

I4PL 2025 SPONSORSHIP PACKAGE



THE INSTITUTE
FOR PERFORMANCE
AND LEARNING

Who is I4PL?

The Institute for Performance and Learning (I4PL) is a not-for-profit membership organization for workplace learning professionals. Supported by a rapidly growing membership with 16 chapters from coast to coast, I4PL exists to elevate the performance and learning profession by setting the standard for excellence in professional practice through a competency framework, code of ethics, and sought-after professional designations. Our members come from a diverse range of sectors and are united by the knowledge that their skills are critical to the health and prosperity of Canadians.

Our Purpose is to elevate the performance of the Canadian workforce. We foster collaboration, spark innovation, and create opportunities to upgrade skills. We enable those in our profession to make a measurable impact – on all workplaces and the Canadian economy.



What is the I4PL National Conference?

I4PL is the premier conference for performance and learning professionals in Canada. The I4PL 2025 Conference will take place from November 5-6, bringing together a growing network of L&D professionals from across the country. Join us for two days of exceptional professional development featuring keynote speakers, workshops, networking opportunities, and the latest insights into tips, tricks, and technologies. Don't miss this essential event for performance and learning professionals in Canada!

I4PL CONFERENCE - DEMOGRAPHICS

Our audience consists of:

- Decision makers in workplace performance & learning
- 68% of participants work in organizations of 1000+ employees
- All levels and functions of the training and development profession
- Training, design, and delivery professionals, both virtually and in-class

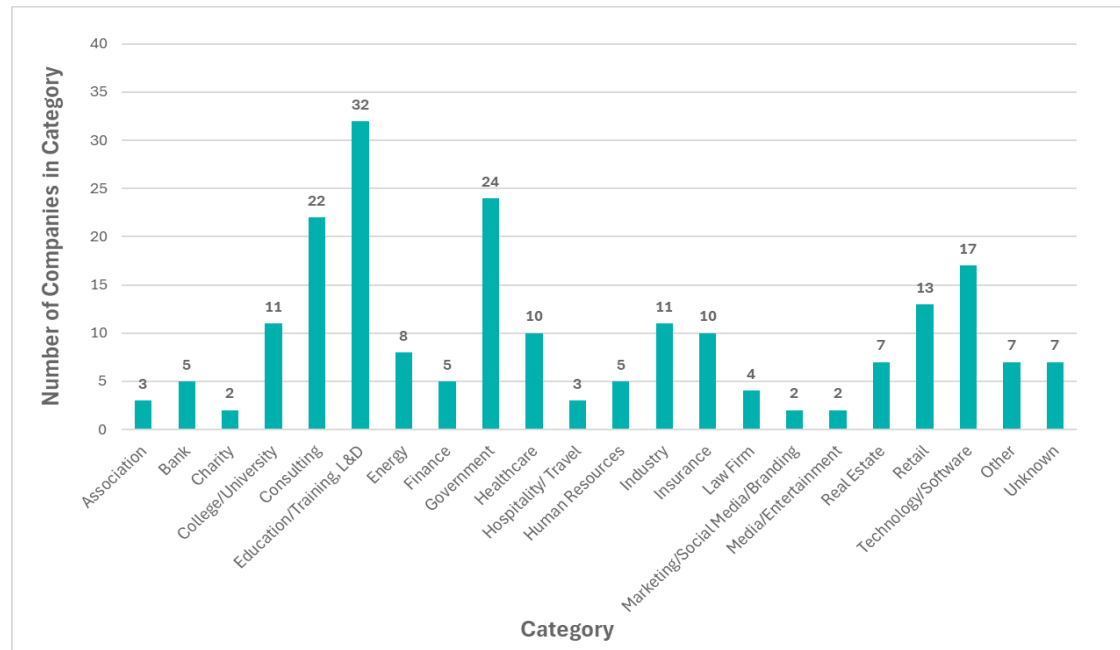


Typical Delegate profile:

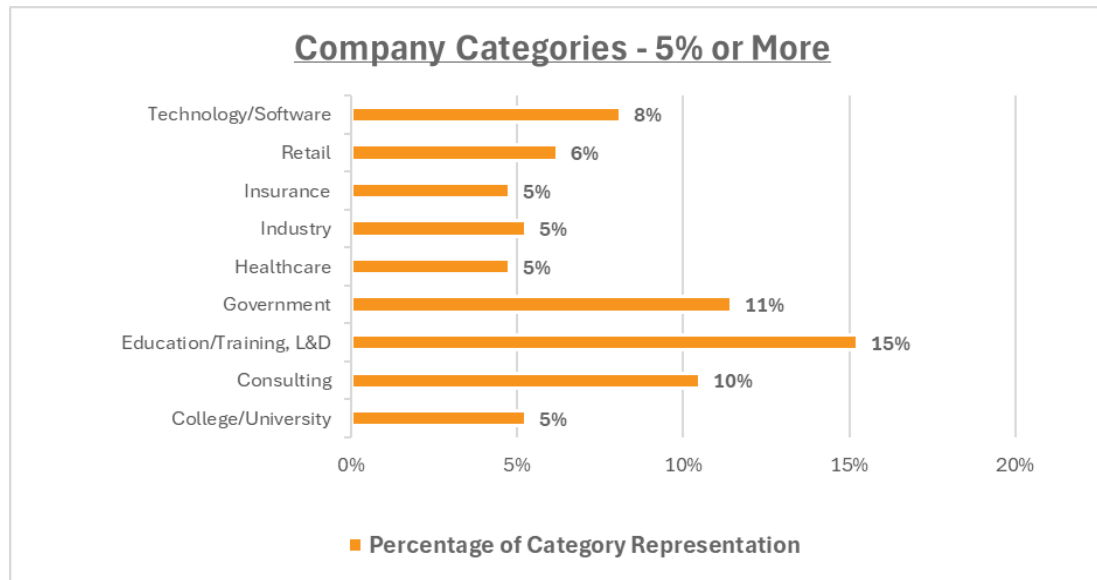
When you partner with I4PL at Conference, you're assured of connecting with key people in the industry in Canada, including decision-makers and consumers of software, content and programming. Conference delegates represent a range of industries & sectors, areas of expertise and levels of seniority:

- 40% have 10 years or less L&D experience, 60% have 10+ years in the field
- 45% are first-time I4PL conference attendees, 55% are returning so we continue adding new faces to the audience mix
- 49% of delegates were at the management level and higher up to C-suite
- Sub-specializations in all areas of Performance & Learning are represented including:
 - HR & Talent Development
 - Instructors
 - Instructional Designers
 - Performance Consultants
 - L&D Specialists
 - Corporate Trainers
 - eLearning Developers
 - Facilitators

Categories of Companies Represented



Highest Categories Past Attendance



I4P L 2 25

THE WESTIN HARBOUR CASTLE NOV 5-6

Quantum Horizons 2025: Expanding Perspectives, Realizing Potential

Step into Quantum Horizons 2025, where the evolving landscape of Performance and Learning converges with new possibilities. This year's theme, "Expanding Perspectives, Realizing Potential," draws inspiration from the transformative nature of quantum thinking—embracing complexity, adaptability, and interconnectedness.

Join leading industry voices as we explore the dynamic interplay of forces shaping the future of our field of practice. Through thought-provoking keynotes, insightful sessions, and dynamic discussions, we will examine challenges, opportunities, and innovative practices that drive continuous learning and performance.

Whether you are a seasoned or emerging professional, Quantum Horizons 2025 offers a space to connect, reflect, and evolve. We will explore new perspectives, adapt our practice, and harness hidden potential to evolve how we elevate the performance of the Canadian workforce together.

Explore. Adapt. Evolve. The journey starts here.

CONFERENCE SPONSORSHIP LEVELS

Choose from our exclusive sponsorship packages below!

Package	Cost	# Available
Platinum	\$25,000	1
Gold	\$20,000	1
Silver	\$17,000	1
Bronze	\$12,000	1
Networking Reception	\$10,000	1
Plenary Table Sponsor	\$8,500	1
Social Media and Wi-Fi Sponsor	\$7,000	1
Exhibitor Booth	\$4,000	35

**See page 8 for sponsor package inclusions*

Conference “A La Carte” Sponsorship

A la Carte Sponsorship *If not already included in your sponsorship level	Cost
Phone Charging Station	\$4,500
Conference Tote Sponsor	\$4,000
Branded Lanyard	\$2,500
Breakfast Sponsor - per day	\$500
Lunch Sponsor - per day	\$500
Coffee Break sponsor - per day (2 coffee breaks each day included)	\$1,000
Attendee bag insert	\$300
Pre-event & during event push notifications (limit 2)	\$250

CONVENTION AND TRADESHOW SPONSORSHIP LEVELS



	Platinum	Gold	Silver	Bronze
	\$25,000	\$20,000	\$17,000	\$12,000
Exhibitor Booth	✓	✓	✓	✓
E-blasts which include the company's logo and Social Media posts	✓	✓	✓	✓
Branded promo throughout event cycle (Website, emails)	✓	✓	✓	✓
Branded event signage	✓	✓	✓	✓
Insert for Conference Tote <i>(provided by sponsor)</i>	✓	✓	✓	✓
Includes lead distribution <i>(name, company, email)</i>	✓	✓	✓	✓
Opportunity to present as part of a concurrent session at conference	✓	✓	✓	–
Two (2) emails announcing sponsorship <i>(company content provided by you)</i>	✓	–	–	–
One (1) email announcing sponsorship <i>(company content provided by you)</i>	–	✓		
Event App Recognition	✓	✓	–	–
Registration Recognition	✓	–	–	–
5min Address at welcome on Day 1	✓	–	–	–
Company logo included on delegate name badges	✓	–	–	–
Conference Grand Finale	–	✓	–	–
Complimentary registrations	6	5	4	3

PLATINUM SPONSOR - \$25,000

BENEFITS INCLUDE:

- ✓ Exhibitor Booth
- ✓ **Three (3)** e-blasts which include the company's logo and **Three (3)** Social Media posts
 - ✓ Branded promo throughout event cycle (Website, emails)
 - ✓ Branded event signage (*website, event app, conference*)
 - ✓ Insert for Conference Tote (provided by sponsor)
 - ✓ Includes lead distribution (name, company, email)
 - ✓ Opportunity to **present as part of a concurrent session** at conference
- ✓ Event App Recognition – *Company branding on the app with rotating banner*

UNIQUE BENEFITS INCLUDE:

- ✓ 5min Address at welcome on Day 1
- ✓ Company logo included on delegate name badges
- ✓ Registration Recognition - *All registration confirmation emails with logo identifying sponsorship*
- ✓ **Six (6) complimentary sponsor passes**, which includes exhibit staffing with access to sessions. Additional sponsor passes available at reduced daily pricing of \$499 pp for booth coverage.
 - ✓ **Two (2)** emails announcing sponsorship (company content provided by you)
 - ✓ **Two (2) complimentary push notifications** on mobile app



GOLD SPONSOR - \$20,000

BENEFITS INCLUDE:

- ✓ Exhibitor Booth
- ✓ **Two (2)** e-blasts which include the company's logo and **Two (2)** Social Media posts
 - ✓ Branded promo throughout event cycle (Website, emails)
 - ✓ Branded event signage (*website, event app, conference*)
 - ✓ Insert for Conference Tote (provided by sponsor)
 - ✓ Includes lead distribution (name, company, email)
- ✓ Opportunity to **present as part of a concurrent session** at conference
- ✓ Event App Recognition – *Company branding on the app with rotating banner*

UNIQUE BENEFITS INCLUDE:

- ✓ Conference Grande Finale - *introduce our Keynote speaker, On-screen visuals for closing of conference*
- ✓ **Five (5) complimentary sponsor passes**, which includes exhibit staffing with access to sessions. Additional sponsor passes available at reduced daily pricing of \$499 pp for booth coverage.
 - ✓ **One (1)** email announcing sponsorship (company content provided by you)
 - ✓ **Two (2) complimentary push notifications** on mobile app

SILVER SPONSOR - \$17,000

BENEFITS INCLUDE:

- ✓ Exhibitor Booth
- ✓ **One (1)** e-blast which include the company's logo and **One (1)** Social Media post
 - ✓ Branded promo throughout event cycle (Website, emails)
 - ✓ Branded event signage (*website, event app, conference*)
 - ✓ Insert for Conference Tote (provided by sponsor)
 - ✓ Includes lead distribution (name, company, email)
- ✓ Opportunity to **present as part of a concurrent session** at conference

UNIQUE BENEFITS INCLUDE:

- ✓ **Four (4) complimentary sponsor passes**, which includes exhibit staffing with access to sessions. Additional sponsor passes available at reduced daily pricing of \$499 pp for booth coverage.
 - ✓ **Two (2) complimentary push notifications** on mobile app

BRONZE SPONSOR - \$12,000

BENEFITS INCLUDE:

- ✓ Exhibitor Booth
- ✓ **One (1)** e-blast which include the company's logo and **One (1)** Social Media post
 - ✓ Branded promo throughout event cycle (Website, emails)
 - ✓ Branded event signage (*website, event app, conference*)
 - ✓ Insert for Conference Tote (provided by sponsor)
 - ✓ Includes lead distribution (name, company, email)

UNIQUE BENEFITS INCLUDE:

- ✓ **Three (3) complimentary sponsor passes**, which includes exhibit staffing with access to sessions. Additional sponsor passes available at reduced daily pricing of \$499 pp for booth coverage.
 - ✓ **One (1) complimentary push notifications** on mobile app



NETWORKING RECEPTION - \$10,000

BENEFITS INCLUDE:

- ✓ Exhibitor Booth
- ✓ **One (1)** e-blast which include the company's logo and **One (1)** Social Media post
 - ✓ Branded promo throughout event cycle (Website, emails)
 - ✓ Branded event signage (*website, event app, conference*)
 - ✓ **Exclusive** signage during reception
 - ✓ Includes lead distribution (name, company, email)

UNIQUE BENEFITS INCLUDE:

- ✓ **Two (2) complimentary sponsor passes**, which includes exhibit staffing with access to sessions. Additional sponsor passes available at reduced daily pricing of \$499 pp for booth coverage.
 - ✓ **One (1) complimentary push notifications** on mobile app



PLENARY TABLE SPONSOR - \$8,500

BENEFITS INCLUDE:

- ✓ Exhibitor Booth
- ✓ Branded promo throughout event cycle (Website, emails)
- ✓ Branded event signage (*website, event app, conference*)
- ✓ Logo on signage at each table in plenary *with content provided by you for table sign*
 - ✓ Includes lead distribution (name, company, email)

UNIQUE BENEFITS INCLUDE:

- ✓ **Two (2) complimentary sponsor passes**, which includes exhibit staffing with access to sessions. Additional sponsor passes available at reduced daily pricing of \$499 pp for booth coverage.



SOCIAL MEDIA AND WI-FI SPONSOR - \$7,000

BENEFITS INCLUDE:

- ✓ Exhibitor Booth
- ✓ Branded promo throughout event cycle (Website, emails)
- ✓ Branded event signage (*website, event app, conference*)
- ✓ **Naming of the WiFi password** providing high visibility for your brand
 - ✓ **Exclusive** signage at conference
 - ✓ Includes lead distribution (name, company, email)

UNIQUE BENEFITS INCLUDE:

- ✓ **Two (2) complimentary sponsor pass**, which includes exhibit staffing with access to sessions. Additional sponsor passes available at reduced daily pricing of \$499 pp for booth coverage.
 - ✓ **One (1) Social Media post**
 - ✓ **One (1) complimentary push notification** on mobile app



EXHIBITOR BOOTH - \$4,000

BENEFITS INCLUDE:

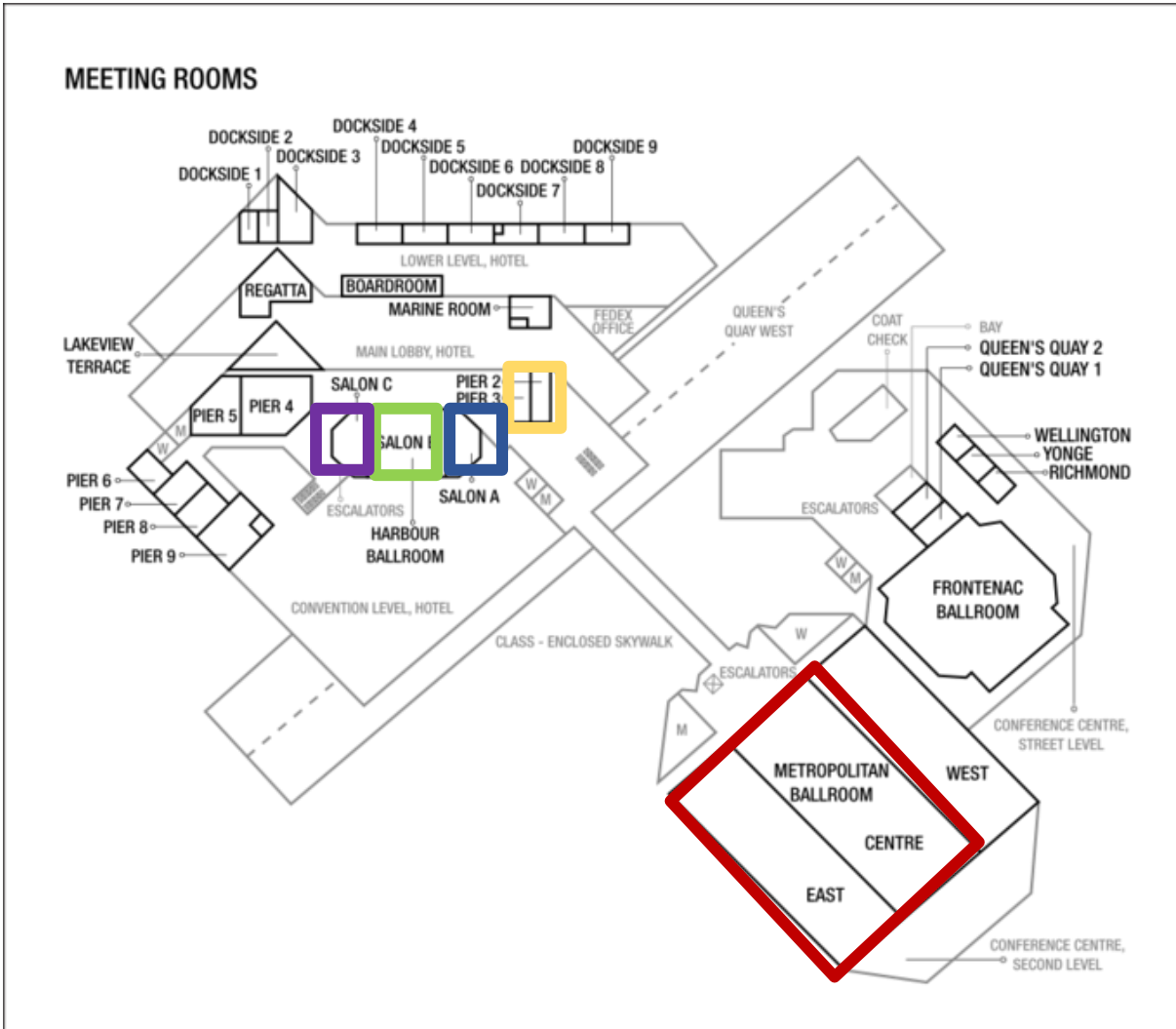
- ✓ **Two (2) complimentary sponsor passes**, which includes exhibit staffing with access to sessions. *Additional sponsor passes available at reduced daily pricing of \$499 pp for booth coverage (max of 2)*
- ✓ Table (6' ft x 30" in) with skirting and 2 chairs in a 10x10' space
- ✓ Black pipe & draping for the exhibitor booth
- ✓ One (1) electrical outlet
- ✓ Branded event signage (*website, event app, conference*)

Optional Upgrade to include Lead Distribution \$200



THE INSTITUTE
FOR PERFORMANCE
AND LEARNING

FLOOR PLAN



Plenary Room:

- Metropolitan Ballroom

Exhibitors:

- Metropolitan Ballroom

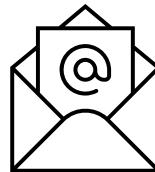
Concurrent Sessions:

- Harbour A
- Harbour B
- Harbour C
- Pier 2 & 3

**For questions, requests to sponsor,
and custom opportunities,
please contact:**

Rudi Genovese

executivedirector@performanceandlearning.ca



THE INSTITUTE
FOR PERFORMANCE
AND LEARNING