

LEVERAGING GLOBAL SKILLS TO CREATE A MORE COMPETITIVE CANADA



Metro Toronto Convention Centre

March 22\23 2018

255 Front Street West, Toronto • North Building

**SPONSOR/EXHIBITOR
OPPORTUNITIES PACKAGE**

LEVERAGING GLOBAL SKILLS TO
CREATE A MORE COMPETITIVE CANADA

Presented by  **PCPI**
WORKING TOGETHER FOR PROGRESS
www.pci.ca

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IEP Conference at a glance...

DATE: March 22–23, 2018

EXPECTED PARTICIPANTS:

1000 IEPs
 70 Employers as panellists
 60 HR Recruiters/Exhibitors

CONFERENCE VENUE:

Metro Toronto Convention Centre
 255 Front St. West • Toronto, Ontario

CONFERENCE ORGANIZER:

Silma Roddau, PRESIDENT PCPI & CONFERENCE CHAIR
 PCPI (Progress Career Planning Institute)
 1200 Markham Road, Suite 400
 Toronto, Ont. M1H 3C3
 416-439-8448

CONFERENCE SPONSORSHIP/HIRING EXPO INQUIRIES

Michael Marville, BUSINESS DEVELOPMENT MANAGER
 416-439-8448 ext. 233
 e: marville@careerplan.net

EXHIBITING AND/OR ADVERTISING

exhibitors@iep.ca
 416-439-8448 ext. 233

About the IEP Conference and new Hiring Expo

PCPI is a not-for-profit business-focused organization whose mission is to offer career development service for people to realize their full potential. The *IEP Conference* is PCPI's distinctive contribution to assisting Internationally Educated Professionals achieve success in the Canadian career journey. PCPI, founder of the Conference has been delivering the event since its inception in 2003. The conference's popularity and prominence in the Toronto Region grew over the next decade and currently more 1,000 IEP delegates benefit from its offering.

This annual event is guided by key principles including: valuing IEPs' experience, showcasing them as leaders, as well as providing them with opportunities to network and gain access to information. IEPs also have an opportunity to engage with and hear from a broad range of industry experts including representatives from licensing bodies, professional associations as well as from other successful IEPs and knowledgeable subject area moderators. Throughout the event, delegates are encouraged to ask questions, connect with professionals in their field of work and to be persistent in seeking out opportunities to accelerate and realize their career dream in Canada.

Now in its 15th year, the Conference has expanded into a 2-day event as the **IEP Conference & Hiring Expo**.

The **Conference** portion will bring together employers, government representatives, regulatory/accreditation bodies, educational institutions, professional associations, business professionals and IEPs in a single forum to network and discuss strategies on how best to assist IEPs successfully integrate into the workforce. The new **Hiring Expo** will take place on the second day and will offer employers from the five major sectors (Engineering, Healthcare, IT, Finance & Accounting and Sales, Marketing & Communications) the opportunity to meet with a large pool of qualified candidates who bring diversity and global experience. For attendees the opportunity is to meet with hiring managers, recruiters and accreditation bodies on a one-on-one basis.

Thousands of previous attendees herald this event as "not to be missed." It offers an innovative, highly focused and productive platform for converting IEPs' dreams into practical action plans that will address the skills shortage, boost productivity in the workplace and ultimately increase the economic competitiveness the Greater Toronto Region.

To learn more about this exclusive 2-day event and the available opportunities for your organization/company to get involved, please visit www.iep.ca

Conference highlights include:

KEYNOTE SPEAKER

An accomplished Canadian professional, often an entrepreneur and/or an IEP, tells his/her career story sharing the steps taken to achieve success, the challenges faced in pursuing their dream and their unique contribution to Canada's economy.

SPOTLIGHT ON FIVE MAJOR SECTORS

Engineering; Finance & Accounting; Information Technology (IT); Healthcare & Related Professions; Sales, Marketing & Communications

SECTOR HUB SESSIONS

Panellists from regulatory and accreditation bodies, professional association, educational institutions and sector industries share their tips on accessing the Toronto job market and on succeeding in the workplace.

SKILLS-BUILDING SESSION

Presentation on job search strategies and practical tips, linking IEPs with employers' needs delivered at the plenary session.

NEW! HIRING EXPOSITION (HIRING EXPO)

The conference's one-stop venue for: employment opportunities, face-to-face meetings with hiring managers, recruiters and access to accreditation bodies and bridging programs. Employers and recruiters to address their hiring needs from a large pool skilled and experienced candidates.

IEP RESOURCE DIRECTORY

An Employment Resource Guide—A unique, information-packed listing of networks and association; regulatory and accreditation bodies, mentoring programs for each of the five sectors highlighted at the Conference as well as other services ...an essential for every IEP's employment success in Canada. The directory is available in print and online (www.iep.ca)

Join us at the
IEP Conference & Hiring Expo — March 22 & 23, 2018
at the Metro Toronto Convention Centre

IEP Conference Sponsorships

Take advantage of these exceptional opportunities and their wide range of benefits



BENEFITS BEING A CONFERENCE EVENT SPONSOR

- **Position your company as an employer of choice** to a new segment of educated consumers who have a vested interest in your products and can influence others
- **Connect with skilled internationally educated professionals** whose global experience can increase your competitiveness in both global and local markets.
- **Highlight your company as a corporate leader in diversity hiring practices** and help address Canada's skills gap
- **Satisfy your HR needs** by drawing from a pool of over a 1,000 experienced and qualified IEPs
- **Reach thousands of IEPs through advertising,** promotional materials placed in delegates' tote bags, media/website exposure, speaking opportunities, and verbal recognition etc.
- **Gain speaking opportunities** and recognition
- **Expand your membership base** - engage potential new association members
- **Tap into a network** of companies and entrepreneurs who are actively benefitting from the skills and knowledge of IEPs in their workforce
- **Increase awareness of your professional development and certification programs** to a targeted audience
- **Showcase your educational programs** to help accelerate IEP's entry into the workforce and address skills gap.
- **Network with other dynamic leaders** providing services to IEPs and share information about your organization's key products and services
- **Brand your organization** as the preferred source of education, professional development programs or industry products

— See page 9 for Sponsorship Application —

Valued benefits of IEP Conference Sponsorship

Select the offer that suits your budget and receive the optimum return on your investment

SPONSORSHIP OFFERINGS	PLATINUM ¹	GOLD	SILVER	GIFT-IN-KIND
Sponsorship Amount	\$ 20,000	\$ 10,000	\$ 5,000	
Sponsorships Available	CHOOSE FROM 5 SECTORS	MULTIPLE	MULTIPLE	
BENEFITS				
Company Video on IEP website	●			
Seat an IEP on Successful IEP Panel	●			
Full Page Ad in IEP Conference Report	●			
Access to pre-screened professionals	●			
Designated signage at the event	●			
Mass email ads to sector specific IEPs	●	●*		
Promotional resources in Conference tote	●	●		
Representation on sector panel	●	●		
Logo printed on delegate badges	●	●	●	
Exhibitor booth space	●	●	●	
Verbal recognition at Plenary	●	●	●	●
Logo on Signage at event	●	●	●	
Logo on event day PowerPoint loop	●	●	●	
IEP Website link	●	●	●	
Logo on print promotions	●	●	●	
1 Full Page colour ad in IEP Directory	●			
1/2 Page colour ad in IEP Directory		●		
1/4 Page colour ad in IEP Directory			●	

¹ **Platinum Sponsors** —

By Sector; Five sectors available: Engineering • Finance & Accounting • Healthcare & Related Professions • Information Technology • Sales, Marketing & Communications

Gold Sponsors — Targetted email blast to over 1,000+ Conference 2018 registrants

PLATINUM Sponsorship Package

This sponsorship package has the widest range of impact—optimum return on your investment!

PLATINUM SPONSOR

5 sector-specific
 sponsorships
 available ♦

\$20,000

♦ **Five sectors are available:**

- Engineering
- Finance & Accounting
- Healthcare & Related Professions
- Information Technology
- Sales, Marketing & Communications

* Placement from time of commitment
 and receipt of logo

- Targetted email blast to 1000+ sector specific conference delegates to promote company's products
- Full page colour ad in *IEP Resource Directory* circulated to over 1,000 delegates on the day of the conference and to service providers across the GTA
- Great opportunity for a *Ted Talk* on IEP's website for Company's CEO/Senior leader to feature 3-minute video clip on any of the 4 pillars of the conference—inspire, engage, inform and connect and promote company's website/product
- Identify a successful IEP to sit on the "*Journey to Success*" Panel at the conference
- Access pre-screened qualified professionals available to fill your HR needs and enjoy the cost savings
- Verbal recognition as a PLATINUM/Sector Sponsor at the conference Plenary session with over 1,300 delegates and guests in attendance
- Designated PLATINUM sponsor signage with company's name and logo exclusively displayed in the sector hub sponsored which provides additional exposure to attendees
- Company name and logo on conference promotional literature/brochures leading up to the conference*
- Representation on the panel of the sponsored sector, to share industry insights, knowledge and hiring practices within the company and industry with IEPs
- An Exhibitor booth in a preferred location in the *NEW Hiring Expo* for HR recruiting and/or promoting company products and services to diverse and educated pool of IEPs.
- Company promotional resources/materials included in over 1,000 conference tote bags on the day of the event.
- Company name, logo and designation as PLATINUM/Sector Sponsor on the official IEP Conference website with link back to company

GOLD Sponsorship Package

This benefit-rich sponsorship package helps your organization get noticed!

GOLD
SPONSOR

Multiple Available

\$10,000

- Targetted email to 1000+ sector specific IEPs to promote company's products
- Designated GOLD sponsor signage with company's name and logo displayed in the plenary session and conference PowerPoint loop
- 1/2-page colour ad in *IEP Resource Directory* circulated to over 1,000 delegates at the conference and to community services across the GTA
- Verbal recognition as a GOLD sponsor at the conference plenary with exposure to over 1000 delegates and guests in attendance
- Company name & logo on some conference literature/brochures* on the day of the conference
- Promotional resources/materials in over 1,000 delegates' tote bags presented to IEP delegates on the day of the event.
- An Exhibitor booth in a prime location in the *NEW Hiring Expo* for HR recruiting and/or promoting company products and services to diverse and educated pool of IEPs
- Company name & logo with designation as GOLD sponsor on the official conference website with company link
- Representation on a sector hub panel of choice with opportunity to share insights, knowledge and best practice in hiring

* Applicable to printed literature after Sponsorship commitment

SILVER Sponsorship Package

This sponsorship package is an excellent entry-level option for exposure!

SILVER
SPONSOR

Multiple available

\$5,000

- Verbal recognition as a SILVER sponsor at the conference's Plenary with over 1,000 delegates and guests in attendance
- Logo on conference signage and PowerPoint loop
- 1/4-page colour ad in the *IEP Resource Directory* circulated to over 1,000 delegates and to community services across the GTA.
- Recognition as a SILVER sponsor on the official conference website
- An Exhibitor booth at the *NEW Hiring Expo* for HR recruiting and/or promoting company products and services to diverse and educated pool of IEPs

GIFT IN-KIND

- Verbal recognition as a Gift-in-kind sponsor — e.g., motivation/career development, books, course cost, professional development course in sector sessions

NEW!

HIRING EXPO - Exhibitor Opportunities

An all-day, multi-sector event with the opportunity for on-the-spot hiring from a vast pool of qualified candidates who bring diversity and global experience

POSITION YOUR COMPANY/ORGANIZATION AS AN EMPLOYER OF CHOICE

Proactive employee search and recruitment

- **Reduce the time spent on advertising and sorting through hundreds of resumés** of candidates who do not possess the required skills your company needs
- **Meet potential candidates face-to-face and get a first impression** rather than spend time on in-depth interviews with unsuitable candidates
- **Conduct mini interviews** to determine whether candidates have the required skills and experience.
- **Immediate pick of candidates.** Print ads and online job postings require lengthy closure times. A great way to reduce your response wait.
- **Satisfy your HR needs** by drawing from a pool of over a thousand experienced and qualified IEPs
- **Engage over 1,000 IEPs in networking** and share tips with them on workforce integration and the resources and products your organization has to support or benefit them

Targetted Exposure

- **Showcase and promote your organization's products, services and capabilities**

Access to a large pool of qualified candidates

- **Opportunity to recruit** employees who are educated in specific industry areas and have a global perspective
- **Field resumés and applications from prospective candidates** who are qualified for the positions your company needs to fill now or in the near future
- **Gain access to candidates from all over the world who can speak second language** and bring innovative ideas to help your company tap into and/or expand your market reach globally
- **Capitalize on diversity and global experience** by interfacing with qualified candidates

Subsidiary benefits

- **Network with representatives from multiple industries and associations** and gain leads for your business
- **Enhanced corporate reach through listings** on the IEP Conference website and in the IEP Conference Report garnering thousands of viewers
- **Access to ad placement in the IEP Directory—**
An Employment Resource Guide disseminated to community services across the GTA
- **Complementary lunch** for 2 attending representatives



— See page 10 for Hiring Expo Application —



AN EXCLUSIVE 2-DAY EVENT FOR
INTERNATIONALLY EDUCATED PROFESSIONALS

Leveraging global skills to create
a more competitive Canada

Sponsorship Application Form

Call Michael Marville at 416-439-8448 ext. 233 for your sponsorship opportunities.
Please complete this form and return along with your payment details.

MAIL

Attn: IEP Conference & Hiring Expo
Progress Career Planning Institute (PCPI)
1200 Markham Road, Suite 400,
Toronto, ON M1H 3C3

ONLINE

Download form at www.iep.ca

FAX

Attn: Chair 416.439.2808



Complete section below:

Company/Organization

Contact Name

Position

Address

Telephone

Fax

Postal Code

Email

Please select your choice of sponsorship package:

- Platinum (\$20,000) – Sector Hubs
- Gold (\$10,000)
- Silver (\$5,000)
- Gift-in-Kind

TOTAL COST

Payment Details: Cheque only

Amount of cheque enclosed:

Make payable to: Progress Career Planning Institute

Deadlines and Artwork Requirements

Sponsorship will be confirmed in writing. In order to secure logo placement in promotional activities payment must be received in advance.
Please note print deadline for the IEP Directory is FEBRUARY 23rd, 2018

Logo (full colour) should be submitted electronically to network@iep.ca
We accept the following logo formats: Illustrator (.eps file) or Photoshop jpeg (high resolution format—min. 150 dpi)

Exhibitor and sponsor booking deadline: **FEBRUARY 23rd, 2018**



AN EXCLUSIVE 2-DAY EVENT FOR
INTERNATIONALLY EDUCATED PROFESSIONALS

Leveraging global skills to create
a more competitive Canada

Hiring Expo/Exhibitor Application and IEP Resource Directory Ad Form

Please complete this form & return with cheque payable to
Progress Career Planning Institute (PCPI)

MAIL

15th IEP Conference & Hiring Expo
c/o PCPI
1200 Markham Road, Suite 400
Toronto, ON M1H 3C3

ONLINE

Download form at www.iep.ca

PHONE / FAX

T: 416-439-8448 ext. 233
F: 416-439-2808



Contact Name

Company/Organization

Position

Address

Telephone

Fax

Postal Code

Email

HIRING EXPO EXHIBITOR & RESOURCE DIRECTORY OPPORTUNITY

Hiring Expo Exhibitor (Booth)

Booth Rate includes an 1/8 pg ad in IEP Resource Directory

\$995 + HST

IEP Resource Directory Advertising

Please indicate which ad size you would like to upgrade to:

- Full Page \$400 + HST
 Half Page \$300 + HST
 Quarter Page \$200 + HST

TOTAL COST:	
PAYMENT DETAILS:	
Method of payment: <input type="radio"/> Visa <input type="radio"/> MasterCard <input type="radio"/> Cheque <input type="radio"/> AMEX	Amount enclosed:
Credit Card Number	NOTE—Payable to: PROGRESS CAREER PLANNING INSTITUTE
Expiry Date	
Signature	
Date	

Ad materials should be submitted electronically no later than the print deadline of **JANUARY 26th, 2018**

We accept the following ad formats: Adobe PDF (high resolution)

PCPI and or its Partners are not responsible for the loss or damage to any merchandise either exhibited or used at the conference. Exhibitors fully understand that this shall be a binding contract upon acceptance by the IEP Conference Partners. Exhibitors agree that they shall be responsible for the set-up of their own exhibit at the conference.

Authorized signature: _____ Date: _____

IEP Conference Overview

Connect with skilled and qualified Internationally Educated Professionals eager to address their employment needs and build your business!

The IEP Conference is a unique PCPI initiative for Internationally Educated Professionals (IEP) that brings together stakeholders in a forum to discuss, share experiences and strategies on how best to support IEPs in filling skills gap in the Greater Toronto Area (GTA) to ensure the city's economic competitiveness. Thousands of previous attendees herald this event as "not to be missed". This conference offers an innovative, highly focused and productive platform for converting IEPs' career dream into practical action plans that will address skills shortage, boost productivity in the workplace and ultimately increase the economic competitiveness for the region.

Canada's Employment 'Puzzle'

Many newcomers find it difficult to access Canada's job market in search of meaningful careers, despite having lived here for several years. Possessing the necessary skills is just the first 'piece of the puzzle'. Other pieces of the puzzle are (2) connecting with employers who are recruiting; (3) gaining Canadian work experience; and (4) adapting to Canadian business culture. These are all essential for securing a better job, and the IEP Conference is a forum for doing just that—putting the puzzle together thus offering unparalleled connections and opportunities that generate the desired results.

Crossing the Bridge - From Connections to Action

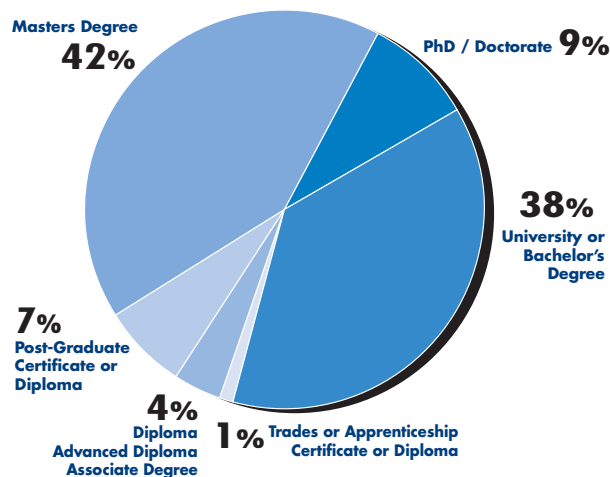
The 15th Annual *IEP Conference & Hiring Expo* will attract over 1,000 IEPs from over 123 countries, as well as industry representatives, government officials, regulatory/accreditation bodies, educational institutions and key associations. The ultimate goal is to connect the skills, enthusiasm and potential of this unique labour pool with stakeholders / hiring managers who are looking to hire and or who can share insights on what they look for in the hiring process. Further it is a great opportunity to network with other professional in the various industries IEPs are huge consumers and participation in the conference is a great way to tap into the various ethnic markets.

Leading the Way - Progress Career Planning Institute (PCPI)

PCPI is a not for profit, business-focussed organization whose mission is to offer career development services for people to realize their full potential. Since 2003, PCPI has been at the forefront of this extraordinary initiative for Canada's IEP's, with the support of strategic partnerships. To learn more about the organization please visit www.pcpi.ca.

88% of attending delegates said they are more motivated to take specific action steps in their career paths

HIGHEST LEVEL OF EDUCATION



83% of employers participating in the Conference noted they became more aware of the pool of qualified IEPs ready and able to work

76% of delegates reported a level of increased confidence in securing meaningful work as a result of attending the conference



WORKING TOGETHER FOR PROGRESS
www.pcpic.ca

*Proud Founder and Presenter of the IEP Conference,
Canada's Unique Forum & Hiring Expo for
Internationally Educated Professionals*



- Assessment & Testing
- Prescreening & Recruitment
- Training, Coaching & Leadership Development

Leading innovator in HR Consulting and Cultural Intelligence (CI)
Solutions for business and individuals.

Cost-effective, quality results; professionally designed, passionately delivered!

Employers:
Find out about Employer supported programs and more, at NO COST

Your path to **HR Optimization**

CONTACT US

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