- Verbal acknowledgement as sponsor at the conference
- Recognition as Core Value Awards Sponsor in sponsor reel played during plenary, in breakout sessions, and on recorded sessions made available post-conference
- Recognition in signage throughout the conference
- Conference registrations (2 full), including the opening reception
- Right to use IAP2 conference logo in your own conference promotions prior to and following the conference



## Technology Champion Sponsor - \$3,500 Cdn

- Recognition as sponsor on pre- and post-conference materials including company website (Canada and USA), social media, and email campaigns
- Recognition as Technology Sponsor on conference website (logo and link)
- Opportunity to participate in a panel discussion/session of Technology Sponsors during one of the meals (2 options to choose from)
- Recognition as Technology Sponsor or the panel discussion/session of Technology Sponsors
- Recognition as Technology Sponsor in sponsor reel played during plenary, in breakout sessions, and on recorded sessions made available post-conference
- Recognition in signage throughout the conference
- Conference registrations (1 full), including the opening reception
- Right to use IAP2 conference logo in your own conference promotions prior to and following the conference

## Exhibitor Sponsor - \$2,750 Cdn

Share your product or service with P2 professionals from across North America and the world, make new connections and generate leads. A tabletop booth awaits you at the IAP2 North American Conference. There are currently ten available spots for this exclusive opportunity.

- Recognition as exhibitor on pre- and post-conference materials
- Recognition as exhibitor on conference website (logo, 50-word profile, and link)
- Conference registrations (1 full), including the opening reception
- Right to use IAP2 logo in your own conference promotions prior to and following the conference



## Core Values Champion Sponsor - \$3,500 Cdn

- Recognition as sponsor on pre- and post-conference materials including company website (Canada and USA), social media, and email campaigns
- Recognition as Core Value Sponsor on conference website (logo and link)
- Verbal acknowledgement as sponsor at the conference
- Recognition as Core Value Awards Sponsor in sponsor reel played during plenary, in breakout sessions, and on recorded sessions made available post-conference
- Recognition in signage throughout the conference
- Conference registrations (1 full), including the opening reception
- Right to use IAP2 conference logo in your own conference promotions prior to and following the conference

## Meal Sponsor - \$3000 Cdn

Research shows that social chats during meals open up opportunities, share your product or service while connecting with delegates.

## Charging Station Sponsor - \$1500 Cdn

Help to keep IAP2 conference delegates charged up and connected throughout the conference.

## Lanyard Sponsor - \$1500 Cdn

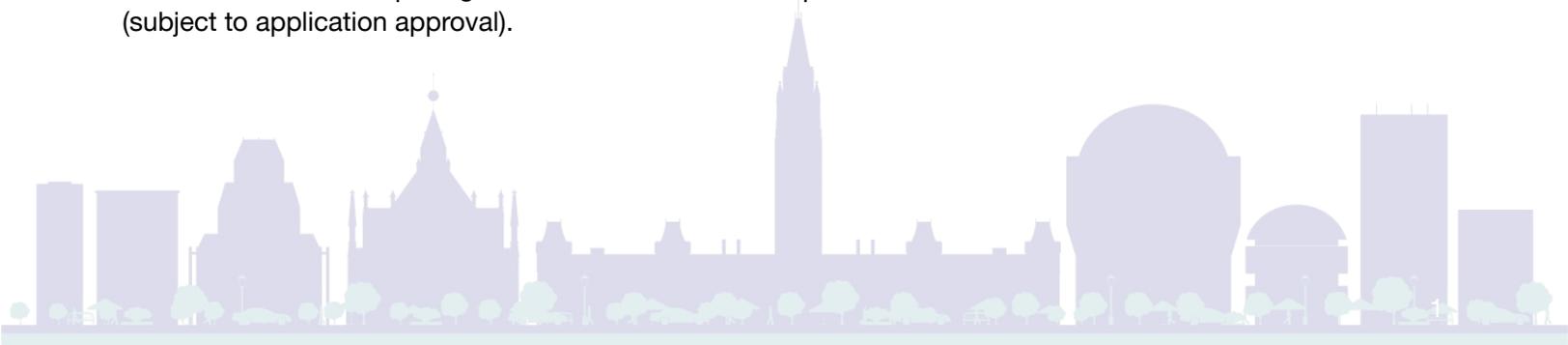
Have your brand visible throughout the conference, wherever delegates may go. Sponsor the conference lanyards and have your logo visible to delegates day and night.

## Refreshment Break Sponsor - \$1500 Cdn

Share your brand and engage with the conference delegates during your sponsored break.

## Conference Scholarship Program - \$750 Cdn

You can play a vital role in helping to create an inclusive and accessible conference by supporting the Conference Scholarship Program. We offer 10 scholarships to those in need of financial assistance (subject to application approval).







## Sponsorship Opportunities at-a-Glance (Continued)

	Title	Technology Lead	Bilingual	Opening Reception	Fun	Core Values Lead	Technology Champion	Exhibitor	Core Values Champion
<b>PRICE</b>	\$17,500	\$8,500	\$5,000	\$5,000	\$5,000	\$5,000	\$3,500	\$2,750	\$2,500
<b># AVAILABLE</b>	1	1	1	1	1	1	1	10	1
Recognition as sponsor on pre- and post-NAC marketing materials including website, social media and email campaigns	X	X	X	X	X	X	X	X	X
Logo included in sponsor reel shown at plenary and breakout sessions	X	X	X	X	X	X	X	X	X
Recognition in signage throughout conference	X	X	X	X	X	X	X	X	X

## Additional Sponsorship Opportunities

	Meal	Refreshment break	Charging Stations	Lanyards	Scholarship
<b>PRICE</b>	\$3,000	\$1,500	\$1,500	\$1,500	\$750
<b># AVAILABLE</b>	2	4	1	1	10
Recognition as sponsor on pre- and post-NAC marketing materials including website, social media and email campaigns	X	X	X	X	X
Logo included in sponsor reel shown at plenary and breakout sessions	X	X	X	X	X
Recognition in signage throughout conference	X	X	X	X	X

## Sponsorship & Exhibition Booking Form

### Limited Opportunities

Act fast, as sponsorship and exhibition opportunities are limited and filling up quickly! Secure your spot today and be part of something extraordinary at the 2024 IAP2 North American Conference.

Thank you for your continued support, and we look forward to welcoming you as a valued sponsor or exhibitor at our event!

### Access the Booking Form

Don't miss out on this fantastic opportunity to elevate your brand and support the advancement of public participation practices!

[Access the Sponsorship and Exhibition Booking Form](#)

## Get In Touch!

### Contact Information

For questions or to confirm your sponsorship, please get in touch!

Email: [conference@iap2canada.ca](mailto:conference@iap2canada.ca)

### Follow the Conversation

Follow us on [LinkedIn](#), [Facebook](#), [Twitter](#), and our [website](#)



## Summary of Terms & Conditions

### Access the full [Terms and Conditions](#)

1. All sponsorships will be awarded on a first-come, first-served basis. Sponsors need to be committed to the practice of public participation and community engagement.
2. IAP2 Canada reserves the right to accept or reject Sponsors without giving reasons.
3. Placement and size of logos included in the Event material will be at the discretion of the Event Organizers and will reflect the level of support given by your organization.
4. Sponsors are required to provide their logo image in the format requested by IAP2 Canada and other details required by IAP2 Canada within 10 working days of acceptance of this sponsorship.
5. All company representatives must complete an event registration form (for name tag and catering purposes).
6. All company representatives attending and participating in the event must register and pay the nominated registration fee. Some packages include sponsor registrations in which case this fee is not payable, however a completed registration form is still required. Additional registrations may be purchased at the nominated rates.
7. A completed and signed sponsorship confirmation form must be submitted to initiate sponsorship. Subject to acceptance of the sponsorship, an invoice and contract outlining requirements will be provided. The sponsorship will not be deemed confirmed until the required payment has been made and the completed contract returned to IAP2 Canada.



## Summary of Terms & Conditions – Continued

### CANCELLATION POLICY

#### Cancellation by Sponsor

Due to the considerable administration associated with this event:

- A cancellation fee of \$500 or the equivalent 10% of the sponsorship/exhibit fee will be incurred should confirmed agreements be cancelled prior to, and including, August 7, 2024.
- Cancellations 12 weeks before the event (August 1, 2024) will be subject to a 50% cancellation fee.
- Cancellations 6 weeks before the event (September 12, 2024) will be subject to a 100% cancellation fee.
- All requests for cancellations must be made in writing to the IAP2 Canada executive director.

#### Cancellation by Organizer (IAP2 Canada)

If Sponsor fails to make a payment required by this Contract in a timely manner, the Organizer may terminate this Contract (and Sponsor's participation in the Event) without further notice and without obligation to refund any monies previously paid. The Organizer may also terminate this Contract effective upon written notice of termination if Sponsor breaches any of its obligations under this Contract or any other contract or arrangement with Organizer, without any obligation on the Organizer's part to refund any payments previously made and without releasing Sponsor from any liability arising as result of or in connection with such breach. If the Organizer removes or restricts an exhibit that it considers to be objectionable or inappropriate, no refund will be due to Sponsor.

#### Cancellation of the Event

If the Organizer cancels the Event due to circumstances beyond the reasonable control of the Organizer (such as acts of God, acts of war, governmental emergency), the Organizer shall refund to Sponsor its payment previously paid, minus a share of costs and expenses incurred by Organizer, in full satisfaction of all liabilities of Organizer to Sponsor. The Organizer reserves the right to cancel, rename or change the Event Dates.

If the Organizer changes the Event to dates that are not more than 30 days earlier or 30 days later, no refund will be due. If the Organizer elects to cancel the Event other than for a reason previously described in this paragraph, the Organizer shall refund to Sponsor its entire payments for exhibit space, in full satisfaction of all liabilities of Organizer to Exhibitor.

In the unlikely the Event fails or refuses to provide the services as outlined in this agreement, or any part thereof, except by Force Majeure, and such failure continues for a period of fifteen (15) business days after written notice from Sponsor to Organizer, Sponsor may terminate this agreement without further obligation to IAP2 Canada. Any fee(s) paid to the Organizer at the time of such default, minus actual expenses incurred by the Event toward that sponsorship shall be returned to Sponsor within thirty (30) days.



# North American Conference

October 24-26, 2024, Ottawa

Hosted by:



[iap2canada.ca/2024-IAP2-NAC](https://iap2canada.ca/2024-IAP2-NAC)