



BRIDGES
TO INNOVATION

PASSERELLES
VERS L'INNOVATION

CESBA Conference | Conférence de CESBA

November 25-26 | 25 et 26 novembre

**SPONSORSHIP AND EXHIBITOR
2021 OPPORTUNITIES**



WHO IS CESBA

CESBA is a bilingual, provincial non-profit professional association that represents, advocates for and supports adult and continuing education program staff working in 59 school boards across Ontario. Adult and continuing education programs are wide ranging, and include **English and French as a second language, international and Indigenous language instruction, literacy, credit upgrading and specialized employment programs**, such as **PSW certificate**. We work to ensure that programs offered by school boards are accessible and supportive to help Ontario learners achieve their education, training and employment goals.



Our Members across the province strive to assist learners to obtain their high school diploma and go on to post-secondary education, as well as offer career pathway programs, employment preparation and skills development through credit and non-credit courses.

CESBA Members provide programs to over 300,000 adult learners in Ontario including close to 2,000 students who graduate from PSW training offered by 26 school boards.

We provide adult, alternative and continuing education program staff working in Ontario's school boards with the knowledge, skills and abilities they need to assist learners in achieving their education and employment goals. Working collaboratively, we support and build capacity for professionals working in the sector through:

- ✓ **Professional Development:** We provide valuable learning opportunities to assist adult and continuing education program staff in their work.
- ✓ **Resource Development and Knowledge Sharing:** We develop useful tools and resources to build capacity and foster the exchange of knowledge and expertise between Members and professionals.
- ✓ **Advocacy & Policy Work:** We spread awareness to help boost support and inform policy around adult and continuing education.
- ✓ **Networking:** We give CESBA Members the opportunity to meet, interact and exchange information with other professionals working in the adult and continuing education sector.

CONFERENCE THEME

For 22 years, the annual CESBA Conference has offered a wide range of professional networking and learning opportunities to inform and inspire exemplary practice in adult and continuing education (A&CE) across Ontario.

Our 2021 conference theme is **Bridges to Innovation**. Adult and continuing education has always been a bridge to better life opportunities. But as the global pandemic demanded a collective reimagining of how we work and live, educators had to adapt to reach adult learners in new ways. We used technology more than ever and we learned to work together differently. This caused some challenges that amplified social inequities, but it also created new opportunities to connect and grow. Now we are tasked to choose what we carry forward.



The CESBA Virtual 2021 Conference will explore how this new reality can build stronger bridges to opportunity for all learners by fostering innovation, resilience and inclusion.



To see a video of what our annual conference means to our Members, [click here](#).

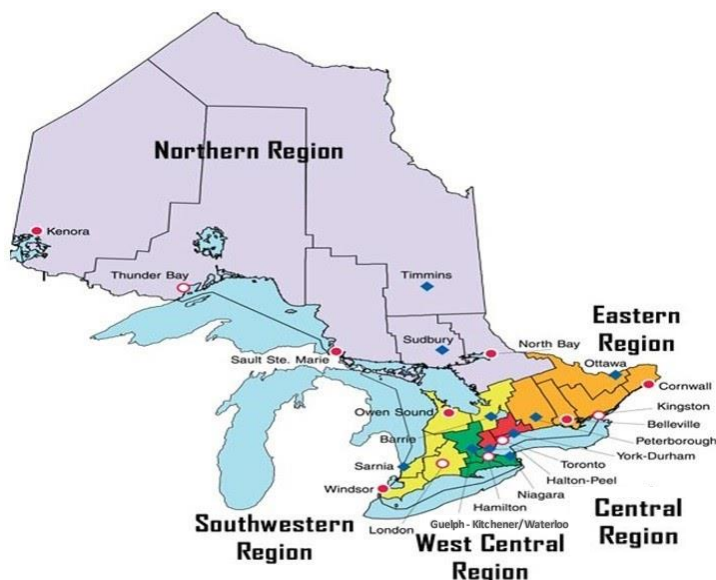
THE CESBA CONFERENCE EXPERIENCE

Sponsoring the CESBA Virtual 2021 Conference provides your company with opportunities to be a part of the conversation as our sector shifts and grows.

Sponsorship gives you access to the following:

300+ dedicated adult and continuing educators, sector stakeholders, and decision makers from **59-Member school boards** across Ontario:

- ✓ Teachers
- ✓ Guidance counsellors
- ✓ Program managers
- ✓ Principals
- ✓ Superintendents
- ✓ Directors of Education



1 **NEW integrated conference platform**
providing better opportunities to make
connections with attendees and major
stakeholders

1 **Acclaimed keynote presentation**

4 **Engaging workshop streams**

- Post pandemic trends and opportunities
- Best and next practices in virtual learning
- Building resilience and inclusion
- Leadership for our new reality

21 **Innovative education sessions**

NEW CESBA EVENTS PLATFORM

This past year has been anything but ordinary, so we're taking a different approach and bringing the online experience to a new platform.

We are delighted to enhance the online experience this year with a new platform.

The user-friendly **CESBA Events app** (powered by EventMobi), will offer our attendees, speakers and sponsors a greater opportunity to connect, engage and interact with the conference program and each other.

All sponsors and exhibitors will be featured with their own virtual conference booth on the new platform, accessible by all registrants.



WHAT IS INCLUDED IN YOUR BOOTH?

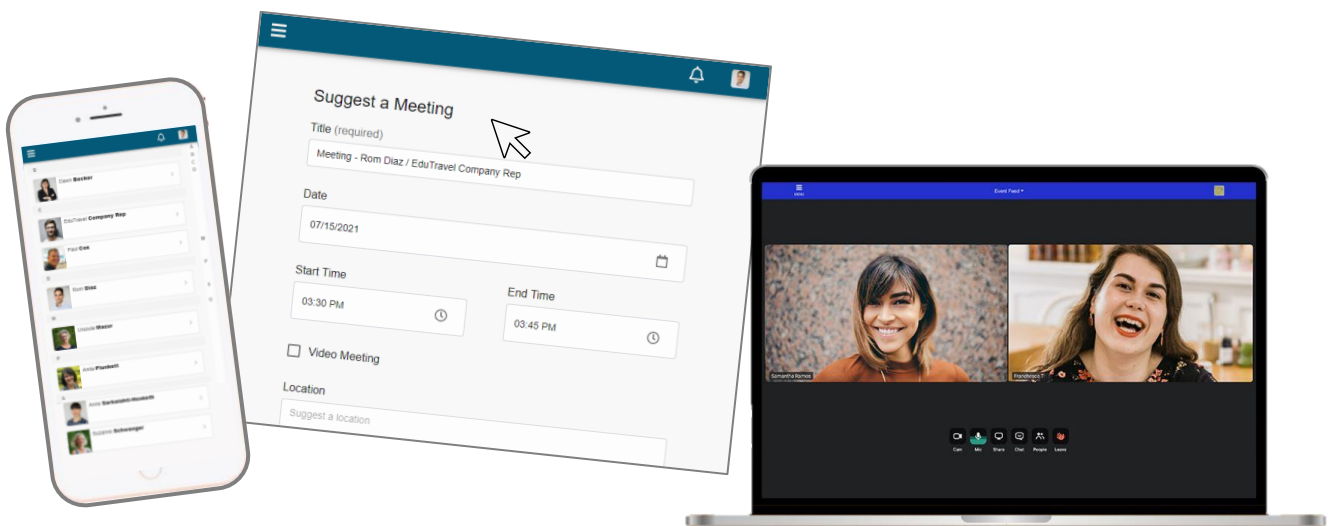
Exhibitor listing on the CESBA conference site

Company listing on the CESBA Events platform

View all attendees and connect directly on the CESBA Events platform

Customized company profile

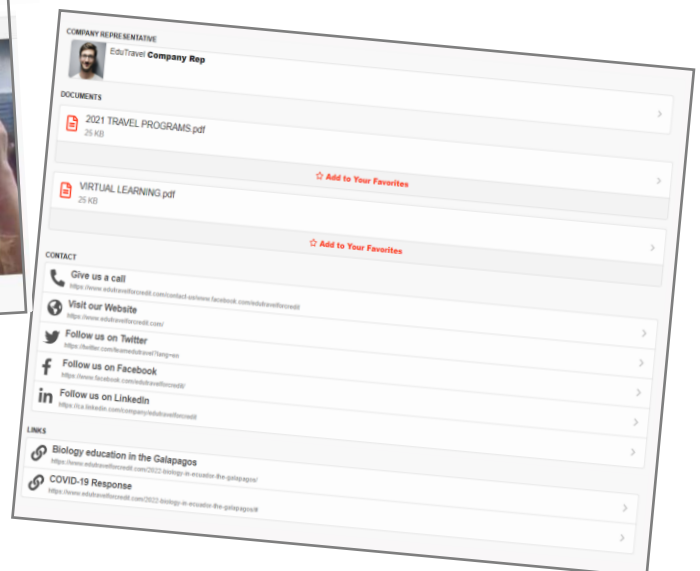
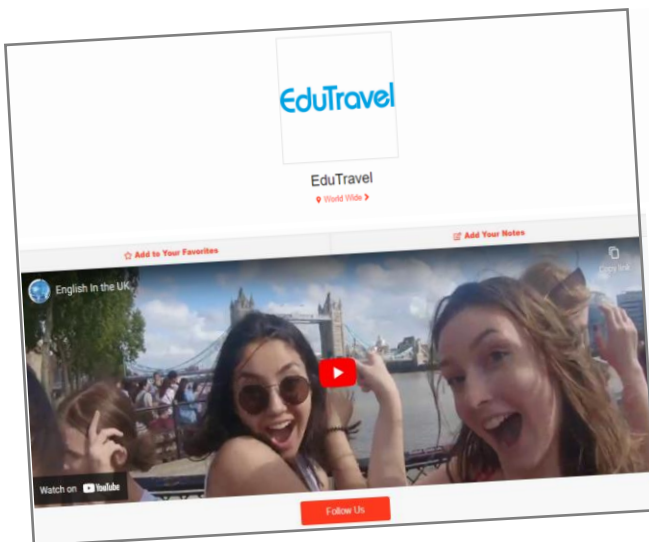
Virtual booths will be accessible on the platform one day ahead of the conference during the **Early Access & Trade Show Day**. Attendees will be invited to access the platform in advance of the conference start to ensure they understand how to access and utilize the app. We will handle any required troubleshooting on this day. We will also encourage attendees to explore the virtual booths to begin engaging with sponsors and exhibitors early. And we will promote prizes and offers that sponsors want to share with our participants.



CUSTOMIZED COMPANY PROFILE

Your Customized Company Profile Includes:

- ✓ Your logo
- ✓ Company description with hyperlinks or graphics
- ✓ Company representative profiles listed with bio and contact information to connect with attendees
- ✓ Direct messaging and meeting request options with attendees for **face-to-face** interactions on the platform
- ✓ List of sessions your company is sponsoring, if applicable
- ✓ Embedded videos with URL links from Vimeo, YouTube or your preferred streaming service
- ✓ **Call to Action** button linkable to outside website of choice
- ✓ Links to job postings, company sources, surveys, or any other webpage
- ✓ Website and social media links
- ✓ Collateral attachments available for download under Documents section



THE CESBA CONFERENCE PROGRAM

Aligning your corporate values with CESBA demonstrates your commitment to providing **bridges to innovation** and opportunity for all. Our Members share this future-forward vision. Your support of our conference provides you with valuable recognition in our sector.

Our official **Conference Day** programming on **November 25, 2021** includes a highly anticipated Keynote Presentation by Zabeen Hirji, Executive Advisor of the Future of Work at Deloitte, and a recognized writer and media commentator on leadership and equity. Our conference also features 21 dynamic workshops by industry experts.

Keynote Presentation

Zabeen Hirji - Building a Future of Work that Works for All.



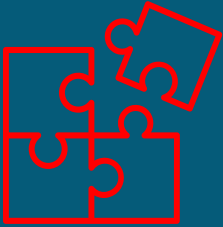
Zabeen Hirji is a Strategic Advisor to business, government, universities and not-for-profits. As Executive Advisor of the Future of Work at Deloitte, she advises on issues key to the transformation agendas of business and government. She focuses on leadership and talent, workforce development, culture transformation, lifelong learning and upskilling, and equity, diversity, and inclusion.

The second day of programming is our exclusive Sector Day on **November 26, 2021** with specialized programming specific to:

- English as a Second Language (ESL/FSL)
- Guidance and credit programs
- Literacy and Basic Skills (LBS)
- International and Indigenous Language Education (IILE)
- Personal Support Worker training programs (PSW)



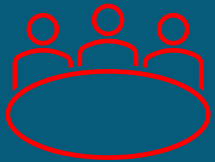
OTHER CONFERENCE FEATURES



Spotlight on
Innovation

This year, we will put a **Spotlight on Innovation** by featuring organizations that have stepped outside of their comfort zone and created innovative solutions to get through this past pandemic year.

We will also be hosting the **Espace Franco**, a unique space for our Francophone Members who wish to discuss, network and provide their shared experiences in small discussion forums.



Espace Franco

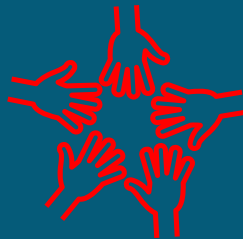
The conference will feature performances by Ontario students and recent graduates, including musicians from the **Centre d'Excellence Artistique de l'Ontario (CEAO)** and **Qurat Dar**, a spoken word artist and Youth Poet Laureate for 2021-2023 for the City of Mississauga.

We will include content to support **Indigenous reconciliation**, with Indigenous drumming to open our conference day and workshops that focus on how we can support adult Indigenous learners.

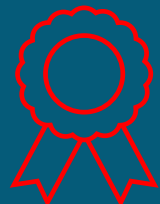
And finally, we will have the pleasure once again to announce this year's **CESBA Lifetime Achievement Award** to a very deserving individual who has contributed significantly to the adult and continuing education sector.



Young Voices








Indigenous
Reconciliation



Award

SPONSORSHIP OPPORTUNITIES

	PLATINUM 	GOLD 	SILVER 	BRONZE 	EXHIBITOR 
ITEMS INCLUDED	\$3,500	\$2,500	\$1,500	\$1,000	\$500
Complimentary conference passes	6	4	2	1	See note
Virtual booth (See page 7 for details)	x	x	x	x	x
Logo placement on conference site with link to company site	x	x	x	x	x
Sponsor recognition on social media channels	x	x	x	x	
Logo placement in User Guide sent to speakers and attendees	x	x	x	x	
Logo placement on event platform Home page	x	x	x		
Logo placement in pre-event marketing communications leading up to conference	x	x	x		
Pre-recorded message or promo ad to registrants post-conference	x	x			
One (1) customized announcement in event platform	x				
Recognition on Newsletter Feature	x				
Home page banner ad	x				
Carousel banner ad	x				
Plus 1 available Add-On from the next page	x	x			

Note: Exhibitors receive 2 booth passes. You will need to register separately for the conference if you wish to access the presentations.

SPONSORSHIP ADD-ONS

As part of the Platinum and Gold Sponsor offerings, please select one Add-On from the list below. Please note that Add-Ons are limited and are available on a first come, first served basis.

☐ Workshop Theme Sponsor (one of):

- Post pandemic trends and opportunities
- Best and next practices in virtual learning
- Building resilience and inclusion
- Leadership for our new reality

Includes logo recognition on the platform workshop description page, in the welcome slides and live acknowledgement from the host at the start of the workshop day.

☐ Keynote Presentation Sponsor

Includes logo recognition on the platform event description page, in the welcome loop and live acknowledgement from the host at the start of the presentation.

☐ Lifetime Achievement Award Sponsor

See page 9 for more details. Includes logo recognition on the award and verbal acknowledgement from the host during the award presentation.

☐ Young Voices Sponsor

See page 9 for more details. Back by demand, this entertainment sponsor receives verbal acknowledgement and logo recognition and one slide ad in the welcome loop.

Add-ons can also be purchased à la carte, so you can mix and match to create your own sponsorship offering. Please contact us for rates.

SPONSORSHIP ADD-ONS

CONTINUED

☐ Indigenous Reconciliation Content Sponsor

See page 9 for more details. Includes logo recognition on the platform event description page, in the welcome slide loop and live acknowledgement from the host at the start of the workshops.

☐ Espace Franco Sponsor

See page 9 for more details. Include company recognition in the Espace Franco and logo recognition and one slide ad in the welcome loop.

☐ Spotlight on Innovation Sponsor

See page 9 for more details. Includes logo recognition in the platform's Innovation page and in the welcome loop.

☐ Home page banner ads

Prominent ad space on the CESBA Events platform's Home page, clickable to your virtual booth. 4 available.

☐ Carousel banner ads

Ad space displayed in rotation in the main menu bar and agenda on the CESBA Events platform, clickable to your virtual booth. 5 available.

☐ Meet & Greet Sponsor

Sponsor this networking activity. Participants will be invited to the virtual networking space to meet CESBA's new Executive Director, Paul Cox. Includes logo recognition in the networking space page, live acknowledgement during the networking session, and in the welcome loop.

☐ Sponsor Announcements in event platform

One scheduled alert on the CESBA Events platform with message and logo and option to link to website of choice.

Add-ons can be also be purchased à la carte, so you can mix and match to create your own sponsorship offering. Please contact us for rates.

ANNUAL PARTNERSHIPS

Let us customize a package for you. Transform your conference sponsorship into an Annual Partnership with CESBA to secure more impact for your brand throughout the year.

We have valuable opportunities that align with your business goals whether your aim is to support **PSW /Healthcare, Diversity, Equity & Inclusion, Francophone Members, or others.**

You could be included as a partner in an upcoming Speaker Series, be featured in Member Marketing & Communications, become a Program Sponsor, and more. Let us know your goals and areas of interest and CESBA will work together with you to customize the right package for your needs.



Diversity, Equity & Inclusion

PSW/ Healthcare

Francophone Members

Others



BE A PART OF THE CESBA CONFERENCE EXPERIENCE

Contact us today to discuss how you can benefit from sponsoring the CESBA Conference.

CONTACT
WEBSITE

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2021.cesba.com

