

## EXHIBITORS PACKAGE

# Pathways to Prosperity 2017 National Conference

Canada's Place in the World:  
Innovation in Immigration Research, Policy, and Practice



**November 15-17, 2017 | Hilton Hotel, Toronto**

**3**  
Days

**5<sup>th</sup>**  
Year

**350+**  
Participants

# The Event

## **Pathways to Prosperity 2017 National Conference** **Canada's Place in the World:** **Innovation in Immigration Research, Policy, and Practice**

**Hilton Hotel, 145 Richmond St W, Toronto, Ontario M5H 2L2**

The theme of the Pathways to Prosperity 2017 National Conference is **Canada's Place in the World: Innovation in Immigration Research, Policy, and Practice**. The conference will address both new and persistent issues, including building bridges between aboriginal and immigrant communities; understanding and addressing public anxiety around immigration; what we have learned about refugee resettlement from the Syrian refugee program; new strategies for determining the effectiveness of settlement programs; and intercultural dialogue and mediation for living together.

We will also be holding two concurrent full day preconference workshops:

- ◆ A preconference workshop for the **Local Immigration Partnerships and the Réseaux en immigration francophone**
- ◆ A preconference workshop on **Developing Immigrants' Literacy and Essential Skills**, organized by Actions Interculturelles and Pathways to Prosperity

Dates and Times	Event
<b>November 15, 2017</b> 8:00 AM — 5:00 PM	Preconference Workshop for Local Immigration Partnerships and the Réseaux en immigration francophone
<b>November 15, 2017</b> 8:00 AM — 5:00 PM	Preconference Workshop on Developing Immigrants' Literacy and Essential Skills
<b>November 16-17, 2017</b> Day 1: 7:30 AM — 8:00 PM Day 2: 7:30 AM — 5:00 PM	Pathways to Prosperity 2017 National Conference

# *At a Glance: Facts and Stats*

## ATTENDEES: EXPECTED NUMBERS

**350+** Pathways to Prosperity  
2017 National Conference

**140+** Preconference Workshop for  
the Local Immigration  
Partnerships and the Réseaux  
en immigration francophone

**50+** Preconference Workshop on  
Developing Immigrants'  
Literacy and Essential Skills

## ATTENDEES: WHO THEY ARE

- ◆ Researchers from Universities, Colleges, and Institutes
- ◆ Program and Policy Officials from Federal, Provincial, and Municipal Governments
- ◆ Representatives of Settlement Agencies
- ◆ Representatives of Local Immigration Partnerships and Réseaux en immigration francophone
- ◆ Representatives from Francophone, Ethno-cultural, and Economic Organizations
- ◆ Graduate Students and Post Doctoral Fellows
- ◆ Others working in the area of immigration and settlement

## SESSIONS AND SPEAKERS

- ◆ The conference will include plenary sessions, workshops, roundtables, poster presentations, an evening reception, and several networking opportunities.
- ◆ More than 90 speakers, including Honourable Ministers, government officials, leading immigration experts, national and international researchers, and settlement agency representatives.

## Exhibitor Packages

	Basic 1-day Package	Basic 2-day Package	Premium 2-day Package	Basic 3-day Package	Premium 3-day Package
<b>Dedicated Table Space:</b> A 6' x 2.5' table with two chairs	●	●	●	●	●
<b>Social Media Promotion:</b> P2P team will tweet about your table display on P2P's twitter account during the conference	●	●	●	●	●
<b>Two Passes for One Day:</b> For one of the two preconference workshops <sup>1</sup> (November 15, 2017)	●				
<b>Two Passes for Two Days:</b> For the Pathways to Prosperity 2017 National Conference (November 16-17, 2017)		●	●		
<b>Two Passes for Three Days:</b> For the Pathways to Prosperity 2017 National Conference plus one of the two Preconference Workshops <sup>1</sup> (November 15-17, 2017)				●	●
<b>Mention in Email Newsletter:</b> Mention in the email <sup>2</sup> sent to registered attendees before the conference			●		●
<b>Logo and Exhibitor Profile<sup>3</sup> on the P2P Website</b>			●		●
<b>Logo and Exhibitor Profile<sup>3</sup> in the Conference Agenda Book</b>			●		●
<b>Price</b>	<b>\$500.00 + HST</b>	<b>\$850.00 + HST</b>	<b>\$1350.00 + HST</b>	<b>\$1250.00 + HST</b>	<b>\$1750.00 + HST</b>

1. For passes, please choose from one of the two following preconference workshops:  
a) Preconference workshop for the Local Immigration Partnerships and the Réseaux en immigration francophone; or  
b) Preconference workshop on Developing Immigrants' Literacy and Essential Skills

2. Email Newsletter: 100 words text in English and French to be supplied by the client

3. Exhibitor Profile: 100 words text in English and French to be supplied by the client

For more information, please contact: Sonali Advani at [communications@p2pcanada.ca](mailto:communications@p2pcanada.ca) or 519 661 2111 x88418

HST number: 10816 2587 RT0001

# *Exhibitor Benefits*

## **PROMOTE AND SHOWCASE**

The Pathways to Prosperity 2017 National Conference will give you an opportunity to demonstrate your products, programs, and services to more than 350 conference attendees, and meet with potential clients and partners. The conference provides a platform to promote your brand to the leading stakeholders in the field of immigration and settlement at a local, regional, and national level.

## **NETWORK AND CONNECT**

The conference includes plenary sessions, workshops, roundtables, poster presentations, evening reception, and several other networking opportunities across three days. It provides an opportunity to forge new connections and meet established contacts, understand the needs of immigrants and immigrant-serving agencies, and promote and shape your products and services that support work in this field.

## **PARTICIPATE AND CONTRIBUTE**

The conference is an excellent opportunity to gain comprehensive knowledge of the latest in-depth research in the field of immigration, and to understand current and future government programs and policies. It offers a chance to participate and contribute to the growing dialogue on creating welcoming communities.

## **REACH YOUR AUDIENCE**

In addition to dedicated table space at the conference, you will also have the opportunity to reach Pathways to Prosperity's (P2P) online network. We will tweet about your products and services @P2PConnects during the conference. You can also choose to promote your brand through P2P's website and email newsletter, which will be sent to all conference attendees before the conference and be recognized in the conference agenda book.

## Our Profile

The Pathways to Prosperity (P2P) Partnership, initiated in 2012, is a national alliance of university, community, and government partners dedicated to fostering welcoming communities and promoting the integration of immigrants and minorities in Canada. The Partnership includes all key federal and provincial migration ministries; municipalities; national, regional and local organizations involved in immigrant settlement; and researchers from over fifty universities. The main activities of the Partnership are primary and secondary research, knowledge transfer, education, and mutual learning. The project co-chairs are Victoria Esses, Western University, and Jean McRae, Canadian Immigrant Settlement Sector Alliance (CISSA-ACSEI).

## Online Reach

### WEBSITE & EBULLETIN

**5,500+** page views per month recorded on P2PCanada.ca, which is a bilingual resource for sharing information on immigration and settlement in Canada.

**3,200+** active eBulletin subscribers to the P2P bimonthly bilingual eBulletin. The eBulletin focuses on upcoming events, research findings, P2P activities, and funding opportunities.

### TWITTER & YOUTUBE

**25,000+** impressions received per month on @P2PConnects — P2P Canada's official twitter account. The twitter channel has more than **500 followers**.

**350,000+** views recorded to date on P2P Canada's four YouTube channels that include videos focusing on the personal stories of immigrants and videos from P2P conferences and workshops.

## Past Events

The P2P Annual National Conference, initiated in 2013, promotes learning and engagement through in-person presentations and discussion. We are Canada's leading partnership on immigration. Thus, we are able to provide the latest information related to immigration programs and policies, cutting-edge research findings, and up-to-date case studies on settlement and integration practices. In addition to the National Conference, P2P holds 1-day workshops across the country with the aim of providing in-depth analysis and discussion on a variety of topics that are of interest to the membership.

Date	P2P Conferences	Location	Attendance
December 1-2, 2016	Pathways to Prosperity 2016 National Conference	Ottawa, Ontario	350+
November 30 – December 1, 2015	Pathways to Prosperity 2015 National Conference	Toronto, Ontario	330+
November 24-25, 2014	Pathways to Prosperity 2014 National Conference	Montreal, Quebec	250+
November 15-16, 2013	Pathways to Prosperity 2013 National Conference	Ottawa, Ontario	250+

Date	P2P Workshops	Location	Attendance
November 30, 2016	Local Immigration Partnerships and the Réseaux en immigration francophone	Ottawa, Ontario	130+
November 30, 2016	Rencontre de recherche sur l'immigration d'expression française dans les communautés francophones en situation minoritaire du Canada	Ottawa, Ontario	40+
October 7, 2016	Attraction, Retention, and Integration of Immigrants in Smaller Communities	St. John's, Newfoundland	60+
November 29, 2015	Measurement Strategies for Settlement Agencies, Local Immigration Partnerships, and Réseaux en immigration francophone	Toronto, Ontario	120+
October 21, 2015	Multi-Stakeholder Partnerships to Support Newcomer Integration: Structure, Engagement, and Collaboration	Edmonton, Alberta	80+

## Exhibitor Application

NAME OF THE ORGANIZATION/COMPANY: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_

PHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ PROVINCE: \_\_\_\_\_ POSTAL CODE: \_\_\_\_\_

WEBSITE: \_\_\_\_\_

### EXHIBITOR PACKAGE — PLEASE CHECK THE PACKAGE OF CHOICE:

- Basic 1-Day Exhibitor Package - \$500.00 + HST
- Basic 2-Day Exhibitor Package - \$850.00 + HST
- Premium 2-Day Exhibitor Package - \$1350.00 + HST
- Basic 3-Day Exhibitor Package - \$1250.00 + HST
- Premium 3-Day Exhibitor Package - \$1750.00 + HST

SIGNATURE: \_\_\_\_\_

PRINT NAME: \_\_\_\_\_ DATE: \_\_\_\_\_

## Payment Information

Payment must be made by cheque. Please complete the above Exhibitor Registration form and mail it along with a cheque payable to **The University of Western Ontario** to the following address:

Dr. Victoria Esses, Department of Psychology, Faculty of Social Science, University of Western Ontario, 1151 Richmond Street, London, Ontario, Canada N6A 5C2





**PATHWAYS TO  
PROSPERITY**  
Promoting Welcoming Communities in Canada



**VOIES VERS LA  
PROSPÉRITÉ**  
Promouvoir des communautés accueillantes au Canada

## Contact Information

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Social Science Centre, Western University

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[www.p2pcanada.ca](http://www.p2pcanada.ca) | [@P2PConnects](https://twitter.com/P2PConnects) | [#p2pconference](https://twitter.com/p2pconference)