

# GLOBAL CONNECTIONS

The future in our hands



18th International World Conference  
July 22-28, 2023 🇨🇦 Ottawa, Canada



Proudly Hosted by



Deafblind  
Network Of Ontario  
Réseau  
de la surdicécité de l'Ontario

SPONSORSHIP & EXHIBIT  
**PROSPECTUS**

# Invitation

18th Deafblind  
International World  
Conference  
**July 22-28, 2023**  
Shaw Centre, Ottawa,  
Ontario, Canada

The Deafblind Network of Ontario is honoured to be hosting the **18th Deafblind International World Conference** on July 22-28, 2023, at the Shaw Centre, Ottawa, Ontario, Canada's National capital.

Deafblindness is a unique and isolating sensory disability resulting from a combination of both a hearing and vision loss or impairment, which significantly affects communication, socialisation, mobility, and daily living.



The conference theme is  
**GLOBAL CONNECTIONS: The Future in Our Hands.**

In keeping with this theme, we aim to bring the deafblind community together showcasing latest research, experiences and best practices that are shaping the world for those who are deafblind. This conference is not only for academics and professionals working in the field of deafblindness, but also professional interpreters and communication guides, people with both acquired and congenital deafblindness and their families.

We are inviting you to become a conference sponsor and/or exhibitor. Take this opportunity to showcase your organization to some 70 international and national guest speakers and 600+ delegates from the deafblind community across over 30 countries. This conference will be a **HYBRID** event, where your brand activation will include all our digital platforms.

I hope you take the opportunity to be part of this very special event.



CATHY PROLL

**Cathy Proll**  
**Chair, DBNO**



## About DBNO

Deafblind Network Ontario (DBNO) is a passionate group made up of individuals, organizations and service providers who work together for the improvement of services for Ontarians who are deafblind. The DBNO is committed to ensuring that all Ontarians who are deafblind have equal access to high-quality Intervenor Services.

The DBNO hosts Ontario's single point of access to Intervenor Services for individuals who are deafblind. The DBNO is working in partnership with the Ministry of Children, Community and Social Services (MCCSS) to build a new framework.

### **Our Member Agencies include:**

Bob Rumball Canadian Centre of Excellence  
Canadian Hearing Services  
Canadian Helen Keller Centre  
CNIB Deafblind Community Services  
Intervenor Organization of Ontario  
Sensory, Deafblind and Sensory Support Network of Canada  
W. Ross Macdonald School

### **Our Supporter Agencies include:**

Deafblind Ontario Services  
Lions McInnis House



## About DbI

Deafblind International is a not-for-profit membership organization focused on the needs of individuals who are deafblind, their families and the professionals who provide services. We have a constitution and are managed by a volunteer Board from around the globe.

Our focus is bringing together individuals and organizations to share information so that they can develop and provide quality services in the regions of the world from which they come.





## Who Will Attend?

Approximately 600 in-person participants are expected to attend. This will include individuals in roles of leadership and front-line professionals; persons with deafblindness and families; DBI Members & Staff, Content Experts, Students, and Key Industry Stakeholders. The virtual audience is scalable but could achieve an additional 500+ attendees.



## Why Sponsor or Exhibit?

Sponsorship of the conference will enable your organization to connect personally with conference attendees and to showcase products and technology in a dynamic, fun, and interactive environment.

Nationally and internationally, people with deafblindness from both developed and developing countries are embracing cutting edge new technologies and products. The community that supports these exceptional individuals are looking to connect with you.

### INQUIRIES

To inquire or book your sponsorship, please contact:

**Sue Mercer**

DBI Conference 2023, Sponsorship  
& Tradeshow Committee

EM: Sue@canplaninc.ca

PH: 416-569-2433

INVESTMENT IMPACT	For Your Organization	For the Deafblind Community
<b>Networking</b>	Access to important international connectors and decision makers	Developing relationships with organizations who are the global leaders in the field of deafblindness
<b>Brand Exposure</b>	Affiliation with private and public partner organizations to optimize visibility within this target market	Partnership with the leading organization that understands the value of collaboration across all stakeholders and nurturing a broad and evolving community of innovative policy thinkers
<b>Corporate Citizenship &amp; Community</b>	Strengthening your association with a global community of Human Service leaders and advocates	Investment in activities which support the advancement of the quality of life and service provision for individuals with deafblindness
<b>Engagement Benefits</b>	Development and renewal of professional and personal connections	Sharing of expertise and innovations that will move this community forward, in-person and digitally





## EVENT SPONSORSHIP OPPORTUNITIES

We are pleased to offer various sponsorship opportunities that allow your company access to high-visibility brand placement. As this highly anticipated event will be presented as a **HYBRID** conference, sponsor brand activation opportunities will be executed both in-person at the live event and digitally for 6 months, greatly extending your brand impressions.

*We will gladly accommodate special requests and custom sponsorships wherever possible. Contact us to discuss your unique sponsorship/partnership goals!*

### **Diamond Sponsorship** **\$15,000 – 1 Available**

*Enjoy the benefits of being featured as our top-billing partner.*

- 3 full conference registrations (Value \$4,200)
- 3 Tickets to the Awards Gala (Value \$525)
- Representative invited to bring greetings (2 minutes) at Opening Ceremonies
- Company profiled in dedicated e-blast (sponsor to provide 150-200 words)
- Banner Ad in the mobile application
- Two mobile application push notifications during the event
- Display of banner in high traffic area (sponsor to provide)
- Banner Ad on the conference virtual platform
- Promotional video featured on conference virtual platform lobby (1-2 minutes looped video)
- Unique branded item inserted in delegate bag (sponsor to provide)
- Logo recognition (premium placement) on conference web site, virtual platform, e-blast communications, and master sponsor slide loop.





## Platinum Sponsorship

**\$10,000 – 4 Available**

*Enjoy the benefits of being featured as the recognized sponsor of one of our signature events.*

Select one of the following:

- > **Welcome Reception** – Monday, July 24th
- > **Awards Gala** – Thursday, July 27th
- > **Opening Keynote** – Tuesday, July 25th
- > **Closing Keynote** – Friday, July 28th
  - 2 full conference registrations (Value \$2,800)
  - 2 Tickets to the Awards Gala (Value \$350)
  - Representative invited to bring greetings (2 minutes) at selected signature event.
  - Sponsor logo in the mobile application for selected event
  - One mobile application push notification during the event
  - Display of banner at selected event (sponsor to provide)
  - Promotional video featured on conference virtual platform for selected event (1-2 minutes looped video)
  - Unique branded item inserted in delegate bag (sponsor to provide)
  - Logo recognition on conference web site, virtual platform, e-blast communications, and master sponsor slide loop.

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## Gold Sponsorship

**\$7,500 – 4 Available**

*Enjoy the benefits of being featured as the recognized sponsor of one of our networking luncheons.*

Select one of the following:

### **Lunch**

- > **Tuesday, July 25th** SOLD
- > **Wednesday, July 26th** SOLD
- > **Thursday, July 27th**
- > **Friday, July 28th**
  - 1 full conference registration (Value \$1,400)
  - 1 Ticket to the Awards Gala (Value \$175)
  - Representative invited to bring greetings (2 minutes) at selected luncheon.
  - Sponsor logo in the mobile application for luncheon
  - Display of banner at selected luncheon (sponsor to provide)
  - Unique branded item inserted in delegate bag (sponsor to provide)
  - Logo recognition on conference web site, virtual platform, e-blast communications, and master sponsor slide loop.



## Silver Sponsorship

**\$5,000 – 13 Available**

*Enjoy the benefits of being featured as the recognized sponsor of one of our networking breakfasts or plenary sessions.*

Select one of the following:

- Breakfast**
- > Tuesday, July 25th
  - > Wednesday, July 26th
  - > Thursday, July 27th
  - > Friday, July 28th

**Plenary Session** > Choice of 9 (please refer to program)

- 1 full conference registration (Value \$1,400)
- 1 Ticket to the Awards Gala (Value \$175)
- Representative invited to bring greetings (2 minutes) at selected event.
- Sponsor logo in the mobile application for event
- Unique branded item inserted in delegate bag (sponsor to provide)
- Logo recognition on conference web site, virtual platform, e-blast communications, and master sponsor slide loop.



## Bronze Sponsorship

**\$2,500 – 6+ Available**

*Enjoy the benefits of being featured as the recognized sponsor of one of our breakout rooms for the duration of the conference. Your brand will be featured as the 'Room Sponsor' for 3 days.*

Select one of the following:

**Room Sponsor**

- > Room 203 > Room, 205 > Room 206 > Room 207 > Room 208  
> Virtual Room(s)

- Sponsor branding on screen for entry/exit.
- Display of banner in selected room (sponsor to provide)
- Sponsor logo in the mobile application for applicable sessions
- Unique branded item inserted in delegate bag (sponsor to provide)
- Logo recognition on conference web site, virtual platform, e-blast communications, and master sponsor slide loop.



## Conference Supporter Sponsorship

**\$500 +**

*Enjoy the benefits as a Conference Supporter.*

- Logo recognition on conference web site, virtual platform, e-blast communications, and master sponsor slide loop.





## PRODUCT SPONSORSHIP OPPORTUNITIES

### Delegate Bag Sponsorship \$15,000

- Provided to all in-person delegates, showcasing your brand for the entire conference and beyond!
- Prominent display of logo on the reusable bag (with conference logo)
- Unique branded item inserted in delegate bag (sponsor to provide)
- Logo recognition on conference web site, virtual platform, e-blast communications, and master sponsor slide loop.

### Re-Useable Water Bottle Sponsorship \$12,500

SOLD

- Support our sustainability efforts while showcasing your brand!
- Prominent display of logo on the water bottle (with conference logo)
- Unique branded item inserted in delegate bag (sponsor to provide)
- Logo recognition on conference web site, virtual platform, e-blast communications, and master sponsor slide loop.

Get your brand front and centre by sponsoring one of the conference materials.

### Lanyard Sponsorship \$10,000

SOLD

- Your organization name/logo around the neck of every delegate for the entire conference!
- Unique branded item inserted in delegate bag (sponsor to provide)
- Logo recognition on conference web site, virtual platform, e-blast communications, and master sponsor slide loop.

### Hotel Key Card Sponsorship \$10,000

SOLD

- Your organization name/logo featured on the hotel key cards!
- Unique branded item inserted in delegate bag (sponsor to provide)
- Logo recognition on conference web site, virtual platform, e-blast communications, and master sponsor slide loop.

### Accessible A/V Sponsorship \$10,000 (Multiple Available)

- Be recognized as a sponsor of specialized A/V equipment required to ensure access and engagement of all delegates!
- Unique branded item inserted in delegate bag (sponsor to provide)
- Logo recognition on conference web site, virtual platform, e-blast communications, and master sponsor slide loop.

### Mobile APP Sponsorship \$7,500

- Your organization recognized as the sponsor of our mobile APP
- Unique branded item inserted in delegate bag (sponsor to provide)
- Logo recognition on conference web site, virtual platform, e-blast communications, and master sponsor slide loop.

### Notepad & Pen Sponsorship \$5,000

- Your organization name/logo featured on the conference Notepad & Pen
- Unique branded item inserted in delegate bag (sponsor to provide)
- Logo recognition on conference web site, virtual platform, e-blast communications, and master sponsor slide loop.

### Delegate Bag Insert \$1,000

- Provision of lightweight (up to 4-page) brochure or branded corporate gift (sponsor to provide)
- Logo recognition on conference web site, virtual platform, e-blast communications, and master sponsor slide loop.



## EXHIBIT OPPORTUNITIES

Share the excitement your company brings to the deafblind community by showcasing your **innovative** products and services. An exhibit booth provides you with the space and chance to demonstrate and share features and benefits with all conference delegates and decision makers. It is also an exciting way to continuously network throughout the conference.

Space is limited to approximately 20 spots and are offered on a first come, first served basis, so book early!

### Exhibits

**\$2,000 + 13% (HST)**

- 10' x 10' space
- 6' Skirted table & 2 chairs
- 8' high back panel and 3' high side panel pipe & drape
- Logo and listing in conference mobile application
- 1 x Exhibitor Staff pass (includes breakfasts, breaks and lunch daily, access to educational program not included)

## INQUIRIES

To inquire or book your exhibit booth, please contact:

**Sue Mercer**

DBI Conference 2023, Sponsorship & Tradeshow Committee

EM: Sue@canplaninc.ca

PH: 416-569-2433

**Floor Plan:** Exhibit floor plan will be provided with Exhibitor Confirmation.

**\*Tickets available to purchase:**

- Additional Exhibitor Staff Pass - \$600
- Welcome Reception Ticket - \$100
- Awards Gala Ticket - \$175

\*Registration is scheduled to open in October 2022



# Terms and Conditions

## Sponsor Agreement

Completion of the agreement form does not confirm acceptance of offer. The Conference Organizers reserve the right to determine which applications are accepted. All sponsorships/exhibits will be confirmed in writing. Confirmation of any/all sponsorships or exhibitors does not represent an endorsement by the Conference Organizers.

## Payment

Sponsors and/or exhibitors will be invoiced, and all fees are due upon receipt of invoice. Failure to comply with payment terms may result in the sponsor not receiving full benefits as outlined in the prospectus. All sponsor benefits are conditional on receiving payment, artwork, video content, goods etcetera in a timely manner and are subject to meeting publication deadlines.

## Cancellation

Notification of cancellation must be submitted in writing to the Conference Organizers. Cancellations up to 6 months prior (January 20, 2023), 50% of total sponsorship/exhibit fee will apply as a cancellation fee, or the cost of goods purchased (if product sponsorship). Cancellations made after January 20th, 2023, will receive no refund.

## Trade Show Booth Allocation

A tradeshow floorplan will be provided to confirmed exhibitors when they will be able to request location preference. By selecting your booth preferences, you understand that it is an indication only and is subject to availability and change. The Conference Organizers have the exclusive right to allocate booth space and may alter the floor plan if necessary.

## Exhibitors

All exhibitors must have current general liability insurance coverage (\$2 Million minimum) for their booth and be prepared to provide to Conference Organizers on request. Exhibitors are wholly responsible for the security and safekeeping of items and staff at their booths and will be responsible for any damage to the venue caused by the installation/removal of materials. No outside food or drink is permitted in the tradeshow. Additional fees for advance freight, material handling, A/V, specialized furniture, and/or power requirements (etc.) are the responsibility of the exhibitor.

## Liability Waiver

In the event of any disruption outside the control of the Conference Organizers that results in the conference not taking place, the organizers accept no responsibility for losses incurred by conference participants, sponsors, and exhibitors.





# Contract

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Website: \_\_\_\_\_

Primary Contact Name: \_\_\_\_\_

Mobile: \_\_\_\_\_ Email: \_\_\_\_\_



Hosted by



✓ SPONSORSHIP LEVEL	SPONSORSHIP SELECTION (If applicable)	FEE
<input type="checkbox"/> Diamond		\$15,000
<input type="checkbox"/> Platinum		\$10,000
<input type="checkbox"/> Gold		\$7,500
<input type="checkbox"/> Silver		\$5,000
<input type="checkbox"/> Bronze		\$2,500
<input type="checkbox"/> Supporter (\$500+)		\$
<input type="checkbox"/> Product Sponsor		\$

✓ TRADESHOW	FEE		TOTAL FEES
<input type="checkbox"/> 10 x 10 Booth	\$2,000	All Fees payable in CDN \$\$	\$
<input type="checkbox"/> 13% HST:	\$		

**Declaration:** I have read the prospectus and agree to the 'Terms and Conditions' outlined in the document. I declare that I am authorized to make this commitment on behalf of my organization.

Name: \_\_\_\_\_ Signature: \_\_\_\_\_

Payment Method:	SPONSORSHIP SELECTION (If applicable)	Cheque Amount:
By Cheque	<b>Cheques payable to:</b> Deafblind Network of Ontario <b>Mail to:</b> <address> xXxxxXxxx	\$
By Credit Card	Type: <input type="checkbox"/> VISA <input type="checkbox"/> MasterCard Card Number: _____ Expiry: _____ CVV Code: _____ Name on Card: _____ Signature: _____	<b>Authorized Amount:</b> \$
By E-Transfer	<account details>	\$