


# PARTNERSHIP OPPORTUNITIES

2017 ONPHA Conference and Trade Show

**NOVEMBER 3-5, 2017**
Education Day: November 2
Scotiabank Convention Centre, Niagara Falls

ONPHA

# PARTNERSHIP OPPORTUNITIES

## TARGET YOUR MARKET AT THE ONPHA CONFERENCE AND TRADE SHOW

Each year, the Ontario Non-Profit Housing Association (ONPHA) Conference and Trade Show attracts non-profit housing staff, board members and tenants from across Ontario. More than 1,150 delegates attend this event for professional development; networking opportunities; and to find new products, technical solutions and service innovations to improve the efficiency of their operations.

**WHAT is the ONPHA Conference and Trade Show?**
The ONPHA Conference and Trade Show is the largest social housing conference in Canada.

**WHO attends the Conference and Trade Show?**
ONPHA attracts non-profit housing providers, policy makers, tenants, community partners, and representatives of municipal and provincial governments.

**WHY get involved?**

- To meet with decision-makers in the non-profit housing sector and expand upon and strengthen your existing customer base
- To showcase innovative products and services that our delegates need to provide excellent services within their communities
- To demonstrate your company's commitment to corporate social responsibility

**HOW to partner with ONPHA at the annual conference and trade show?**

- **TRADE SHOW** — purchase a booth to meet face-to-face with your existing and potential clients
- **SPONSORSHIP** — customize partnership activations based on your 2017 marketing priorities
- **ADVERTISING** — connect with ONPHA members through print, online and onsite advertising

### 2016 CONFERENCE AUDIENCE

| | |
|---|---|
| » Housing provider staff: | **758** |
| » Housing board members: | **81** |
| » Tenants: | **89** |
| » Service Managers: | **85** |
| » Government: | **21** |
| » Other: | **56** |



# SPONSORSHIP

## RAISE YOUR PROFILE AT THE CONFERENCE!

Partnering with ONPHA provides you with the opportunity to:

- Connect directly with more than 700 housing providers in Ontario's non-profit housing sector
- Shine a spotlight on your company for 1,100+ delegates at ONPHA's annual conference and trade show
- Showcase your company's commitment to corporate social responsibility

We offer several levels of sponsorship to meet your marketing goals and budget.

### SPONSORSHIP OPPORTUNITIES:

| |
|---|
| **PLATINUM $10,000** — Select One from the following list *or* see page 7 for more options:<br>*Including $6,530 in promotional value* |
| Opening Plenary $10,000 **[SOLD]**<br>*Join us and more than 1,100 delegates as we kick off the 2017 conference.* |
| Keynote Speaker at the Opening Plenary $10,000<br>*Sponsor our inspiring keynote speaker at our kick-off event hosting more than 1,100 delegates.* |
| Closing Keynote at the AGM $10,000<br>*Sponsor our keynote speaker as they close the conference with an inspiring address to our delegates.* |
| **PLATINUM $10,000** — Select Two from the following list *or* see page 6 for more options:<br>*Including $6,530 in promotional value* |
| **GOLD $5,000** — Select One: |
| Delegate Lanyards $5,000 **[SOLD]**<br>*Everyone at our event (staff, delegates and board members) will be sporting this identifying lanyard. Includes one-colour logo design and set-up.* |
| Delegate Tote Bags $5,000 **[SOLD]**<br>*Eco-friendly reusable totes provided to all of our delegates. Includes one-colour logo and set-up.* |
| Opening Reception $5,000 (up to two sponsors)<br>*Our opening night social event will be an opportunity for our delegates to socialize and network over light snacks. Sponsor logo will be displayed throughout the venue and on the bar tickets.* |
| Gala Sponsor $5,000 (up to two sponsors)<br>*ONPHA's night of celebration! This must-attend event includes ONPHA's award ceremony, a 4-course meal and live entertainment.* |
| Workshop stream sponsor $5,000<br>*Present an entire stream of workshops. Sponsor will be thanked by moderator and branded thank-you signage will be present at each session.* |
| Delegate headshot booth at the Trade Show $5,000<br>*Delegates can have their headshot taken by a photographer on the Trade Show floor. This new addition will be a hot spot and topic among the delegates! Includes full colour branded signage at event.* |

# SPONSORSHIP

| **SILVER $2,500 – $3,500** — Select One: |
|---|
| Breakfast — Friday in the Trade Show $3,000 (up to three sponsors)<br>*Sponsor everyone's favourite meal of the day! Includes colour logo display.* |
| Breakfast — Saturday morning $3,000 (up to three sponsors)<br>*Sponsor everyone's favourite meal of the day! Includes colour logo display.* |
| Breakfast — Annual General Meeting $3,000 (up to three sponsors)<br>*Sponsor everyone's favourite meal of the day! Includes colour logo display.* |
| Friday Lunch — Trade Show $3,000 (up to three sponsors)<br>*Includes colour logo display.* |
| Education Day $2,500<br>*Pre-conference, intensive learning sessions and lunch. Includes onsite signage and branded pages in the Registration Guide.* |
| Bus/Walking Tours $2,500<br>*Sponsor our bus tours of social housing in the Niagara Falls area.* |
| Networking social events on Friday evening $2,500<br>*ONPHA is hosting social events for delegates to network on Friday evening. Help our delegates connect with their peers!* |
| Gala Reception $2,500 (up to three sponsors)<br>*Provide the pre-gala entertainment! Options may include: musical entertainment, 10-minute manicure, palm reading, etc. Includes colour logo display.* |
| Gala Sponsor — Photo Booth $2,500<br>*Add some fun to the gala! Guests can take fun photos with their peers. Includes colour logo display.* |
| **CONTRIBUTING — $1,000** |
| Coffee Break — Friday Afternoon $1,000 (up to three sponsors)<br>*Sponsor a refreshing coffee break. Includes colour logo display.* |
| Coffee Break — Saturday Morning $1,000 (up to three sponsors) |
| Coffee Break — Saturday Afternoon $1,000 (up to three sponsors) |
| Coffee Break — Sunday Morning $1,000 (up to three sponsors) |
| Wellness activity: Massage break $1,000 (up to two sponsors)<br>*An opportunity for our delegates to relax over a five-minute chair massage during the Trade Show lunch.* |
| Session Sponsors $1,000<br>*Sponsor a specific session offered as part of educational program on November 3 and 4.* |



2016 ONPHA Gala




2016 ONPHA Gala entertainment



2016 closing keynote bestselling author Neil Pasricha

# SPONSORSHIP

| Benefits | Platinum | Gold | Silver | Contributing |
|---|---|---|---|---|
| **Pre-conference** | | | | |
| ½ page advertisement in Registration and Onsite Guide[1] [valued at $1,100] | • | | | |
| Hyperlinked logo identifying sponsorship level on conference-related e-mails | • | | | |
| Hyperlinked rotating logo on conference homepage | • | • | | |
| Logo in registration and onsite guide identifying sponsorship level | • | • | • | • |
| Hyperlinked logo on conference sponsor webpage | • | • | • | • |
| **Onsite** | | | | |
| 2 complimentary full conference registrations [valued at $2,180] | • | | | |
| 2 complimentary gala tickets, seated at head table with ONPHA board [valued at $160] | • | | | |
| 10x10' trade show booth with special identifying draping [valued at $1,850] | • | | | |
| Choice of preferred trade show booth location | • | • | | |
| Sponsorship level identified on trade show floor plan | • | • | | |
| Enhanced 60-word corporate abstract in the Trade Show Directory | • | • | | |
| Full page flyer insert in delegate bags[1] [valued at $1,100] | • | | | |
| Signage at the registration area | • | • | • | • |
| Logo in presentations at major events identifying sponsorship level | • | • | • | • |
| Badge ribbons for onsite personnel identifying sponsorship level | • | • | • | |
| **Post-conference** | | | | |
| Featured post in ONPHA's Quick Connections[4] [valued at $300] | • | | | |
| Recognition in ONPHA's 2017-18 Annual Report | • | • | | |
| 3 months of post-conference online exposure as a conference sponsor | • | • | • | • |
| Delegate opt-in contact list[2] | • | • | • | • |

1. Conference advertising material is to be submitted by deadlines, according to required specifications and formats (see page 10 for more details).
2. Delegate and registrant lists are assembled on an opt-in basis. Registrants and delegates must agree to have their contact information shared with exhibitors. Exhibitors are encouraged to collect delegate contact information themselves during the trade show.
3. Sponsors are recognized with onsite signage at the events and/or activities they choose to sponsor or with a one-colour logo and set-up for the items they choose to sponsor.
4. Posts can be on new trends, approaches, or case studies to be prepared and submitted to ONPHA. Articles cannot be strictly promotional, and must benefit a wide range of ONPHA members. Final word count to be negotiated with Quick Connections editor.

# ADVERTISING

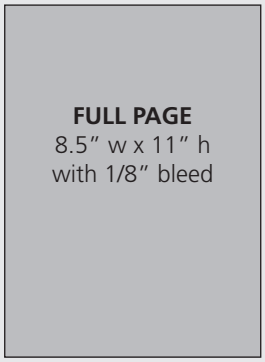
## MAKE AN IMPRESSION BY ADVERTISING IN OUR CONFERENCE GUIDES, AND ONSITE AT EVENTS.

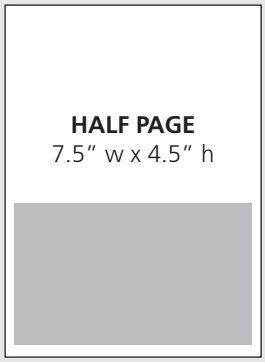
### GUIDE ADVERTISING

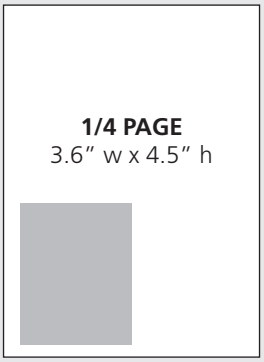
**Registration Guide:** A full colour publication distributed in June to 900 organizations (housing providers, service managers, community partners, government, etc.) and circulated electronically to 5,000 subscribers. It is the go-to tool in helping people register and prepare for the Conference.

**Onsite Guide**: A full colour, print publication distributed to all conference attendees (approximately 1,150) onsite. It is a must-have guide detailing all conference events and locations.




**ACCEPTED FORMATS**

PDF

- Vector-based artwork
- Fonts should be embedded or outlined
- Photographic artwork should be a minimum of 300 dpi and CMYK

| AD OPTIONS AND SIZES | ONE GUIDE | BOTH GUIDES |
|---|---|---|
| Prime space! Outside back cover | $1,500 | N/A |
| Full-page ad | $1,100 | $1,800 |
| Half-page ad | $675 | $1,100 |
| Quarter-page ad | $425 | $800 |

**BOOKING DEADLINES:** Registration Guide: April 12, 2017 | Onsite Guide: September 6, 2017

# ADVERTISING

## INSERT — REACH OUR 1,100+ DELEGATES!

Include a promotional item in the onsite bags provided to all delegates attending the Conference. Printed promotional item insert due by September 15, 2017.

- **Promotional item in delegate bags** (flyer, postcard, pen, etc.): $1,000 + HST. Insert subject to approval

## ONSITE ADVERTISING

Schedule and advertise a 15-minute demonstration at your booth. Scheduled demonstrations will be advertised in the Trade Show directory, Trade Show schedule, and announced onsite.

- **Demonstration listing in the Trade Show:** $300 + HST
  Demonstrations should not exceed 15 minutes. Descriptions can include up to five words. For example: the standardized announcement will be in the form of "Company will be giving a demonstration on word1 word2 word3, and word4 word5. Please visit booth #100."








# TRADE SHOW

## Friday, November 3, 2017 | 8 a.m. - 3 p.m.
## Exhibit Hall A, Scotiabank Convention Centre

### EXHIBIT WITH ONPHA!

Exhibiting at our annual trade show provides you with the opportunity to connect with ONPHA members and our conference delegates. Showcase your products and services, gain brand recognition, and develop strong business relationships with decision makers.

For your convenience, we have created a furniture package that can be purchased at time of booth registration (see options below). If you require additional furniture or would prefer different furniture options, these can be purchased directly from our show services supplier STRONCO at a later date. **Please note that the Scotiabank Convention Centre is not carpeted.** If you do not rent carpet, your booth will have a concrete floor. Internet and electrical is also an additional cost and can be purchased from the Convention Centre at a later date.

| OPTION | BOOTH INCLUSIONS | REGULAR PRICE | MEMBER PRICE |
|---|---|---|---|
| **OPTION A[1]**<br>Single 10′ x 10′ booth<br>***with furniture and carpet*** | • 10′ draped back railings<br>• 3′ draped side railings<br>• 1 x 6′ table with black table cloth<br>• 2 x armless chairs<br>• 1 x waste bin<br>• 1 x recycling bin<br>• Black carpet | $2050 | $1570 |
| **OPTION B[2]**<br>Single 10′ x 10′ booth ***(no furniture or carpet)*** | • 10′ draped back railings<br>• 3′ draped side railings | $1,850 | $1,400 |
| **OPTION C[1]**<br>Double 10′ x 20′ booth<br>***with furniture and carpet*** | • 10′ draped back railings<br>• 3′ draped side railings<br>• 1 x 6′ table with black table cloth<br>• 2 x armless chairs<br>• 1 x waste bin<br>• 1 x recycling bin<br>• Black carpet | $2,995 | $2,320 |
| **OPTION D[2]**<br>Double 10′ x 20′ booth<br>***(no furniture or carpet)*** | • 10′ draped back railings<br>• 3′ draped side railings | $2,775 | $2,100 |

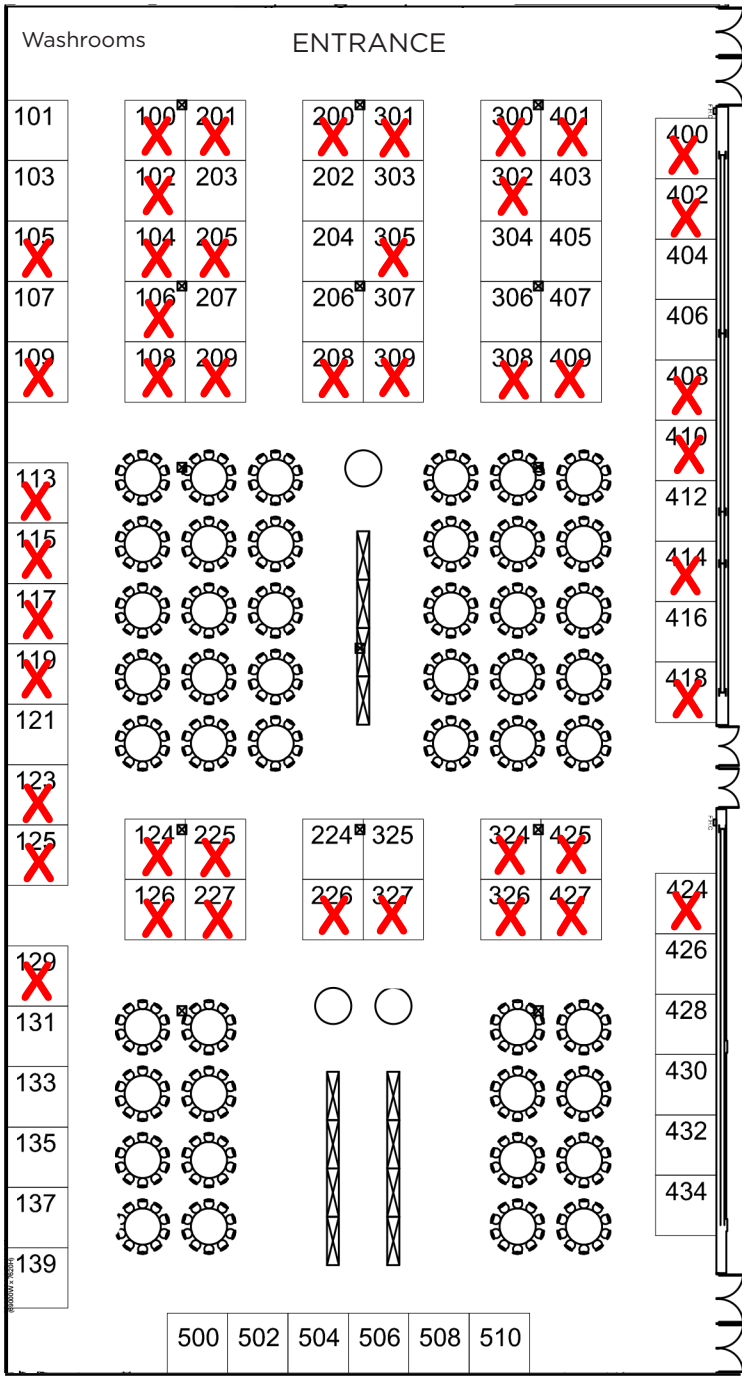
*Charitable, non-profit and social enterprise[3] booth rates offered with limited availability.

### INCLUDED WITH YOUR BOOTH[2]:

- 40-word organization description and website listed on the Trade Show webpage
- 40-word listing and corporate description in the printed Trade Show Directory
- Two complimentary trade show registrations for booth personnel
- Invitation to the Opening Plenary and Opening Reception
- Overnight security during closed hours
- Delegate list (to be sent post-Conference)[4]

# TRADE SHOW

## TRADE SHOW FLOOR PLAN — BOOK EARLY TO PICK YOUR PREFERRED LOCATION!




### TESTIMONIALS:

What our exhibitors said about past ONPHA Trade Shows:

- "I enjoyed the wide range of booths at the Trade Show!"
- "This was one of the best trade shows I have attended in terms of delegate traffic!"

### 2016 TRADE SHOW RESULTS:

- Over 80% of the conference delegates attended the trade show
- Our delegates love the live demonstrations of the products
- In 2017, delegates said they are looking for:
  - In-person meetings with current partners/vendors: "It's always nice to put a face to the email or calls"
  - Products and services available in northwestern Ontario
  - Products related to accessibility
  - Energy-efficient products and services
  - Innovative product and services

# TRADE SHOW

## SAVE ON THE COST OF A TRADE SHOW BOOTH BY BECOMING AN ONPHA ASSOCIATE MEMBER!

Your $575 annual associate membership fee provides you with a $450 discount on your booth and gives you 12 months of access to a network of more than 700 housing providers in more than 220 communities across Ontario! For more information contact Membership at 1-800-297-6660 or membership@onpha.org.

## SCHEDULE A DEMONSTRATION!

Schedule a demonstration during the lunch break and have it promoted in our exhibitor guide, on our website and onsite. See advertising on page 11.










## SCHEDULE ON FRIDAY, NOVEMBER 3, 2017:

| | |
|---|---|
| 8 – 10 a.m. | Breakfast and delegate bag pick-up in the trade show |
| 11:30 a.m. – 1 p.m. | Lunch, massage break, demonstrations and activities in the trade show |
| 1 – 2:00 p.m. | Public hours[5] |
| 2 – 3 p.m. | Delegates have afternoon coffee break in the trade show. Prize draw announcements. |

## PAYMENT

If paying by credit, a $500 non-refundable deposit is required to secure your booth. Balance of payment is due September 29, 2017 to confirm your space on the floor. If paying by cheque/invoice full payment is due upon registration/receipt of invoice.

## CANCELLATION

Cancellations must be submitted by email to conference@onpha.org. Cancellations received before September 29, 2017 are subject to full payment. Cancellations received after this date are not eligible for a refund. Refunds will be issued the week of November 13, 2017 after the 2017 Conference.

1. The following are not included in the cost of the booth: electrical, Internet, audio visual equipment, conference registrations, gala tickets, exhibitor insurance and cleaning fees. Conference registrations, gala tickets and additional trade show registrations can be purchased.
2. The following are not included in the cost of the booth: furnishings, carpet, electrical, Internet, audio visual equipment, conference registrations, gala tickets, exhibitor insurance, and cleaning. Conference registrations, gala tickets, and additional trade show registrations can be purchased.
3. Social Enterprises are businesses owned by non-profit organizations that are directly involved in the production and/or selling of goods and services for the blended purpose of generating income and achieving social, cultural or environmental aims.
4. Delegate and registrant lists are assembled on an opt-in basis. Registrants and delegates must agree to have their contact information shared with exhibitors. Exhibitors are encouraged to collect delegate contact information during the trade show.
5. ONPHA members not attending the conference and the general public will be invited to attend the trade show during this time. Exhibitors are welcome to invite their existing/potential clients to meet in the Trade Show.

# ADDITIONAL INFORMATION

## ELIGIBILITY

ONPHA will determine the eligibility and suitability of any application to participate in the 2017 Trade Show, Sponsorship or Advertising program. If for any reason an application is denied, refunds will be made in full.

## CONFIRMATION AND EXHIBITOR INFORMATION PACKAGE

Once application and payments are received, a confirmation email will be sent to the main contact. Please review the agreed upon items and notify ONPHA of any changes. A company description and logo will be requested for all sponsors and trade show exhibitors.

An exhibitor information package will be emailed to exhibitors by July 2017. This includes important trade show information, including dates, key contacts, schedules, parking, material handling, hotel accommodations, etc. It is the responsibility of exhibitors to review this information and make individual arrangements.

## PAYMENT

If paying by credit card, a $500 non-refundable deposit is required to secure your booth. Balance of payment is due September 29, 2017 to confirm your space on the floor. If paying by cheque/invoice full payment is due upon registration/receipt of invoice. Final payment for advertisement purchases for the Registration guide is due by April 12, 2017 and Onsite Guide is due by September 6, 2017.

## ACCESSIBILITY POLICY

ONPHA is committed to eliminating barriers and improving accessibility for people with disabilities. It is the policy of ONPHA that all people, including people living with visible and invisible disabilities, have access to the goods and services provided by ONPHA, including those provided through service contractors. All goods and services are to be provided in a manner that recognizes the principles of independence, dignity, integration and equality of opportunity.

## PRIVACY POLICY

ONPHA respects the privacy of our members, exhibitors, sponsors, and advertisers, please visit our website for more information.

## QUESTIONS?

Contact us at:
Ontario Non-Profit Housing Association
400-489 College Street
Toronto, ON M6G 1A5
Toll free: 1-800-297-6660
T: 416-927-9144 x 126
F: 416-927-8401
conference@onpha.org

# ORDER FORM

Organization: _____

Contact Name: _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Email: _____ Phone: _____ Fax: _____

Company website: _____

Company description (40 words max. Platinum sponsors have 60 word max.): _____

_____

_____

_____

_____

## TRADE SHOW

*(prices listed do not include HST)*

| BOOTH OPTION & SIZE | MEMBER RATE | NON-MEMBER RATE |
|---|---|---|
| Option A: Single booth (10' x 10') with furniture and carpet* | ☐ $1,570 | ☐ $2,050 |
| Option B: Single booth (10' x 10') without furniture or carpet | ☐ $1,400 | ☐ $1,850 |
| Option C: Double booth (10' x 20') with furniture and carpet* | ☐ $2,320 | ☐ $2,995 |
| Option D: Double booth (10' x 20') without furniture and carpet | ☐ $2,100 | ☐ $2,775 |

*Only black carpet is available with this bundle. If you prefer a different colour, this must be rented seperately from STRONCO.

*Electrical and Internet connections can be purchased through Scotiabank Convention Centre. If you require additional items for your booth or would like to purchase different furniture and/or carpet options these will be available for rent from our show services supplier STRONCO. Contact information will be given at a later date.*

**Exhibitor badges** *Please note: Single and double booths come with two (2) complimentary badges*

| | QUANTITY | COST | TOTAL COST |
|---|---|---|---|
| Additional exhibitor badges | | $80.00/badge | |

**Top 3 booth location choices**
(see floor plan on page 4):

1. _____

2. _____

3. _____

**Requests**
(neighbouring exhibitors, etc.):

_____

_____

_____

# ORDER FORM

## SPONSORSHIP

**Platinum $10,000 (select one)**

- ☐ ~~Opening Plenary~~ **SOLD**
- ☐ Keynote at Opening Plenary
- ☐ Closing Keynote at the AGM

**Platinum $10,000 (select two)**
**Gold $5,000 (select one)**

- ☐ ~~Delegate Lanyards~~ **SOLD**
- ☐ ~~Delegate Tote Bags~~ **SOLD**
- ☐ Opening Reception (only one spot left!)
- ☐ Gala Sponsor
- ☐ Workshop Stream Sponsor
- ☐ Delegate Headshot Booth at the Trade Show

**Silver $2,500 – $3,000 (select one)**

- ☐ Breakfast — Friday in the Trade Show $3,000 (only one spot left!)
- ☐ Breakfast — Saturday morning $3,000
- ☐ Breakfast — Annual General Meeting $3,000 (only two spots left!)
- ☐ Friday Lunch in the Trade Show $3,000
- ☐ Education Day $2,500
- ☐ Bus/Walking Tours $2,500
- ☐ Networking social events on Friday night $2,500
- ☐ Gala Reception $2,500
- ☐ Gala Sponsor — Photo Booth $2,500

**Contributing $1,000 (select one)**

- ☐ Coffee Break — Friday Afternoon (only one spots left!)
- ☐ Coffee Break — Saturday Morning
- ☐ Coffee Break — Saturday Afternoon
- ☐ Coffee Break — Sunday Morning
- ☐ Wellness Activity: Massage Break

## ADVERTISING

| AD OPTION | REGISTRATION GUIDE | ONSITE GUIDE | BOTH GUIDES |
|---|---|---|---|
| Prime space! Outside back cover | N/A | ☐ $1,500 | N/A |
| Full page | ☐ $1,100 | ☐ $1,100 | ☐ $1,800 |
| 1/2 page | ☐ $675 | ☐ $675 | ☐ $1,100 |
| 1/4 page | ☐ $425 | ☐ $425 | ☐ $800 |
| | | | |
| Promotional Item Insert (Delegate Bag) | ☐ $1,100 | | |
| Onsite Demonstration | ☐ $300 | | |

## PAYMENT

0 Sub-total + 0 HST = 0 TOTAL

☐ Invoice/cheque (full amount due within 30 days of receipt)
*Please make cheque payable to Ontario Non-profit Housing Association and mail it along with form to:*
*ONPHA*
*400-489 College Street*
*Toronto, ON M6G 1A5*

☐ Credit Card (process $500 deposit and I authorize ONPHA to process the remaining charges on the credit card on September 29, 2017)

☐ Credit Card (process all charges)

Cardholder Name: _____

Card #: _____ Exp: _____ / _____

## ABOUT ONPHA

Founded in 1988, ONPHA is an independent association funded and directed by its members, representing more than 700 of Ontario's non-profit housing providers. From Windsor to Cornwall, Toronto to Thunder Bay, our members house more than 400,000 people in 163,000 homes across 220 Ontario communities. They are a critical part of the fabric of every community and provide decent, affordable homes to low and moderate income households. Many of our members provide specialized housing and support services for Ontarians who need help to enjoy a successful tenancy.

ONPHA