

# CAPIC 2022

## Sponsorship Prospectus



# Why We Matter to Your Business

**We are the voice of immigration and citizenship consultants, committed to promoting and protecting the integrity of the profession and the Canadian immigration system.**

## Did You Know...

From 2018 to 2021, the federal government estimates that 1 million permanent residents will make Canada their home.

In 2019, Canada hosted over 827,000 international students, supporting 170,000 jobs and contributing \$21.6 billion to Canada's GDP.

## Audience Insights

### Top Purchases by Newcomers:

- 1) Bank Accounts & Credit Cards
- 2) Cars
- 3) Cell Phones
- 4) Furnishings & Clothing
- 5) Computer & Electronics
- 6) Schooling & Training
- 7) Employment Services
- 8) Mortgages

Source: Statistics Canada, 2016 Census

CAPIC's members are uniquely positioned as the initial support resource for hundreds of thousands of incoming immigrants and students every year. Whether it's offering recommendations on setting up financial stability in Canada, sharing tips on becoming immersed in Canadian culture, or giving advice on navigating the job/school application process, our immigration and citizenship consultants are a wealth of information for new arrivals.

If your corporate priorities include supporting immigration programs and policies, easing the transition for new and soon-to-be immigrants and students, and celebrating Canada's diversity, CAPIC offers a wide range of benefits for you and your business.

CAPIC delivers the opportunity to align your brand with the celebration of Canada's diverse cultural landscape while supporting immigration programs and evolving policies that help ease the transition for recent and soon-to-be Canadian immigrants.

CAPIC strives to offer programming and events that support and inform Canada's immigration and citizenship consultants, providing them with the tools and education to serve their clients with knowledgeable and beneficial support.

From regional events to CAPIC's National Citizenship and Immigration Conference, our organization prides itself on showcasing new and exciting industry developments, offering resources for navigating change, and educating our membership on the latest tools and information that will benefit both themselves and their clients. Don't miss out on this perfect opportunity to partner with Canada's largest community of professional immigration and citizenship consultants.

We offer a variety of sponsorship opportunities for businesses, organizations or individuals seeking to promote their profile, products and services to this diverse national audience.

# About Us

The Canadian Association of Professional Immigration Consultants (CAPIC) is a member driven organization made up of almost 4000 immigration and citizenship consultants across Canada. Our members deliver services to thousands of families, students and individuals seeking to come to Canada each year.

Through our diverse national membership, we're able to share information and resources with an incredibly widespread audience of immigrants and potential immigrants ranging from:

- Newcomers to Canada
- Prospective students residing outside Canada
- Students living in Canada
- Skilled Workers
- Permanent & Temporary Workers

At CAPIC, we strive to provide the gold standard in immigration education through sound governance, transparency and by offering our members access to creative and inspiring professional resources.

## CAPIC Events

CAPIC hosts a wide range of events throughout the year that encourage our membership to network and engage with educational, informative and powerful platforms for learning about and discussing industry changes, direction and the current landscape. From webinars to seminars and signature events like the National Citizenship and Immigration Conference (NCIC), we provide countless opportunities to connect with the decision makers you are looking to reach.

### Online Events & Webinar Series

For more information on all our seminars and upcoming events [click here](#).

## National Citizenship and Immigration Conference



CAPIC was thrilled to host the 2021 National Citizenship and Immigration Conference in Vancouver, British Columbia with options available to participate both virtually and in-person. Exhibitors benefited from more than 3,000 booth visits from over 1,400 enthusiastic participants eager to explore the latest strategies and solutions across Canada's immigration consulting sector.

In 2022, we look forward to reconnecting with everyone once again through this hybridized conference format. Our 17th annual national conference will be held May 26 and 27, at the Ottawa Marriott Hotel in Ottawa, Ontario with in-person opportunities to attend our pre-conference event and post event gala at the Canadian Museum of History.

### NCIC 2021 By The Numbers

- Page Views: 17, 662
- Total Messages Exchanged 4,730
- Total Contacts Made: 1,703
- Discussions Created: 1,120
- Private Meetings: 47



Our Network Gives You the Reach You're Looking For!

6,800,000

social media impressions across platforms



A screenshot of the MyConsultant.ca website. The header includes navigation links: Home, About Us, Forum, Blog, and a search bar. The main banner features a contest: "Win 5,000 loonies. Get a chance to win \$5,000 to help you settle in even more nicely in Canada." Below this, there are sections for "Information On" (Canada Immigration, Provincial Nominee Programs, Study in Canada, Canada Work Permit) and "Featured Immigration Consultant" (Canpars Professional Services Inc. by Ali Mokhtari, RCIC). A "Canadian Immigration Videos" section lists various topics like Confirmation of Permanent Residence (COPR), Express Entry, and more. At the bottom, there's a section titled "Starting a new life in Canada" mentioning the National Bank's survey results.

## **MyConsultant.ca**

The MyConsultant.ca platform bridges the gap between prospective permanent residents residing outside Canada, those living in Canada, and immigration and citizenship consultants. Our platform takes a two-pronged approach to sharing information, access and educational resources with would-be immigrants:

- Sharing articles written by immigration and citizenship consultants on immigration and citizenship laws as well as more general, entertaining content on Canadian culture
- Providing potential immigrants with direct access to immigration consultants and their contact information using detailed search filters to narrow results based on language, region and area(s) of expertise

Through MyConsultant.ca, immigration and citizenship consultants are able to promote their services with varying degrees of exposure, interact with users on the first-of-its-kind forum, and chat with visitors via a live consultation feature.

# Audience

## Canada's Top Immigration Consultants

With almost 4000 members, CAPIC is not only the largest but also the only existing non-profit association for Canadian immigration and citizenship consultants. We continue to grow and evolve as a direct response to dynamic changes within the immigration consulting industry.

Whether you're looking to get involved with CAPIC on a regional level, national level or engage with a particular event, our advertising and sponsorship opportunities offer a key space for your brand to connect with an informed audience of immigration and citizenship consultants, and engage with some of the key topics and discussions dominating today's immigration sector.



## Canada's Growing Immigrant & International Student Community

Our program and technology platforms help connect our almost 4000 members with citizenship-seekers around the globe, reaching tens of thousands of immigrants and international students from the top source countries for permanent residents.



# Sponsorship Packages

If you're looking to align your organization with current immigration programs, support on-going conversations and developing policies and spotlight your business amongst an audience of new and soon-to-be immigrants, CAPIC boasts an incredible range of sponsorship opportunities for companies and organizations of all sizes.

## National Citizenship and Immigration Conference (NCIC) May 26 & 27, 2022

### Commit to Excellence: Navigating a Changing Industry

Commit to excellence at this year's National Citizenship and Immigration Conference (NCIC), as we navigate a rapidly changing industry by offering strategies, solutions, and successes for the modern consultant.

The Ottawa Marriott Hotel and Canadian Museum of History in Gatineau, Quebec serve as stunning backdrops to our 17th annual national conference, where we will gather to reconnect in 2022. Whether you take part in Ottawa or attend online, our hybrid conference offers plenty of opportunities to learn, broaden your horizons, and strive for excellence.

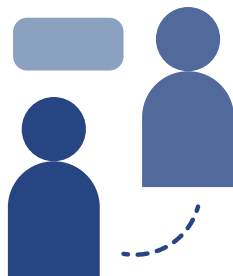
With sessions on industry updates, policy changes, panels on navigating digitization and online portals, discussion on cross border opportunities, mock hearings and sessions, practice updates and tips, we'll provide a path to move from survival to success. Join us, as we commit to excellence, and start the next chapter.

### NCIC 2021 Engagement



834

Connections Made



158

Private Meetings  
Requested



1,703

Total Contacts Made



4,733

Total Messages  
Exchanged

# National Citizenship and Immigration Conference (NCIC)

We are thrilled to be hosting the 2022 National Citizenship and Immigration Conference (NCIC) in Ottawa, Ontario! Please review our list of exclusive benefits for exhibitors.

	DIAMOND \$15,000 (2 Available)	PLATINUM \$10,000 (4 Available)	GOLD \$5,000 (10 Available)	SILVER \$2,500 (15 Available)
<b>PROGRAM ACCESS</b>				
Opportunity to introduce keynote session	●			
Sponsored LIVE in-person plenary session	●			
15-second promotional video played at breaks and lunch	●	●		
Sponsored breakfast or lunch break	●			
Sponsored coffee break		●		
2 complimentary in-person admissions and tickets to gala	●	●		
<b>AUDIENCE ENGAGEMENT</b>				
NCIC virtual exhibit hall booth	●	●	●	●
In-person exhibit hall booth package	<ul style="list-style-type: none"> <li>• 6 foot table</li> <li>• 2 chairs</li> <li>• Shared property wi-fi</li> </ul>	<ul style="list-style-type: none"> <li>• 6 foot table</li> <li>• 2 chairs</li> <li>• Shared property wi-fi</li> </ul>	<ul style="list-style-type: none"> <li>• 6 foot table</li> <li>• 2 chairs</li> <li>• Shared property wi-fi</li> </ul>	<ul style="list-style-type: none"> <li>• 6 foot table</li> <li>• 2 chairs</li> <li>• Shared property wi-fi</li> </ul>
Swag included in CAPIC swag gift box to attendees	●	●		
Complimentary virtual staff registrations	10	6	4	2
Sponsored push notification	2	1		



	DIAMOND \$15,000 (2 Available)	PLATINUM \$10,000 (4 Available)	GOLD \$5,000 (10 Available)	SILVER \$2,500 (15 Available)
<b>ADVERTISING</b> <i>*All ads must be approved by CAPIC</i>				
Rotating ad on virtual platform home page	1080 x 1920 JPEG/PNG	1080 x 1920 JPEG/PNG		
Rotating ad on virtual platform exhibitor directory	1080 x 360 JPEG/PNG	1080 x 360 JPEG/PNG		
<b>BRAND VISIBILITY</b>				
Logo placement in marketing outreach	600 x 222 600 x 295 600 x 600 JPEG/PNG	600 x 222 600 x 295 600 x 600 JPEG/PNG		
Logo placement on virtual platform home page	Banner 1080 x 360	Grid Logo 500 x 500	Grid Logo 500 x 500	Grid Logo 500 x 500
Logo placement on virtual platform sponsor page	400 x 200 500 x 500 JPEG/PNG	400 x 200 500 x 500 JPEG/PNG	400 x 200 500 x 500 JPEG/PNG	400 x 200 500 x 500 JPEG/PNG
<b>ADDITIONAL YEAR-ROUND ENGAGEMENT</b>				
Banner ad on MyConsultant.ca (2 months)	750 x 150 JPEG/PNG			
Banner ad on CAPIC website (2 months)	750 x 150 JPEG/PNG			
Banner ad on IMMEForum (2 months)	750 x 150 JPEG/PNG	750 x 150 JPEG/PNG		
Sponsor a CAPIC webinar part of the regular education calendar (includes 2 staff registrations)	●	●	●	



# Virtual Booths

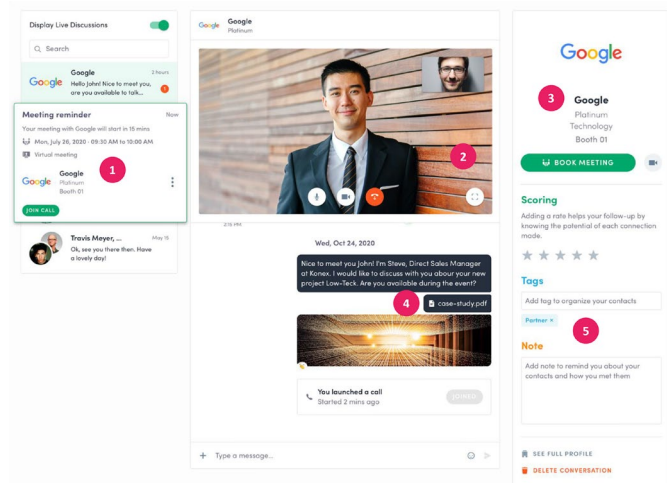
Exhibiting at NCIC is an excellent way to engage with our audience:

- Uploaded video\* and sales collateral\* to stimulate interest
- Chat with anyone; book virtual meetings
- Showcase your product & services
- Follow your analytics in real time

\* Content created by sponsor and approved by the CAPIC.

Virtual booths included at all sponsorship levels.

## Connect With Your Target Audience

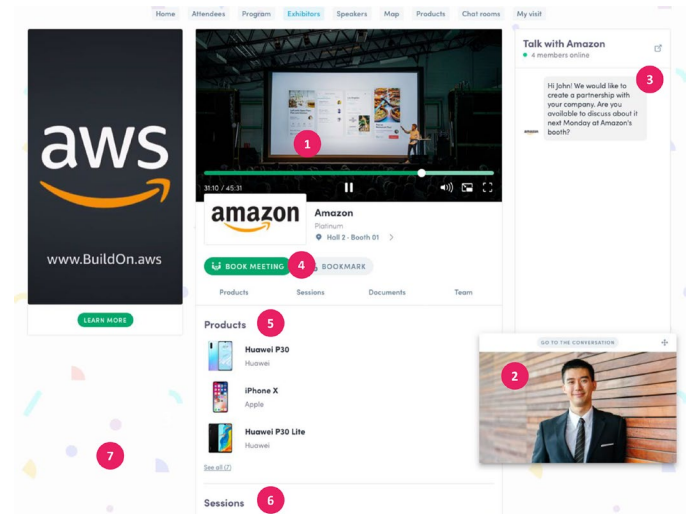


Use your virtual booth to get your business in front of the ideal audience for your products & services.

**Your virtual booth will allow you to:**

1. Display exhibitor video and collateral
2. Utilize instant video calls with lead scoring
3. Live chat with sales staff
4. Create inbound meetings
5. Showcase products
6. Add custom backgrounds (*at additional cost*)

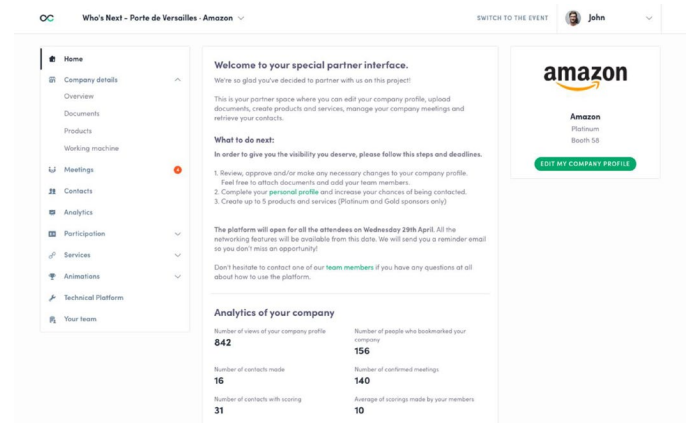
## Network with Potential Leads



**Set up virtual meetings that will help you to:**

1. Send reminder notifications prior to your meeting time
2. Launch video calls one-on-one with prospective leads
3. Redirect leads to your sponsor profile
4. Share documents
5. Add notes, ratings, tags and export leads

## Follow Real-Time Analytics



Swapcard's live dashboard helps you measure your success and track your exhibitor leads.

# Specs

## Required Information

In addition to sending your graphics, please provide the following information:

- The first name, last name, title and email of those accessing the virtual platform
- A description of your company (up to a maximum of 300 characters)

**Please send this information to:**

Tricia Simmons  
Global Project Manager, ConferenceDirect  
[tricia.simmons@conferencedirect.com](mailto:tricia.simmons@conferencedirect.com)

## CAPIC Website Specs

### Logo Placement on Event Website's Sponsor Page

- < 750 px X 750 px
- Depends on the number of sponsors
- File type must be jpeg or png

### Logo Placement on Event Website's Home Page

- < 750 px X 750 px
- Depends on the number of sponsors
- File type must be jpeg or png

### Logo Placement in Marketing Outreach

- 600 px X 222 px, 600 px X 295 px, or 600 px X 600 px
  - File type must be jpeg or png

### Direct Messaging (to confirmed attendees)

- 600 px X 222 px, 600 px X 295 px, or 600 px X 600 px
  - File type must be jpeg or png

### **Direct Messaging (to prospect attendees)**

- 600 px X 222 px, 600 px X 295 px, or 600 px X 600 px
  - File type must be jpeg or png

### **Banner Ad on CAPIC website for 2 months**

- 750 px X 150 px
- File type must be jpeg or png

### **Banner Ad on CAPIC Connect for 2 months**

- 750 px X 150 px
- File type must be jpeg or png

### **Banner Ad on IMMeForum for 2 months**

- 750 px X 150 px
- File type must be jpeg or png

## **Conference Platform Specs - Swapcard**

### **Platform Logo Image**

- 400 px X 200 px (2:1 ratio)
  - No larger than 1 mb
- Maximum: 500 px X 500 px
- File type must be jpeg or png

### **15-Second Pre-Session Video**

- 2160 px X 1080 px (2:1 ratio)
  - No larger than 2 mb
- Must be hosted on YouTube or Vimeo and provided via URL

### **Virtual Platform Homepage Ad**

- 1080 px X 1920 px (9:16 ratio)
  - No larger than 1 mb
- File type must be jpeg or png

### **Virtual Platform Exhibitor Directory Ad**

- 1080 px X 360 px
- No larger than 300 kb
- File type must be jpeg or png

# Contact Us

## **Ready to Get Started?**

We're standing by and ready to walk you through the sponsorship process.

Walter Willett  
Sponsorship Development  
walter@capicsponsorship.ca  
(613) 716-9373

## **Want to Tailor Your Package?**

Customized packages are available to meet your needs.