



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



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

EXHIBITOR AND SPONSORSHIP OPPORTUNITIES

Pathways to Prosperity 2023 National Conference

**Exploring Innovation in Immigration and Settlement in Canada:
Challenges and Opportunities of New Geographies,
Modes, and Levels of Immigration**



November 20-22, 2023

Le Centre Sheraton Hotel Montreal with Remote Option

3
Days

11th
Year

550+
In-person
Participants

500+
Virtual
Participants

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

Pathways to Prosperity 2023 National Conference

Exploring Innovation in Immigration and Settlement in Canada: Challenges and Opportunities of New Geographies, Modes, and Levels of Immigration

Pathways to Prosperity will be holding its 11th Annual National Conference at Le Centre Sheraton Hotel in Montreal on November 20 – 22, 2023. A virtual option will also be available on these dates.

Many changes have occurred in Canada’s immigration system in the last few years, particularly the drive for regionalization of immigration outside of the traditional immigrant-receiving metropolises; new modes of immigration, including the increasing transition of temporary residents to permanent residents; and the record-breaking number of immigrants being accepted into Canada each year. These changes pose challenges but also exciting opportunities for new ideas and innovation in immigration and settlement policies, programs, and practices.

The 2023 Pathways to Prosperity National Conference will explore the changes occurring and potential innovations in response to these changes. In this way, we can all contribute to planning for the future of immigration to Canada. In addition, through presentations and discussion, attendees will be equipped with new ideas and innovative program solutions to support the IRCC 2024 Call for Proposals for the Settlement and Resettlement Assistance Programs. It will be an opportunity to learn from others, share expertise and experiences, and expand networks.

DATE AND TIME

- | | |
|-----------------------------|--|
| November 20-21, 2023 | Pathways to Prosperity 2023 National Conference |
| November 22, 2023 | P2P Conference for Local Immigration Partnerships and Réseaux en immigration francophone |

LOCATION

In person at Le Centre Sheraton Hotel Montreal
With a Remote Option Available on Our Virtual Conference Platform

ATTENDEES: EXPECTED NUMBERS

- 550+** Pathways to Prosperity 2023 National Conference (**IN PERSON**)
- 180+** P2P Conference for Local Immigration Partnerships and Réseaux en immigration francophone (**IN PERSON**)
- 500+** Additional **VIRTUAL** attendees at the P2P 2023 National Conference and P2P Conference for Local Immigration Partnerships and Réseaux en immigration francophone

ATTENDEES: WHO THEY ARE

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

FEEDBACK FROM ATTENDEES AND EXHIBITORS

- ◆ *“The P2P Annual Conference is unlike any other in its engagement of stakeholders, promotion of innovation, and responsiveness to the needs of the sector, setting new trends for other events in this area.”*
- ◆ *“The conference gave us the opportunity to connect with many organizations at the local, provincial, and federal level. Thanks to this exposure, we increased our partnerships across Canada and with key actors. The organizers supported us professionally and promptly before the conference, and gave us great visibility.”*
- ◆ *“P2P puts on the best conferences in the immigration sector. The combination of academics, practitioners and officials is a very potent one. The diversity of topics covered in this conference kept it lively and relevant.”*

WEBSITE & EBULLETIN

5,500+ page views per month on **P2PCanada.ca**, a bilingual resource of information on immigration research, policy, and practice in Canada.

8,000+ active subscribers to the P2P eBulletin. The eBulletin focuses on upcoming events, research findings, P2P activities, and announcements from the sector.

TWITTER & YOUTUBE

35,000+ impressions received per month on @P2PConnects — P2P Canada's official twitter account. The twitter channel has more than **1,850 followers**.

500,000+ views recorded to date on P2P's four YouTube channels that include videos on the personal stories of immigrants, best practices in the sector, and recordings from P2P conferences.

Past Sponsors and Exhibitors

We thank our past sponsors and exhibitors

- ◆ ACCESS Community Capital Fund
- ◆ Achève (formerly Centre for Education & Training)
- ◆ Actions interculturelles de développement et d'éducation (AIDE) Inc
- ◆ AMSSA (Affiliation of Multicultural Societies and Service Agencies of BC)
- ◆ Calgary Catholic Immigration Society (CCIS)
- ◆ Canadian Association of Professional Immigration Consultants (CAPIIC) / Myconsultant.ca
- ◆ Canadian Race Relations Foundation
- ◆ CARMIS – A Complete CRM for Non-Profits
- ◆ CELPIP and CAEL Tests by Prometric
- ◆ COPA National (formerly Centre ontarien de prévention des agressions — COPA)
- ◆ Collaborative Graduate Program in Migration and Ethnic Relations, Western University
- ◆ College of Immigration and Citizenship Consultants (CCIC)
- ◆ Community Health Workers Network of Canada
- ◆ Compass to Connect
- ◆ CultureLink Settlement and Community Services — Bike Host Program
- ◆ Desjardins Group

- ◆ EmployAbilities for Newcomers
- ◆ Future Skills Centre / Diversity Institute
- ◆ Gender-Based Violence Settlement Sector Strategy — YMCA of Greater Halifax/Dartmouth
- ◆ Humber College — New to Canada Program
- ◆ Immigrant and Refugee Mental Health Project (CAMH)
- ◆ Immigrant Services Calgary
- ◆ Immigration, Refugees and Citizenship Canada (IRCC)
- ◆ Intercultural Competency Advantage Program at London Cross Cultural Learner Centre (CCLC)
- ◆ Intercultural Skills Lab - Rotman School of Management, University of Toronto
- ◆ International Organization for Migration (IOM) — Canadian Orientation Abroad (COA)
- ◆ International Student Connect (ISC) — COSTI Immigrant Services
- ◆ Language Assessment and Referral Centre (CLARS) — YMCA Greater Toronto
- ◆ Kids Help Phone
- ◆ MA in Research for Policy and Evaluation, Western University
- ◆ Magnet
- ◆ Mennonite New Life Centre
- ◆ MiQ
- ◆ N4 — National Newcomer Navigation Network
- ◆ National GAR Case Management — Client Support Services — YMCA of Greater Toronto
- ◆ Network for Economic and Social Trends, Western University
- ◆ New Canadians and New Horizons Media
- ◆ Newcomer Information Centre — YMCA of Greater Toronto
- ◆ Newcomer Youth Leadership Development Program — YMCA of Greater Toronto
- ◆ Next Stop Canada — YMCA of Greater Toronto
- ◆ OCASI's Accessibility Initiative
- ◆ Ontario Council of Agencies Serving Immigrants (OCASI)
- ◆ Orientation to Ontario (O2O) — COSTI Immigrant Services
- ◆ Pre-Arrival Canada — YMCA of Greater Toronto (PreArrivalCanada.ca)
- ◆ Prosper Canada
- ◆ Refugee 613
- ◆ Refugee Sponsorship Support Program
- ◆ Refugee Sponsorship Training Program and Catholic Crosscultural Services
- ◆ Réseau de développement économique et d'employabilité (RDÉE Canada)
- ◆ Royal Society of Canada
- ◆ SettleNet.org
- ◆ Skills for Change
- ◆ The 2019 International Metropolis Conference
- ◆ The National Settlement Sector Community of Practice (CoP) — OCASI
- ◆ The Refugee Centre
- ◆ The Refugee Hub at The University of Ottawa
- ◆ Threads: Cultural Conversations
- ◆ Toronto Metropolitan Centre for Immigration and Settlement
- ◆ Toronto Metropolitan University's MA Program in Immigration and Settlement Studies
- ◆ Windmill Microlending
- ◆ World Education Services (WES)

Sponsorship Packages

| | Registration Area and Lanyard Sponsorship | Poster Awards and Evening Reception Sponsorship | Keynote or A Plenary Session Sponsorship |
|---|---|--|--|
| Type | Exclusive — Only 1 spot available | Exclusive — Only 1 spot available | Exclusive — Only 1 spot available per session (1 keynote session and 3 plenary sessions available) |
| Special Benefits | <ul style="list-style-type: none"> This striking sponsorship places your logo next to P2P’s logo on all lanyards Tabletop signage with welcome message and sponsor’s logo will be placed in the registration area 2’x 3’ signage acknowledging the sponsor will be displayed in the registration area | <ul style="list-style-type: none"> Sponsor’s logo will be printed on poster award certificates and sponsors will have the opportunity to present award certificates to the winners Sponsor logo will be displayed on all poster presentation pages on the virtual platform Sponsor’s banner will be splashed within the posters section in the conference app 2’x 3’ signage acknowledging the sponsor will be displayed on-site in the poster presentation area | <ul style="list-style-type: none"> Sponsor can provide a 1-minute video about their organization & services that will be shown during the sponsored session to on-site and virtual audiences Sponsor’s logo will be included on the sponsored session’s page on the conference website and virtual platform The recording of the session will be published on P2P’s website & YouTube channel, and will include the 1-min video |
| Branding Opportunities and Acknowledgment (For All Sponsors) | <ul style="list-style-type: none"> Conference website: Sponsors’ logos will be published on the homepage of the P2P Conference website. Sponsors will also receive a dedicated profile page on the conference website where they can provide details about their organization and services. Virtual platform: Sponsors’ logos will be prominently displayed on the virtual platform’s landing page and within a rotating top banner. Conference app: Sponsors’ logos will be prominently displayed within the P2P conference app and sponsors will receive a dedicated profile page within the app. Attendee badges: Sponsors’ logo will be printed on attendee badges. On-site: Sponsors’ logos will be shown on large screens in the conference area and sponsors will be listed in the agenda booklet. On-site table cards (Optional): Sponsors can provide table cards that will be placed on each table in the plenary room. P2P eBulletin (Optional): Sponsors can provide a banner for a single issue of the P2P eBulletin that is sent to 8,000+ subscribers. | | |
| Complimentary Tickets | Three tickets to the P2P 2023 National Conference (November 20-21, 2023) | Two tickets to the P2P 2023 National Conference (November 20-21, 2023) | Two tickets to the P2P 2023 National Conference (November 20-21, 2023) |
| Exhibitor Booth | Complimentary on-site and virtual exhibitor booth | Sponsors can book an on-site exhibitor’s table or virtual exhibitor booth at a discounted rate | Sponsors can book an on-site exhibitor’s table or virtual exhibitor booth at a discounted rate |
| Price | \$10,000 + HST | \$5,000.00 + HST | \$5,000.00 + HST |

Sponsorship Packages

| | Welcome Reception Sponsorship | Breakfast Sponsorship | Lunch Sponsorship |
|---|---|--|--|
| Type | Exclusive — Only 1 spot available | Exclusive — Only 1 spot available per breakfast | Exclusive — Only 1 spot available per lunch |
| Special Benefits | <ul style="list-style-type: none"> 2’x 3’ signage acknowledging the sponsor will be placed in the welcome reception area | <ul style="list-style-type: none"> 2’x 3’ signage acknowledging the sponsor will be placed where the sponsored meal is served | <ul style="list-style-type: none"> 2’x 3’ signage acknowledging the sponsor will be placed where the sponsored meal is served |
| Branding Opportunities and Acknowledgment (For All Sponsors) | <ul style="list-style-type: none"> Conference website: Sponsors’ logos will be published on the homepage of the P2P Conference website. Sponsors will also receive a dedicated profile page on the conference website where they can provide details about their organization and services. Virtual platform: Sponsors’ logos will be prominently displayed on the virtual platform’s landing page and within a rotating top banner. Conference app: Sponsors’ logos will be prominently displayed within the P2P conference app and sponsors will receive a dedicated profile page within the app. Attendee badges: Sponsors’ logo will be printed on attendee badges. On-site: Sponsors’ logos will be shown on large screens in the conference area and sponsors will be listed in the agenda booklet. On-site table cards (Optional): Sponsors can provide table cards that will be placed on each table in the plenary room. P2P eBulletin (Optional): Sponsors can provide a banner for a single issue of the P2P eBulletin that is sent to 8,000+ subscribers. | | |
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| Exhibitor Booth | Sponsors can book an on-site exhibitor’s table or virtual exhibitor booth at a discounted rate | Sponsors can book an on-site exhibitor’s table or virtual exhibitor booth at a discounted rate | Sponsors can book an on-site exhibitor’s table or virtual exhibitor booth at a discounted rate |
| Price | \$4,000 + HST | \$3,000.00 + HST | \$3,000.00 + HST |

If you are interested in participating as a sponsor but do not see an opportunity that suits your needs, we would be happy to work with you in creating a sponsorship package that is right for you.
 Contact Sonali Advani at communications@p2pcanada.ca to discuss potential opportunities.

| | Basic Package (In Person Only) (P2P 2023 National Conference) (20-21 November 2023) | Premium Package (In Person + Virtual) (P2P 2023 National Conference) (20-21 November 2023) | Virtual Booth Only (P2P 2023 National Conference) (20-21 November 2023) |
|--|---|--|---|
| Dedicated Table Space: A 6' x 2.5' table with two chairs. Power and wi-fi provided ¹ . | ✓ | ✓ | |
| Social Media Promotion: P2P will tweet about your table display on P2P's twitter account during the conference. | ✓ | ✓ | |
| Tickets for the In-Person P2P 2023 National Conference (November 20-21, 2023): This ticket gives booth representatives access to the on-site exhibit area and to in-person sessions on 20-21 November. | 2 x Tickets | 2 x Tickets | |
| Tickets for the Virtual P2P 2023 National Conference (November 20-21, 2023): This ticket gives booth representatives access to the virtual exhibit hall from November 19 onward. The ticket includes access to virtual sessions on 20-21 November. | | 2 x Tickets | 2 x Tickets |
| Virtual Exhibitor Booth²: A dedicated page on the virtual platform on which you can include information about your organization and services, list booth representatives, and engage with attendees via private or group online chat and video call. | | ✓ | ✓ |
| Exhibitor Profile on the Conference App: Attendees can easily access information about your organization and connect with you faster through the conference app. | | ✓ | ✓ |
| Gamification: Gain attendee engagement by strategically incorporating game codes for your in-person and/or virtual booth. P2P will award prizes to attendees with high levels of engagement. | ✓ | ✓ | ✓ |
| Price | \$1100.00 + HST | \$1400.00 + HST | \$700.00 + HST |

1. For other AV requirements, exhibitors will need to contact authorized suppliers directly and will be billed for these additional AV rentals.

2. Your virtual booth will be available on the virtual platform to attendees from 19 November to 24 November 2023. Your virtual ticket gives you access to manage your virtual booth on all days.

Note: Exhibitors wishing to attend the GBV Response Forum on November 19 (In Person) or the P2P Conference for LIPs and RIF on November 22 (In Person or Virtual) need to purchase these tickets at an additional charge. On site exhibitor tables for the P2P Conference for LIPs and RIF on November 22 are available upon request. Contact us at communications@p2pcanada.ca for details.



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