



Reach for the Stars: Creating Impact Together

Partnership Opportunities

Creating Impact Together: Join Us As We Reach for the Stars.

In May 2022, in Halifax, NS, women from all over Canada, from a diverse range of professional fields and organizations, passionate about Science, Engineering, Trades and Technology (SETT) will reach for the stars. But we can't do it alone, we need your help.

Please consider joining us as a partner of the 2022 CCWESTT national conference being held May 12 – 14, 2022 at the Halifax Marriott Harbourfront Hotel. It is anticipated that this three day national conference will bring together more than 300 national and international subject experts, employers, CEOs/presidents, government representatives, and women in Science, Engineering, Trades and Technology (SETT) at all phases of their career lifecycle to share their knowledge and experience around diversity and inclusion.

CCWESTT 2022 offers an exclusive and ideal venue for any organization or company in the SETT sector to establish valuable collaborations; showcase technologies; promote the newest products and services and most important - to demonstrate an investment in the importance of encouraging gender diversity and inclusion in these professions.

The Canadian Coalition of Women in Engineering, Science, Trades and Technology (CCWESTT) is Canada's premier national, non-profit organization of groups, institutions and industries with a mission to expand the attraction, retention, and promotion of women in SETT professions. For 19 years CCWESTT conferences have strived to create an inclusive and welcoming space for all women and their allies in SETT. Building on what has been learned from previous conferences and current research, the 2022 conference will move forward and reach for the stars toward the overarching goal of full participation of women at all levels in SETT in safe and inclusive work places.

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Partnership Opportunities

We hope you see this as the perfect chance to promote your business/organization while supporting a diverse and inclusive SETT industry. There are two ways you may partner with us. You may join us as a "Reach for the Stars" level partner, where you will realize benefits throughout the conference. Alternatively, you may sponsor a specific conference program or activity and you will receive recognition related to the specific program element you support. In addition to the benefits detailed below, we are happy to talk with you about a customized partner benefits package designed to meet your corporate objectives, pending approval of the CCWESTT 2022 committee.



Reach for the Stars Partner Benefits

Realize benefits throughout the conference.
Limited number of opportunities available at each level.

| | Bellatrix \$20,000 | Orion \$15,000 | Rigel \$7,500 | Mintaka \$1,000 |
|--|-----------------------------------|----------------------|----------------------|--------------------|
| Logo on conference bag | ☆ | | | |
| Company name on conference lanyard | | ☆ | | |
| Video promo (video provided by partner) | ☆ 3 mins max | ☆ 2 mins max | | |
| Opportunity to distribute one piece of collateral/swag/person | ☆ | ☆ | | |
| Eblast to registered delegates on your behalf | ☆ | | | |
| One year membership to CCWESTT | ☆ | | | |
| Opportunity to add key marketing questions conference follow up survey. | ☆ Three questions | ☆ One question | | |
| Banner ad on conference website | ☆ | | | |
| Box ad on conference website | | ☆ | | |
| Provide a speaker for a panel or moderator of a panel. | ☆ | ☆ | ☆ | |
| Recognition as conference partner in CCWESTT newsletter | ☆ | ☆ | ☆ | |
| Speaking opportunity at the conference | ☆ 5 mins | ☆ 3 mins | ☆ | |
| Complimentary full conference registrations | 7 | 5 | 3 | |
| Reduced conference registration fee | | | | ☆ 20% discount |
| Complimentary booth in exhibit area | ☆ Prime location, oversized booth | ☆ Prime location | ☆ | |
| Opportunity to provide pull-up display banners (banners provided by partner) | ☆ 5 pull up banners | ☆ 3 pull up banners | ☆ 1 pull up banner | |
| Logo prominently displayed on big screen PowerPoint presentation at the conference | ☆ | ☆ | ☆ | |
| Recognition in conference program | ☆ Logo | ☆ Logo | ☆ Logo | ☆ Name |
| Ad in event program (artwork to be supplied by partner) | ☆ Full page | ☆ 1/2 page | 1/4 page ad | |
| Logo on conference signage (created by event) | ☆ 6 Signs | ☆ 4 Signs | ☆ 3 Signs | |
| Corporate logo on conference website | ☆ Hyperlink | ☆ Hyperlink | ☆ Hyperlink | Name only |
| Inclusion in printed/electronic material and social media content | ☆ 6x | ☆ 4x | ☆ 2x | |
| Verbal recognition from the stage at the conference | ☆ 6x | ☆ 4x | ☆ 2x | |
| Customized partner benefits designed to meet your corporate objectives, pending approval of the conference committee | ☆ | ☆ | ☆ | |
| Comp registration provided to university/college students/apprentices on your behalf | 5 Comp registrations | 3 Comp registrations | 1 Comp registrations | |

Conference Program Partner Benefits

Your profile will be enhanced related to the conference element you support

| | Keynote Partner - \$10,000 | Reception Partner - \$5,000 | Policy Forum Partner - \$5,000 | Lunch Partner - \$5,000 | Banquet Entertainment Partner - \$3,500 | Concurrent Workshop Partner - \$3,500 | Pre-Con Workshop - \$3,500 | Breakfast Partner - \$2,500 |
|--|---|-----------------------------|--------------------------------|-------------------------|---|---------------------------------------|----------------------------|-----------------------------|
| Recognition as conference partner in CCWESTT newsletter | ☆ | | | | | | | |
| Speaking opportunity at the conference (5 minutes) | ☆ Intro keynote | ☆ Welcome all to reception | ☆ At policy forum | ☆ Lunch welcome | | | | |
| Complimentary conference registration | 4 | 2 | 2 | 2 | 1 | 1 | 1 | 1 |
| Complimentary booth | ☆ Prime location | ☆ At your partner event | ☆ At your partner event | ☆ At your partner event | | | | |
| Opportunity to provide pull-up display banners (banners provided by partner) | 2 pull ups at keynote then displayed for duration of conference | 1 pull up at reception | 1 pull up at forum | 1 pull up at lunch | | | | |
| Corporate logo on tent cards displayed throughout partner event | ☆ | ☆ | ☆ | ☆ | ☆ | ☆ | ☆ | ☆ |
| Logo prominently displayed on big screen PowerPoint presentation at the conference | ☆ | | | | | | | |
| Recognition in conference program | ☆ Logo | ☆ Logo | ☆ Logo | ☆ Logo | ☆ Name | ☆ Name | ☆ Name | ☆ Name |
| Ad in event program (artwork to be supplied by partner) | ☆ 1/2 Page | | | | | | | |
| Logo on conference signage (created by event) | ☆ 4 signs | | | | | | | |
| Corporate logo on conference website | ☆ Hyperlink | ☆ | ☆ | ☆ | ☆ | ☆ | ☆ | ☆ |
| Inclusion in printed/electronic material and social media content | ☆ -3x | | | | | | | |
| Verbal recognition from the stage at the conference | ☆ -3x | ☆ -At partner event | ☆ -At partner event | ☆ -At partner event | ☆ -At partner event | ☆ -At partner event | ☆ -At partner event | ☆ -At partner event |
| Customized partner benefits designed to meet your corporate objectives, pending approval of the conference committee | ☆ | | | | | | | |
| Comp registration provided to university/college students/apprentices student on your behalf | 2 students | | | | | | | |

Creating Impact Together

| INVESTMENT IMPACT | FOR YOUR ORGANIZATION | FOR CCWESTT 2022 |
|-----------------------------------|--|--|
| NETWORKS | <p>Access to Canada's most passionate and innovative advocates for inclusion, compassion, respect, cooperation, trust and integrity integrity in SETT partnerships and collaborations</p> <p>Access the latest research on effective strategies for attraction, retention, and promotion of women</p> | Developing relationships with responsible corporations who share CCWESTT's passion and objectives |
| BRAND EXPOSURE | Affiliation within extensive membership, private, academic and public partners | Partnership with leading corporations that understand the value of collaboration |
| CORPORATE CITIZENSHIP & COMMUNITY | <p>Strengthening your association with a community of creative, innovative specialists who have a passion for building alliances and partnerships which support and celebrate a diverse SETT workforce</p> <p>Support your own corporate mandate to improve gender diversity in STEM</p> <p>Continue to demonstrate leadership on diversity and inclusion initiatives</p> <p>Provide enhanced continuing professional development for your employees</p> | Investment in activities which support the CCWESTT vision: A Canadian SETT workforce that values diversity and inclusion |

We look forward to discussing these opportunities with you and determining the best fit for your organization. We will reach out to you in the coming days, however in the meantime, please contact Alexia McGill at amcgill@agendamanagers.com with any questions or to confirm your participation as a partner.

For more information on CCWEST 2022 please visit [CCWESTT Conference | May 12-14, 2022 – CCWESTT](#). We encourage you to check back regularly for conference updates.

