

RDC 22

Rethinking Disability Conference

THE FUTURE OF WORK

NOVEMBER
14-16

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.



The 2022 ODEN Rethinking Disability Conference “The Future of Work” 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.

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) to promote your business
- 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 Sponsorship – \$12,500

- 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. 15, 2022)
- Buy 3 registrations and get 1 free
- Quarter-page colour advertisement in print program
- Social media mentions leading up to conference



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
Logo on conference materials (website, conference program)	✓	✓	✓
Promotional materials in Attendee Packages	✓	✓	
Promotional materials distribution throughout conference	✓		
Signage opportunities (session rooms, plenary room)	S, P	S	
Information Session about Business	✓		
Opportunity to bring Greetings	Plenary Room	Breakout Sessions	Lunch
Advertising in RDC Program	Full-Page Colour	Half-Page Colour	Quarter-Page Colour
Social Media	Spotlight	Mentions	Lunch only
Buy 3 Registrations and get 1 free	✓	✓	✓
Exhibitor Booth	✓	✓	



Wonderful Conference, many great resources were brought back to our team. This conference was well organized. Well done ODEN, keep up your hard work!

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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"



I am very glad I got the opportunity to attend the ODEN RDC conference. The content was amazing and networking with others doing similar jobs was so beneficial.



All excellent sessions. Choosing a favorite was difficult. The Plenary Speaker line-up was fantastic!



I appreciated the diversity of speakers and their professional insight to the topics they covered.

EXHIBITOR SPACE

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

Full Conference \$1,250

Daily \$500



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