

The logo for CPHR, with 'CP' in white and 'HR' in blue, set against a background of a smiling woman in a business suit.

# CPHR

CHARTERED PROFESSIONALS  
IN HUMAN RESOURCES

British Columbia  
& Yukon

# Conference Sponsorship

2018

[CPHRBC.CA](http://CPHRBC.CA)

## Our members want to hear from you.

Reach more than 5,700 highly engaged HR professionals. Our members are highly involved in their professional networks and online communities. They are advocates and evangelists of the best products, information and brands.

### SPONSORSHIP LEVELS TO MEET YOUR EVERY NEED

CPHR BC & Yukon has four levels of conference sponsorship:

- » Platinum: \$22,500 (value: \$38,500)
- » Gold: \$16,500 (value: \$24,000)
- » Silver: \$11,500 (value: \$13,000)
- » Bronze: \$6,500 (value: \$7,000)

Additional levels of sponsorship can be made available by request.

### FIND OUT MORE

For more information on sponsorship opportunities, please contact

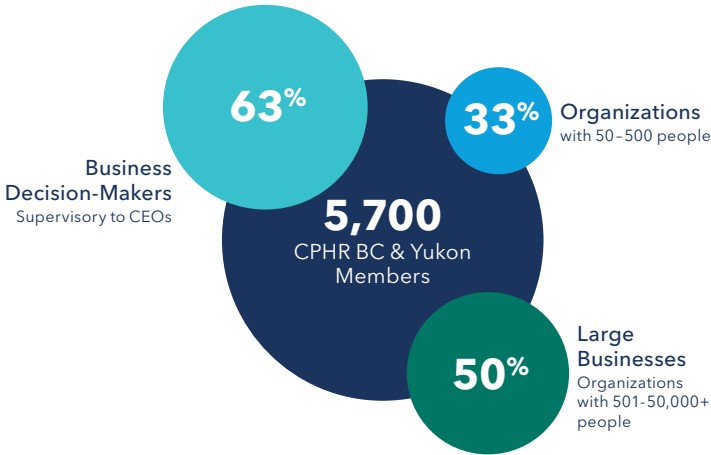
Richard Deacon  
Business Development and Strategic Partnerships  
604.816.1488 or [sponsorship@cphrbc.ca](mailto:sponsorship@cphrbc.ca)



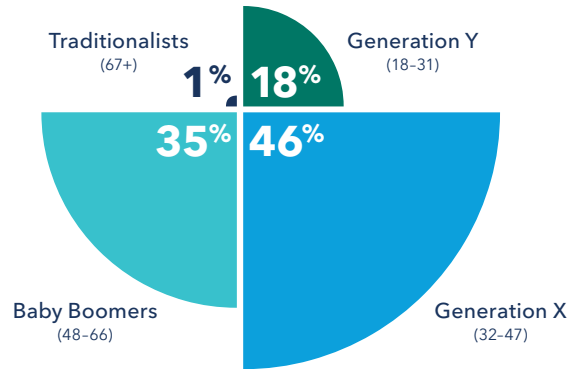
# Our membership is growing consistently.

All numbers as of May 2017.

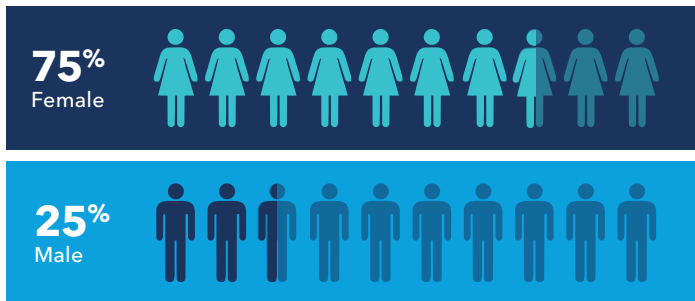
## Our Members



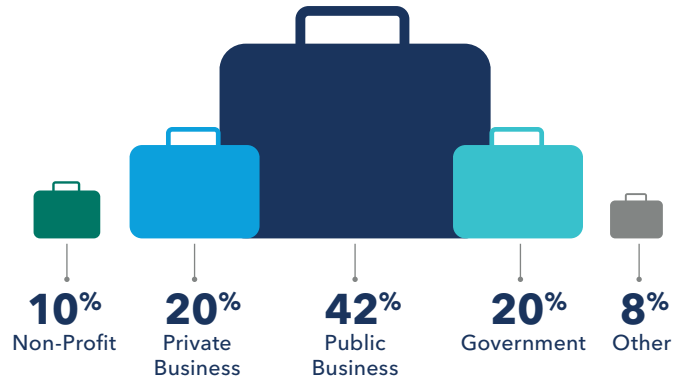
## Multi-Generational



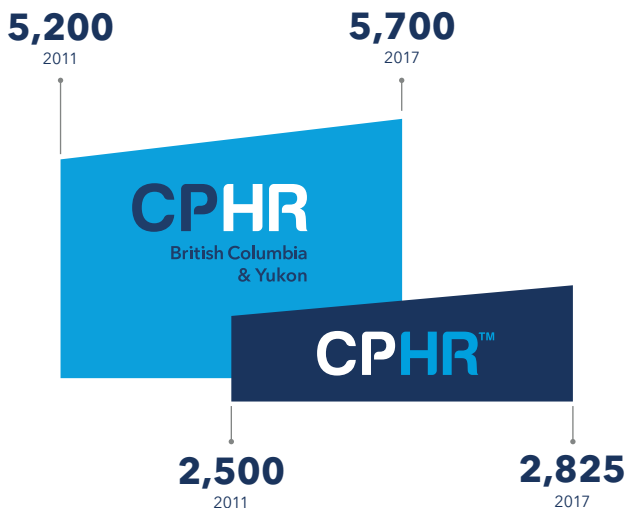
## Gender Balance



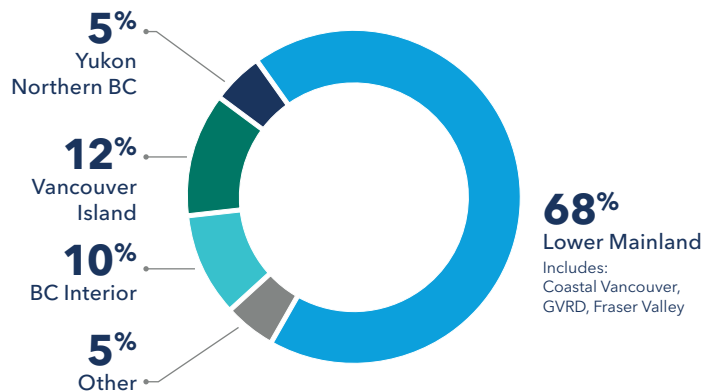
## Cross-Sector Market



## Membership & Designation Growth



## Membership Region



# Annual Conference + Tradeshow

CPHR BC & Yukon's annual conference is the largest HR event in Western Canada. Featuring insightful keynote presentations, concurrent tracks of sessions, peer-to-peer dialogues and the opportunity to earn Continuing Professional Development hours, the conference draws about 1,000 attendees to the Vancouver Convention Centre.

The 56th Annual CPHR BC & Yukon HR Conference + Tradeshow is an excellent opportunity to receive exposure for your products and services in an environment that is uniquely suited to making contacts and closing deals. Set your brand apart by sponsoring the conference.

## CONFERENCE BY THE NUMBERS



46% of delegates are senior decision makers



92% of delegates work in human resources



75% of delegates are Chartered Professionals in Human Resources (CPHR)



## PLATINUM SPONSOR - \$22,500

As a platinum sponsor, you will receive one feature benefit, all core benefits and five customized benefits.

### FEATURE BENEFITS

Please select one.

- » Keynote Speaker - This opportunity includes a three minute speaking opportunity to share your corporate message to more than 1,000 attendees before introducing a high-profile speaker on the main stage, plus logo placement on conference promotional material and main stage screens.
  - Opening Keynote - Dr. Brynn Wineguard (exclusive) **SOLD**  
Engaging People: The Brain Science Secrets of Persuasion and Influence  
Dr. Winegard shows audiences how to foster better team engagement by providing an overview on the neuroscience of persuasion, influence, leadership, followership, while sharing key takeaways from the best-in-class and frontier social cognitive neuroscience research.
  - Keynote May 1 - Peter Mansbridge (exclusive) **SOLD**  
Ordinary Canadians. Extraordinary Leadership  
What does Canadian leadership look like? Is there something special, and vital, about leadership in this country? In this engrossing talk, based on his reporting from around the world, Peter Mansbridge offers accounts of extraordinary acts of leadership by ordinary Canadians, at home and abroad.
  - Keynote May 2 - Steve Cadigan (exclusive) **SOLD**  
Making Culture a Competitive Advantage  
LinkedIn's former talent guru, Steve Cadigan, shares how to maintain a focus on culture as your company scales and what that can mean for the bottom line. Steve is one of Silicon Valley's hottest properties when it comes to people, talent and culture.
  - Closing Keynote - David Usher (exclusive) **SOLD**  
Core Creativity: How to Bring Creativity, Innovation and Inspiration to the Work That You Do  
Juno-award winning musician and creativity expert, David Usher advocates that core creativity is a learnable skill that anyone can master. The front man of the band Moist shows audiences the steps they can take to stimulate the creative process at home and at work.



## CORE BENEFITS

All platinum sponsors automatically receive the following:

- » Logo and link on cphrbc.ca sponsor page
- » Logo inclusion in PeopleTalk sponsor recognition ad
- » Listing in the Annual Conference + Tradeshow resource guide
- » 1 annual industry partner membership (which includes 1 individual general membership)
- » 1 annual individual membership
- » Logo placement and link on all materials related to feature benefit
- » Opportunities to promote special offers to members via social media (available only to platinum and gold sponsors)
- » Opportunities to invite CPHR BC & Yukon members to one of your events (available only to platinum and gold sponsors)

## CUSTOMIZED BENEFITS

To further customize your sponsorship benefit package, please select five products from the following list:

Quantity	Product (Select Five)
1	PeopleTalk ad - Full page colour
2	PeopleTalk ad - 1/2 page colour
1	Promotional Feature in PeopleTalk All potential Promotional Features must first be submitted for editorial consideration by CPHR BC & Yukon; all content and final art is the responsibility of the client.
1	Full page ad in the Conference Program
3	Position postings on CPHR BC & Yukon job board
10	HRVoice online ads
4	HRVoice Special Promotional Features (advertorials)
2	Email blasts to all regions circa 5,700 (limited availability)
4	Full Conference registrations
1	Premium Conference booth
5	Conference keynote session tickets
4	Awards Luncheon tickets and reserved VIP table at Conference
4	Banner ads on the conference app

Cost: \$22,500

(quarterly installments of \$5,625)

**Total Value: \$38,500**

## GOLD SPONSOR - \$16,500

As a gold sponsor, you will receive one feature benefit, all core benefits and five customized benefits.

### FEATURE BENEFITS

Please select one.

- » Rising Star Award - **SOLD** - Includes three minute opportunity to share your company message on the main stage to more than 1,000 delegates.
- » HR Professional of the Year Award **SOLD** - Includes three minute opportunity to share your company message on the main stage to more than 1,000 delegates .
- » Tradeshow (exclusive) - **SOLD** - Largest HR tradeshow in western Canada with over 100 exhibitors, 1,000+ delegates and the general public
- » Conference Delegate Bag (exclusive) - **SOLD** - Your company logo on the conference bag provided to each delegate upon registration.
- » Pre-Conference Workshop - "Preparing to Lead" Critical Project Management Skills for the HR Executive" presented by Valerie Grubub.
- » Wifi (excluding Tradeshow) - Provide free Internet access for conference attendees in breakout rooms and main ballroom
- » Executive HR Forum - **SOLD** - Exclusive HR executive event hosted at conference .
- » Branded Badge Holders - **SOLD** - The most visible swag at conference featuring your company logo.
- » Networking Lunch (exclusive per lunch) - A 90 minute networking lunch for delegates. Includes a casual 10 minute presentation during lunch. (Content to be approved by CPHR BC & Yukon.)

## CORE BENEFITS

All gold sponsors automatically receive the following:

- » Logo and link on cphrbc.ca sponsor page
- » Logo inclusion in PeopleTalk sponsor recognition ad
- » Listing in the Annual Conference + Tradeshow resource guide
- » 1 annual industry partner membership (which includes 1 individual general membership)
- » 1 annual individual membership
- » Logo placement and link on all materials related to feature benefit
- » Opportunities to promote special offers to members via social media (available only to platinum and gold sponsors)
- » Opportunities to invite CPHR BC & Yukon members to one of your events (available only to platinum and gold sponsors)

## CUSTOMIZED BENEFITS

To further customize your sponsorship benefit package, please select five products from the following list:

Quantity	Product (Select Five)
1	PeopleTalk ad - 1/2 page colour
1	Promotional Feature in PeopleTalk All potential Promotional Features must first be submitted for editorial consideration by CPHR BC & Yukon; all content and final art is the responsibility of the client.
1	Full page ad in the Conference Program
2	Position postings on CPHR BC & Yukon job board
5	HRVoice online ads
2	HRVoice Special Promotional Features (advertorials)
1	Email blasts to all regions circa 5,700 (limited availability)
2	Full Conference registrations
1	Deluxe Conference booth
1	Delegate bage insert
4	Conference keynote session tickets
3	Awards Luncheon tickets and reserved VIP table at Conference

Cost: \$16,500

(quarterly installments of \$4,125)

**Total Value: \$24,000**



## SILVER SPONSOR - \$11,500

As a silver sponsor, you will receive one feature benefit, all core benefits and three customized benefits.

### FEATURE BENEFITS

Please select one.

- » HR Happy Hour - **SOLD** - The Welcome Reception features drinks, appetizers, live music and networking activities for delegates and exhibitors.
- » Twitterboard - Digital boards throughout the Vancouver Convention Centre display conference tweets, instagram photos and other social media feeds.
- » Super Session - Selected breakout sessions identified as being of particular interest or popularity among attendees because of a high-profile presenter or topic.
- » Tradeshow Passport - **SOLD** - A networking game designed to help attendees establish new contacts and build lasting relationships with exhibitors. Completed passports are entered into the grand prize draw on the final day of conference.
- » Wifi Zone - Provide free Internet access and mobile charging for conference attendees in the conference tradeshow at kiosks branded with your company logo.
- » Oxygen Bar - A short, recreational oxygen therapy session with custom signage for displays.
- » CPHR Breakfast - **SOLD** - An exclusive breakfast for CPHR holders to network at conference.
- » Conference App - **SOLD** - An app, designed for smartphones and tablets, provides attendees information about conference.

## CORE BENEFITS

All silver sponsors automatically receive the following:

- » Logo and link on cphrbc.ca sponsor page
- » Logo inclusion in PeopleTalk sponsor recognition ad
- » Listing in the Annual Conference + Tradeshow resource guide
- » 1 annual individual membership
- » Logo placement and link on all materials related to feature benefit

## CUSTOMIZED BENEFITS

To further customize your sponsorship benefit package, please select three products from the following list:

Quantity	Product (Select Three)
1	1/2 page ad in the Conference Program
1	Position posting on CPHR BC & Yukon job board
3	HRVoice online ads
1	HRVoice Special Promotional Features (advertorials)
1	Full Conference registration
1	Conference booth - 50% discount
1	Delegate bage insert
3	Conference keynote session tickets
2	Awards Luncheon tickets and reserved VIP table at Conference
1	Annual Industry Partner membership

Cost: \$11,500

(quarterly installments of \$2,875)

**Total Value: \$13,000**

## BRONZE SPONSOR - \$6,500

As a bronze sponsor, you will receive one feature benefit, all core benefits and three customized benefits.

### FEATURE BENEFITS

Please select one.

- » Breakout Session  
Three minute speaking opportunity to conference attendees at the concurrent knowledge session of your choice, plus corporate recognition on affiliated marketing material.
- » Refreshment Break  
Breaks that provide time for conference attendees to connect and refuel between learning sessions.
- » Coat Check + Luggage Storage  
A favourite among conference attendees, this benefit is highly used and appreciated.
- » Out Of Towners Party  
An exclusive dinner for out of town members to connect during conference.



## CORE BENEFITS

All bronze sponsors automatically receive the following:

- » Logo and link on cphrbc.ca sponsor page
- » Logo inclusion in PeopleTalk sponsor recognition ad
- » Listing in the Annual Conference + Tradeshow resource guide
- » 1 annual individual membership
- » Logo placement and link on all materials related to feature benefit

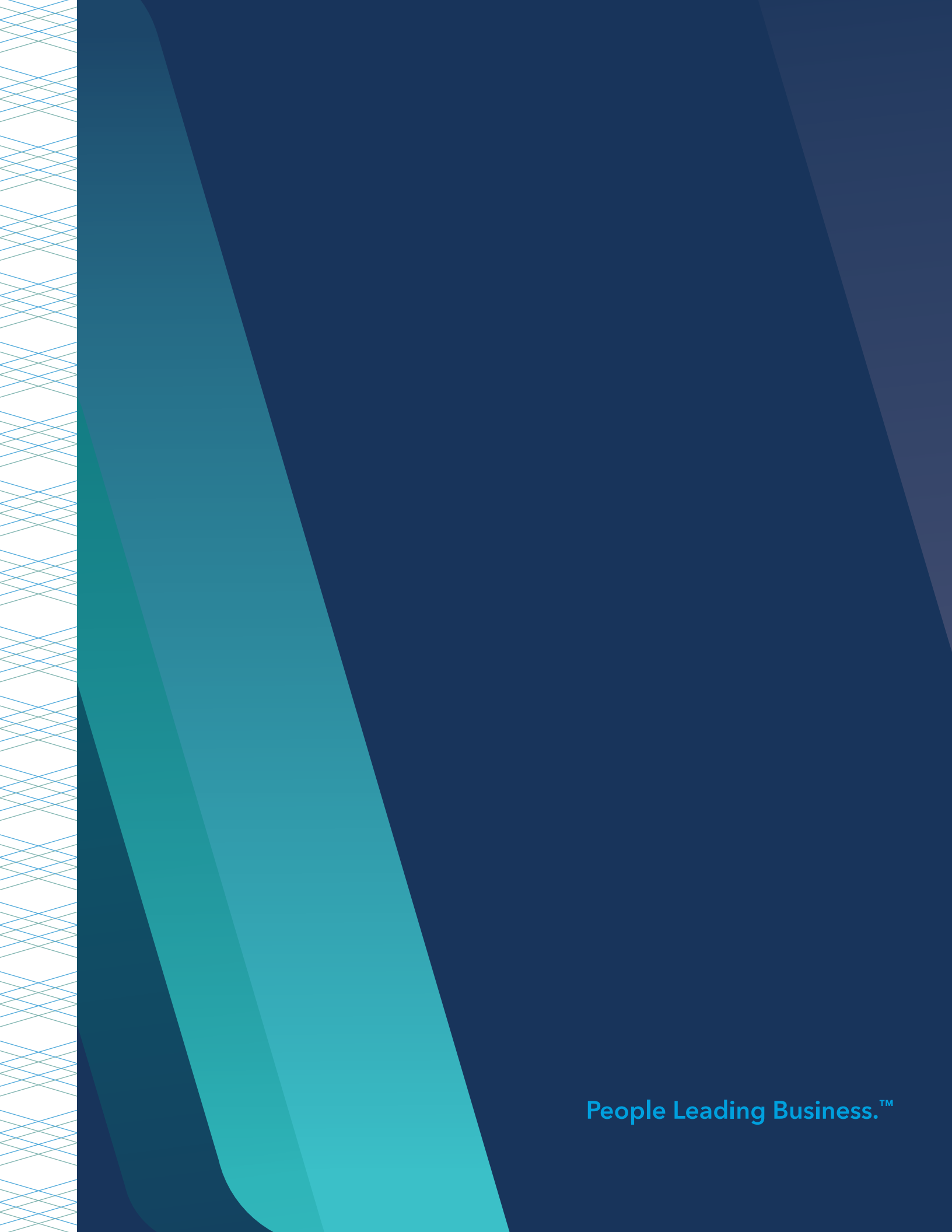
## CUSTOMIZED BENEFITS

To further customize your sponsorship benefit package, please select three products from the following list:

Quantity	Product (Select Three)
1	Position posting on CPHR BC & Yukon job board
1	HRVoice online ad
1	Conference registration - 50% discount
1	Conference booth - 50% discount
1	Delegate bag insert
2	Conference keynote session tickets
1	Annual Industry Partner membership

Cost: \$6,500

**Total Value: \$7,000**



People Leading Business.™