



NATIONAL  
**APPRENTICESHIP**  
CONFERENCE

CONFÉRENCE  
NATIONALE  
**D'APPRENTISSAGE**



# Partnership Opportunities

Calgary, AB  
May 24-26, 2020



The Canadian Apprenticeship Forum is a national, not-for-profit organization working with stakeholders in all regions of Canada. We influence pan-Canadian apprenticeship strategies through research, discussion and collaboration—sharing insights across trades, across sectors and across the country—to promote apprenticeship as an effective model for training and education. Our Board of Directors is comprised of representatives of business, labour, the jurisdictional apprenticeship authorities, education and equity-seeking groups. Through our work, CAF-FCA has shed light on a number of key issues affecting apprenticeship, such as the perceived barriers to accessing and completing apprenticeship and the business case for apprenticeship training.

For more information, visit the CAF-FCA website at [caf-fca.org](http://caf-fca.org).

## **About the 2020 National Apprenticeship Conference**

The 2020 conference will highlight initiatives, programs and strategies that help attract and retain top talent. This requires an understanding of how to breakdown the stigma associated with skilled trades careers and engage youth, under-represented groups, parents and educators to actively promote apprenticeship as a first-choice career path. It must also include programs and tools that assess essential skills, social and emotional competencies and employability as well as flexible and innovative learning options.

Strategies to engage employers and industry play a crucial role in ensuring high quality training opportunities are available and are central to any skilled trades attraction and retention strategy. Members from across the apprenticeship community will share their ideas, research and innovative approaches that stand to contribute to our ongoing conversation about apprenticeship as the best way to develop a highly skilled trades workforce.



**Join us at the Telus Calgary Convention Centre from May 24 - 26 for the 2020 National Apprenticeship Conference. The event promises exclusive access to and networking opportunities with key decision-makers in Canada's apprenticeship community.**

## Show your support

Partners are highly visible throughout the conference! Become a conference partner to:

- Attract new members / partners / clients
- Create pan-Canadian awareness of your organization
- Promote your project / program
- Reach key stakeholders within the apprenticeship community
- Secure your place and visibility at a national gathering of apprenticeship stakeholders
- Be recognized as a key supporter of the Canadian apprenticeship training systems
- Demonstrate your organization's commitment to apprenticeship training

## Attendee Profile

The conference attracts variety of stakeholders from the apprenticeship community, in Canada and internationally. Representatives from education, labour, business, federal and provincial/territorial governments, equity-seeking groups and other organizations attend this unique biennial apprenticeship event.

## Partnership Levels and Benefits

Partners at the National Apprenticeship Conference will receive recognition for their support of and contribution to Canadian apprenticeship systems. Partners will have numerous unique opportunities, both prior to and during the conference, to feature their organization, reach key decision-makers and expand their networks. Each partnership opportunity includes an excellent range of benefits, with increasing visibility at higher levels.

**To secure a partnership or discuss a custom sponsorship, contact Shawn:**  
[shawn@caf-fca.org](mailto:shawn@caf-fca.org)

# Exclusive Partnerships

## **\$25,000 Title Partner (1 available)**

- Exclusive recognition as Title Partner
  - Opportunity to open conference and welcome delegates
  - Four conference registrations (Value \$3200)
  - Allocation of a double booth space in a prime location (Value \$3,000)
  - Recognition as Theme Partner throughout conference venue
  - 1-page colour ad in the conference program
  - Profile in CAF-FCA's e-newsletter
  - Logo with hotlink on CAF-FCA website and social media channels
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## **\$20,000 Prestige Partner (1 available to a Champion member)**

- Exclusive acknowledgement as Prestige Partner
  - Recognition as host of the opening reception on Sunday evening
  - Four conference registrations (Value \$3200)
  - Recognition as Prestige Partner throughout conference venue
  - 1-page colour ad in the conference program
  - Profile in CAF-FCA's e-newsletter
  - Logo with hotlink on CAF-FCA website and social media channels
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## **\$15,000 Keynote Partner (1 available)**

- Opportunity to introduce keynote speaker (max 5 mins)
- Two conference registrations (value \$1,600)
- Recognition as Keynote Partner throughout conference venue
- Opportunity to provide one piece of promotional material at session
- Half-page ad in the conference program
- Profile in CAF-FCA's e-newsletter
- Logo with hotlink on CAF-FCA website and social media channels

# Exclusive Partnerships

## **\$15,000 Breakfast Partner (1 available)**

Two conference registrations (value of \$800)  
Opportunity to address delegates at Tuesday breakfast  
Customized onsite recognition on tables at breakfast  
Recognition as conference partner throughout venue  
Half-page colour ad in the conference program  
Profile in CAF-FCA's e-newsletter  
Logo with hotlink on CAF-FCA website and social media channels

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## **\$8,000 Social Media Partner (1 available)**

One conference registration (value of \$800)  
Customized onsite recognition on live social media wall  
Recognition as conference partner throughout venue  
Quarter-page colour ad in the conference program  
Profile in CAF-FCA's e-newsletter  
Logo with hotlink on CAF-FCA website and social media channels

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## **\$5,000 Nutrition Break Partner (3 available)**

One conference registration (value of \$800)  
Quarter-page ad in the conference program  
Customized onsite recognition during a nutrition break  
Logo recognition on CAF-FCA conference website, with a link to your website  
Recognition as conference partner throughout venue  
Profile in CAF-FCA's e-newsletter  
Logo with hotlink on CAF-FCA website and social media channels

# Featured Partnerships

## **\$15,000** **Platinum Partner (2 available)**

Three (3) full conference registrations (value of \$2,400)  
One complimentary exhibit booth space (value of \$1,500)  
1-page ad in the conference program  
Profile in CAF-FCA's e-newsletter  
Logo with hotlink on CAF-FCA website and social media channels

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## **\$10,000** **Gold Partner (3 available)**

Two full conference registrations (value of \$1,600)  
One complimentary trade show booth space (value of \$1,500)  
Half-page ad in the conference program  
Recognition as Gold Partner throughout venue  
Profile in CAF-FCA's e-newsletter  
Logo with hotlink on CAF-FCA website and social media channels

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## **\$6,000** **Silver Partner**

One full conference registration (value of \$800)  
Quarter-page ad in the conference program  
Recognition as Silver Partner throughout venue  
Profile in CAF-FCA's e-newsletter  
Logo with hotlink on CAF-FCA website and social media channels

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## **\$3,000** **Bronze Partner**

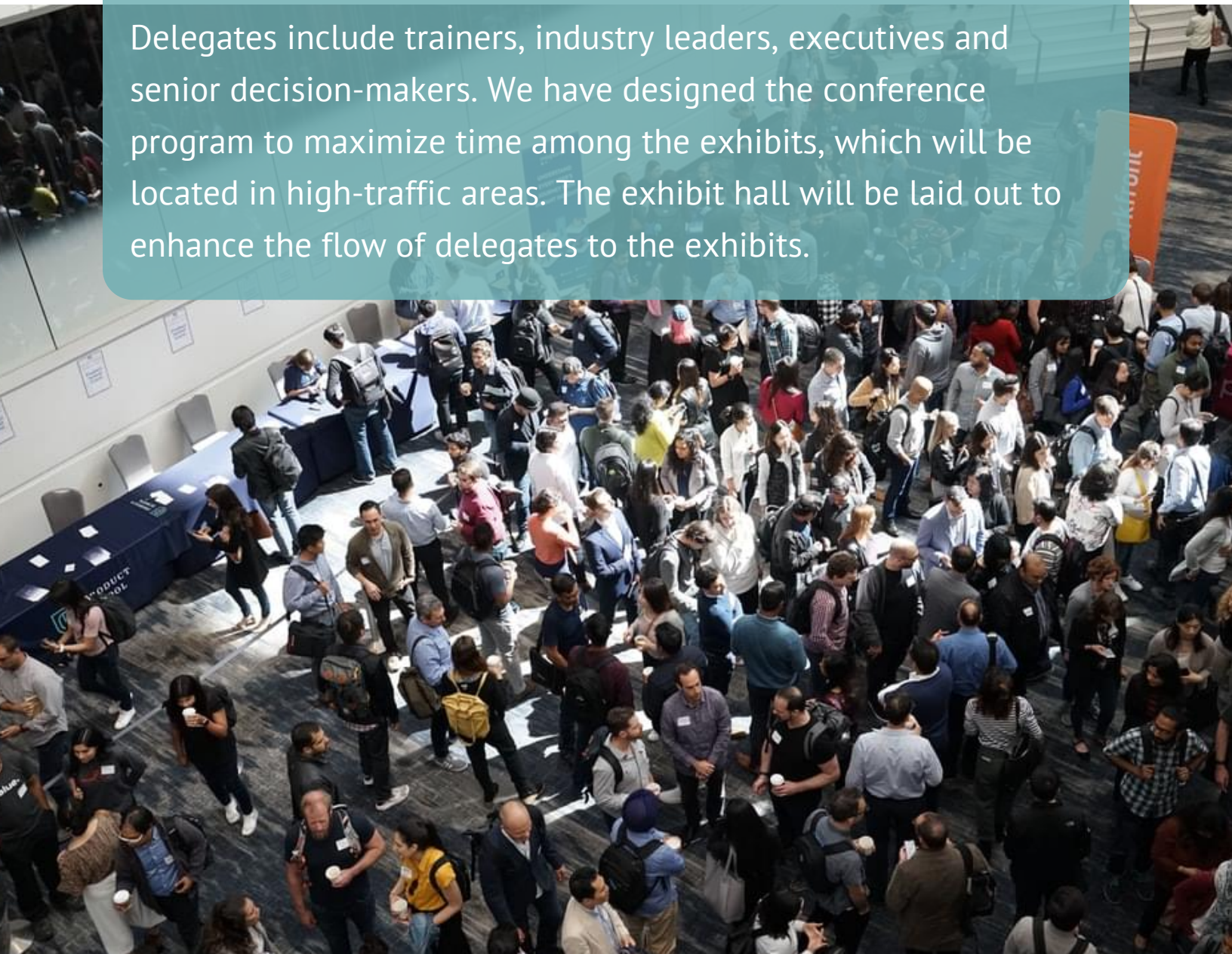
Quarter-page ad in the conference program  
Recognition as Bronze Partner throughout venue  
Profile in CAF-FCA's e-newsletter  
Logo with hotlink on CAF-FCA website and social media channels

# Exhibit Showcase

Calgary Telus Convention Centre  
120 9 Ave SE, Calgary, AB T2G 0P3

With more than 500 delegates representing the apprenticeship community across Canada, CAF-FCA's National Apprenticeship Conference is a great place to showcase your resources, tools and services. Year after year, delegates rank the exhibit floor as one of the most important reasons they attend the national conference – giving them an opportunity to connect with the great work being done across the country.

Delegates include trainers, industry leaders, executives and senior decision-makers. We have designed the conference program to maximize time among the exhibits, which will be located in high-traffic areas. The exhibit hall will be laid out to enhance the flow of delegates to the exhibits.





# Exhibit Opportunities

## Premium Exhibitor - \$2,500

- Booth space (8' deep x 10' wide), including back & side drape, 1 draped and skirted table, 2 chairs and general site security
  - One full conference registration (value of \$800)
  - Two exhibitor passes for the duration of the conference
  - All meals for exhibit staff, including opening Sunday banquet
  - Logo recognition on CAF-FCA conference website, with a link to your website
  - Quarter-page ad in conference program
  - Delegate list one week in advance of event
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## Exhibitor - \$1,500

- Booth space (8' deep x 10' wide), including back & side drape, 1 draped and skirted table, 2 chairs and general site security
- Two exhibitor passes for the duration of the conference (excludes attendance at sessions)
- Buffet meals for two exhibit staff on Monday & Tuesday
- Logo recognition on CAF-FCA conference website, with a link to your website
- Acknowledgement in conference program
- Printed copy of final participant list provided onsite

## Exhibit Details

### Exhibition Hours:

**Sunday**, May 24, 13:00 – 18:30

**Monday**, May 25, 08:00 – 17:00

**Tuesday**, May 26, 08:30 – 15:00

### Exhibition Logistics:

**Set-up:** Sunday, May 24, 09:00 - 12:00

**Tear-down:** Tuesday, May 26 at 15:00

Space is limited, book yours early! Contact Cecilia: [cecilia@caf-fca.org](mailto:cecilia@caf-fca.org)