

WORK FORWARD

Sponsorship Package
November 21 -22, 2023
Halifax, Nova Scotia



INTRODUCTION

This will be our third annual WorkForward Conference. We couldn't be more excited to host a fantastic lineup of speakers, breakout sessions, and networking opportunities designed for those involved in the workforce development of Nova Scotia.

AISC represents the interests of 30,000 of Nova Scotia's small and medium-sized businesses that employ two-thirds of all workers across the province. Collectively, with our employers and training partners, we attract, retain, and train talent to build a robust Nova Scotia. This means that Nova Scotia Works is the perfect collaborator for our WorkForward Conference! They are a one-stop job search and career advice resource, helping Nova Scotians reach their employment goals. Together we are fusing both the supply and demand sides of the workforce in the province!

If workforce development is a priority for your business or organization, and the audience is one you would benefit from interacting with, continue reading to learn more about the sponsorship opportunities available.



WORKFORWARD BY THE NUMBERS

2 DAYS 20+ EXPERT
SPEAKERS

200+ **97%** ATTENDEES
PLAN TO
RETURN
WORKFORCE DEVELOPMENT LEADERS

14 INDUSTRY
SECTOR
COUNCILS **16** NOVA SCOTIA
WORKS CENTRES
FROM YARMOUTH TO INGONISH



ATTENDEES/HOSTS

INDUSTRY SECTOR COUNCILS

- Atlantic Home Building & Renovation Sector Council
- Automotive Sector Council
- Canadian Manufacturers & Exporters
- Digital Nova Scotia
- Forestry Sector Council
- Health Care Human Resource Sector Council
- Impact Organizations of Nova Scotia
- Nova Scotia Boatbuilders Association
- Nova Scotia Construction Sector Council - ICI
- Nova Scotia Federation of Agriculture
- Nova Scotia Fisheries Sector Council
- Nova Scotia Tourism Human Resource Council
- Ocean Technology Council of Nova Scotia
- Trucking Human Resource Sector Council Atlantic

NOVA SCOTIA WORKS CENTRES

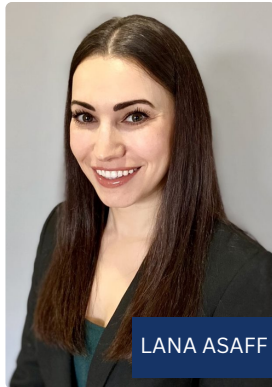
- Community Inc.
- PeopleWorx
- Valley African Nova Scotia Development Association
- Conseil de développement économique de la Nouvelle-Écosse (CDENE)
- Northside Employment & Resource Centre
- YMCA of Cape Breton
- Opportunity Place
- Job Junction
- TEAM Work
- YMCA Employment Centre
- Career Connections
- Cumberland African Nova Scotian Association (CANSAs)
- Futureworx
- Employment Opportunities Partnership
- Employment Solutions Society
- Southwest Employment Services

Attendees also include any and all organizations/businesses that engage in initiatives which help strengthen and grow the success and prosperity of businesses and communities

PAST SPEAKERS



KENDRA MACDONALD



LANA ASAFF



STEVE FORAN



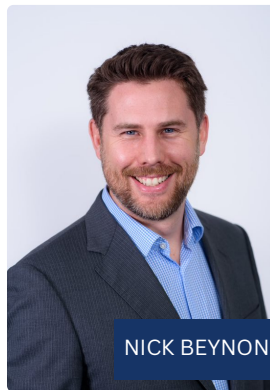
AUGY JONES



PHIL JEWELL



DENNITA FITZPATRICK



NICK BEYNON



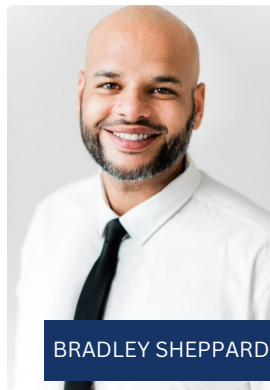
STACY DARKU



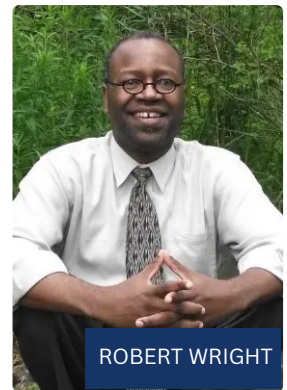
FRED BERGMAN



GERARD MURPHY



BRADLEY SHEPPARD



ROBERT WRIGHT



MICHAEL DEVENNEY



ANDREA FORBES-HURLEY



TOVA SHERMAN



IAN MUNRO



WORKFORCE CHAMPION

Workforce Champions will have sponsor exclusivity as well as the following features:

- **3 Complimentary Tickets** to the Two-Day Conference (Includes all Sessions and Meals)
- 1 Showcase Display (6 Foot Table)
- Social Media Recognition (**5 Posts**)
- Logo Feature on Rolling Agenda (Day Of)
- Logo Feature on Conference Website Sponsor Page
- Sponsorship Acknowledgement in Pre-Conference Communications (Email)
- Logo Feature on all Printed Conference Materials (Table Top Displays, Programs, etc.)
- Logo Feature on Conference Website Landing Page
- Promotional Material in Attendee Gift Bags
- Opportunity to Deliver Organization Description to Attendees During Event (5 Mins)
- Exclusive Signage in the Registration Area (Banners, Posters, etc.)
- Acknowledgement During Opening and Closing Remarks
- Opportunity for an Organization Leader to Introduce/Moderate/Lead a Session

\$3,000

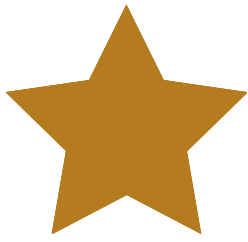


WORKFORCE LEADER

Workforce Leaders will have the following features:

- **2 Complimentary Tickets** to the Two-Day Conference (Includes all Sessions and Meals)
- 1 Showcase Display (6 Foot Table)
- Social Media Recognition (**3 Posts**)
- Logo Feature on Rolling Agenda (Day Of)
- Logo Feature on Conference Website Sponsor Page
- Sponsorship Acknowledgement in Pre-Conference Communications (Email)
- Logo Feature on all Printed Conference Materials (Table Top Displays, Programs, etc.)
- Logo Feature on Conference Website Landing Page
- Promotional Material in Attendee Gift Bags
- Opportunity to Deliver Organization Description to Attendees During Event (5 Mins)
- Exclusive Signage in the Registration Area (Banners, Posters, etc.)

\$2,000



WORKFORCE ALLY

Workforce Leaders will have the following features:

- **1 Complimentary Ticket** to the Two-Day Conference (Includes all Sessions and Meals)
- 1 Showcase Display (6 Foot Table)
- Social Media Recognition (**2 Posts**)
- Logo Feature on Rolling Agenda (Day Of)
- Logo Feature on Conference Website Sponsor Page
- Sponsorship Acknowledgement in Pre-Conference Communications (Email)
- Logo Feature on Printed Conference Materials (Programs)





BREAK TIME SPONSOR

Break Time Sponsors will have sponsor exclusivity with options to sponsor one of four breaks and the following features:

- **1 Complimentary Ticket** to the Two-Day Conference (Includes all Sessions and Meals)
- 1 Showcase Display (6 Foot Table)
- Social Media Recognition (2 Posts)
- Logo Feature on Rolling Agenda (Day Of)
- Logo Feature on Conference Website Sponsor Page
- Sponsorship Acknowledgement in Pre-Conference Communications (Email)
- Logo Feature on Printed Conference Materials (Table Top Displays)
- Logo Feature on Conference Website Landing Page
- Opportunity to Deliver Organization Description to Attendees During Event (5 Mins)
- Exclusive Signage in the Registration Area (Banners, Posters, etc.)

\$1,500

COMPARISON CHART

FEATURES	CHAMPION	LEADER	ALLY	BREAK TIME
Complimentary Tickets to the Two-Day Conference (Includes all Sessions and Meals)	3	2	1	1
1 Showcase Display (6 Foot Table)	✓	✓	✓	✓
Social Media Recognition	5 Posts	3 Posts	2 Posts	2 Posts
Logo Feature on Rolling Agenda (Day Of)	✓	✓	✓	✓
Logo Feature on Conference Website Sponsor Page	✓	✓	✓	✓
Sponsorship Acknowledgement in Pre-Conference Communications (Email)	✓	✓	✓	✓
Logo Feature on all Printed Conference Materials (Table Top Displays, Programs, etc.)	Program & Table Top Display	Program & Table Top Display	Program Only	Table Top Display Only
Logo Feature on Conference Website Landing Page	✓	✓	✗	✗
Promotional Material in Attendee Gift Bags	✓	✓	✗	✗
Opportunity to Deliver Organization Description to Attendees During Event (5 Mins)	✓	✓	✗	✓
Exclusive Signage in Registration Area (Banners, Posters, etc.)	✓	✓	✗	✓
Acknowledgment During Opening and Closing Remark	✓	✗	✗	✗
Opportunity for an Organization Leader to Introduce/Moderate/Lead a Session	✓	✗	✗	✗

CONTACT US

We are more than happy to discuss possible sponsorship opportunities with you! Please feel free to reach out if you have any questions.



Ally Mannette
Communications & Events Specialist
comms@aisc.ca
782-640-9136



Cassandra Baccardax
General Manager
cbaccardax@aisc.ca
902-225-2474