

THE
CHANGING WORLD OF WORK

ASPECT CONFERENCE 22

IN-PERSON: DELTA HOTELS VICTORIA OCEAN POINTE RESORT

NOVEMBER 3 & 4, 2022

#ASPECT22



Sponsorship Opportunities

Sponsorship opportunities at the **ASPECT 2022 Provincial Conference**

November 3 & 4, 2022, at the Delta Hotels Victoria Ocean Point Resort



Association Overview

ASPECT is a non-profit association of approximately 100 community-based training agencies in British Columbia that collectively strives to prepare people for the world of work. The ASPECT conference is about networking, sharing, and learning: from keynotes, workshop presenters, sponsors, exhibitors, and peers.

The community-based employment training sector continues the historic mission of providing holistic, collaborative, and community-based career development opportunities services to unemployed and underemployed people in BC including those with disabilities, new immigrants, youth, Indigenous peoples, women and more.

Our members are also a resource for employers and economic development activities within their communities. Our members respond quickly to local labour market needs as demonstrated by the challenges from the COVID-19 pandemic.

Conference Overview

This is ASPECT BC's 32nd Annual Conference and this year we will focus on the Changing World of Work to reflect the significant changes of what is currently happening in the labour market and how this impacts employment services.

This year, our conference takes place in-person at the Delta Hotels Victoria Ocean Point Resort on Thursday, November 3 & Friday, November 4, 2022, and aims to support all front-line workers, executives, and other employment professionals passionate about helping British Columbians find and maintain meaningful employment.

Hosted by the Association of Service Providers for Employability and Career Training, the ASPECT Conference is *the* sector event of the year where delegates learn new and evidence-based innovations that they can use in their communities.

What Conference Delegates Can Expect

- Networking with their colleagues in the employment services sector and those who support the sector with 30-minute breaks between sessions and a reception on November 3rd.
- Learning from 3 plenary and the choice of 18 professional development presentations, panels, roundtable discussions, community consultations, and workshops.
- Access to an Exhibitor Showcase highlighting programs, products, and services to help them in their work.

Delegate Profiles

The ASPECT Conference attracts representatives from community-based employment services and training agencies from BC and across Canada including:

- Career Development Practitioners/Professionals
- Program Managers
- Facilitators and Case Managers
- Vocational Rehabilitation Specialist
- Job Developers
- Job Coaches
- Vocational Assessor
- Employment Specialist
- Team Leaders
- Regional Manager
- Operations Managers
- CEOs, Executive Directors, Directors of Employment Board Members
- Case Managers
- Job Search Advisors
- Employment Advisor
- Customized Employment Advisor
- Intake Workers
- Wage Subsidy Advisors
- Client Services Managers
- Employability Skills Facilitator
- Policy analysts
- Labour market economists
- Representatives from Government

Sponsorship Opportunities

	Lead Sponsor	Supporting Sponsor
value offered	\$4,000	\$2,000
exhibitor space	yes!	yes!
free conference registrations	4 tickets!	2 tickets!
networking reception recognition	yes!	
social media recognition	yes!	yes!
email promotion to 3,500+ industry contacts	yes!	yes!
website acknowledgement on aspect.bc.ca	yes!	yes!
logo in program, signage, PowerPoint	yes!	yes!
acknowledgment from the podium	yes!	yes!
short welcome message during opening plenary	yes!	

ASPECT is committed to assisting sponsors to fulfill their marketing objectives by offering sponsorship benefits that have been tailored especially for you. The following levels of support are available for your consideration. Please contact Janet at jmorris-reade@aspect.bc.ca or call 250-382-9675 to discuss your support goals.

Lead Conference Sponsor - Sponsorship Benefits

Sponsorship Investment: \$4,000+ GST

Establish One-to-One Relationships

Premium Exhibitor Space: benefit from a premium exhibitor space, placed in a prominent, high visibility location. Exhibitor space includes access to electricity.

Networking Reception: Build new relationships with senior decision makers in ASPECT's member agencies as ASPECT's VIP guest at the networking reception scheduled for Thursday, November 3.

Social Media: The ASPECT social media channels will announce your sponsorship prior to and during the event and provide social media recognition with key messages and hashtags as part of the conference conversation.

Opening Plenary Announcement: You will be given an opportunity at the opening plenary session to introduce yourself and your business in a short address to the delegates.



Promote Your Services

Email Promotion: Promote through ASPECT's email conference notifications to members, past and potential delegates. Email promotion includes: sponsor acknowledgement, a 25-30 word message and logo recognition with hyperlink to your website.

Email Advertising: As a sponsor you will be offered complimentary advertisements in ASPECT's new pre and post conference email that promotes exhibitors and sponsors. These emails will include a list of exhibitors, sponsor acknowledgement and logo recognition for sponsors. They will also offer enhanced advertising opportunities that include:

- Website and email address, telephone number
- Up to 75 words of additional text
- Hyperlinks to specific pages within your website
- Hyperlinked logo recognition



Website Acknowledgement: Receive logo recognition with website hyperlink, and sponsor acknowledgement. This link will appear on the ASPECT conference site www.aspect.bc.ca/conference-22.

Promote Your Brand & Increase Your Profile

Logo Recognition: Promote your organization through logo recognition on the conference flyers and full conference program;

Conference Signage: sponsors will receive logo recognition on the signage identifying the conference.

Acknowledgement from the Podium: sponsors will receive special acknowledgement from the podium at the opening and closing of the event.

PowerPoint Presentation: sponsorship acknowledgement and logo inclusion in the PowerPoint Presentation that will be projected on a rotational basis at the commencement of the conference and other strategic times.



Conference Supporter - Sponsorship Benefits

Sponsorship Investment: \$2,000 + GST

Host one of our refreshment and networking breaks during the conference. Signage in the area will indicate your organization's support.

Promote Your Services

Email Promotion: Promote through ASPECT's email conference notifications to members, past and potential delegates. Email promotion includes: sponsor acknowledgement, a 25-30 word message and logo recognition with hyperlink to your website.

Website Acknowledgement: Receive logo recognition with website hyperlink, and sponsor acknowledgement.

This link will appear on the ASPECT conference site www.aspect.bc.ca/conference-22.

Social Media: The ASPECT social media channels will announce your sponsorship prior to and during the event.



Promote Your Brand & Increase Your Profile

Logo Recognition: Promote your organization through logo recognition on the conference marketing and full conference program.

Conference Signage: sponsors will receive logo recognition on the signage identifying the conference.

Acknowledgement from the Podium: sponsors will receive special acknowledgement from the podium at the opening and closing of the event and prior to the refreshment break.

PowerPoint Presentation: sponsorship acknowledgement and logo inclusion in the PowerPoint Presentation that will be projected on a rotational basis at the commencement of the conference and other strategic times.



Sponsorship Agreement

Please take a moment to fill out this agreement. Once we receive it, we will invoice you for your contribution. Once completed, please send to events@aspect.bc.ca.

This confirms that _____ **(insert company name)** will participate as a sponsor of the ASPECT Annual Provincial Conference on November 3 & 4, 2022 at the Delta Hotels Victoria Ocean Point Resort, Victoria, BC.

_____ **(insert company name)** understands that they will be extended the promotional opportunities outlined above of the ASPECT Conference Sponsorship Proposal in exchange for a sponsorship fee of \$ _____.

To facilitate implementation of these benefits, obtain logos and other materials ASPECT should contact:

Name: _____

Position Title: _____

Tel: _____ Email: _____

Please forward invoice for sponsorship to: [] Same as above

Name: _____

Position Title: _____

Tel: _____ Email: _____

Sponsorship Authorization: [] Same as above

Name: _____

Position Title: _____

Tel: _____ Email: _____

Your ASPECT Contact: **Janet Morris-Reade**
Tel: 250-818-0306 | E: jmorris-reaade@aspect.bc.ca