

Hosted by:

YOURWORKPLACE
Inspired People. Outstanding Results.

Imagine
your
workplace
Conference

EXHIBITOR OPPORTUNITY

June 7, 2018

Toronto Botanical Gardens
777 Lawrence Ave E., Toronto, ON

Welcome!

A limited number of opportunities are available to exhibit your products and services at the Imagine Your Workplace Conference. This unique opportunity will cause your organization to shine and distinguish yourself from competitors.

This radically different event addresses trendsetting information on four themes: leading, managing, culture and wellness.

Connect with the community: Engage with decision-makers and influencers from progressive organizations.

Inspire them with your solutions: Showcase your products & services to a target audience looking for solutions to enhance their organizational productivity efforts.

Achieve your goals: This competitive advantage will enhance your organization's brand and reinforce your corporate image to reach your business goals.



I really loved connecting with the exhibitors. Not only did they offer unique insights into products I'm already familiar with but they had many new services and products I could use to improve where I work. A fun group of people! They helped set the relaxed yet professional tone for the conference.

Conference Delegate 2016

Fantastic!!! I attend many conferences and events in a year (> 20) and this is still my favorite and I can't believe it gets better every year! Well done and keep up the good work.

Conference Delegate 2017

The Opportunity

Connect: Delegate Profile

The experienced and wealthy* attendee community of decision-makers* have influential positions* (38% HR, 47% senior management) in a wide range of sectors*, with about half working in companies with less than 100 employees*. They are smart, discerning and continually seeking solutions to pressing management and HR concerns, and are investing in their own future, too. If this is your target market, then you will want to connect with them at this event. They are your best source for pre-qualified leads because they are engaged and heavily invested in supporting their employees.

** page 4, 2018 YW Media Kit*

Inspire: New in 2018: Showcase

Take advantage of the opportunity to facilitate a table conversation at lunch while dining with delegates—and not just one table of attendees, but three! Attendees change tables three times during lunch causing you to meet and connect with 21 professionals. Not only will your position as a facilitator afford you added trust as you network throughout the day but the people you've engaged with at lunch become prospects and will help spread the word of your offering. We know that closing a sale occurs faster and easier when a relationship is created with the buyer. This signature lunch, called Dare2Dine, is a unique way to build that relationship, and with hundreds of people on the move, it is a daring event!

Achieve: Your Goals

- ✓ Position your company as a prominent product/service provider in the industry.
- ✓ Gain qualified prospects that you have initiated a relationship with.
- ✓ Meet many prospects in a short period of time as attendance is limited to 200. This means you will connect and engage with people-focused business leaders who believe in creating a thriving workplace.
- ✓ Maximize the impact of your marketing time and money by attending a one day event in Toronto.
- ✓ Build brand awareness as a leader that supports thriving workplaces.

From Attendees...

I really enjoyed this as a presenter for the Dare2Dine lunch. Each group brought something completely different to the table. It's always great to see people relax and open up while 'breaking bread'.

Honestly, I thought it was all fantastic!

Dare2Dine was THE BEST. It forced people to speak and engage since the numbers at each table were perfect for intimate discussion, and if you didn't speak then it was noticeable. The best tables were the ones that had a rough starting topic but then allowed for other tangents to be explored, instead of hammering the original topic to death.

The Dare2Dine was a fun way to network, learn and enjoy a tasty lunch! However, I found [a few] tables were sales oriented or not discussion based enough as I had hoped.

Exhibit Opportunity at a Glance

This is a limited opportunity. As an exhibitor, you will enjoy many benefits by participating at this event:

On-site entitlements

- one full day of exposure to conference delegates
- 5' x 5' area perfect for a pop-up stand and a cruiser table. No chairs permitted or needed!
- One conference pass to attend the event and service your space, which provides an amazing opportunity to interact with delegates, and to learn something too! (value \$995)
- Discounted rate for additional conference passes

Marketing and Promotion Benefits

- Name recognition, link and logo on the conference website
- Name recognition and logo in the Conference Guide
- Logo on onsite signage

Other

- Wellness breaks and full program held in the exhibit area
- One annual subscription to *Your Workplace* magazine (\$69 value)

Rate

- Early Bird Rate until April 1, 2018 \$2,250
- Regular Rate until sold-out \$3,500

BONUS! Showcase Opportunity Overview

- Personally meet 21 prospects in 90 minutes
- Meet even more like-minded people throughout the day
- Engage with pre-qualified leads in an easy and fun way
- This opportunity is limited. First come, first served.
- No extra fee added to the exhibit fee of \$2,250 until April 1, then \$3,500 until sold-out
- Participate in our preparatory video session where we will discuss how to leverage this opportunity. Meet some of our esteemed sponsors who have participated in the past and have tremendous insights to help you receive the ROI on this opportunity.

Remember:

- Attendance is capped for 200 delegates of progressive organizations
- Delegates are decision-makers or have influential positions
- Delegates are engaged and heavily invested in supporting their employees

Application Form

Organization: _____

Address: _____

Authorized Agent: _____ Title: _____

Phone: _____ Email: _____

INVESTMENT

Exhibit fee*: \$2,250 until April 1, then \$3,500 until sold-out	\$ _____
Showcase opportunity participation: YES! <input type="checkbox"/> No thanks <input type="checkbox"/>	\$ 0.00
No. of extra passes: ____ x \$695 until March 1, then \$795	\$ _____
Sub-total	\$ _____
HST@13%	\$ _____
TOTAL	\$ _____

*Includes: one full conference pass, one facilitation opportunity, exhibit space.

All attendees need a full conference pass. Discounted passes available when ordering with this form.

TERMS AND CONDITIONS Completion of this application does not guarantee participation. You will be notified by email of the status of your application at which time payment will be processed. If the payment called for under this agreement is not received, this agreement shall be null and void and the opportunity forfeited.

Signature: _____ Date: _____

Cheque Card number: _____ Expiry date: _____

Cardholder name: _____ Signature: _____

Submit application by email to: jbuitter@yourworkplace.ca