



Igniting The Capability Era

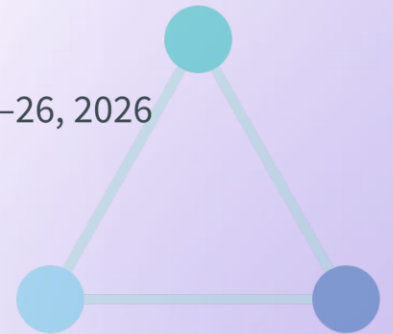
THE WESTIN HARBOUR CASTLE
NOV 25 - 26

Accelerating Transformation by Building Competencies and Elevating Trust

SPONSORSHIP & EXHIBITOR PACKAGE

Canada's premier learning & development conference · The Westin Harbour Castle, Toronto · November 25–26, 2026

Accelerating Transformation by Building Competencies and Elevating Trust



WHO WE ARE

The professional home of Canada's workplace learning community

The Institute for Performance and Learning is Canada's national, not-for-profit membership association for the learning, performance, and development profession.

We are built on one belief: the professionals who design and deliver learning inside organizations are not a support function — they are strategic assets.

Founded in 1947. Operating first as the Canadian Society for Training and Development and now as I4PL, we set the national standard for the profession through our recognized competency framework, a code of ethics, and professional designations that signal excellence to employers and peers alike.

Member-driven. Coast-to-coast.

Accountable to one purpose: elevating the performance of the Canadian workforce.

79 years

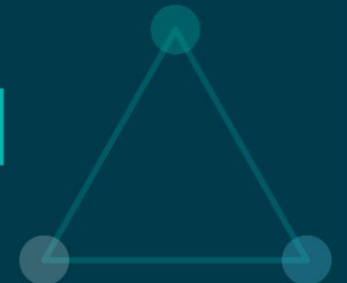
Advancing Canada's Learning Profession.

500+

delegates each November

National

scope — every major sector



THE OPPORTUNITY

The most concentrated touchpoint for the Canadian L&D market

Held this November at the Westin Harbour Castle in Toronto, the I4PL Annual Conference is the most attended L&D-specific event in Canada. Two days of keynotes, breakouts, networking, and experiential learning bring the full buying spectrum into one room — from emerging practitioners to executives with organizational buying authority.



CONFERENCE DATES

**November 25–26,
2026**

Two full days



VENUE

**Westin Harbour
Castle**

Toronto, ON



ESTIMATED ATTENDANCE

500+ delegates

Practitioner to C-suite



SPONSORSHIP GOAL

**30 Partner
Companies**

Sponsorship & partnership

Four streams shaping the 2026 program

Delegates move across a program built around the themes defining the profession's next decade — the depth of content that keeps the room full and engaged across both days.



Designing the Capability Engine

Building the systems, frameworks, and infrastructure that turn learning into measurable organizational capability.



Human + AI: The Workforce Equation

How AI reshapes roles, skills, and the partnership between people and intelligent systems.



Mastering the Learning Craft

Advancing the design, facilitation, and instructional excellence at the core of the profession.



Generations and Momentum

Sustaining talent, mentorship, and momentum across every career stage and generation.

Six reasons to partner in 2026



Qualified Audience

Delegates span new professionals to C-suite decision-makers — the full buying spectrum for L&D solutions.



Two Days of Engagement

Extended access to prospects across sessions, meals, receptions, and social events.



Category Exclusivity

Tier-based packages ensure your brand is the primary voice in your category.



Year-Round Presence

Recognition extends from confirmation through post-conference communications.



National Reach

I4PL is the national professional association for performance and learning in Canada.



Ongoing Access

Connect with attendees 90 days before and after the event through the event app.

AUDIENCE PROFILE

One room. The full depth of the profession.

I4PL members work inside Canada's most complex organizations across every sector. Your brand reaches decision-makers and the practitioners who shape how thousands of employees grow, perform, and contribute.

WHO ATTENDS

1

Emerging Professionals

Building credentials and seeking mentorship

2

Workplace Learning Professionals

Instructional designers, facilitators, strategists

3

Training & Development Leaders

Managers, directors, executives over capability

4

Senior Decision-Makers

CLOs, HR directors, OD leaders with buying authority

SECTORS REPRESENTED



Federal & Provincial
Government



Canada's Major Financial
Institutions



Post-Secondary
Institutions



Small, Medium and
Enterprise Organizations



Not-for-Profit
Organizations



Public Service
Organizations

The room, by the numbers



43% Are Management Level and Above

Delegates span new professionals to C-suite, with management level and above representing nearly half the room.



68% Work at Organizations of 1,000+

The room skews to larger, complex organizations across federal, financial, post-secondary, and public sectors.



58% of Sponsors and Vendors Return

More than half of our partners renew year over year, the clearest sign the room delivers.



Lead Retrieval Built Into Every Tier

Badge-scan lead capture is included starting at the Exhibitor level, opt-in at the booth and CASL-compliant.

*2024/2025 aggregated conference survey data

Five tiers. 30 partnership positions.

TIER	INVESTMENT	AVAILABLE
● Presenting (Title) Sponsor	\$20,000	1
● Platinum Sponsor	\$15,000	2
● Gold Sponsor	\$10,000	3
● Silver Sponsor	\$7,500	4
● Exhibitor	\$3,000 – \$4,000	20



Accelerating Transformation by Building Competencies and Elevating Trust

SPONSORSHIP TIER

Presenting (Title) Sponsor

The highest profile at the conference — co-branding on all event communications and the most prominent physical and digital presence across both days.

\$20,000

CAD · 1 Available

BRAND & MARKETING

- ✓ Event promoted as “presented by [Company]”
- ✓ Premier logo placement on web, event app, email, program, signage & stage backdrop
- ✓ Dedicated feature in pre-conference email to full membership
- ✓ Full-page premium ad in digital programming
- ✓ 3 sponsored social spotlight posts

ON-SITE PRESENCE

- ✓ 5 complimentary full registrations (~\$5,375)
- ✓ Priority double booth (10’x20’) in premium location
- ✓ 5-minute brand address at Day 1 Opening Plenary
- ✓ Pull-up banners in 2 venue locations
- ✓ Branded collateral in all delegate bags

YEAR-ROUND

- ✓ Logo & profile on I4PL website for 12 months
- ✓ Recognition in post-conference report & recap
- ✓ Right of first refusal on 2027 Presenting Sponsor

SPONSORSHIP TIER

Platinum Sponsor

Second-tier prominence with strong brand placement across all conference materials and a dedicated breakout session slot.

\$15,000

CAD · 2 Available

BRAND & MARKETING

- ✓ Prominent second-tier logo on all materials, web, event app & signage
- ✓ Half-page ad in digital program
- ✓ 2 sponsored social posts on I4PL channels
- ✓ Inclusion in pre-conference delegate email

ON-SITE PRESENCE

- ✓ 4 complimentary full registrations (~\$4,300)
- ✓ Standard booth (10'x10') in secondary placement
- ✓ Branded table tent or banner in 1 high-traffic area
- ✓ Branded collateral in delegate bags

YEAR-ROUND

- ✓ Logo on I4PL website for 12 months
- ✓ Recognition in post-conference communications

SPONSORSHIP TIER

Gold Sponsor

Strong mid-tier visibility with exhibitor presence and a brand spotlight before an assigned breakout session.

\$10,000

CAD · 3 Available

BRAND & MARKETING

- ✓ Gold-tier logo on materials, web, event app & signage
- ✓ Quarter-page ad in digital program
- ✓ 1 sponsored social post on I4PL channels

ON-SITE PRESENCE

- ✓ 3 complimentary full registrations (~\$3,225)
- ✓ Standard booth (10'x10') — tables, chairs, power
- ✓ Branded collateral in delegate bags

YEAR-ROUND

- ✓ Logo on I4PL website for 6 months

SPONSORSHIP TIER

Silver Sponsor

An efficient entry into exhibitor presence with stage acknowledgement and a profile in the conference program.

\$7,500

CAD · 4 Available

BRAND & MARKETING

- ✓ Silver-tier logo on website, program & signage
- ✓ Listing in digital program with 50-word profile

ON-SITE PRESENCE

- ✓ 2 complimentary full registrations (~\$2,150)
- ✓ Tabletop display (6' skirted table) in exhibit area
- ✓ Brand acknowledgement from stage at session intros

YEAR-ROUND

- ✓ Logo on I4PL website for 3 months

PARTNERSHIP TIER

Exhibitor

Promote your business, generate leads, and build partnerships with the I4PL community.

\$3,000-\$4,000

CAD · 20 Available

BRAND & MARKETING

✓

Company listing in digital program (name, website, event app)

ON-SITE PRESENCE

✓

2 complimentary full registrations (~\$2,150)

✓

6’ table, 2 chairs, ID signage, program listing

✓

6 months of exhibitor access on the event app for lead generation and outreach.

YEAR-ROUND

✓

Company listing retained in conference program

Tier	Location	Power	Price
Premium	Prime, high-traffic	Included	4,000
Preferred	Good location, moderate traffic	No power	3,500
Standard	General exhibitor area	No power	3,000

Exclusive, high-visibility moments

Sold separately or added to any tier. Each places your brand at the centre of the conference's most memorable touchpoints.



\$8,500

VIP Hosted Lunch

2 Available — Day 1 & Day 2

- ✓ Curated, invitation-only lunch for 20 - 25 senior delegates
- ✓ Exclusive branding on invitations & communications
- ✓ 5-minute welcome address to VIP delegates
- ✓ Reserved sponsor table; 1 full registration
- ✓ Post-event guest list (CASL compliant)



\$12,500

Evening Social

1 Available — Day 1

- ✓ Exclusive naming: “The [Company] Evening Social”
- ✓ The premier networking event — open to all 500 delegates
- ✓ 10-minute welcome address at the reception opening
- ✓ Branded items at bar & food stations
- ✓ 4 complimentary registrations + social feature



\$10,000

Technology Sponsor

1 Available

- ✓ “Powered by [Company]” across all conference tech
- ✓ Logo on app splash screen & branded Wi-Fi SSID
- ✓ Rotating in-app banner to all 500 delegates
- ✓ Up to 2 approved push notifications
- ✓ 2 complimentary registrations + social post

Micro-sponsorships to amplify any package

Available to all tier sponsors and exhibitors as enhancements — or as standalone investments for smaller vendors.



Lanyard Sponsor

\$3,500

Logo on all delegate lanyards · 1 available



Breakfast Sponsor

\$3,500 ea

Signage at breakfast · 2 available



Delegate Bag Sponsor

\$3,000

Logo on bags + insert · 1 available



Keynote Introduction

\$2,500 ea

Brand intro before keynote · 1 available



Coffee / Networking Break

\$2,000 ea

Signage at break stations · 4 available



Event App Access

\$1,500

Interact virtually with conference attendees · 6 available



Session Room Signage

\$1,000 /room

Logo on room signage · 4 available



Social Media Shoutout

\$500

1 dedicated social media post · multiple

Non-Booth Options

Standalone options for vendors who want a presence on the exhibit floor or in conference channels.

OPTION	INVESTMENT	INCLUDES
Literature / Brochure Distribution	\$500	Flyer distributed in delegate bags; program listing
Digital Program Advertisement	\$750 – \$1,750	Quarter / half / full-page ad in the official program
Pre-Conference Webinar Partner	\$2,500	Co-branded 60-min webinar promoted to full membership

Visibility from confirmation onward



Built-in reach, every time you sponsor



10,000 Newsletter Subscribers

Our bi-weekly newsletter puts your brand in front of 10,000 active subscribers, twice a month, without fail.



19,000+ Followers Across Twitter and LinkedIn

Nearly 3,000 follow us on Twitter and over 9,000 on LinkedIn, with another 7,200 inside our LinkedIn Group.



4-5 Posts a Week, Every Week

We're consistently active across channels, keeping your sponsorship visible well beyond the conference dates.



1,400 Members Reached With Every E-blast

Regular e-blasts land directly with over 1,400 engaged members, a direct line to decision-makers in the room.

2025/2026 data

Clear terms for a confident partnership



Payment Schedule

50% deposit on execution of the agreement; balance due no later than 30 days prior to the conference.



Category Exclusivity

Guaranteed for Presenting, Platinum, and exclusive event sponsors — no same-category sale within a tier.



Content Approval

I4PL reviews all sponsored content, session descriptions, and branded messaging prior to distribution.



Educational Standard

Speaking opportunities are educational; promotional or sales-forward content is returned for revision.



Cancellation

90+ days: 75% refund · 60–89 days: 50% refund · under 60 days: no refund.



Pricing & Tax

All pricing in CAD and subject to 13% Ontario HST. First right of refusal for 2027 to Presenting & Platinum sponsors.

