

NBCDA 2023 CONFERENCE

"Making Connections"



**EXHIBIT, SPONSORSHIP & ADVERTISING
OPPORTUNITIES**



NOVEMBER 28 - 30, 2023

Delta Hotels by Marriot Beausejour
Moncton, New Brunswick

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NBCDA Conference

Welcome! We're excited for you to be an exhibitor or sponsor at the NBCDA conference. This conference is the best place to feature your brand, reach key people/decision makers, meet new prospects and more.

The annual NBCDA "Making Connections" Conference is our key event, which attracts over 400 people last year. This time around it's going to be bigger and better than ever before. For event exhibitors and sponsors, this is a unique opportunity to connect with like-minded professionals from all sectors of the career development field.

Three Reasons You Should Invest in the Conference



NBCDA represents your audience.

We play a leadership role in the career development field.



NBCDA fosters partnerships with diverse national, provincial and local organizations and governments with an interest in areas of career development and life/work transitions.



NBCDA gives you the pulse on the labour market.

Attendee Profile

Career development practitioners from New Brunswick and across the country participate to learn about the latest developments in New Brunswick and across the country. They come to network with peers, and visit with suppliers of products and services. NBCDA offers you the unique opportunity to tap into this network, and is proud to have such a diverse and inclusive audience attending this year's event.

Who Will Attend?

- Career development practitioners
- Educators
- Employment agencies
- Counsellors
- Private consultants
- Government representatives
- Experts from across the country, and world

What does the NBCDA Conference offer?

Key Benefits

The NBCDA Conference offers you the rare opportunity to:

- Make new contacts.
- Showcase your high-quality products and services in an uncluttered environment that promotes interaction with conference participants.

We Cater to Your Needs:

- Proximity of the exhibit area to the meeting rooms.
- Break stations with food and refreshments to encourage attendees to take a break and visit the exhibits.

Immediate Visibility:

- Put your brand and company name directly in front of the attendees.
- Maximize your exposure and be recognized as a leader in the field.
- Introduce yourself to new people and customers.
- Build relationships and stand out in a crowd.



Spread awareness



Get exposure



Maximize time



Increase sales



Network



Get live feedback

The NBCDA Conference is committed to representing members and the career development community. NBCDA fosters partnerships with diverse national, provincial and local organizations and governments with an interest in the areas of career development and life/work transitions.

Exhibitor Opportunities/Rates

Early Bird Rate	
Exhibitor Early Bird Rate (before October 28, 2023) *includes lunch on November 29 & one Conference registration	\$500 + HST
Non-Profit - Early Bird Rate (before October 28 2023) * includes lunch on November 29 & one Conference registration	\$450 + HST

Regular Rate	
Exhibit Regular Rate (after October 28, 2023) * includes lunch on November 29 & one Conference registration	\$550 + HST
Non-Profit - Regular Rate (after October 28 2023) * includes lunch on November 29 & one Conference registration	\$500 + HST

Reserve Your Spot Now. Space is Limited!

Exhibit tables will be assigned on a first-come, first-served basis upon receipt of the application with full payment. Exhibit space is available in 6-foot by 2½-foot increments (skirted table).

Exhibitor Schedule

Tuesday, November 28, 2023

8:00 am	Set-up begins in the foyer
10:00 am	Exhibits must be set-up
12:45 pm – 2:00 pm	Opening Ceremonies & Keynote Address
2:00 pm – 2:30 pm	Exhibitor Showcase & Networking Break
2:30 pm – 3:45 pm	Concurrent Sessions
3:45 pm – 4:00 pm	Break
4:00 pm – 5:15 pm	Concurrent Sessions

Wednesday, November 29, 2023

8:30 am – 4:30 pm	Exhibit Hours
9:00 am – 10:15 am	Concurrent Sessions
10:15 am – 10:45 am	Exhibitor Showcase & Networking Break
10:45 am – 12:00 pm	Concurrent Sessions
12:00 pm – 1:30 pm	Lunch included
1:30 pm – 2:45 pm	Concurrent Sessions
2:45 pm – 3:15 pm	Exhibitor Showcase & Networking Break
3:15 pm – 4:30 pm	Concurrent Sessions
7:00 pm – 10:00 pm	Networking Reception

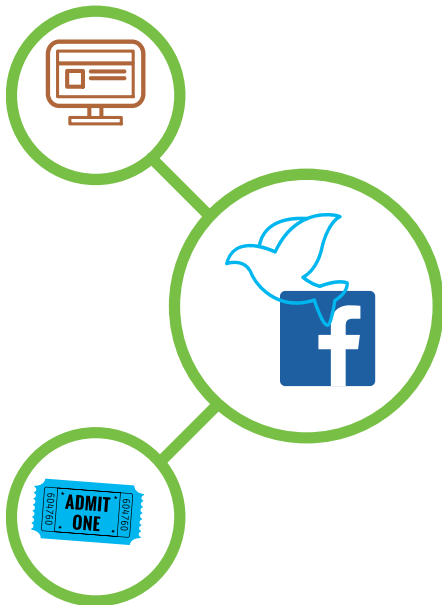
Exhibitor Schedule continued...

Thursday, November 30, 2023	
8:00 am – 12:00 pm	Exhibit Hours
9:00 am – 10:15 am	Keynote Address
10:15 am – 10:45 am	Exhibitor Showcase & Networking Break
10:45 am – 12:00 pm	Concurrent Sessions
12:00pm	Exhibit tear down begins



CONFERENCE SPONSORSHIP

NBCDA HAS AN OPTION
FOR EVERY BUDGET.



*If we don't, call us!
We'd love to work something out to
help you meet your goals!*

**BUILD YOUR OWN
PACKAGE!**

STARTING AT \$100





KEYNOTE SPEAKERS CONFERENCE 2023

DAY 1

Tuesday, November 28, 1:30 pm – 2:30 pm



TAREQ HADHAD

Tareq Hadhad was a Syrian refugee and now living his new life in Nova Scotia. He is the founder and CEO of Peace by Chocolate, the recipient of the EY Entrepreneur of the Year 2021 for Atlantic, named one of the Top 25 Immigrants in the Maritimes and awarded RBC's top Immigrant Award and Entrepreneur of the Year in 2020.

DAY 2

Wednesday, November 29, 9:15 am – 10:15 am



CAROL ALLAIN

Since 1986, he has given more than 200 lectures every year in many companies, institutions, associations, and organizations in Canada, France, Switzerland, Belgium, Germany, Martinique, Portugal, and other countries.

DAY 3

Thursday, November 30, 11:00 am – 12:00 pm



STEPHANIE FRANCIS

Stephanie Francis is a Mikmaq woman, with ancestry in Wolastokuk. She is now a member of the Sitansisk Community (Saint Mary's First Nation). Stephanie, m'estepeganajit ka'amit epit, has experience and wisdom gained through life and ceremony.

Keynote Sponsorship Opportunities

**\$5,000 per
keynote**

Become a Keynote Endorser:

- Pick the keynote presenter you wish to endorse:
(first-come, first-serve basis) - **3 opportunities available**
- Your logo & link to your website published on our conference page next to keynote
- Your logo next to keynote in our conference program
- Your logo with a link to your website appearing in all conference e-blasts announcing keynote
- A post about your support for the keynote, and about your services on our social media platforms (remaining in our feed indefinitely!)
- **One complimentary conference registration for you**
- You get 1 minute to go on the stage, talk about your organization and present our keynote speaker. Don't forget to thank them on your behalf as well as NBCDA's at the end of the keynote plenary



Tareq Hadhad



Carol Allain



Stephanie Francis

Visit the NBCDA website for more information

on our keynote speakers:

<https://nbcdag-gadcnben.weebly.com/keynotes2019-613481-141949.html>

Networking - Sponsorship Opportunities

Refreshment Breaks - Network with Exhibitors & Attendees

- The event allows opportunity for networking and sharing of information and best practices among attendees. Conference participants will leave the sessions with new practical tools, information, and contacts to help them in their day-to-day work as they assist clients.
- This year's conference will attract approximately 500+ attendees who will open doors at companies, agencies and networks you want to reach.

\$1,000 per refreshment breaks

(7 opportunities available)

Concurrent Session Sponsor

- Sponsor a session of interest to your company and align your brand with the top thought leaders in our field
- Each session you sponsor will have your logo linked to promote a session - in the program and on the conference website.

\$150 per session

(30 opportunities available)

Gamification:

Engagement Codes and Prizes

Gamification - NBCDA has added gamification to our event not only to increase the fun factor for attendees, but to also increased benefits for exhibitors, sponsors, speakers and enhances learning.

The gamification system is compatible with PheedLoop's mobile app, **PheedLoop Go!** Attendees win points by entering codes or by scanning QR codes that have been secretly sprinkled around the event experience.

\$100+ prizes



- This is a powerful way to draw more exposure to our exhibitors and sponsors. Attendees can win points by talking to exhibitors/sponsors at their booths in the exhibit hall, and in return, win prizes!



- The gamification codes are placed in locations such as exhibit booths, within (or after) session streams, in announcements or push notifications, outside of Pheedloop on social media platforms such as Facebook & Twitter, and any other creative locations!

Seeking a wide range of Gamification prizes!

Lanyards:

Every attendee and exhibitor is provided with a lanyard upon entry to the conference which they must keep on at all times as proof of registration. This means that your brand will be displayed alongside all attendees, speakers, exhibitors, influencers and leaders across the three days.

\$1,500

Reach: 400+ people



Sponsorship Opportunities Summary

Our affordable sponsorships are easy complements to the conference experience. Take a look for yourself:

	Price
Sponsorship of Keynote Speakers Professional fees and expenses. <i>Limited to 3 companies/agencies (1 per keynote speaker)</i>	\$5,000.00
Welcome Reception: Making Connections (On-site Promotion) Opportunity to place a sponsorship sign on an easel at the front of the room	\$1,500.00
Refreshment and Coffee Break Sponsors Coffee / tea / juice / muffins. Limited to 8 companies/agencies (1 per break)	\$1,000.00
Gamification & Conference Supporter Gain provincial and national exposure in the career development field by making supporter donation. Cash donations are appreciated. We are also seeking door prizes and giveaways. Supporter funding underwrites the overall costs associated with the conference.	\$750.00
Lanyards Boost brand visibility, all attendees must keep their lanyard on at all times as proof of registration.	\$1,500.00

THANK YOU TO OUR CONFERENCE SPONSORS AND SUPPORTERS



**MORE INFORMATION:
We want to hear from you!**

**Want to maximize your exposure?
Contact us today for more information.**

- Contact us to be an exhibitor or sponsor!
- See something you would like to sponsor?
- Interested in discussing an alternative opportunity?

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