



SPONSORSHIP AND EXHIBIT OPPORTUNITIES

2018 ONPHA CONFERENCE AND TRADE SHOW

OCTOBER 26-28, 2018

Education Day: October 25

Sheraton Centre Toronto

ONPhA

ONTARIO NON-PROFIT
HOUSING ASSOCIATION



PARTNERSHIP

Connect WITH YOUR TARGET MARKET

The Ontario Non-Profit Housing Association (ONPHA) is home to more than 700 non-profit housing providers. From Windsor to Cornwall, Toronto to Thunder Bay, our members house more than 400,000 people in 170,000 homes in 220 Ontario communities.

Annually, ONPHA hosts the largest social housing conference in Canada, attracting more than 1,100 non-profit housing staff, board members and tenants from across Ontario.

Attendees look forward to professional development and networking opportunities as well as the chance to learn about new products, technical solutions and service innovations to improve the efficiency of their operations.

HOW TO GET INVOLVED:

- **SPONSORSHIP:** ONPHA can create customized partnership activations based on your 2018 marketing priorities.
- **ADVERTISING:** Connect with ONPHA members through print, digital and onsite advertising.
- **TRADE SHOW:** Purchase a booth and exhibit in the one-day ONPHA Trade Show and meet face-to-face with your existing and potential clients.

WHY GET INVOLVED? *You will have the opportunity to:*

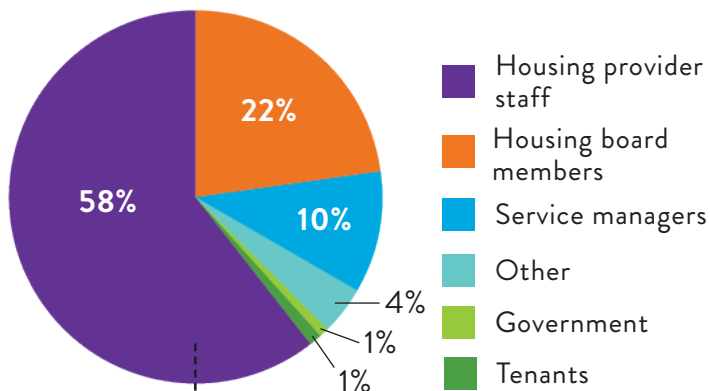
- Meet with decision-makers in the non-profit housing sector and expand upon and strengthen your existing customer base.
- Showcase your innovative products and services that will help our attendees continue to provide excellent services within their communities.
- Demonstrate your company's commitment to corporate social responsibility.

OUR AUDIENCE

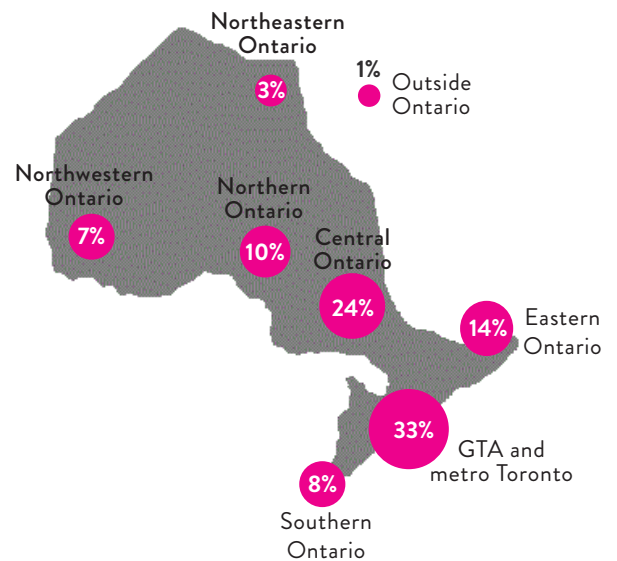
OUR CONFERENCE DELEGATES

Here's who joined us at the 2017 ONPHA Conference and Trade Show last November:

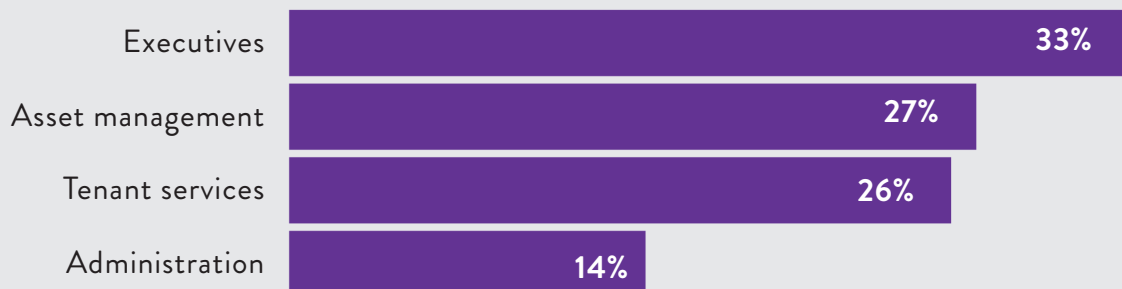
1,147 DELEGATES:



DELEGATES BY LOCATION:



HOUSING PROVIDER STAFF BY JOB TYPE





SPONSORSHIP

Raise YOUR PROFILE AT THE CONFERENCE

SPONSORSHIP OPPORTUNITIES

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

GOLD	SILVER	BRONZE	CONTRIBUTING
\$10,000 (includes \$6,350 in promotional value!)	\$5,000	\$3,000	\$1,000

Mix and match the following items to reach your preferred sponsor level and marketing priorities:

- **ABORIGINAL HOUSING PROVIDER FORUM \$10,000 EXCLUSIVE**

A pre-conference event, this full-day, interactive forum is geared towards Aboriginal housing providers to engage in conversation about housing and support issues specific to Aboriginal people. Exclusively sponsor this event and receive onsite recognition as well as logo placement on all registration and promotional materials.

- **SATURDAY LUNCH SYMPOSIUM \$10,000**

Host your own exclusive event for delegates! Sponsors are involved in the programming of the event and introducing speakers and/or programs onsite. Pricing includes basic AV and room set-up, plus a catered boxed lunch for 75 people.

- **ONSITE EVENT APP \$10,000**

The official event application will detail the entire conference program and be available for complimentary download onsite to delegates. Brand the app and have the opportunity to send notifications to delegates during the conference.

- **DELEGATE LANYARDS [SOLD]**

Everyone at our event (staff, delegates and board members) will be sporting this identifying lanyard. Includes one-colour logo design and set-up.

SPONSORSHIP

- **CONFERENCE WI-FI \$7,500 PER DAY** *(two sponsorships available)*

Sponsor this essential service and provide access to wireless internet for all delegates on Friday and/or Saturday. As the exclusive one- or two-day wi-fi sponsor, you will receive onsite recognition and much appreciation from delegates!

- **KEYNOTE \$7,500** *(cost is per keynote event)*

Inspiring and innovative talks hosted throughout the conference and attended by all delegates. Sponsors will have the opportunity to introduce speaker(s) and have onsite colour logo display. Four keynote events to choose from:

- Friday opening keynote **[SOLD]**
- Friday closing keynote
- Saturday opening keynote
- Sunday closing keynote

- **ABORIGINAL HOUSING PROVIDER FORUM \$5,000** *(up to two sponsors)*

A pre-conference event, this full-day, interactive forum is geared towards Aboriginal housing providers to engage in conversation about housing and support issues specific to Aboriginal people. Sponsors receive onsite recognition and logo placement on all registration and promotional materials.

- **OPENING RECEPTION \$5,000** *(up to two sponsors)*

Our popular opening night social event provides delegates with the opportunity socialize and network over light snacks and a cash bar. Includes colour logo display.

- **GALA SPONSOR \$5,000** *(up to two sponsors)*

ONPHA's night of celebration! This must-attend event includes ONPHA's awards ceremony, a four-course meal and live entertainment. Sponsors receive onsite recognition, colour logo display and complimentary tickets to the event.

- **LEADERSHIP SERIES STREAM SPONSOR \$5,000 PER DAY**

Present an entire stream of workshops developed exclusively for sector leaders and decision-makers. Sponsor will be recognized verbally by speakers and through onsite colour logo display.

- **CHARGING STATIONS \$5,000**

Keep delegates connected! Brand up to three charging stations placed strategically throughout the venue for the full event for \$5,000 or sponsor individual stations for \$2,000 each.

- **EDUCATION DAY \$5,000**

Pre-conference, intensive learning sessions and lunch. Includes colour logo display and branded pages in the Registration Guide.

SPONSORSHIP

- **PRESIDENT'S RECEPTION \$5,000**

An exclusive, invite-only event hosted prior to the Opening Reception for key sector leaders to mingle with ONPHA's president and board members. Includes colour logo display and complimentary tickets.

- **BREAKFAST \$3,000** *(up to three sponsors for each option listed below)*

Sponsor everyone's favourite meal of the day! Includes colour logo display. Options include Friday in the Trade Show, Saturday morning and Sunday morning.

- **FRIDAY LUNCH – TRADE SHOW \$3,000** *(up to three sponsors)*

Includes colour logo display.

- **DELEGATE HEADSHOT BOOTH AT THE TRADE SHOW \$3,000**

Sponsor the hot spot in the Trade Show! Delegates will have the opportunity to have their professional headshot taken by a photographer on the Trade Show floor. Includes colour logo display.

- **BUS TOURS \$3,000 [SOLD]**

Sponsor an offsite professional development session that brings delegates on a tour of social housing in Toronto. Includes colour logo display.

- **GALA SPONSOR – PHOTO BOOTH \$3,000 [SOLD]**

Bring some added fun to the ONPHA Gala! Guests will have the opportunity to capture a memory with their peers. Includes branded photos as takeaways and colour logo display.

- **MEETING PODS \$3,000** *(multiple pods available, one sponsor per pod)*

Brand a meeting pod that will be strategically located around the conference venue to allow delegates to host informal meetings with peers, suppliers and sponsors.



2017 closing keynote



2017 Opening Reception

SPONSORSHIP

- **VIRTUAL LIBRARY \$3,000**

The conference virtual library will feature the presentation slides from each educational session (60+) as well as audio/video recordings of the four plenary sessions. This much-anticipated wealth of information is shared with all conference attendees after the conference and you will have the opportunity to brand the webpage!

- **HOTEL KEYS \$3,000**

The majority of conference attendees stay in the promoted conference venue. Place your logo in their hands by branding the hotel's key cards.

- **COFFEE BREAK \$1,000** *(up to three sponsors per option listed below)*

Provide our delegates with a refreshing break! Includes colour logo display. Options include Friday morning, Friday afternoon, Saturday morning, Saturday afternoon and Sunday morning.

- **NETWORKING SOCIAL EVENTS ON FRIDAY \$1,000**

ONPHA hosts several popular social events on Friday night for delegates to network with their peers in hot spots around Toronto! Sponsor the shuttle bus and help our delegates connect! Includes onsite recognition and colour logo display.

- **WELLNESS ACTIVITY: MASSAGE BREAK \$1,000** *(up to two sponsors)*

One of our most popular events! An opportunity for our delegates to relax over a five-minute chair massage during the Trade Show lunch. Includes colour logo display.

- **WELLNESS BREAK ON SATURDAY \$1,000** *(up to two sponsors)*

Provide delegates with the opportunity to engage in mindfulness, meditation and stress management strategies. Includes colour logo display.



2017 photo booth at the ONPHA Gala



2017 ONPHA Gala

SPONSORSHIP

BENEFITS	GOLD	SILVER	BRONZE	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 logo on conference homepage	•	•		
Hyperlinked rotating logo on conference website (not including homepage)	•	•	•	•
Logo in Registration and final Program Guide identifying sponsorship level	•	•	•	•
Hyperlinked logo on conference sponsor webpage	•	•	•	
Onsite				
2 complimentary full conference registrations [valued at \$2,240]	•			
2 complimentary gala tickets, seated at head table with ONPHA board [valued at \$180]	•			
8' x 10' 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 description in the Trade Show Directory	•	•		
Full page flyer insert in delegate bags ¹ [valued at \$1,100]	•			
Signage at the registration area identifying sponsor level	•	•	•	•
Logo in presentations at major events identifying sponsorship level	•	•	•	•
Badge ribbons for onsite reps identifying sponsor level	•	•	•	
Post-conference				
Mention in wrap-up article in ONPHA's blog, Quick Connections	•			
Quarter-page ad in post-conference publication [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 9 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.



ADVERTISING

MAKE AN *impression* WITH PRINT, DIGITAL AND ONSITE ADVERTISING

PRINT ADVERTISING

Registration Guide: The go-to tool for conference registration! A full-colour publication distributed in June to 900 organizations (housing providers, service managers, community partners, government, etc.) and circulated electronically to 5,500+ subscribers. Booking deadline: April 6, 2018

Program Guide: The must-have onsite guide detailing all conference events and locations! A full-colour, print publication distributed to all conference attendees (approximately 1,150) upon registration onsite. Booking deadline: September 7, 2018

FULL PAGE

8.5" w x 11" h with
0.125" bleed

HALF PAGE

7.25" w x 4.5" h

1/4 PAGE

3.47" w x 4.5" h

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	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

ADVERTISING

PRINT ADVERTISING CONTINUED

Trade Show Directory: Distributed to all attendees onsite, this directory details all exhibitors in that year's show and provides the Trade Show floor plan so delegates can map out their Trade Show experience. Booking deadline: September 7, 2018

AD OPTIONS AND SIZES	COST
Top 10 listing on outside back cover (<i>limited space allocated on first come, first served basis</i>)	\$200 per listing
Full-page ad (8" x 10" with a 0.125" bleed)	\$800
Half-page ad (7" x 4.3")	\$500
Quarter-page ad (3.5" x 4.3")	\$300

ACCEPTED FORMATS

PDF

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

INSERT – REACH OUR 1,100+ DELEGATES! \$1,100 + HST

Include a promotional item in the delegate tote bags provided to all those attending the Conference. Printed promotional insert due by September 14, 2018.

ONSITE ADVERTISING

Trade Show demonstrations \$500: Exhibit in the trade show and schedule a 15-minute demonstration! Scheduled demonstrations will be advertised in the Trade Show Directory, Trade Show schedule, and announced onsite. Booking deadline: September 7, 2018

Pillar wraps just outside the Trade Show and the Grand Ballroom \$2500

Be seen by all attendees as they travel to and from the main plenary room and the Trade Show by wrapping a pillar with your brand.

Final artwork/information for all onsite advertisements must be received by September 14, 2018.





TRADE SHOW

Friday, October 26, 2018 | 8 a.m. - 7 p.m.
Sheraton Exhibit Hall and Osgoode Ballroom

EXHIBIT WITH ONPHA

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

DID YOU KNOW?

Gold sponsors receive an exhibit booth complimentary?
Learn more on page 4.

NEW IN 2018: EXTENDED SHOW HOURS

You asked, we answered! Based on both exhibitor and delegate feedback, we are extending the Trade Show hours at the 2018 event to allow for even **more networking time** between exhibitors and delegates. In addition to all meals and breaks taking place in the Trade Show on Friday, October 26, we will also be hosting the Opening Reception in the exhibit hall. Delegates will enjoy complimentary hors d'oeuvres, live entertainment and a cash bar while exploring the Trade Show floor giving you even more opportunity to connect face-to-face with our members.

TRADE SHOW TESTIMONIALS

What our EXHIBITORS have said:

"Our booth was constantly full and the interest generated was great."

"We had overwhelming response at our booth!"

"We had a lot of booth traffic which allowed us to educate and inform the delegates."

What our DELEGATES have said:

"A worthwhile visit! Networking is always a bonus at the conference."

"The trade show is my favourite part of the event."

"A showcase of great information!"

TRADE SHOW

EXHIBIT COSTS

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 Freeman at a later date.

OPTION	BOOTH INCLUSIONS	REGULAR PRICE	MEMBER PRICE
OPTION A¹ Single 8' x 10' booth with furniture	<ul style="list-style-type: none"> • 10' draped back railings • 3' draped side railings • 1 x 6' table with black table cloth • 2 x armless chairs • 1 x waste bin • 1 x recycling bin 	\$2,050	\$1,570
OPTION B² Single 8' x 10' booth (no furniture)	<ul style="list-style-type: none"> • 10' draped back railings • 3' draped side railings 	\$1,850	\$1,400

**Charitable, non-profit and social enterprise³ booth rates offered with limited availability.*

INCLUDED WITH YOUR BOOTH:

- 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 Friday closing keynote⁴
- Overnight security during closed hours
- Delegate contact list (to be sent post-conference)⁵



TRADE SHOW

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



2017 TRADE SHOW RESULTS:

- About 90% of the conference delegates attended the Trade Show.
- Our delegates enjoy live demonstrations and connecting with current suppliers and potential suppliers who can help them save money and operate more efficiently.
- In 2018, delegates said they are looking for:
 - » Products and services related to pest control
 - » Energy-efficient products and services
 - » Innovative products and services
 - » Products and services available in northwestern Ontario and relevant to smaller housing providers

TRADE SHOW

SAVE ON THE COST OF A BOOTH BY BECOMING AN ONPHA ASSOCIATE PARTNER!

Your \$575 annual associate partnership 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 ON FRIDAY, OCTOBER 26, 2018:

8-9:30 a.m.	Breakfast and delegate bag pick-up in the Trade Show
9:30-11 a.m.	Opening Plenary
11-11:30 a.m.	Morning coffee break
11:30 a.m. –	Breakout sessions
12:30 p.m.	
12:30-2 p.m.	Lunch and massage break in the Trade Show
2-3 p.m.	Public hour while delegates are in breakout sessions
3:30-4 p.m.	Delegates have afternoon coffee break in the Trade Show
5-6 p.m.	Closing keynote
6-7 p.m.	Opening Reception in the Trade Show with prize draw announcements
7 p.m.	Move-out begins

PAYMENT

If paying by credit card, a \$500 non-refundable deposit is required to secure your booth. Balance of payment is due September 4, 2018 to confirm your space on the floor. If paying by invoice/cheque, full payment is due within 30 days of receipt and must be received by September 4, 2018. If we do not receive your payment before this date, your space is not guaranteed and will be released.

CANCELLATION

Cancellations must be submitted by email to conference@onpha.org. Cancellations received before September 4, 2018 will be refunded less a \$500 administration fee. Cancellations received after this date are not eligible for a refund. Refunds will be issued after the 2018 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 from ONPHA.
2. The following are not included in the cost of the booth: furniture, 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 from ONPHA.
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. Limited booths available.
4. One representative must remain at your booth at all times during Trade Show hours.
5. 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.
6. 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 2018 ONPHA Trade Show, sponsorship and 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 exhibitors. An exhibitor manual will be emailed to exhibitors closer to the event date that will detail 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.

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
T: 416-927-9144 x 107 | TF: 1-800-297-6660 x 107
F: 416-927-8401
E: conference@onpha.org
W: onpha.on.ca

ORDER FORM

CONTACT INFORMATION

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 (8' x 10') with furniture	<input type="checkbox"/> \$1,570	<input type="checkbox"/> \$2,050
Option B: Single booth (8' x 10') without furniture	<input type="checkbox"/> \$1,400	<input type="checkbox"/> \$1,850

Electrical and Internet connections can be purchased through Sheraton Centre Toronto. If you require additional items for your booth or would like to purchase different furniture options these will be available for rent from our show services supplier Freeman. 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/badge	

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

1. _____

2. _____

3. _____

Requests
(neighbouring exhibitors, etc.):

ORDER FORM

SPONSORSHIP

\$10,000

- ☐ Aboriginal Housing Provider Forum
- ☐ Saturday lunch symposium
- ☐ Onsite event app
- ☐ Delegate lanyards **SOLD**
- ☐ Delegate tote bags

\$7,500

- ☐ Conference wi-fi (circle one: Friday, Saturday)
- ☐ Keynote (circle one: Friday morning **SOLD**, Friday afternoon, Saturday morning, Sunday morning)

\$5,000

- ☐ Aboriginal Housing Provider Forum (up to two sponsors)
- ☐ Opening Reception
- ☐ Gala Sponsor
- ☐ Leadership Series stream sponsor
- ☐ Charging stations (three stations in total)
- ☐ Education Day
- ☐ President's Reception

\$3,000

- ☐ Breakfast (circle one: Friday in the Trade Show, Saturday morning, Sunday morning)
- ☐ Friday Lunch in the Trade Show
- ☐ Delegate headshot booth at the Trade Show
- ☐ Bus Tours **SOLD**
- ☐ Gala Sponsor — Photo Booth **SOLD**
- ☐ Meeting pods
- ☐ Virtual library
- ☐ Hotel keys

\$2,000

- ☐ Charging station (one station)

\$1,000

- ☐ Coffee Break (circle one: Friday morning, Friday afternoon, Saturday morning, Saturday afternoon, Sunday morning)
- ☐ Networking social events on Friday
- ☐ Wellness Activity: Massage Break
- ☐ Wellness break on Saturday

ADVERTISING

AD OPTION	REGISTRATION GUIDE	ONSITE GUIDE	BOTH GUIDES	TRADE SHOW DIRECTORY
Prime space! Outside back cover	N/A	<input type="checkbox"/> \$1,500	N/A	<input type="checkbox"/> \$200 listing
Full page	<input type="checkbox"/> \$1,100	<input type="checkbox"/> \$1,100	<input type="checkbox"/> \$1,800	<input type="checkbox"/> \$800
1/2 page	<input type="checkbox"/> \$675	<input type="checkbox"/> \$675	<input type="checkbox"/> \$1,100	<input type="checkbox"/> \$500
1/4 page	<input type="checkbox"/> \$425	<input type="checkbox"/> \$425	<input type="checkbox"/> \$800	<input type="checkbox"/> \$300
Delegate bag insert	<input type="checkbox"/> \$1,100			
Onsite demonstration	<input type="checkbox"/> \$500			
Pillar wrap	<input type="checkbox"/> \$2,500			

PAYMENT

_____ + _____ = _____
Sub-total HST TOTAL

- ☐ Invoice/cheque (full amount due within 30 days of receipt)

Please make cheque payable to Ontario Non-profit Housing Association and mail along with order form to:
ONPHA, 400-489 College Street, Toronto, ON M6G 1A5

- ☐ Credit Card (process \$500 deposit and I authorize ONPHA to process remaining charges on September 4, 2018)
- ☐ Credit Card (process all charges)

Cardholder Name: _____

Card #: _____ Exp: _____ / _____