

JAN 31 / FEB 1-2

METRO TORONTO CONVENTION CENTRE

HRPACONFERENCE.CA

HRPA 2018

ANNUAL CONFERENCE & TRADE SHOW

**A NEW BEGINNING:
THE INTELLIGENCE
REVOLUTION**

PROSPECTUS



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BE PART OF HRPA'S 2018 TRADE SHOW CANADA'S LARGEST HR EVENT!

HRPA's 2018 Annual Conference & Trade Show is Canada's largest human resources conference. Join us as we inspire thousands of HR Managers and above, January 31 - February 2, 2018 at the Metro Toronto Convention Centre, South Building.

Our popular three-day event features world-class, keynotes, informative sessions on cutting-edge HR issues, and more than 230 trade show exhibitors. Learn about the latest HR products and brands at Canada's most impactful business development opportunity.

Benefits Of Being An Exhibitor At HRPA's 2018 Annual Conference & Trade Show

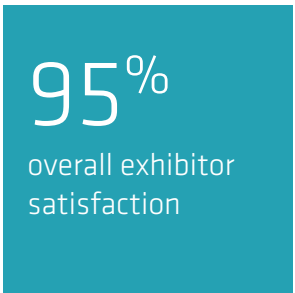
- Reach more than 4,500 national and international Human Resources Professionals
- Build brand awareness and increase mindshare with your very targeted market
- Meet face-to-face with your target audience to establish personal connections and build trust
- Showcase new products and services
- Collect high quality sales leads and expand your professional network
- Have your organization, including company background and contact information, listed on HRPA's conference website and mobile application (available all year)
- Company name & booth location listed in our onsite signage and conference program
- Gain timely insights about the future direction of the industry while keeping an eye on the competition

ABOUT HRPA

The Human Resources Professionals Association (HRPA) is Canada's HR thought leader and the largest HR Association in the country. In Ontario, HRPA regulates the HR profession and issues three designations – the Certified Human Resources Professional (CHRP), Certified Human Resources Leader (CHRL), and the Certified Human Resources Executive (CHRE). These designations are the national standard for excellence in human resources management. HRPA has over 24,000 members in 27 chapters across the province.

2017 ANNUAL CONFERENCE RESULTS

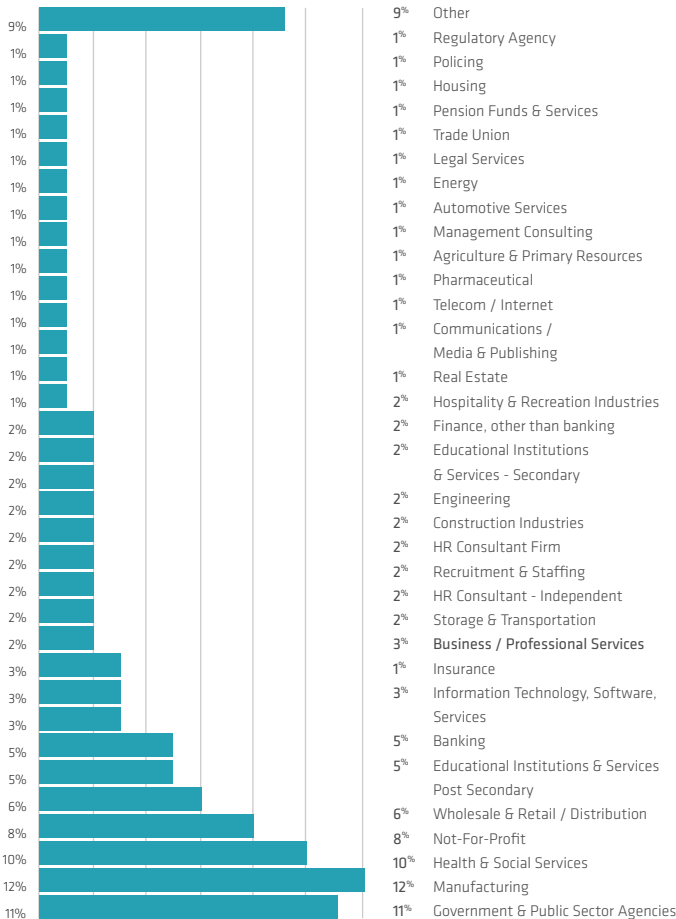
Overall Conference Feedback:



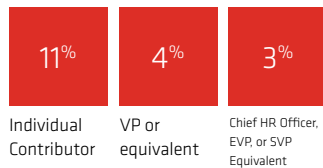
HRPA Member Demographics

HRPA's members are well-educated, affluent professionals. Largely female, ranging in age from early 20s to late 50s, HRPA members are a representative cross-section of the HR community, from students to c-level decision-makers. The following demographic data was drawn from the results of the 2015 member survey in which more than 2,000 members participated.

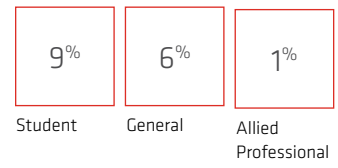
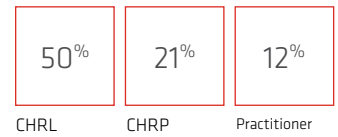
Industry Sectors



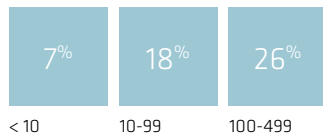
Seniority



Member Type



Company Size (Number of Employees)



Practice Type

- 46% HR Professional employee in the private sector
- 26% HR Professional employee in the public sector
- 9% Non-HR with interest in HR
- 8% Student interested in HR
- 5% Independent consultant
- 3% Consultant employee of HR Consulting Firm
- 1% Part-time consultant
- 1% HR Faculty
- 1% HR Lawyer

EXHIBITOR INFORMATION

Trade Show Schedule

(schedule subject to change)

**Tuesday,
January 30, 2018**

12:00 p.m. – 6:00 p.m.

*Exhibitor Registration
and Move-In*

**Wednesday,
January 31, 2018**

9:00 a.m. – 4:30 p.m.

**Thursday,
February 1, 2018**

9:00 a.m. – 4:30 p.m.

**Friday,
February 2, 2018**

9:00 a.m. – 12:00 p.m.

Move-Out: 12:00 p.m.

Exhibitor Information Continued

Exhibit Space Costs

5' x 10' Booth*	SOLD OUT
5' x 10' Corner Booth*	SOLD OUT
10' x 10' Booth	\$4,741 + HST
10' x 10' Corner Booth	\$4,849 + HST
10' x 20' Booth	\$9,461 + HST
10' x 20' Corner Booth	\$9,692 + HST
10' x 20' Double Corner Booth	\$9,692 + HST
20' x 20' Island Booth	\$13,484 + HST

*5' x 10' Booths are reserved for first time exhibiting small businesses (10 employees or less). They are allowed to keep their space for up to three years maximum.

Space Rental Terms:

- 50% of the total balance is required upon signing/submitting an application (includes a \$500 non-refundable deposit)
- Final balance is due by August 31, 2017
- After September 1, 2017, all applications must also include the full payment

If your choice of space is not available, the closest space to your original selection will be assigned. No guarantees are made with respect to booth size or location. Booth locations will only be confirmed once 50% of your total balance is received.

Cancellation Policy:

Cancellation of space must be submitted in writing.

- On or before August 31, 2017 will receive a full refund less \$500 non-refundable deposit
- On or before October 31, 2017 will receive 50% refund of the total paid amount
- No requests for refund will be granted after November 1, 2017

Included In Your Booth:

- Complimentary listing on the HRPAC Conference website via the Real Time Floor Plan
- Inclusion in online exhibitor list, viewed by company name & booth number, in the mobile app and on conference website
- 24-hour peripheral security
- 8 feet-high back drapes
- 3 feet-high side drapes
- Company name and booth number listed in the Conference Program (if received by December 1st, 2017)
- A private Exhibitor's Lounge during exhibit hours
- 60% off full conference registration fee for all exhibiting employees (max. 4 per booth), inquire for special code
- Complimentary guest registrations for Trade Show Attendees – an editable email invitation for you to personalize your invitation
- An attractive show entrance with aisle carpet throughout the Exhibit Hall
- Exhibitor Support Centre services
- Company identification sign hanging on the back drape of your booth
- One conference tote bag per exhibit space
- Complimentary continental breakfast
- Complimentary breaks including coffee, tea and water throughout the day
- Web Buttons for your website and email signature letting your customers know you are Exhibiting in the 2018 Annual Conference
- Visibility on the HRPAC Conference website using #HRPAAC
- Personal assistance with booth selection and marketing ideas for maximizing booth traffic
- Year-round customer service from application through post-Conference
- Lunch on Opening Day (Wednesday) for Booth Staff and delegates inside the trade show
- Invited to Networking Night Party with delegates

NOT included in your BOOTH:

Electrical outlets, audio-visual equipment, internet access, janitorial services, booth set-up, lead retrieval, lunch (Thursday and Friday), and storage.

*Please note that booth carpet is **MANDATORY**.*

SPONSORSHIP OPPORTUNITIES

Complement your company's marketing plan by increasing your visibility as an official HRPAs Sponsor. The following opportunities are provided to help your company increase visibility to HRPAs members and conference attendees before, during and after the Annual Conference & Trade Show.

Keynote Sponsorships*

Wednesday Breakfast Keynote: Adam Grant

Additional entitlements included –please enquire for more information

Sponsored by:
Atlas Canada

Wednesday Lunch Keynote: Benjamin Tal

Additional entitlements included –please enquire for more information

\$37,000

Wednesday Afternoon Keynote: Brené Brown

Additional entitlements included –please enquire for more information

Sponsored by:
Great-West Life

Thursday Breakfast Keynote: Bill Taylor

Additional entitlements included –please enquire for more information

\$37,000

Thursday Lunch Keynote: Jesse Hirsh

Additional entitlements included –please enquire for more information

Sponsored by:
JungoHR

Thursday Afternoon Keynote: Margaret Trudeau

Additional entitlements included –please enquire for more information

Sponsored by:
Great-West Life

Friday Breakfast Keynote: John Izzo

Additional entitlements included –please enquire for more information

Sponsored by:
Aird & Berlis

Friday Lunch Keynote: Seth Mattison

Additional entitlements included –please enquire for more information

\$37,000

* Please note that for all of the above Keynote Sponsorships, additional entitlements are included. Please enquire for more information.

Sponsorship opportunities continued

Additional Sponsorships

Wednesday Night Networking Event

\$25,625

Exclusive Sponsorship

Social Media Lounge*

Exclusive Sponsorship

Sponsored by:
Indeed

Lanyards Sponsorship

Exclusive Sponsorship

Sponsored by:
TD Insurance Meloche Monnex

Branded Journal & Pens*

Exclusive Sponsorship - Includes a 2-colour logo printed journal cover and 2-colour branded pen for all conference attendees. Conference journal and pens are available inside the conference bags. Attendees appreciate having a handy notepad and pen during the conference.

Sponsored by:
Venngo

Corporate Social Responsibility

Exclusive Sponsorship - Interested in expanding your corporate social responsibility initiatives? Work with us! Please enquire about our CSR sponsorship opportunities.

Partnered with:
Globoforce &
The Organ Project

Conference Bags*

Exclusive Sponsorship

Sponsored by:
O.C. Tanner

Early Riser Morning Sessions (6)

Exclusive Sponsorship

Sponsored by:
Personalized Prescribing

Mobile App & Game

Exclusive Sponsorship

Sponsored by:
Jobillico

Sponsorship opportunities continued

Wellness Area

\$25,625

Exclusive Sponsorship

Sponsor the Wellness Area inside the Trade Show Hall - 20' x 60' space offering massage, manicures, etc. Overhead signage to include your company name and logo, and Easel signage to include your company name, logo and booth number. Distribute your promotional items in the Wellness Area; as a sponsor, your organization may provide clothing, such as golf shirts for attendants.

Edible Selfie Photo Booth

Sponsored by:
Workable

Exclusive Sponsorship - This exciting and brand new opportunity will have the attendees lining up at your prominent featured area exhibit space! Attendees will have the chance to strike a pose and be live laser-caramelized onto cookies. Some attendees will take away sponsor logo cookies. Additional entitlements are included - please enquire.

Cellphone Charging Lounge

Sponsored by:
TD Insurance Meloche Monnex

Exclusive Sponsorship - Nothing is worse than a drained cell battery! The cellphone charging station will allow attendees to give their phone a quick power boost. The 50' x 30' Charging Lounge in the Trade Show Hall is branded with your company logo and decorated with your company colors.

Hotel Room Chocolate Drop

Sponsored by:
Ultimate Software

Exclusive Sponsorship - Say goodnight to the delegates staying at our 3 host hotels - approximately 1,754 rooms in total over the three nights of the conference. Good Night Chocolates will be customized with your specific messaging. Additional entitlements are included - please enquire.

Host Hotel Room Keys

Sponsored by:
Medavie Blue Cross

Exclusive Sponsorship - Your logo and image in the hands of all host hotel staying delegates for the entire duration of their stay. Additional entitlements are included - please enquire.

Session Sponsor

\$8,200

Additional entitlements included - please enquire for more information.

Customized Sponsor Package

All of the sponsorship packages can be customized to align with your individual partnership preferences. We would be pleased to create a tailor-made package for you. If you would like a unique way to showcase your organization, please contact Sherrydawn Warren, CEM at swarren@hrpa.ca.

À La Carte Sponsorship Opportunities

Attendee Bag Promotional Material

Place your company's postcard, brochure, flyer or newsletter in the official conference bag and you'll immediately get your message into the hands of every full conference attendee to maximize your on-site exposure. HRPA will include your supplied item(s) in each bag (material must be pre-approved by HRPA). Each sponsoring company is responsible for duplicating and shipping materials in time to be inserted.

All materials must be supplied to HRPA no later than Monday, January 8th, 2018.

Postcard (5" x 7")	\$2,500 each (5 available)
8.5" x 11" Sheet	\$3,500 each (4 available) Ultimate Software
Booklet/Magazine	\$4,500 each (2 available)
Promotional Item	\$5,000 each

Advertising

On-site Conference Program Advertising Space

Make an impact by purchasing advertising space in the on-site Conference Program where your ad will be seen by more than 4,500 HR professionals. Space is limited so reserve your advertising space today. Advertisements will be placed in order of receipt.

Ads are full colour and must be provided as actual size. Electronic format is preferred: print-ready PDF at 300 dpi resolution. All fonts used must be Postscript Type 1 or Open Type fonts converted to outlines.

Advertising to be included in the on-site Conference Program must be supplied to HRPA no later than November 24th, 2017.

No refunds will be issued for ads not meeting the above conditions.

Inside Front Cover / Inside Back Cover (8.5" x 11" plus .25" bleed all round)	\$5,000 each (0 available) Sponsored by: Great-West Life Ultimate Software
Full Page (8.5" x 11" plus .25" bleed all round)	\$4,200 + HST each

Questions?

About Sponsorship, contact:

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About Trade Show & Sponsorships, contact:

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To Register - [Click Here](#)