



PROFESSIONAL
ORGANIZERS
IN CANADA



ORGANISATEURS
PROFESSIONNELS
AU CANADA

POC 2021 Virtual Summit
Thursday, October 21, 2021

SPONSOR & ADVERTISING
OPPORTUNITIES GUIDE

ABOUT POC

Established in 2000, Professional Organizers in Canada (POC) is a national, registered non-profit association. Our mission is to develop professional organizing through creating awareness of the industry amongst the public and to provide our members with support by giving them access to tools, training, and resources to build their own businesses.

POC members are organizing professionals who specialize in residential and/or business organizing and whose services may include office organizing, space management and design, information and records management, time management consulting, human resources consulting, estate organizing, and move management.

POC currently represents more than 580 professional organizers in 14 chapters across Canada. It is POC's mandate to provide a supportive environment for members to learn, share ideas, network, and exchange referrals.

All POC members adhere to the association's code of conduct and ethics which establishes principles and guidelines for professional business practices.

POC members are recognized as experts in their field and are regularly called on to provide input and feedback to Canadian media regarding the organizing industry. No matter what their organizing speciality, it is an organizer's goal to help individuals and businesses organize their space, time, and information to create functional spaces, increase productivity, and reduce stress.

POC also works to educate the public about the organizing industry and the benefits of working with one of their members. In addition to extensive training courses offered year-round, POC is holding a Virtual Summit where members come together virtually to discuss issues and trends in the organizing industry and to exchange ideas and resources.

Individuals or businesses looking to hire a professional organizer can turn to POC's website www.organizersincanada.com for the *Find an Organizer Directory*. This easy-to-use tool allows members of the public to search for a POC organizer by location and expertise.

To learn more about Professional Organizers in Canada and our Virtual Summit, visit www.organizersincanada.com.



SPONSORSHIP OPPORTUNITIES

The POC Virtual Summit is an outstanding opportunity for companies to connect with their target audience – professional organizers from across Canada, whose use and recommendation of a product is passed on to their clientele. By sponsoring the Virtual Summit, you are reaching hundreds of professional organizers and potentially the thousands of Canadians they service.

Benefits of Investing

- **Increased Visibility** – Virtual Summit sponsorship is an excellent way to enhance your corporate image, raise brand and product awareness and position your company as an industry leader to Virtual Summit participants.
- **Targeted Audience** – the POC Virtual Summit is expected to attract up to 500 professional organizers from Canada and the U.S. It is a highly effective way to directly access the organizing industry's leading professionals.
- **Product Promotion** – Sponsorship helps build buzz and word-of-mouth publicity for your products and services.
- **Consumer Insights** – Promoting your product offers a valuable way to provide information directly to the organizers who would use and recommend your product or service.
- **Promotional support on Social Media.** All sponsors will be recognized on the POC Summit dedicated webpage/ POC will also post and thank sponsors on the POC Member Only page leading into the event.

ADVERTISING

POC provides each Summit participant with a digital Virtual Summit Resource Guide. Maximize your exposure with advertising in the guide for as little as \$125 (quarter page, member price).

SPONSORSHIP

POC offers several sponsorship opportunities that fit any budget. Sponsorship during the POC 2021 Virtual Summit offers a unique opportunity to partner with POC and demonstrate your support of Canada's professional organizers. Exclusive sponsorships provide excellent exposure and opportunities to network with, and market to, your target audience. Take advantage of the digital sponsorships that are optimized for analytics where recorded participant data is essential for proving ROI.

SPONSOR SPOTLIGHT PRESENTATION @ \$750

- 3-5 minute live stream presentation during one of two breaks.
- Opportunity for one poll to gather information directly from professional organizers from across the country – invaluable insight from your target market!
- Listing in Sponsors section of event platform/app.
- Company displayed on POC website and linked to your website.
- Promotion on the POC's Members Only Facebook page.
- Company logo included in Virtual Summit Resource Guide corresponding with event listing.
- Full-page advertisement in Virtual Summit Resource Guide with hyperlink to your company website.
- Complimentary 1-year POC Associate Membership.

SPONSOR VIDEO AD @ \$500/broadcast

- 30-second, pre-recorded commercial video spot displayed during one of two break periods (video/link provided by sponsor).
- Listing in Sponsors section of event platform/app.
- Company logo displayed on POC website and linked to your website.
- Promotion on the POC's Members Only Facebook page.
- Company logo included in Virtual Summit Resource Guide corresponding with event listing.
- Full-page advertisement in Virtual Summit Resource Guide with hyperlink to your company website.

PLENARY/BREAKOUT EDUCATION OR SOCIAL NETWORKING SESSION @ \$250: Sponsor one of POC's educational sessions and receive the following benefits:

- Company logo displayed on POC website and linked to your website.
- Sponsorship acknowledgement at the beginning of the session.
- Listing in Sponsors section of event platform/app.
- Logo in Virtual Summit Resource Guide corresponding with sponsored session.

BRANDED REGISTRATION PAGE @ \$250: This is an opportunity to promote your organization by having your company logo included on the POC 2021 Virtual Summit's online registration page.

- Company logo displayed on POC website and linked to your website.
- Company logo displayed on POC 2021 Virtual Summit online registration page.
- Listing in Sponsors section of event platform/app.
- Sponsorship acknowledgement on sponsor logo slide displayed throughout event day.
- Company logo in Virtual Summit Resource Guide.

VIRTUAL SUMMIT SUPPORTER @ \$100: This is an opportunity to promote your organization by having your company recognized by all Summit attendees.

- Logo displayed on POC website and linked to your website.
- Listing in Sponsors section of event platform/app.
- Logo in Virtual Summit Resource Guide.

If you have any questions, please contact: conferenceexhibitorschair@organizersincanada.com.

POC 2021 Virtual Summit

REGISTRATION FOR, SPONSOR AND/OR ADVERTISING

Please provide the following information and **email the completed form and payment information to conferenceexhibitorschair@organizersincanada.com** or fax to 416-646-9460.

Date:		
Company Name		
Mailing Address		
City, Province, Postal Code		
Contact Numbers	Tel:	Fax:
Website		
Email Address		
Contact Name & Position		
Contact Person Email		
Participant Name:		

Please check all that apply:

Virtual Summit Resource Guide (Digital) Advertising		Member	Non-Member	
Full page	Ad size: 7.5" x 10" trim	\$500	\$600	<input type="checkbox"/>
Half page	Ad size: 7.5" x 4.75" trim	\$250	\$350	<input type="checkbox"/>
Quarter page	Ad size: 4.75" x 4.75" trim	\$125	\$225	<input type="checkbox"/>
Summit Sponsorships				
[] Sponsor Spotlight Presentation		\$750		<input type="checkbox"/>
[] Sponsor Video Ad		\$500		<input type="checkbox"/>
[] Plenary Education Session Sponsor		\$250		<input type="checkbox"/>
[] Branded Registration Page Sponsor		\$250		<input type="checkbox"/>
[] Virtual Summit Supporter		\$100		<input type="checkbox"/>
HST 13% [GST/HST # 889412912RT001]				
TOTAL:				

***Note:** Member pricing includes Full Members, Associate Members, and Affiliate Members.

Interested in becoming a POC Associate Member?

[Become a POC Associate Member](#) and bring your organizing-industry related equipment, supplies and services to the attention of professional organizers and their clients. For more sponsorship/advertising opportunities, please contact our POC Director of Development at:

dir-development@organizersincanada.com.

Payment Options:

- Cheques should be made payable to: **Professional Organizers in Canada.**
- Credit Card: Please complete the section below and fax or mail to the address listed below.

Credit Card Type	<input type="checkbox"/> Visa	<input type="checkbox"/> MasterCard
Credit Card Number		
Expiry Date:	Security/Verification Code:	
Name as Printed on Credit Card		
Authorized Signature		

Mailing Address:

Professional Organizers in
Canada
468 Queen Street E
LL-02
Toronto, ON M5A 1T7

E-mail:

conferenceexhibitorschair@organizersincanada.com

FAX: 416-646-9460

- Please submit no later than September 24, 2021
 - include your company logo and advertisement (if applicable).
 - All files should be hi-res and print-ready to ensure inclusion in the Virtual Summit Resource Guide
 - Videos are to be no longer than 30 seconds in duration and of broadcast quality.
- Please be sure to include your 3-digit security/verification code (found on the back of your card)
- An administrative fee of \$100 will be withheld on cancellations received on or before September 24, 2021. No refunds after September 24, 2021.