



PROFESSIONAL  
**ORGANIZERS**  
IN CANADA



**ORGANISATEURS**  
PROFESSIONNELS  
AU CANADA

***POC 2023 Virtual Summit***  
***Thursday, October 26, 2023***

**SPONSOR | EXHIBITOR | 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 11 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](http://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](http://www.organizersincanada.com).



## SPONSORSHIP OPPORTUNITIES

Did you know virtual events attract 30% more attendees and last longer than in-person events? This results in more time with more people for more exposure! 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 250 professional organizers from Canada, the US, and the UK. 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 public and closed group (for members only) Facebook pages 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 \$100 (quarter page, member price).

## SPONSORSHIP

POC offers a variety of sponsorship opportunities that fit any budget. Sponsorship during the POC 2023 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.

### **PLATINUM SPONSOR @ \$2,500**

- Sponsorship acknowledgement at the beginning of the Summit
- One complimentary 3D digital exhibit booth in the POC Virtual Expo, including:
  - Branding of your virtual booth space with your company logo, thumbnail, and banner
  - Promotional video shown in your virtual booth
  - Upload flyers, brochures, and other resources for attendee access from your virtual booth
  - Booth managers will be able to track visitors in real-time and start private chats
  - Booth managers will be able to host live groups of up to 25 attendees during dedicated POC Virtual Expo times
  - Visitors to your virtual booth will be able to submit requests for information with contact information added automatically via your organization's profile page in the exhibit hall and the general listing
  - Any attendee initiated or captured leads along with notes the attendee submits will show up in your exhibitor portal, at any time
- 2.5 hours of dedicated POC Virtual Expo time included in program
- Company logo displayed on platform login page
- Company logo displayed on platform lobby banner
- Company logo displayed on platform lobby carousel
- Three (3) branded announcements pushed in app
- Recognition as sponsor of one concurrent session of your choice, includes:
  - Recognition as sponsor on selected session pre-roll video
  - Recognition as sponsor on selected session Meet & Stream background
  - Recognition as sponsor on selected session in agenda listing
- One Sponsor Spotlight (30-60 second promo video) displayed at key time in lobby video splash page
- Three complimentary virtual summit registrations for sponsor representatives
- Opportunity for one poll to gather information directly from professional organizers from across the country – invaluable insight from your target market!
- 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
- Full-page advertisement in Virtual Summit Resource Guide with hyperlink to your company website
- Complimentary 1-year POC Associate Membership

### **SPONSOR SPOTLIGHT PRESENTATION @ \$1,000**

- 3-5 minute live stream of pre-recorded presentation during one of two breaks
- One complimentary 3D digital exhibit booth in the POC Virtual Expo, including:
  - Branding of your virtual booth space with your company logo, thumbnail, and banner
  - Promotional video shown in your virtual booth
  - Upload flyers, brochures, and other resources for attendee access from your virtual booth
  - Booth managers will be able to track visitors in real-time and start private chats
  - Booth managers will be able to host live groups of up to 25 attendees during dedicated POC Virtual Expo times
  - Visitors to your virtual booth will be able to submit requests for information with contact information added automatically via your organization's profile page in the exhibit hall and the general listing
  - Any attendee initiated or captured leads along with notes the attendee submits will show up in your exhibitor portal, at any time
- 2.5 hours of dedicated POC Virtual Expo time included in program
- Two complimentary virtual summit registrations for sponsor representatives
- Company logo displayed on platform lobby carousel
- 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
- Half-page advertisement in Virtual Summit Resource Guide with hyperlink to your company website
- Complimentary 1-year POC Associate Membership

### **SOCIAL NETWORKING SESSION @ \$750**

- One complimentary 3D digital exhibit booth in the POC Virtual Expo, including:
  - Branding of your virtual booth space with your company logo, thumbnail, and banner
  - Promotional video shown in your virtual booth
  - Upload flyers, brochures, and other resources for attendee access from your virtual booth
  - Booth managers will be able to track visitors in real-time and start private chats
  - Booth managers will be able to host live groups of up to 25 attendees during dedicated POC Virtual Expo times
  - Visitors to your virtual booth will be able to submit requests for information with contact information added automatically via your organization's profile page in the exhibit hall and the general listing
  - Any attendee initiated or captured leads along with notes the attendee submits will show up in your exhibitor portal, at any time
- 2.5 hours of dedicated POC Virtual Expo time included in program
- Two complimentary virtual summit registrations for sponsor representatives
- Company logo displayed on platform lobby carousel
- 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
- Half-page advertisement in Virtual Summit Resource Guide with hyperlink to your company website

### **PLENARY/BREAKOUT SESSION @ \$500**

Sponsor one of POC's educational sessions and receive the following benefits:

- Recognition as sponsor of session of your choice, includes:
  - Recognition as sponsor on selected session pre-roll video
  - Recognition as sponsor on selected session Meet & Stream background
  - Recognition as sponsor on selected session in agenda listing
- Company logo displayed on platform lobby carousel
- Company logo displayed on POC website and linked to your website
- Sponsorship acknowledgement at the beginning of the session
- Logo in Virtual Summit Resource Guide corresponding with sponsored session
- One complimentary virtual summit registration for sponsor representative

### **BRANDED ANNOUNCEMENT @ \$200**

Branded announcements are a highly interactive and flexible way to promote your business and/or service. Branded announcements are visible:

- Permanently in the virtual event portal lobby
- As a push notification
- Sponsor logos can be placed as images within the announcements, in the announcement's body.

### **VIRTUAL SUMMIT SUPPORTER @ \$150**

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
- Company logo displayed on platform lobby carousel
- Logo in Virtual Summit Resource Guide

### **NEW! POC VIRTUAL EXPO**

#### **SHOWCASE YOUR PRODUCTS & SERVICES AT THE POC 2023 VIRTUAL EXPO FOR AS LITTLE AS \$400!**

#### **About POC Members:**

- More than 90% regularly recommend/purchase organizing containers for their clients.
- More than 80% provide recommendations to their clients about office products, office furniture, and general organizing furniture.
- All are in a position of referring a variety of organizing products and systems, such as closet systems, home services, contractor services, interior design and staging services, removal services, cleaning services, as well as moving services.

POC invites you to exhibit at the POC Virtual Expo. Achieve maximum exposure for your product or service by exhibiting to professional organizers from across Canada and the U.S.

#### **Reasons to participate in the POC 2023 Virtual Expo:**

- **An excellent opportunity to network with, and market to** your target audience - professional organizers from across Canada and the U.S. At this conference, nearly every attendee constitutes a highly qualified lead!
- **Get your opportunity to pitch your products and/or services.** Each exhibitor has the opportunity to upload a promotional video and countless promotional materials and/or advertisements within their digital exhibit booth space.
- **Time for maximum exposure** – virtual exhibit halls last 3X longer on average and POC's virtual space (including the POC Virtual Expo) will remain available to all attendees for several months post-event.
- **It is a cost-effective method of accessing high quality leads. As well, it is a promising referral source for your services and products with a great ROI.** POC Virtual Summit attendees are committed to professional organizing which means you will have exposure to the decision-makers that purchase and recommend products.
- **Promotional support through POC's social media channels.** Facebook and Twitter will be used without extra charge to promote your presence at the POC 2023 Virtual Expo. POC is also now on Pinterest; that social media platform may also be available to our sponsors and exhibitors – please let us know if this is something you would be interested in utilizing. POC will also post on the dedicated conference Facebook page leading into the conference along with two dedicated Tweets per exhibitor.
- **Sponsorship and advertising opportunities** to enhance your exposure to attendees and members.

Each 3D virtual booth includes:

- Exhibitor portal where you may brand your virtual booth space with your company logo, thumbnail, and banner
- Exhibitor portal where you may to upload your promotional video shown right in your virtual booth
- Exhibitor portal where you may to upload flyers, brochures, and other resources for attendee access from your virtual booth
- Booth managers will be able to track visitors in real-time and start private chats
- Booth managers will be able to host live groups of up to 25 attendees during dedicated POC Virtual Expo times
- Visitors to your virtual booth will be able to submit requests for information with contact information added automatically via your organization's profile page in the exhibit hall and the general listing
- Any attendee initiated or captured leads along with notes the attendee submits will show up in your exhibitor portal, at any time
- 2.5 hours of dedicated POC Virtual Expo time included in program

For more information on exhibiting in our virtual space, watch:

<https://pheedloop.com/more/virtual-exhibitor-training>

**POC 2023 Virtual Summit**  
**REGISTRATION FOR, SPONSOR, EXHIBITOR, AND/OR ADVERTISING**

Please provide the following information and **email the completed form and payment information to [conferenceexhibitorschair@organizersincanada.com](mailto:conferenceexhibitorschair@organizersincanada.com)**

|                                    |             |             |
|------------------------------------|-------------|-------------|
| <b>Date:</b>                       |             |             |
| <b>Company Name</b>                |             |             |
| <b>Mailing Address</b>             |             |             |
| <b>City, Province, Postal Code</b> |             |             |
| <b>Contact Numbers</b>             | <b>Tel:</b> | <b>Fax:</b> |
| <b>Website</b>                     |             |             |
| <b>Email Address</b>               |             |             |
| <b>Contact Name &amp; Position</b> |             |             |
| <b>Contact Person Email</b>        |             |             |
| <b>Participant Name:</b>           |             |             |

**Please check all that apply:**

| <b>Virtual Summit Resource Guide (Digital) Advertising</b> |                             | <b>Member*</b> | <b>Non-Member</b> |                          |
|--|-----------------------------|----------------|-------------------|--------------------------|
| Full page  | Ad size: 7.5" x 10" trim    | \$200          | \$250             | <input type="checkbox"/> |
| Half page  | Ad size: 7.5" x 4.75" trim  | \$150          | \$200             | <input type="checkbox"/> |
| Quarter page   | Ad size: 4.75" x 4.75" trim | \$100          | \$150             | <input type="checkbox"/> |
| <b>POC Virtual Expo</b>                                    |                             | <b>Member*</b> | <b>Non-Member</b> |                          |
| 3D Virtual Booth   |                             | \$400          | \$650             | <input type="checkbox"/> |
| <b>Summit Sponsorships</b>                                 |                             |                |                   |                          |
| [ ] Platinum Sponsor                                       |                             | \$2,500        |                   | <input type="checkbox"/> |
| [ ] Sponsor Spotlight Presentation                         |                             | \$1,000        |                   | <input type="checkbox"/> |
| [ ] Plenary/Breakout Session Sponsor                       |                             | \$750          |                   | <input type="checkbox"/> |
| [ ] Social Networking Session Sponsor                      |                             | \$500          |                   | <input type="checkbox"/> |
| [ ] Branded Announcement                                   |                             | \$200          |                   | <input type="checkbox"/> |
| [ ] Virtual Summit Supporter                               |                             | \$150          |                   | <input type="checkbox"/> |
| <b>HST 13% [GST/HST # 889412912RT001]</b>                  |                             |                |                   |                          |
| <b>TOTAL:</b>  |                             |                |                   |                          |

**\*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](mailto:dir-development@organizersincanada.com).

**Payment Options:**

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

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

**Mailing Address:**

Professional Organizers in  
Canada  
701 Rossland Road East  
Suite 375  
Whitby, ON L1B 9K3

**E-mail:**

[conferenceexhibitorschair@organizersincanada.com](mailto:conferenceexhibitorschair@organizersincanada.com)

- Please submit no later than September 26, 2023
  - include your company logo and advertisement (if applicable).
  - All files should be hi-res digital and web-ready to ensure inclusion in the Virtual Summit Resource Guide
- 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 26, 2023. No refunds after September 26, 2023.