

CAPIC 2023 Sponsorship Prospectus



**The 2023 National Citizenship and
Immigration Conference**
June 7-9, 2023



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.

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.

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.



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

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.

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're looking to reach.

Online Events & Webinar Series

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

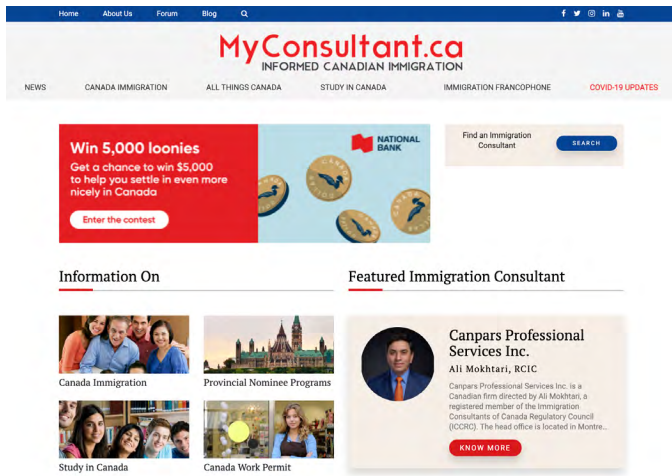
National Citizenship and Immigration Conference



CAPIC was thrilled to host the 2022 National Citizenship and Immigration Conference at the Ottawa Marriot Hotel with in-person opportunities to attend our pre-conference event and post-event gala at the Canadian Museum of History. Exhibitors benefited from booth visits and new connections were made between the over 600 enthusiastic participants eager to explore the latest strategies and solutions across Canada's immigration consulting sector.

In 2023, we look forward to reconnecting with everyone once again through this hybridized conference format. Our 18th annual national conference will be held June 7-9, at the RBC Convention Center in Winnipeg with in-person opportunities to attend our pre-conference event and post-event gala at the Delta Hotel.

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.



MyConsultant.ca

The [MyConsultant.ca](https://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:

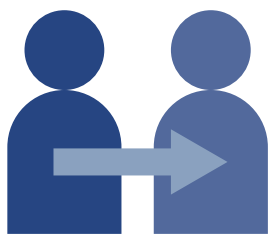
- Sharing articles written by immigration and citizenship consultants on immigration and citizenship laws as well as more general, entertaining content on Canadian culture
- Providing potential immigrants with direct access to immigration consultants and their contact information using detailed search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

Through [MyConsultant.ca](https://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.

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

6,800,000
social media impressions across platforms

NCIC 2022 Engagement



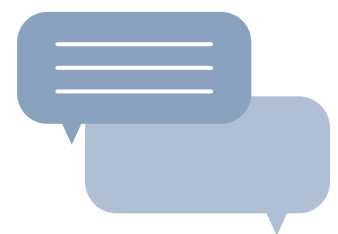
604
Attendees



195
Connections Made



455
Booth Visits



296
Highest Attended
Session Registrations

Sponsorship Packages

National Citizenship and Immigration Conference (NCIC)

We are thrilled to be hosting the 2023 National Citizenship and Immigration Conference (NCIC) in Winnipeg, Manitoba! Please review our list of exclusive benefits for exhibitors.

	DIAMOND \$15,000 (4 Available)	PLATINUM \$10,000 (4 Available)	GOLD \$5,000 (10 Available)	SILVER \$2,500 (15 Available)
PROGRAM ACCESS				
5-minute presentation or speaking opportunity preceding a plenary session.	●			
Sponsored LIVE in-person plenary session.	●			
15-second promotional video played at breaks and lunch.	●	●		
Sponsored breakfast or lunch break.	●			
Sponsored coffee break.		●		
Complimentary in-person admissions.	4	4	2	1
Complimentary in-person gala tickets.	2	2		
AUDIENCE ENGAGEMENT				
NCIC virtual exhibit hall booth.	●	●	●	●
In-person exhibit hall booth package.	<ul style="list-style-type: none"> • 6 foot table • 2 chairs • Shared property wi-fi 	<ul style="list-style-type: none"> • 6 foot table • 2 chairs • Shared property wi-fi 	<ul style="list-style-type: none"> • 6 foot table • 2 chairs • Shared property wi-fi 	
Swag included in CAPIC swag gift box to attendees.	●	●		
Complimentary virtual staff registrations.	10	8	6	4
Sponsored push notification.	2	1		

	DIAMOND \$15,000 <i>(4 Available)</i>	PLATINUM \$10,000 <i>(4 Available)</i>	GOLD \$5,000 <i>(10 Available)</i>	SILVER \$2,500 <i>(15 Available)</i>
ADVERTISING *All ads must be approved by CAPIC				
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		
BRAND VISIBILITY				
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
ADDITIONAL YEAR-ROUND ENGAGEMENT				
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

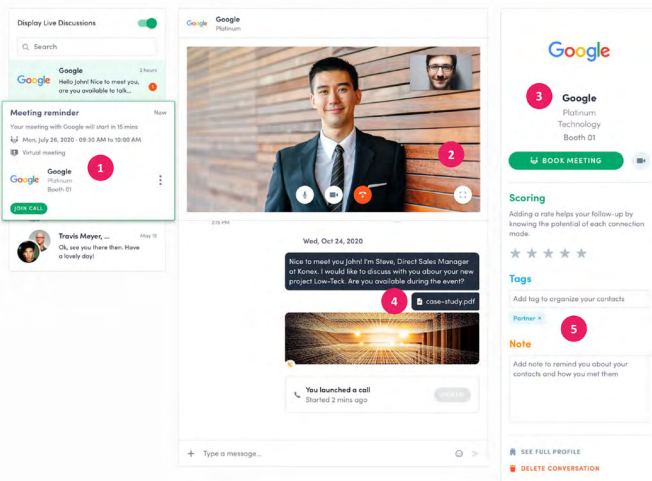
Exhibiting at NCIC is an excellent way to engage with our audience:

- 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

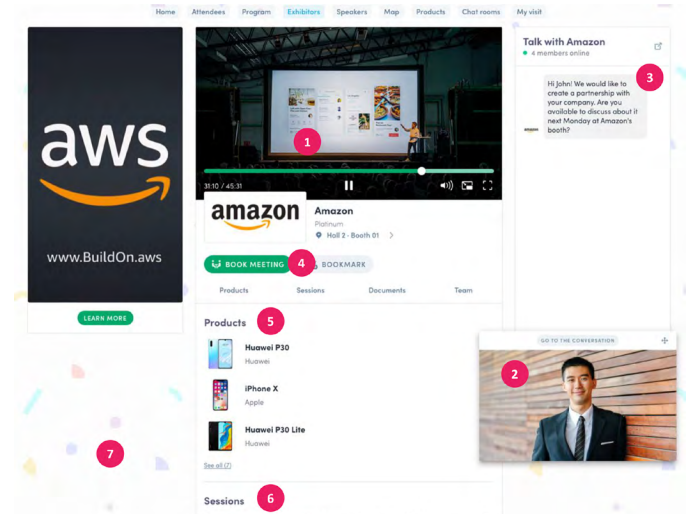


Use your virtual booth to get your business in front of the ideal audience for your products & services.

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*)

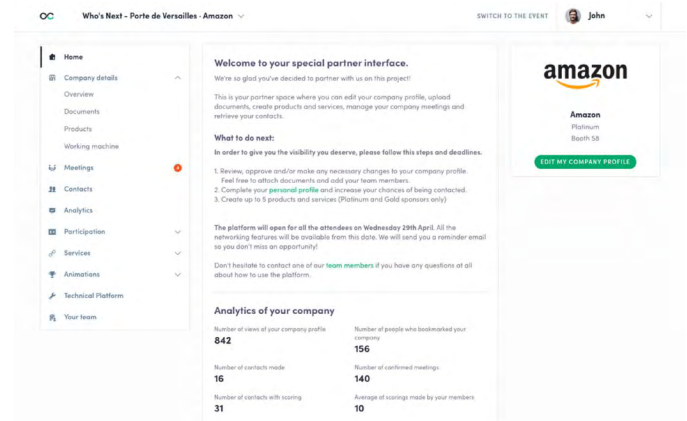
Network with Potential Leads



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

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

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

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.