

RDC24

Rethinking Disability Conference

COLLABORATE | CREATE | ELEVATE

NOVEMBER
4-6

**Sheraton Parkway
Toronto North**

9005 Leslie Street, North York, Ontario

MARKETING & SPONSORSHIP OPPORTUNITIES



The Ontario Disability Employment Network is a professional body of service agencies, working together to increase employment opportunities for people who have a disability.

**130+ Member
Agencies**
Ontario wide

The 2024 ODEN Rethinking Disability Conference is designed for employment service agencies and businesses from across Ontario, to enhance their professional development, increase capacity, and learn new skills to apply to their services and inclusive hiring processes.

As a sponsor your business will:

- ✓ **Position your company** as a thought-leader, action-taker and trailblazer to attract top talent to your organization.
- ✓ **Promote your products and services** to the disability market, which touches 53% of consumers and represents a huge opportunity for business.
- ✓ **Build relationships** with over 200 conference delegates from Ontario by providing a venue for private and public stakeholders to learn, network, and grow their employment practice and diversity goals.
- ✓ **Showcase your company's profile** by supporting an Ontario-wide network of service agencies to best deliver employment opportunities for people who have a disability.



It's a well thought out, organized event. Topics are relevant and have variety. Great opportunity to connect with other service providers, and learn from each other too.

Title Sponsor – \$15,000

- Company logo featured on conference materials including website(s) and program
- Provide promotional materials in attendee packages
- Opportunity to distribute promotional materials or short videos, at other times as approved by ODEN
- Signage opportunities through the conference (i.e. screens in breakout and plenary rooms)
- Introduce the keynote speaker in the morning with highlights
- Premium exhibitor space for all conference days
- Opportunity to host an information session during non-session times (i.e. 4:30-5 pm)
- 2 complimentary registrations, with the option to buy 3 more and get one free
- Full-page colour advertisement in print program
- Social media spotlight leading up to conference

Accessibility Sponsor – \$5,000/day or \$12,500/3 days

- Company logo featured on conference materials, including website(s) and program
- Provide promotional material in attendee packages
- Includes wifi sponsorship for all delegates
- Signage opportunities through the conference (i.e. screens in breakout and plenary rooms)
- Exhibitor space for all conference days
- Half-page colour advertisement in print program
- Buy 3 registrations and get 1 free
- Social media spotlight leading up to conference

Gala Dinner Sponsor – \$5,000

- Company logo featured on conference materials, including website(s) and program
- Promotional material on tables (based on approval by ODEN)
- Signage opportunity during Gala dinner (i.e. screens)
- Opportunity to speak at Gala dinner
- 1 day exhibitor booth on day of Gala dinner (Nov 14)
- Buy 3 registrations and get 1 free
- Quarter-page colour advertisement in print program
- Social media mentions leading up to conference

SOLD



Exhibitor Alley Sponsor – \$3,500

- Company logo on conference materials, including website(s) and program
- Two – 24 x 26 signs in Exhibitor Alley area with logo prominently placed
- Half Page colour advertisement in print program

Innovation Alley Sponsor – \$2,500

- Company logo on conference materials, including website(s) and program
- One – 24 x 26 signs in Innovation Alley area with logo prominently placed
- Quarter Page colour advertisement in print program

Breakfast Sponsor – \$2,500

- Company logo on conference materials, including website(s) and program
- Four – 10x10 signage on breakfast buffet tables during breakfast times
- Quarter Page colour advertisement in print program

Lunch Sponsor – \$2,500

- Company logo on conference materials, including website(s) and program
- Four – 10x10 signage on lunch buffet tables during lunch times
- Quarter Page colour advertisement in print program

Break Sponsor – \$2,500

- Company logo on conference materials, including website(s) and program
- Four – 10x10 signage on break tables during break times
- Quarter Page colour advertisement in print program

Keynote Sponsor – \$1,500

- Company logo on conference materials, including website(s) and program
- Introduction of keynote speaker and session screens prior to the introduction
- Business Card size colour advertisement in print program



ODEN offers several sponsorship and advertising opportunities and can customize opportunities for your business.

SPONSORSHIP BENEFITS	Platinum \$10,000	Gold \$7,500	Silver \$2,500	Session \$1,000
Logo on conference materials (website, conference program)	✓	✓	✓	Website only
Promotional materials in Attendee Packages	✓	✓		
Promotional materials distribution throughout conference	✓			
Signage opportunities (session rooms, plenary room)	S, P	S		S
Information Session about Business	✓			
Opportunity to bring Greetings	Plenary Room	Breakout Sessions	Lunch	Session
Advertising in RDC Program	Full-Page (colour)	Half-Page (colour)	Quarter-Page (colour)	Business Card (colour)
Social Media	Spotlight	Mentions	Lunch only	Mentions
Buy 3 Registrations and get 1 free	✓	✓	✓	✓
Exhibitor Booth	✓	✓		



It was a great experience to network with other professionals, see what other organizations are doing in this space and hearing energetic and passionate speakers.

ADVERTISING SPECS

All submitted ads need to be saved as 300 dpi, 4-colour process (CMYK) and do not need to include bleed.



Full Page: \$900
W: 7.5" x H: 10.5"



Half Page: \$500
W: 7.5" x H: 4.875"



Quarter Page: \$250
W: 3.625" x H: 4.875"



Business Card: \$150
W: 3.625" x H: 2.3125"



EXHIBITOR SPACE

10 foot space in atrium area. Includes one 6 foot table and two chairs, and one registration.

Full Conference \$1,500

Daily \$600



The conference speakers provided great information and resources that I will be able to utilize in my job.



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