



PROFESSIONAL
ORGANIZERS
IN CANADA



ORGANISATEURS
PROFESSIONNELS
AU CANADA

National and Regional
Corporate Partnership



About Professional Organizers in Canada

Established in 1999, Professional Organizers in Canada (POC) is a national, registered non-profit association whose 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 in order to build their own businesses.

POC members are organizing professionals who specialize in residential and/or business organizing such as downsizing, move management, office organizing, space management and design, information and records management, time management consulting, human resources consulting, estate organizing and event planning.

POC currently represents about 400 Professional Organizers 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 agree to adhere to the Association's Code of Conduct and Ethics that 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 individual specialty, it is an organizer's goal to help individuals and businesses organize their space, time and information in order 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 holds an annual national conference where members come together 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.

Corporate Partners

A Corporate partner is a profit or non-profit business entity that offers products or services to POC Regular Members. A Corporate Partner is primarily engaged in the manufacturing, distribution and/or sale of organizing-industry related equipment, supplies, products, services, and/or educational training directed to Professional Organizers or their clients.

A business entity that offers professional organizing services cannot be a Corporate Partner unless it also offers products or services consistent with the definition of a Corporate Partner above.

An individual who also operates a business entity may join POC as both a Regular Member (the individual) and as a Corporate Partner (the business entity) if the criteria for each type of membership are met.

Local Corporate Partnership

\$300.00

annually

National Corporate Partnership

\$500.00

annually

If a Franchisee of a national company wants to market locally in their area as well, they may choose to purchase their own Local Membership.

The Corporate Partnership begins in the month that the application is made, and dues are paid on an annual basis.

**Referred to as Associate Members in by-laws pending amendment*

Benefits of Corporate Partnership

- 1** Congratulatory announcement to our members
- 2** Postings on our social media pages
- 3** Annual complimentary e-blast to our members
- 4** Your company biography, logo and link on our website
- 5** Branding in POC Newsletters
- 6** Discounted rates to POC events
- 7** Networking with members
- 8** Special community events
- 9** Discounted home and auto insurance from Westland Insurance
- 10** Testimonials from POC members

Benefits of Membership

Congratulatory Announcement: Upon joining or renewal – a congratulatory announcement congratulating your partnership will run in the POC Talk (our bi-monthly e-newsletter distributed to all POC Members).

Social Media Postings: Opportunity to provide monthly content to be posted on POC's social media channels (Instagram, Facebook and LinkedIn).

Annual Complimentary E-Blast: Once a year, your company will be featured in an e-blast to all POC members.

Branding: Your company logo will be placed on each issue of the POC Talk and POC Post (subscribed to the general public, members and stakeholders) recognizing you as a POC Corporate Partner.

Website Presence: Your company bio, logo and link to your website will be on POC's webpage.

Discounted Rates: Corporate Partners are invited to attend the POC in-person conference or virtual summit, join the POC Expo (during live events) or sponsor an event at discounted rates (during live and/or virtual events).

Networking with Professional Organizers: Corporate Partners are welcome to network with POC community groups, with the opportunity to build important business relationships with your target market. Please contact POC national to coordinate this.

Insurance: Corporate Partners can access the preferred insurance rates through our partners.

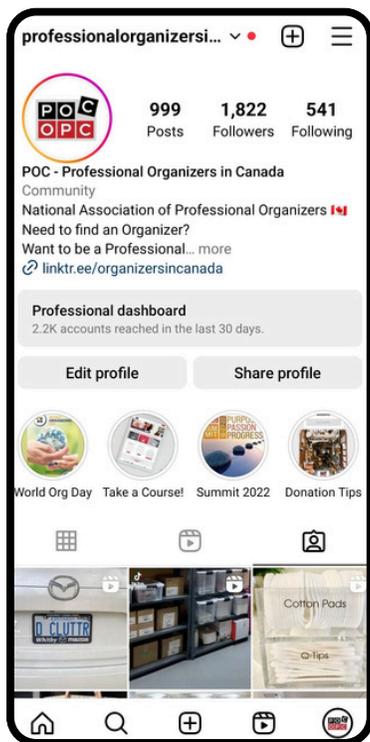
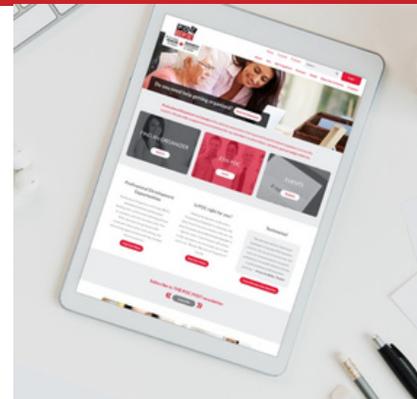
Testimonials: POC can post testimonials from members in POC Talk and on our website about your company products and/or services.

Specifics for Advertising

Website

Corporate Partners are requested to email a copy of their company logo as well as a 50-word description of their company to be used for their listing on the POC website to memberadmin@organizersincanada.com. Logos should be web-ready in gif or jpg, hi-resolution, and no larger than 30kB.

Our website is bilingual. Please provide us with a French translation of the 50-word description of your company. If you decide not to provide a French translation, you will not be listed in the French section of the website.



Social Media Postings

Corporate Partners may choose to provide advertising appropriate for social media platforms (including Instagram, Facebook and LinkedIn) adhering to POC Code of Ethics.

Up to 12 (1 per month) posts per year, per social media platform used. POC highly recommends a variety of social media advertising.

Submitted posts containing imagery and/or video must have legal copyright provided of distribution and usage rights, including of any persons present. Images must be provided in JPG form. Videos must be provided in MP3 format and must not exceed 90 seconds in length.

Wording included for posts must not exceed 1000 characters. When possible, both English and French versions should be submitted. If only one language submission is possible, POC will provide translation where possible.

Newsletter - POC Talk

Must be submitted in plain text or MSWord.

Submissions may be in English, French or in both official languages (100 words limit per language). *POC does not provide translation services.*

If your article includes graphics (photos, logo), please note:

- Photos and graphics must be submitted separately (i.e., not embedded in document)
- Must be web-ready in gif or jpg 72 dpi no larger than 30kB.

Deadline

Please email the above information with payment (if applicable) to memberadmin@organizersincanada.com by the 10th of the month to be included in the next POC Talk (published bi-monthly).



Specifics for Advertising

E-Blasts - Corporate Partner Communications

E-blast Content Text:

- Must be submitted in plain text or MSWord.
- Submissions may be in English, French or in both official languages (Max. 500 words description per language). *POC does not provide translation services.*

If your e-blast includes graphics (photos, logo), please note:

- Photos and graphics must be submitted separately (i.e., not embedded in document)
- Must be web-ready in gif or jpg 72 dpi no larger than 30kB



Advertisements

E-blast of Display Ad / Banner Ad:

- Photos and graphics must be submitted separately.
- Must be web-ready in gif or jpg 72 dpi no larger than 30kB.
- Banner graphics must be 580 x 125 pixels.
- Display ads must be 250 x 250 pixels.
- English and French logos are welcomed.

Deadline:

- Must specify publishing date.
- Submission date must be at least one full calendar week before publishing date.
- Contact Cchristina@organizersincanada.com

Contact Information:

- Please submit the above information with the contact information—name and position along with email and telephone number of the person submitting this advertising information to Cchristina@organizersincanada.com

POC does not provide graphic design services.

EXAMPLES

Banner Ad (580 x 125 pixels)

ABC
COMPANY

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Lectus arcu bibendum at varius vel pharetra vel turpis nunc. laculis uma id volutpat lacus.

Contact: John Smith Email: jsmith@yourcompany.com
Website: www.yourcompany.com

Your
Image
Here

Display Ad (250 x 250 pixels)

ABC
COMPANY

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Call us at
123-456-7890

Email us at
hello@abc.com

www.abcco.com

Your
Image
Here

2026 Price List

Membership	
Corporate Partnership Local	\$300
Corporate Partnership National	\$500
Website	
Offer Discounts or Specials directly to Members for one month in “Members Only Section”	\$100
Advertising in POC Talk Newsletter and/or POC Post	
One insertion	\$75
Three insertions (consecutive or non-consecutive)	\$175
Six insertions (consecutive or non-consecutive)	\$275
E-Blasts—Corporate Partner Communications	
Additional E-Blast—once per year	\$100
Four E-Blasts per year (one per quarter)	\$300



The Small Print

***Corporate Partners**

- Must agree to display on their website the link to POC's website along with its logo, if possible.
- Provide a description of your company for our website in English and French. If you decide not to provide a French translation, then you will not be listed in the French section of the website.

**Are not voting members of POC and cannot hold office or serve on Community Executives or the National Board of Directors.*

POC

- Does not endorse or recommend the use of any specific product or service.
- Reserves the right to remove Corporate Partners from the POC website who do not abide by the POC Code of Ethics.
- Reserves the right to refuse Corporate Partnership to any individual or business perceived to be in direct competition with POC or its members (e.g. education, training or directory).

Canadian Anti-Spam Legislation

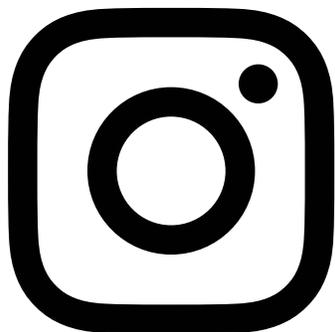
POC encourages our Corporate Partners to operate within Industry Canada's Anti-Spam Legislation (https://www.priv.gc.ca/en/privacy-topics/privacy-laws-in-canada/the-personal-information-protection-and-electronic-documents-act-pipeda/r_o_p/canadas-anti-spam-legislation/)

This legislation states that businesses must use a consumer opt-in approach to email marketing. This means that you must have permission from every member listed on our website before using their email addresses to solicit their business.

Marketing through POC's communication vehicles means you are compliant with the legislation because our members have already opted in to receive the Association's POC Talk Newsletter, POC Post and E-Blasts as member benefits. Our members are also aware that advertisements or promotional marketing from our corporate partners are POC-authorized and part of the communications they have agreed to receive.

Social Media

as at March 2026



@professionalorganizersincanada
3K followers on Instagram



@professionalorganizerscanada
3.5k followers on Facebook

