



# 2025 POC CONFERENCE

**THE BUSINESS OF  
ORGANIZING:  
STRATEGIES FOR SUCCESS  
AT EVERY STAGE**

October 23<sup>rd</sup>, 2025

For more info visit our website:

[www.organizersincanada.com](http://www.organizersincanada.com)



# Who We Are

Professional Organizers in Canada (POC) is a national non-profit association founded in 2000. Our mission is to advance the organizing profession by raising public awareness and equipping members with tools, training, and resources to grow their businesses.

POC represents professionals specializing in residential and business organizing—including space design, records management, time management, estate organizing, and more.



# POC Members

POC members are recognized experts in the organizing field and are frequently consulted by Canadian media for insights on the industry. Regardless of their specialty, all organizers aim to help individuals and businesses improve their space, time, and information management—boosting productivity and reducing stress.

- Over 90% regularly recommend or purchase organizing containers for clients
- Over 80% advise on office products, furniture, and organizing solutions
- Members frequently refer clients to services such as closet systems, home and contractor services, interior design, staging, moving, and cleaning

All POC members follow a strict code of conduct and ethics, ensuring professional and reliable business practices.



# National Board

As a volunteer-led organization, POC has an active board that drives the success of our association.

Our board is elected each year at the Annual General Meeting (AGM) and consists of eight to twelve individuals, with several appointed positions including the President and Vice-President.



President  
Noreen Music  
Alberta



Past President  
Cindy Wezenbeek  
Nova Scotia



Director of Marketing &  
Communications  
Allison Weigensberg  
Quebec



Director of Finance  
Edie Michel  
Toronto



# Digital Presence

FACEBOOK

3 500

FOLLOWERS

INSTAGRAM

2 916

FOLLOWERS

LINKEDIN

953

FOLLOWERS

X

2 218

FOLLOWERS

YOUTUBE

75

FOLLOWERS

PINTEREST

462

FOLLOWERS

# Past Sponsors



# POC 2025 Annual Virtual Conference

Thursday, October 23<sup>rd</sup> 2025





# When & Where

Event Date: Thursday, October 23<sup>rd</sup> 2025

Where: Virtual

Time: 10:00am- 6:00pm EST

Delegates: 150+ attendees from across Canada





# Why Should I Participate?

## Boost Your Brand

Sponsorship is a powerful way to enhance your corporate image, raise awareness, and position your company as a leader in the organizing industry.

## Reach a Targeted Audience

Connect with up to 150+ professional organizers from Canada, the U.S., and the U.K.—the professionals who use, recommend, and influence product choices in the industry.

## Promote Your Products

Build buzz and word-of-mouth through direct exposure at the Conference and in the POC Exhibitor Showcase.

## Valuable Insights

Gain feedback and insights by engaging directly with organizers who can become champions for your brand.

## Multi-Channel Exposure

All sponsors are featured on the POC Conference website and thanked across POC's social media platforms.

## Flexible Opportunities

Choose from customizable sponsorship options that align with your marketing goals.

SPONSORSHIP OPTIONS	COST (+HST)	2D DIGITAL BOOTH	VIRTUAL SHOWCASE TIME	PROMOTIONAL VISIBILITY	REGISTRATIONS	ADDITIONAL BENEFITS
PLATINUM SPONSOR	\$2500	Includes private/live chats, PDF and Video Downloads	45 min + 3×15 min breaks	Logo on platform login, carousel, POC website (linked); 3 push notifications; Members- Only FB group	3	Verbal acknowledgment at Summit start; Sponsor of 1 concurrent session (with pre-roll, agenda listing); 1-year POC Associate Membership
SPONSOR SPOTLIGHT PRESENTATION	\$1000	Includes private/live chats, PDF and Video Downloads	45 min + 3×15 min breaks	POC website listing; Members-Only FB group	2	3–5 min pre-recorded presentation streamed during scheduled break; 1-year POC Associate Membership
SOCIAL NETWORKING SESSION	\$750	Includes private/live chats, PDF and Video Downloads	45 min + 3×15 min breaks	POC website listing; Members-Only FB group	2	Designed for attendee networking; informal presence, no speaking feature
PLENARY/BREAKOUT SESSION SPONSOR	\$500	Not Included	Not Included	POC website listing	1	Sponsor of educational session (with branded pre-roll and agenda listing); verbal acknowledgment at session start
BRANDED ANNOUNCEMENT	\$250	Not Included	Not Included	Permanent branded message + push notification to attendees	0	Custom messaging with logo; high- impact visibility
VIRTUAL SUMMIT SUPPORTER	\$250	Not Included	Not Included	Logo in carousel; POC website (linked)	0	Brand visibility only; simple support presence



# Why Exhibit at the POC Virtual Conference

- Connect with your target audience: professional organizers from across Canada and the U.S.—nearly every attendee is a qualified lead.
- Showcase your offerings with a promotional video and digital materials in your virtual booth.
- Enjoy extended visibility: the virtual conference space remains accessible for months post-event.
- Reach decision-makers at a low cost, with strong ROI and referral potential.
- Benefit from promotional support through POC's social media channels, including Facebook and Instagram.
- Explore additional exposure through sponsorship.

# What's Included with Your Virtual Booth

- 2D booth with your logo, banner, link to your website, promotional video and PDF download
- Private and Live chat capabilities
- Host live group sessions during dedicated Exhibitor Showcase hours
- 45 minutes + 3-15 minute breaks of dedicated Virtual Showcase time



# What's Included with Your Virtual Booth



Thank you and we look forward to collaborating with you!

Please contact Liz Buttigieg, your partnership contact at

Email: [liz@absolutevents.com](mailto:liz@absolutevents.com)

Phone: 416-595-1414 ext. 222

[Click Here to Partner with POC](#)