

The logo for CPHR (Chartered Professionals in Human Resources) is displayed in a bold, sans-serif font. The letters 'C', 'P', and 'H' are white, while 'R' is a vibrant blue. The background of the entire page features a photograph of a woman with brown hair and bangs, smiling warmly. She is wearing a dark blazer over a light-colored top. The image is partially obscured by large, diagonal, semi-transparent shapes in shades of blue and teal.

CHARTERED PROFESSIONALS
IN HUMAN RESOURCES

British Columbia
& Yukon

Conference Sponsorship

2019

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 sponsorship:

- » Platinum: \$22,500 (value: \$38,500)
- » Gold: \$16,500 (value: \$24,000)
- » Silver: \$11,500 (value: \$14,000)
- » Bronze: \$6,500 (value: \$8,000)

Additional levels of sponsorship can be made available by request.

OUR UNIQUE PHILOSOPHY AND APPROACH TO SPONSORSHIP

Authentic connection and engagement are our goals when connecting sponsors and delegates. We strive to create experiences that go above standard brand recognition and work to personalize our sponsorship opportunities to best meet your objectives and ROI. CPHR BC & Yukon is innovative in its approach to building valuable partnerships and strives to exceed your expectations of invested time, money and energy when sponsoring our conference.



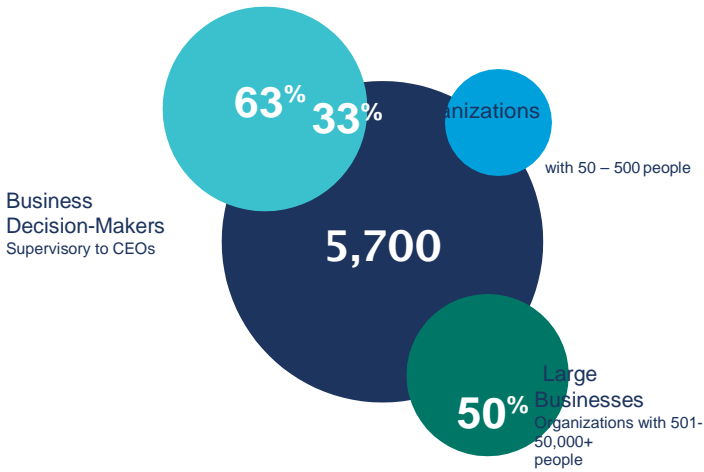
FIND OUT MORE

For more information on sponsorship opportunities, please contact

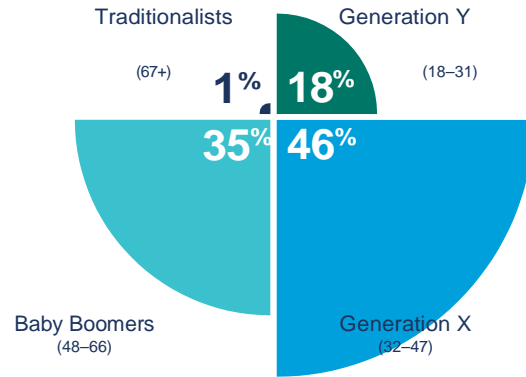
Richard Deacon
Business Development and Strategic Partnerships
604.816.488 or sponsorship@cphrbc.ca

Our membership is growing consistently.

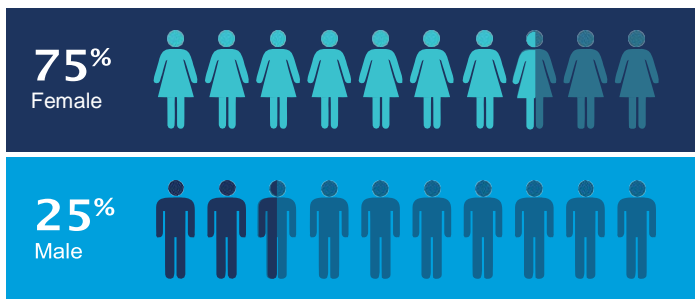
Our Members



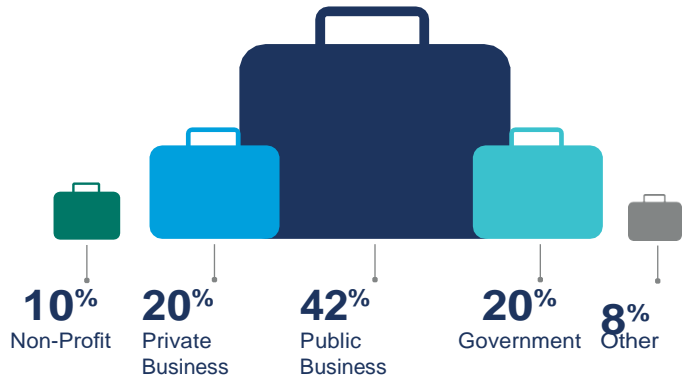
Multi-Generational



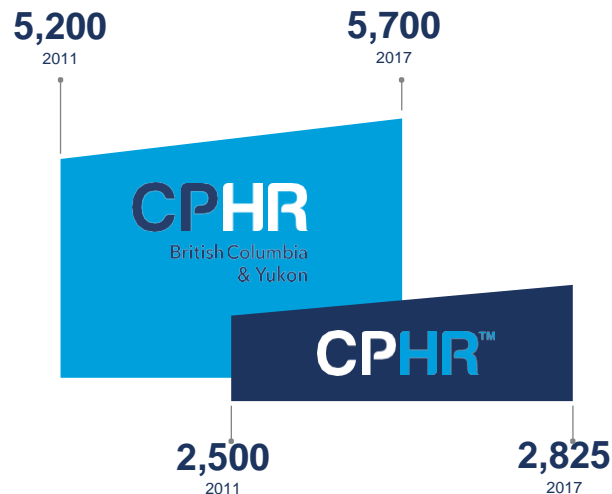
Gender Balance



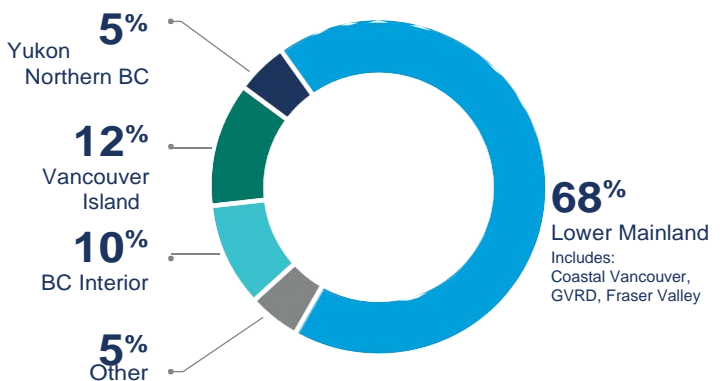
Cross-Sector Market



Membership & Designation Growth



Membership Region



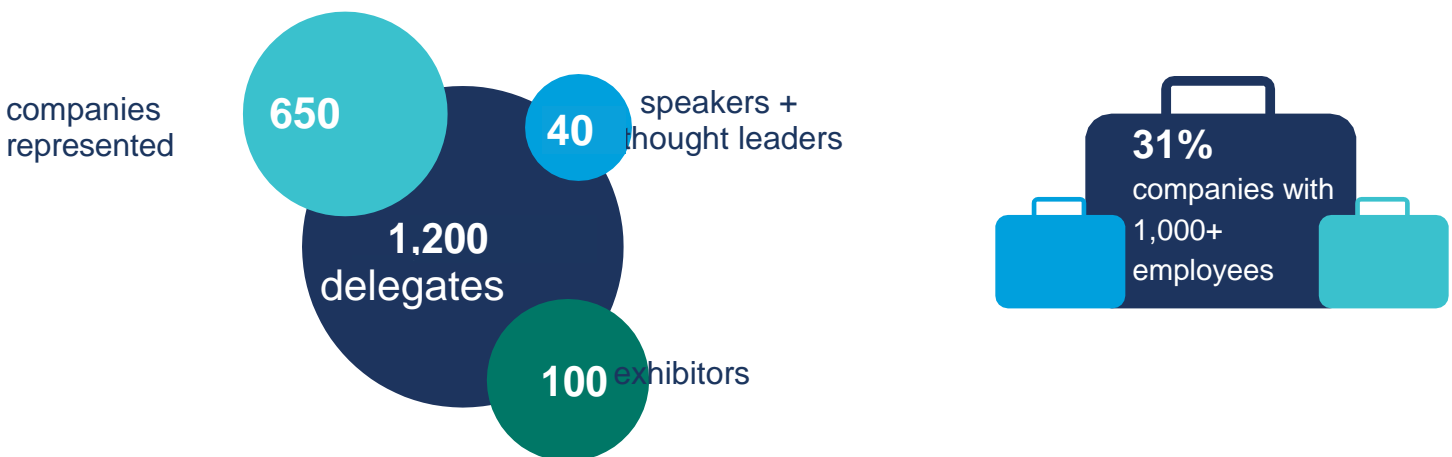
HR Conference + Tradeshow 2019

APRIL 2+3 • VANCOUVER, BC

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 1,200 attendees to the Vancouver Convention Centre.

The 57th 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)



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

PLATINUM FEATURE BENEFITS (Please select one)

These five opportunities include a three-minute speaking opportunity to share your corporate message to more than 1,200 attendees before introducing a high-profile speaker on the main stage, plus logo placement on conference promotional material and main stage screens.

Opening Keynote - MEL ROBBINS (Expert of Defeating Doubt, CNN Commentator & Best-Selling Author), April 2

The 5 Second Rule – Achieve Break Through Performance In Your Career & Life

In her globally acclaimed TEDx talk, Mel Robbins wowed the world with the science-backed secret to change: The 5 Second Rule. Over 12 million views later, the 5 Second Rule has become a bestselling book and a life-changing movement that challenges thinking and accelerates personal and professional growth.

Keynote 2 - DUNCAN WARDLE (Former Head of Innovation & Creativity at the Walt Disney Company), April 2

The Theory of Creativity™ C=ME2

Leaning on 25 years with the Walt Disney Company, most recently as Head of Innovation & Creativity, Duncan Wardle is now on a mission to prove that everyone is creative. He will demonstrate a series of unique Creative Behaviors and Innovation Tools that deliver revolutionary thinking and substantial business results.

Keynote 3 - RON TITE (Marketing, Branding & Creativity Expert), April 3

THINK. DO. SAY. A Guide for Personal and Corporate Success in a Busy, Busy World

Organizational and personal performance doesn't need to be complicated. It just needs to be focused. When an organization and its people DON'T think or do or say the same things, the result is an integrity gap. This entertaining and enlightening keynote will not only inspire your people to change their thoughts and actions to align with the organization.

Closing Keynote – STEVE GILLILAND (A member of the Speaker Hall of Fame & Master Storyteller), April 3

Hide Your Goat

Our fast-paced and stress-filled schedules open the gate to allow people and circumstances every opportunity to “get our goat.” HIDE YOUR GOAT puts into perspective how your daily life intersects with people of diverse backgrounds, opinions and personalities. In this eye-opening session, Steve Gilliland shows how to avoid being robbed of the opportunity to perform at peak performance because of negativity.

Gala Lunch Speaker– HALEY WICKENHEISER (Hockey Legend, Four-Time Olympic Gold Medalist & Toronto Maple Leaf's Assistant Director of Player Development), April 3

Under Pressure Dealing with Criticism—How to Perform When it Matters Most

In this talk, leadership speaker Hayley Wickenheiser provides inspiration and tips for how to perform under pressure. She shares advice for how to stay motivated and achieve success by going above and beyond—at home, at work and on the ice.

PLATINUM SPONSOR- \$22,500

PLATINUM 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)

PLATINUM CUSTOMIZED BENEFITS

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

Quantity	Product (Select Four)
1	Premium Tradeshow Booth
1	Full page ad in the Conference Program
4	Full Conference registrations
3	Position postings on CPHR BC & Yukon job board
5	Conference keynote session tickets at a reserved VIP table
2	Email blasts to all regions circa 5,700 (limited availability)
4	Gala Luncheon tickets with a reserved VIP table
4	Banner ads on the conference app
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.

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 four customized benefits.

GOLD FEATURE BENEFITS

Please select one.

- Rising Star Award - Includes a three-minute opportunity to share your company message on the main stage to approx. 1,200 delegates.
- HR Professional of the Year Award - Includes three-minute opportunity to share your company message on the main stage to approx. 1,200 delegates.
- Tradeshow (exclusive) - Largest HR tradeshow in western Canada with over 100 exhibitors, 1,200+ delegates and the general public
- Conference Delegate Bag (exclusive) - Your company logo on the conference bag provided to each delegate upon registration.
- Wi-Fi (excluding Tradeshow) - Provide free Internet access for conference attendees in breakout rooms and main ballroom
- HR Interactive Room (title TBC)
- Branded Badge Holders - 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 three-minute presentation during lunch. (Content to be approved by CPHR BC & Yukon.)
- Conference App - An app, designed for smartphones and tablets, provides attendees information about conference.
- Tradeshow Passport - 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 (in addition to the fees, the sponsor should provide a travel prize such as airline tickets or vacation packages and will have the opportunity to scan all delegate badges who enter and will receive a double premium booth)

GOLD SPONSOR - \$16,500

GOLD 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)

GOLD CUSTOMIZED BENEFITS

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

Quantity	Product (Select Four)
1	Deluxe Tradeshow Booth
1	Full page ad in the Conference Program
2	Full Conference registrations
2	Position postings on CPHR BC & Yukon job board
4	Conference keynote session tickets at a reserved VIP table
1	Email blasts to all regions circa 5,700 (limited availability)
3	Gala Luncheon tickets with a reserved VIP table
2	Banner ads on the conference app
1	PeopleTalk ad - ½ page colour

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.

SILVER FEATURE BENEFITS

Please select one.

- HR Happy Hour - The Welcome Reception features drinks, appetizers, live music and networking activities for delegates and exhibitors.
- Social Media Boards - Digital boards throughout the Vancouver Convention Centre display conference tweets, Instagram photos and other social media feeds.
- Pre-Conference Workshop - Half day 'Demystifying Design Thinking' workshop presented by Duncan Wardle, former Head of Innovation and Creativity at the Walt Disney Company.
- Super Session - Selected breakout sessions identified as being of particular interest or popularity among attendees because of a high-profile presenter or topic.
- Oxygen Bar - A short, recreational oxygen therapy session with custom signage for display
- Mobile charging station
- Manicure Bar
- Wellness Lounge with Massage Station
- CPHR Lounge
- Notebook & Pen

SILVER 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

SILVER SPONSOR - \$11,500

SILVER 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	Full Conference registration
3	Conference keynote session tickets
2	Gala Lunch tickets
1	Conference booth - 50% discount
1	Delegate bag insert
1	Position posting on CPHR BC & Yukon job board
1	Annual industry partner membership

Cost: \$11,500

(quarterly installments of \$2,875)

Total Value: \$14,000

BRONZE- \$6,500

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

BRONZE FEATURE BENEFITS

Please select one.

- Breakout Session
- Three-minute speaking opportunity to conference attendees at the concurrent breakout session of your choice plus corporate recognition on affiliated marketing material.
- Refreshment Break
- Registration Morning Coffee Lounge
- 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 Dinner
- An exclusive dinner for out of town members to connect during conference.

BRONZE 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

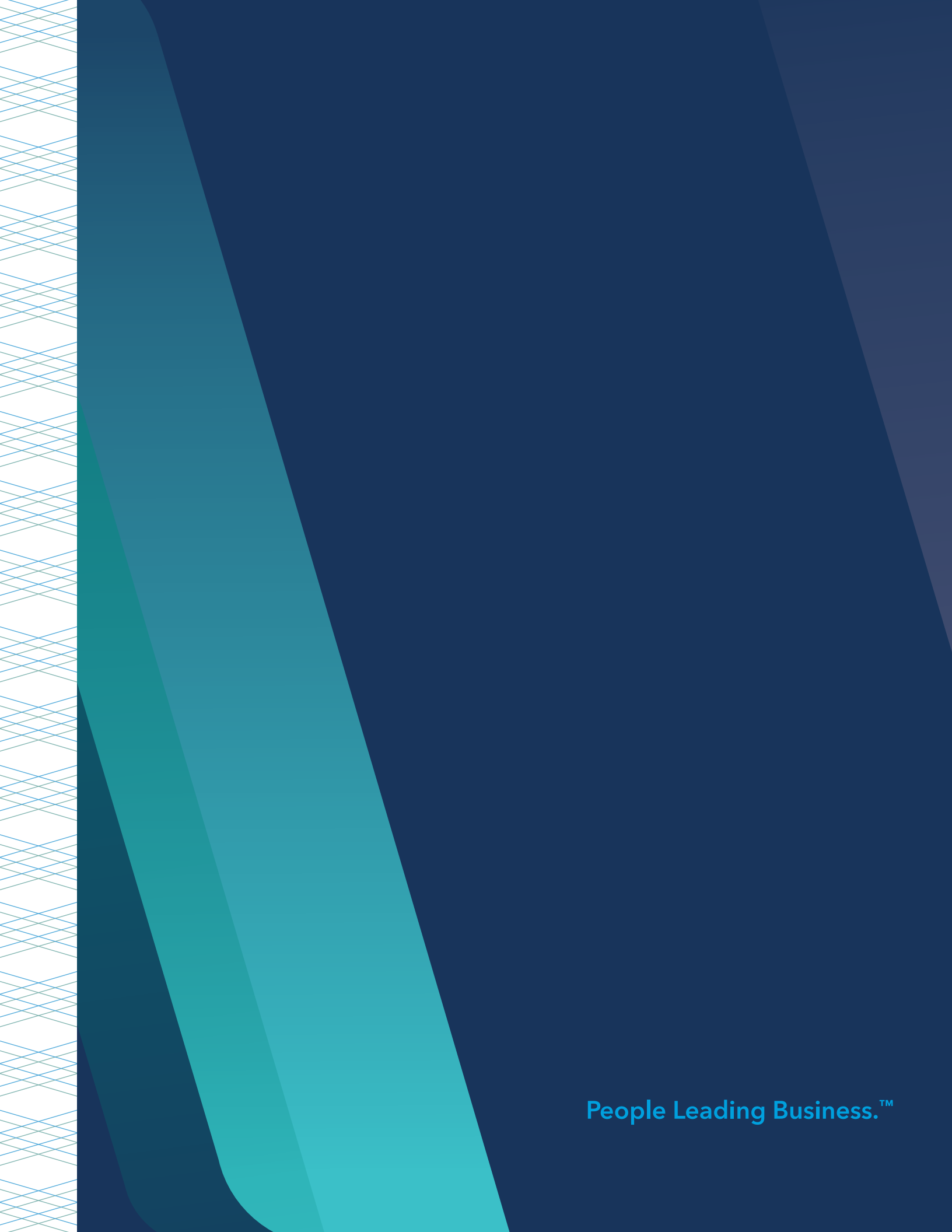
BRONZE CUSTOMIZED BENEFITS

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	PeopleTalk 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:\$8,000



People Leading Business.™