

CAPIC 2025 Sponsorship Prospectus



**The 20th Annual National Citizenship
and Immigration Conference**

Lake Louise, Alberta | May 14-16, 2025



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.

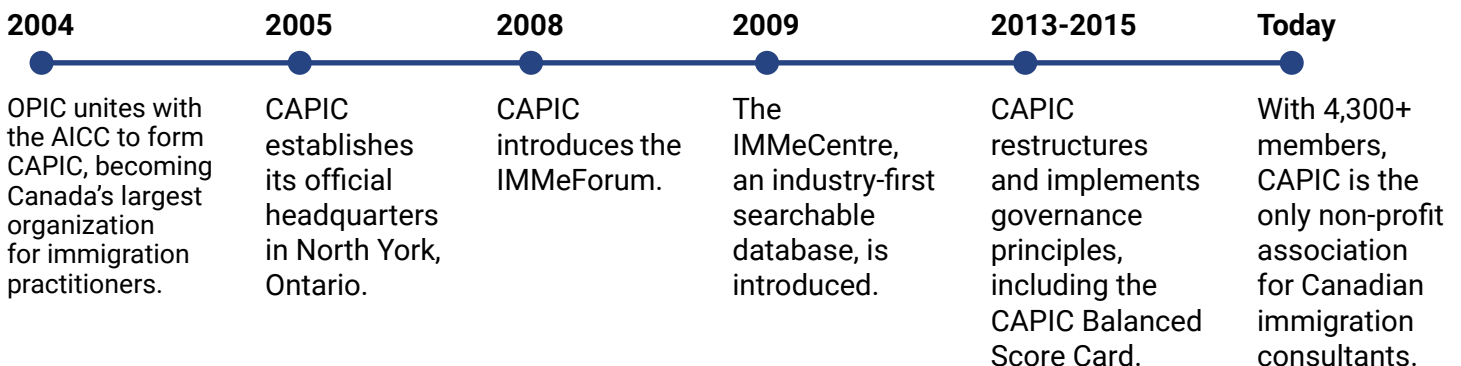
CAPIC's members are uniquely positioned as the initial support resource for hundreds of thousands of incoming immigrants and temporary residents (including visitors, students). Whether it's offering immigration advice and strategy, and a plethora of other settlement services including tips on becoming immersed in Canadian culture, our immigration and citizenship consultants are a wealth of information for those considering immigration in their future, new arrivals or those already in Canada.

If your corporate priorities include supporting immigration programs and policies, easing the transition for new and soon-to-be immigrants and temporary residents such as 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.

A Look Back at 20 Years of CAPIC



About Us

The Canadian Association of Professional Immigration Consultants (CAPIC) is a member driven organization made up of over 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, 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 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.

National Citizenship and Immigration Conference



CAPIC was thrilled to host the 2024 National Citizenship and Immigration Conference at the Westin Nova Scotian in Halifax with in-person opportunities

to attend our pre-conference event and post-event gala at Pier 21. Exhibitors benefited from many booth visits and new connections were made between over 450 enthusiastic participants.

In 2025, we're thrilled to be celebrating CAPIC's 20th anniversary in the majestic Rockies of Lake Louise! The conference will feature sessions tailored to boost understanding and insight, alongside focused workshops that enhance attendee expertise. A special Chair's Gala will be held, honouring 20 years of achievement and a chance to look forward at what's to come.

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

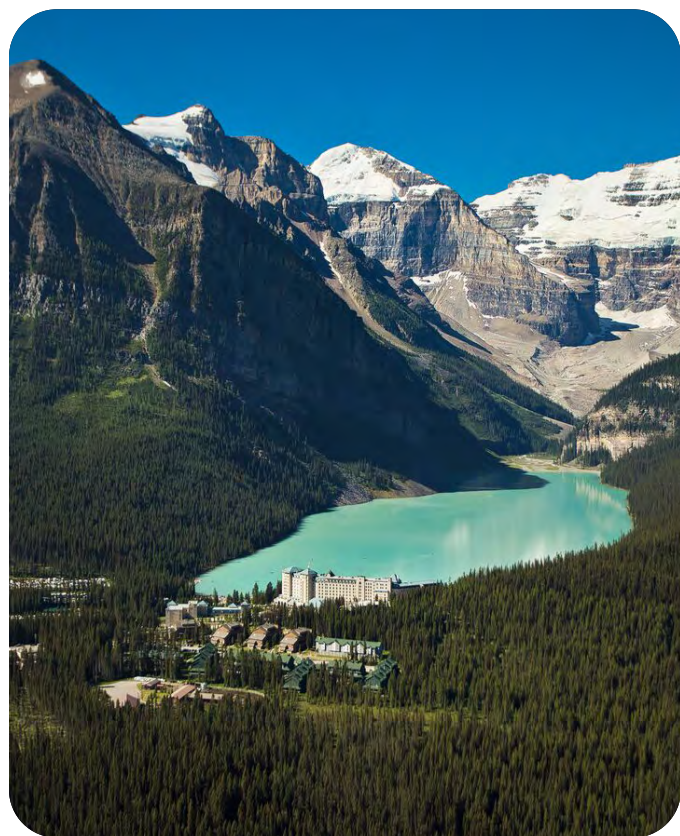
About Banff & Lake Louise

Banff National Park is famous for its vibrant lakes, majestic mountains and easy access to outdoor adventures of all kinds.

The park spans 6,641 square kilometres (2,564 square miles) of striking mountainous terrain in the vast wilderness of the Canadian Rockies. Canada's first national park and the world's third, it has a rich heritage as one of the world's most awe-inspiring mountain destinations.

The bustling Banff townsite and village of Lake Louise are uniquely located in the national park. In this one of a kind place, there's something for everyone to discover. Whether you come for the spectacular valleys and rugged peaks, the authentic Canadian eats, the vibrant arts and culture scene, or a little bit of everything, there's no shortage of unforgettable ways to immerse yourself in Banff.

Via BanffLakeLouise.com



Can't Miss Program Highlights

Celebrate CAPIC's 20th Anniversary!

Take part in NCIC's much-anticipated gala event.

Network with peers at the welcome reception.

"Great conference – I was very impressed by the fact that the Provincial Minister of Immigration came to speak. This is a big deal. I was also impressed that the Mayor of Halifax was there."

- NCIC 2023 Attendee

This Year's Hot Topics Include

Portals, Procedural Fairness and PNPS

Advocacy, Application Prep, and Admissibility

Trade Agreements, Tribunals and TWF

Citizenship, Competency, and Conjugal Partners

Wellness, Working Holidays, and Work Permits

Borders, Business and Background Checks

Grow Your Reach with CAPIC



54,543

Total Clicks on Sponsor Banner Ads Across CAPIC.ca, MyConsultant.ca and the NCIC Website in 2023

NCIC 2024 By The Numbers



450

In-Person Attendees



90+

Online Attendees



13,161

Sessions On The Official Conference App



6,800,000

Total Social Media Impressions

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.



Sponsorship Packages

DIAMOND
\$20,000
(6 Available)

PROGRAM ACCESS

- 5-minute presentation or speaking opportunity during NCIC
- 15-second promotional video played at breaks and lunch
- 4 complimentary in-person admissions
- 2 complimentary in-person gala tickets

AUDIENCE ENGAGEMENT

- An in-person exhibit hall booth package including one 6-foot table, 2 chairs, shared property wi-fi (power at an additional cost)
- Swag included in CAPIC swag gift box to attendees

BRAND VISIBILITY

- Logo placement in marketing outreach to members and attendees (600 x 222, 600 x 295, 600 x 600, jpeg/png)
- Logo placement in conference app (Pheedloop)
- 6 features in the CAPIC Informs Newsletter

ADDITIONAL YEAR-ROUND ENGAGEMENT

- Banner ad on MyConsultant.ca (1 year) (750 x 150, jpeg/png)
- Banner ad on CAPIC & NCIC websites (1 year) (750 x 150, jpeg/png)
- Banner ad on IMMEForum (1 year) (750 x 150, jpeg/png)
- Sponsor a CAPIC webinar (includes 2 staff registrations)

PLATINUM
\$15,000

PROGRAM ACCESS

- 15-second promotional video played at breaks and lunch
- 2 complimentary in-person admissions
- 2 complimentary in-person gala tickets

AUDIENCE ENGAGEMENT

- An in-person exhibit hall booth package including one 6-foot table, 2 chairs, shared property wi-fi (power at an additional cost)
- Swag included in CAPIC swag gift box to attendees

BRAND VISIBILITY

- Logo placement in marketing outreach to members and attendees (600 x 222, 600 x 295, 600 x 600, jpeg/png)
- Logo placement in conference app (Pheedloop)
- 4 features in the CAPIC Informs Newsletter

ADDITIONAL YEAR-ROUND ENGAGEMENT

- Banner ad on IMMEForum (1 year) (750 x 150, jpeg/png)
- Banner ad on CAPIC & NCIC websites (1 year) (750 x 150, jpeg/png)
- Sponsor a CAPIC webinar (includes 2 staff registrations)





GOLD
\$8,000

PROGRAM ACCESS

- 2 complimentary in-person admissions
- Discounted conference and gala tickets available

AUDIENCE ENGAGEMENT

- An in-person exhibit hall booth package including one 6-foot table, 2 chairs, shared property wi-fi (power at an additional cost)
- Swag included in CAPIC swag gift box to attendees

BRAND VISIBILITY

- Logo placement in conference app (Pheedloop)

ADDITIONAL YEAR-ROUND ENGAGEMENT

- Banner ad on CAPIC & NCIC websites (1 year) (750 x 150, jpeg/png)

SILVER
\$5,000

PROGRAM ACCESS

- 1 complimentary in-person admission
- Discounted conference and gala tickets available

AUDIENCE ENGAGEMENT

- An in-person exhibit hall booth package including one 6-foot table, 2 chairs, shared property wi-fi (power at an additional cost)

BRAND VISIBILITY

- Logo placement in conference app (Pheedloop)

ADDITIONAL YEAR-ROUND ENGAGEMENT

- Banner ad on CAPIC & NCIC websites (1 year) (750 x 150, jpeg/png)

“Great to see everyone, make new connections and get the buzz of energy of being all together!”

- NCIC 2024 Attendee

À La Carte Sponsorship & Advertising

À La Carte Sponsorship

Speakers Breakfast.....	\$2,000
Welcome Reception.....	\$6,000
Lanyards.....	\$2,000
Tour.....	\$2,500
Anniversary Publication Full Page Ad	\$4,000

Sponsors Welcome Package

Place your logo on branded swag received by attendees in the NCIC Welcome Package!

Sweatshirt.....	\$45/person
Tote Bag.....	\$20/person



2024 Sweatshirt



2024 Tote Bag



2024 Lanyards

Specs In Detail

CAPIC Website Specs

All files must be submitted in jpeg or png format.

Logo Placement on
Event Website's
Home Page
< 750 px X 750 px

Logo Placement
on Event Website's
Sponsor Page
< 750 px X 750 px

Banner Ad on IMMeForum for 2 Months
750 px X 150 px

Logo Placement in Marketing Outreach
600 px X 222 px/600 px X 295 px/600 px X 600 px

Logo Placement in Marketing Outreach
600 px X 222 px/600 px X 295 px/600 px X 600 px

Direct Messaging (to confirmed attendees)
600 px X 222 px/600 px X 295 px/600 px X 600 px

Direct Messaging (to prospect attendees)
600 px X 222 px/600 px X 295 px/600 px X 600 px

Banner Ad on CAPIC Website for 2 Months
750 px X 150 px

Banner Ad on CAPIC Connect for 2 Months
750 px X 150 px

Required Information

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

- First name, last name, title and email
- A description of your company (up to a maximum of 300 characters)

Please send this information to:

Lucia Haggart
Events Manager
lucia.haggart@capic.ca

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

The screenshot shows a 'Sponsorship Agreement' form with the following sections:

- Organization Information:** Fields for Company Name, Address, City/Province, Postal Code, Primary Contact, Title, Email, and Telephone.
- Choose Sponsorship Level:** Radio button options for Diamond (\$20,000), Platinum (\$15,000), Gold (\$8,000), and Silver (\$4,000).
- À La Carte Sponsorship Opportunities:** Radio button options for Speakers Breakfast (\$2,000), Welcome Reception (\$6,000), Lanyards (\$2,000), Tote Bags (\$20/person), Tour (\$2,500), Anniversary Publication Full Page Ad (\$4,000), and Sweetshirts (\$45/person).
- Payment:** Radio button options for Wire Transfer and EFT.
- Payment Schedule Table:**

Sponsorship Level	Payment Schedule
Diamond/Platinum	1st Payment due February 29th, 2025 2nd Payment due April 1st, 2025
Gold/Silver	Full Payment due April 1st, 2025

[Click here](#) to access the 2025 Sponsorship Form.

Want to Tailor Your Package?

Customized packages are available to meet your needs.

Book Your Accommodation

111 Lake Louise Dr, Lake Louise, AB T0L 1E0

To make reservations, please call 1-866-540-4413 and advise you are with CAPIC Conference to access a group rate of \$299 per night plus taxes and fees.

Alternatively, you can reserve online at <https://book.passkey.com/e/50540773>

Reservations will be accepted in the group block up to April 13, 2025!

Book Your Travel

Please click on the link below to find discount codes for both WestJet and AirCanada: <https://www.ncic-cneci.ca/>