



2022 Virtual Conference Business Development and Marketing Opportunities for Companies

To join other leading organizations participating in ACSESS 2022 Virtual Conference and reach a national audience of recruiting, employment and staffing professionals, please contact sponsors@acsess.org

Entirely online and easily accessible across the country, with sessions that are highly relevant, data-driven, and address the burning issues, both present and future-facing, in Canadian recruiting, employment and staffing. It will be a can't-miss event for everyone who needs expert insights and analysis from top thought leaders and business.

Expect 200+ decision-makers.

High-Impact Opportunities for Every Strategy and Budget

The online platform for ACSESS 2022 Virtual Conference offers effective tools for your marketing and sales plan – as well as the traditional tactics business have been successfully using at ACSESS Conference for years.

Below are some of the features our virtual event sponsors have been excited about.

- **Analytics** on visitors to your company page, conference platform and direct face to face meetings, including contact information.
- **Incentives for performing customizable actions**, such as contacting your representative(s), visiting your company's LinkedIn page, and much more.
- **Scheduling face to face** meetings with any registered attendee.
- **Save time and money** – your BD team won't have to travel. And, speaking opportunity for your highest-profile thought leaders that will only take a few hours out of their schedules.
- **Complete flexibility.** If your marketing or sales team has an idea for a tactic or sponsorship not outlined here, we can work directly with you and the online platform to bring it to life.

Virtual Game: Get Memorable, Custom Interactions that Fit Your Business Goals

Integrated with the event platform is a “gamification” component, in which attendees can earn points towards prizes by performing custom activities. From chatting with your team online or watching your video content to visiting your social media pages, you’ll have the ability to pick the attendee options that best help you achieve your goals.

How does it work? Attendees earn points by completing actions throughout the conference – and those with the highest point scores win prizes! No matter what you would like your prospective customers to do, this game is an engaging and memorable way to make it happen and all sponsors are invited to donate prizes.

Get Industry-Wide Promotion for Your Brand

ACSESS industry events attract hundreds of attendees, and the accessibility offered by an online event allows even more busy professionals from across the country and world to participate. The brand exposure for sponsors in the event itself is unparalleled, and you will also get major, multi-touch promotions in the months and weeks leading up to the event:

- 1,000 recruiting, employment and staffing service professionals on ACSESS own lists
- 2,184 professionals who follow ACSESS LinkedIn company page

If professionals working within the staffing industry are your prospective customers, participating in ACSESS 2022 Virtual Conference is a great way to get in front of them while also aligning your brand with another strong, trusted brand: ACSESS — the most highly recognized and respected Association for effectively protecting, supporting, and promoting the interests of the Canadian recruitment and staffing industry.

Conference Partner \$20,000

This prestigious, high-profile package puts your business front-and-center in the minds of senior professionals and decision-makers. Including significant pre-event promotion, speaking/moderating opportunities, and a diverse suite of in-event advertising options, the Conference Partner is a package sure to align your brand with excellence in recruiting, employment and staffing services—leaving a lasting impression with every person in attendance.

Web & Social Media

Recognition on ACSESS' Homepage as Conference Partner one month post conference
Recognition on the Conference Banner as a partner sponsor
Recognition on the Program as a Conference Partner with click through
Conference sponsorship prime visibility on virtual platform with click throughs in all rooms
Sponsor Ad on conference regular email promotions
Recognized on social media platforms as an ACSESS sponsor
Logo placement with company profile on conference sponsorship page
Logo placement on selected breakout session (subject to availability)
Inclusion on pre-conference Sponsor Recognition email to all ACSESS members, including quarterly newsletter

Event Visibility

Speaker opportunity in a breakout session
Sponsor of keynote speaker – introduce and thank speaker (2 available – potential for role in Q&A)
Before three sessions of your choosing, the virtual platform will play a video clip
Use a promotional video or other content
Opportunities for attendees and sponsors to request one-on-one meetings
Brief service description in branded video linked to company profile
Conference sponsorship recognition on virtual platform during event
5 full attendance passes

Membership & Communication

Letter to ACSESS members introducing and endorsing the Conference
Partner with signature of President and Executive Director
Email Message from Conference Partner to Members on topic of choice (subject to ACSESS approval) Recognized as a partner in the ACSESS Affiliate Centre on the website for the year
List of attendees for pre and post conference outreach (subject to privacy laws)
Annual ACSESS affiliate membership

Premier Sponsor \$10,000

Web & Social Media

Conference sponsorship enhanced visibility on virtual platform with click throughs
Sponsor Ad on two conference email promotions
Recognized on social media platforms as the ACSESS Premier Sponsor
Logo placement with company profile on conference sponsorship page
Logo placement on sponsored breakout session (subject to availability)
Inclusion on pre-conference Sponsor Recognition email to all ACSESS members, including quarterly newsletters

Event Visibility

Participation in “Lightning Talks” – a session for sponsoring business partners
Opportunities for attendees and sponsors to request one-on-one meetings
Brief service description in a branded video linked to company profile
Opportunity to sponsor session(s) – introduce and thank presenters (subject to availability)
Conference sponsorship recognition on virtual platform during event
Two full attendance passes

Membership & Communication

Recognized as a premier conference sponsor in the ACSESS affiliate centre
Email Message from Premier Sponsor to Members on topic of choice (subject to ACSESS approval)
List of attendees for pre and post conference outreach (subject to privacy laws)
ACSESS annual membership

Conference Sponsor \$6,000

Web & Social Media

Conference sponsorship recognition on virtual platform with click throughs

Recognized on social media platforms as ACSESS sponsor

Logo placement with company profile on conference sponsorship page

Logo placement on selected breakout session (subject to availability)

Inclusion on pre-conference Sponsor Recognition email to all ACSESS members, including quarterly newsletters

Event Visibility

Opportunities for attendees and sponsors to request one-on-one meetings

Brief service description in branded video linked to company profile
Conference sponsorship recognition on virtual platform during event

Membership & Communication

List of attendees for pre and post conference outreach (subject to privacy laws)

ACSESS affiliate membership

Member Sponsor \$1,000

Exclusive opportunity for ACSESS Corporate Members

Sponsor's name on conference web page with click through link, inclusion in communication sent to all contacts, recognition on social media, and the conference virtual platform.

For more information and to request a call, please email sponsors@acsess.org

All sponsorships opportunities can be further enhanced by taking advantage of business partner opportunities with ACSESS throughout the year.