



# **BUILD BACK BETTER ASPECT CONFERENCE 21**

**NOVEMBER 4 & 5, 2021**

**Sponsorship & Exhibitor  
Opportunities**



**ASPECTBC**  
ASSOCIATION OF SERVICE PROVIDERS  
FOR EMPLOYABILITY & CAREER TRAINING



## Virtual Sponsorship opportunities at the **ASPECT 2021 Provincial Conference**

November 4 & 5, 2021 - ONLINE

### Association Overview

The Association of Service Providers for Employability and Career Training (ASPECT) provides leadership, education, advocacy, and public awareness to support community-based workforce development service providers. We work with governments and stakeholders to meet the needs of those seeking a meaningful and sustainable livelihood.

Our members are leading experts in the delivery of employment training programs that lead to improved chances of employability and job retention.

ASPECT BC represents over 100 member agencies that employ approximately 3,000 staff, in more than 190 communities throughout British Columbia.

### Conference Overview

The ASPECT team has been presenting its annual provincial conference since 1990 to consistently positive reviews and feedback from delegates, exhibitors and sponsors. This year mark our 31<sup>st</sup> anniversary!

The ASPECT Conference will contribute to a strengthened and more knowledgeable community-based training sector by:

- Bringing front-line workers, programs managers and executive directors of community-based employment training agencies from throughout BC together to share knowledge, ideas, best practices and innovations;
- Facilitate business relationship and partnership building as means to maintaining sustainable operations;
- Help to increase awareness about resources that will assist in providing improved service to clients.

### Expected goals and outcomes:

- Provide delegates with professional and operational development opportunities to build upon;
- Provide delegates with learning opportunities that increase their entrepreneurial skills, create financial diversity and help maintain long-term sustainability.
- Create opportunities for delegates to network and share best practices with fellow service providers;
- Enhance career development skills and the overall success of jobseekers.

ASPECT expects 200 front-line workers, program managers, executive directors and CEOs of community-based training agencies from throughout BC to attend the conference. Member agencies are comprised

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of non-profit, private, and public organizations that provide a variety of services including career assessment, employment and skills training, counseling, and job placement.

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 [events@aspect.bc.ca](mailto:events@aspect.bc.ca) or call 250 891-5384 to discuss your support goals.

|  | Lead Sponsor \$ 4000 | Conference Supporter \$ 1500 | Exhibitor \$ 700 |
|--|----------------------|------------------------------|------------------|
| <b>Valued Offered</b>                                |                      |                              |                  |
| Virtual Exhibitor Space                              | Yes!                 | Yes!                         | Yes!             |
| Free Registrations                                   | 4                    | 2                            | 1                |
| Direct Address to Delegates                          | Yes!                 |                              |                  |
| Email Ad to 3,200 industry contacts                  | Yes!                 |                              |                  |
| <b>New</b> Pre-conference personalised video message | Yes!                 | Yes!                         | Yes!             |
| Gamification Questions                               | Yes!                 | Yes!                         | Yes!             |
| Recognition at Opening or Closing                    | Yes!                 | Yes!                         | Yes!             |
| Social Media Recognition                             | Yes!                 | Yes!                         | Yes!             |
| Email Promotion                                      | Yes!                 | Yes!                         | Yes!             |
| Website Acknowledgement                              | Yes!                 | Yes!                         | Yes!             |
| Logo in e-program, Signage, Powerpoint               | Yes!                 | Yes!                         | Yes!             |

## Lead Conference Sponsor - Sponsorship Benefits

### Sponsorship Investment: \$4,000+ GST

#### Establish One-to-One Relationships

**Virtual Exhibitor Space:** benefit from a virtual exhibitor space, where you will be able to showcase all your products; schedule one on one meetings, and present virtually to delegates in our virtual exhibitor hall.

**Gamification\*:** To ensure that we create engagement towards all our sponsors and exhibitors, we will dedicate one question per sponsor that participants will have to come to your booth to get the answer. That will also allow for an icebreaker.

**Social Media:** ASPECT's Social media platforms (LinkedIn, Twitter, Facebook and Instagram) 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.

**New this year:** Opportunity to record a video message and welcome conference delegates to the conference, what they can expect from you, and your contribution to the Play To Win prize giveaway.

#### Promote Your Services

**Address the Delegates:** : You will have the opportunity to address the delegates for 2 minutes to the delegates during the Opening or Closing event.

**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 21](http://www.aspect.bc.ca/conference 21).

## Promote Your Brand & Increase Your Profile

**Logo Recognition:** Promote your organization through logo recognition on the conference e-banners and full conference e-program;

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

**Acknowledgement from the Opening and Closing Session:** sponsors will receive special acknowledgement at the opening and closing of the event, and direct address to delegate.

**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 time in the main virtual room.

## Supporter Conference Sponsor - Sponsorship Benefits

### Sponsorship Investment: \$1,500+ GST

#### Establish One-to-One Relationships

**Virtual Exhibitor Space:** benefit from a virtual exhibitor space, where you will be able to showcase all your products; schedule one on one meetings, and present virtually to delegates in our virtual exhibitor hall.

**Gamification:** To ensure that we create engagement towards all our sponsors and exhibitors, we will dedicate one question per sponsor that participants will have to come to your booth to get the answer. That will also allow for an icebreaker.

**Social Media:** ASPECT's Twitter 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.

#### 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 [aspectconference.ca](https://aspectconference.ca).

**Social Media:** ASPECT's Social media platforms (LinkedIn, Twitter, Facebook and Instagram) will announce your refreshment break sponsorship prior to and during the event.

**New this year:** Opportunity to record a video message and welcome conference delegates to the conference, what they can expect from you, and your contribution to the Play To Win prize giveaway.



## Promote Your Brand & Increase Your Profile

**Logo Recognition:** Promote your organization through logo recognition on the conference e-banners and full conference e-program;

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

**Acknowledgement from Aspect:** sponsors will receive special acknowledgement 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 in the main virtual room.

## Virtual Exhibitor Information

Exhibitor Fee: \$ 700 + GST

### Event Agenda

Full conference program and agenda will be made available at <https://aspect.bc.ca/Conference-21>

### Virtual Exhibit Space

Each exhibitor will have a virtual booth in the virtual exhibitor hall. There, delegates will be able to reach out to each exhibitor individually and access exhibitor presentation during dedicated times. You will be able to post documents, videos, external link to your website, description of your services etc. You will also be able to schedule one on one meeting with delegates.

The exhibitors will have their own Exhibitor Hall during the conference on our virtual platform. It will be a dedicated space visible to each where delegates can come and visit each booth.



*New this year:* Opportunity to record a video message and welcome conference delegates to the conference, what they can expect from you, and your contribution to the “Play To Win” prize giveaway.

### Exhibit Hours

Each day the Virtual Exhibitor Hall will be open from 9:00 AM til 4:30 PM. During these hours, we are scheduling a presentation time for each exhibitor to give them the opportunity to showcase their services. Schedule will be established at a later date.

The “on-site” contact is Lya Iglesias, Event Manager  
[events@aspect.bc.ca](mailto:events@aspect.bc.ca) tel: 250-891-5384



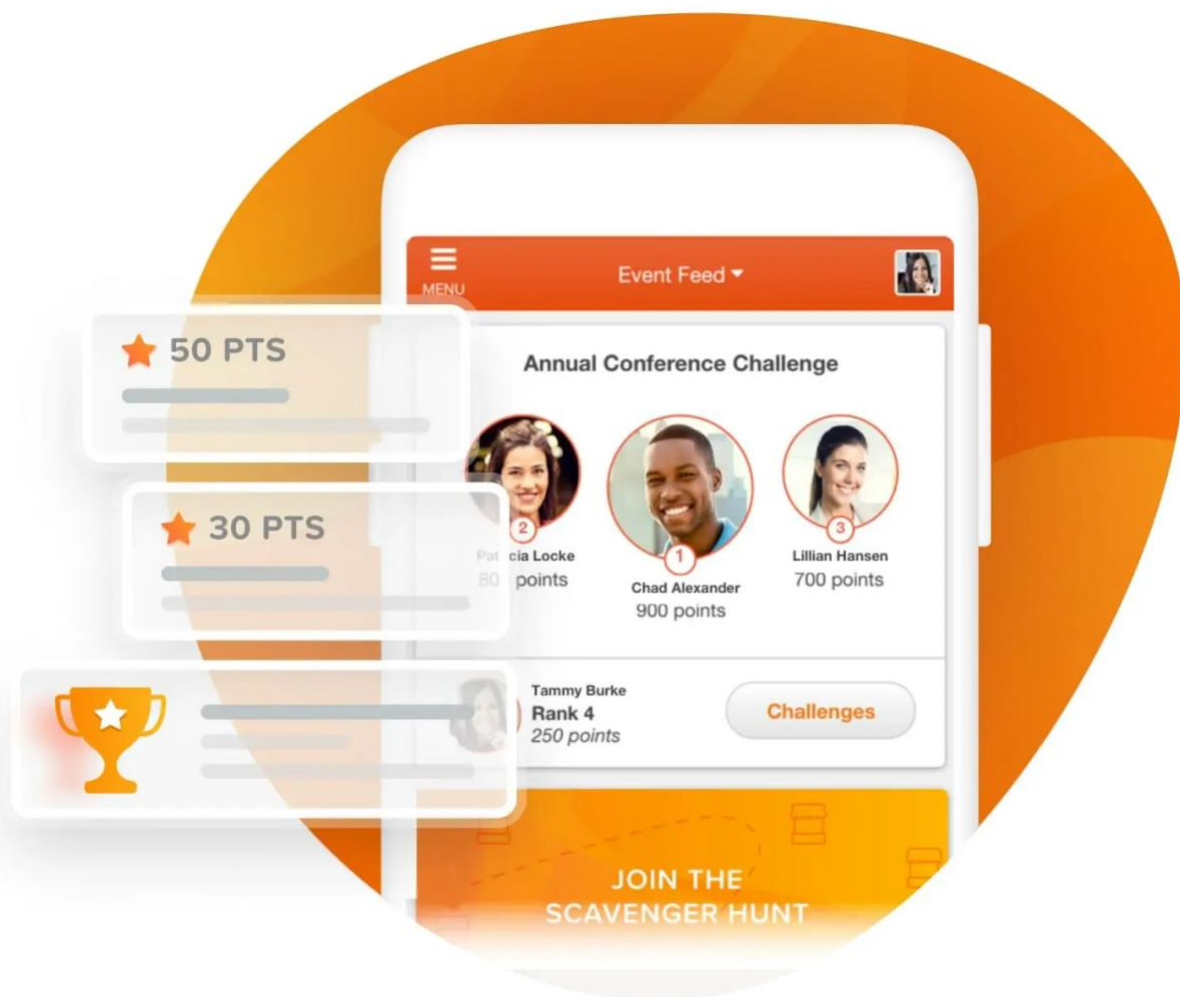
## What is Gamification?

To ensure participants are well engaged with exhibitors, we are organizing an interactive game within the virtual platform.

Each exhibitor will have their own individual question in the game and delegates will have to come to the exhibitor to have the answer of the question asked.

We also suggest having your own draw with a prize to attract more delegates to your booth.

We found that at the 2020 Conference, the gamification component was instrumental in engaging with conference delegates.



## 2021 Conference Sponsorship & Exhibitor Agreement

Once this agreement is completed, please email to [jmorris-reade@aspect.bc.ca](mailto:jmorris-reade@aspect.bc.ca) and an invoice will be sent to you. You can pay online or by cheque.

This confirms that \_\_\_\_\_ (insert company name) will participate as a sponsor/exhibitor of the ASPECT Annual Provincial Conference, on November 5 & 6, 2020 on our online virtual event platform.

\_\_\_\_\_ (insert company name) understands that they will be extended the promotional opportunities outlined above of the ASPECT Conference Exhibitor & Sponsorship information on the ASPECT website in exchange for a sponsorship/exhibitor 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: \_\_\_\_\_

Thank you for supporting the 2021 ASPECT Virtual Conference!

Your ASPECT Contact: Janet Morris-Reade, ASPECT CEO  
Telephone: 250-818-0306 (cell) | Email: [jmorris-reade@aspect.bc.ca](mailto:jmorris-reade@aspect.bc.ca)