



PROFESSIONAL ORGANIZERS IN  CANADA

NATIONAL CONFERENCE

Professional Organizers in Canada

***2017 POC National Conference
November 2 – 4, 2017***

“#Organize: Building on the Buzz”

Toronto, Ontario

EXPO PACKAGE

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SPONSORSHIP & ADVERTISING OPPORTUNITIES

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 whose services may include: office organizing; space management and design; information and records management; time management consulting; human resources consulting; estate organizing; move management; and event planning.

POC currently represents more than 500 Professional Organizers in 14 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 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 speciality, 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.

2017 National Conference

POC EXPO: FRIDAY, NOVEMBER 3, 2017

SHOWCASE YOUR PRODUCTS AND SERVICES AT POC 2017 EXPO!

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, as well as moving services.

POC invites you to exhibit at the 17th annual POC Expo. Achieve maximum exposure for your product or service by exhibiting to Professional Organizers from across Canada and the US. Single (1, 6' table) or Deluxe Double (2, 6' tables) spaces are available and includes table skirting, two chairs, access to standard power outlet, WiFi, breakfast, light lunch and food at evening reception for a maximum of two booth personnel.

Reasons to participate at the POC 2017 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 delegate constitutes a highly-qualified lead!



Get your opportunity to Pitch your products and/or services - during breakfast, each exhibitor and/or sponsor will be given 3-5 minutes of direct engagement with all delegates.

- **Time for maximum exposure** with delegates during unopposed events of breakfast, lunch, refreshment breaks and a reception in the Expo area.
- **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 conference delegates are committed to professional organizing which means you will have exposure to the decision makers that purchase and refer products.
- **Promotional support through POC's social media channels** - Facebook and Twitter will be used and without extra charge to promote your presence at the POC 2017 Expo in Toronto. 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 leading into the Conference along with two dedicated Tweets.
- **Sponsorship and advertising opportunities** to enhance your exposure to delegates and members. Refer to page 4 for further details.
- **Recognition:** Attendees will vote on their favourite exhibitor, who will a guest of POC at the Awards Dinner where they will be recognized as the 2017 Best Exhibitor award winner.

To learn more about Professional Organizers in Canada and our conference, visit www.organizersincanada.com.



2017 National Conference

POC EXPO: FRIDAY, NOVEMBER 3, 2017

Location: **Westin Prince Hotel**
900 York Mills Road
Toronto, Ontario M3B 3H2
416-444-2511
<http://www.westinprincetoronto.com/>

Contact: Exhibitor/Sponsor Lead: Dennise Conforti at
conferenceexhibitorschair@organizersincanada.com or call 416-575-9085.

Preliminary Schedule*:

Friday, November 3th

7:00 am – 8:00 am	Exhibitor Set Up
8:00 am – 6:00 pm	POC EXPO open to Conference attendees
6:00 pm	Tear-down

**Please note this is a preliminary schedule and is subject to change, based on final conference programming.*

Shipping and Customs Broker

Upon confirmation of your exhibit purchase, POC will provide exhibitors with preferred shipper information and forms. U.S. exhibitors will receive preferred customs broker information and customs/shipping forms, for your convenience.

Driving Directions

From the North:

Take the 404 South (Don Valley Parkway/DVP) to York Mills Road West. Pass Don Mills Road and the hotel will be on your right.

From the West:

Take 401 East to Leslie Street. Go south on Leslie Street to York Mills Road and turn left. The hotel is located on the left, just over the bridge.

From Lester B. Pearson International Airport:

Take 401 East to Leslie Street. Go south on Leslie Street to York Mills Road and turn left. The hotel is located on the left, just over the bridge.

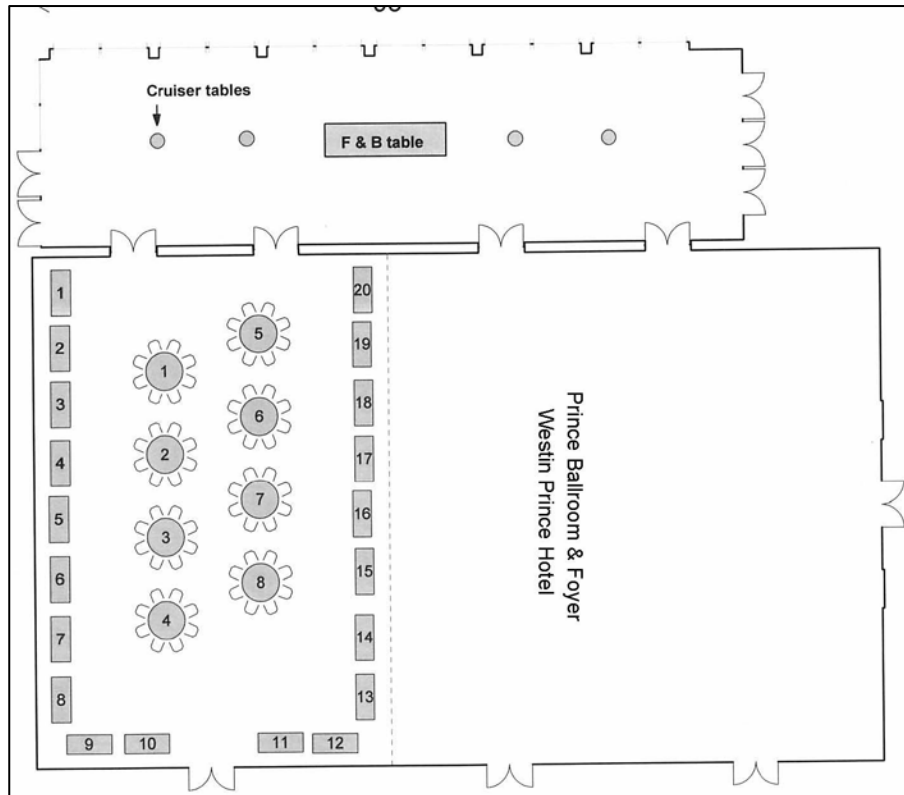
From the South:

Take the Queen Elizabeth Way to Don Valley Parkway North, then exit on York Mills Road West. Pass Don Mills Road and the hotel will be on your right

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POC EXPO: FRIDAY, NOVEMBER 3, 2017**

FLOOR PLAN

Within the POC Expo area, there will be signs identifying which table has been reserved for your company. Tables will be reserved on first come, first served basis.



**Floor plan is subject to change.*

Please submit any additional special requests in advance.

If you have any questions, please contact Dennise Conforti, Exhibitor/Sponsor Lead at: conferenceexhibitorschair@organizersincanada.com or call 416-575-9085.

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ADVERTISING & SPONSORSHIP OPPORTUNITIES

The POC Conference 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 and exhibiting at the Conference, you are reaching hundreds of professional organizers and potentially the thousands of Canadians they service.

Benefits of Investing

- **Increased Visibility** – Conference sponsorship is an excellent way to enhance your corporate image, raise brand and product awareness and position your company as an industry leader to conference attendees.
- **Targeted Audience** – Each year, POC's National Conference attracts over 120 professional organizers from Canada and the U.S. It is a highly effective way to directly access the organizing industry's leading professionals.
- **Product Promotion** – Sponsorship and POC Expo exhibits help build buzz and word-of-mouth publicity for your products and services.
- **Consumer Insights** – Exhibiting your product at POC's National Conference offers a valuable way to talk directly to the organizers who would use and recommend your product or service and obtain valuable feedback.
- **Customized and Flexible Sponsorship Packages** – Designed to help you select the option that best suits your marketing objectives, we offer a wide variety of sponsorship and marketing opportunities.
- **Get Recognized** - A select number of sponsors will be invited as guests to the Awards Dinner! Ask us for details.

ADVERTISING

POC provides each conference delegate with a Conference Booklet, a digital medium. Maximize your exposure with advertising in the Conference Booklet for as little as \$125 (quarter page, member price).

SPONSORSHIP

POC offers a wide range of sponsorship opportunities that fit any budget. Sponsorship during the POC National Conference offers a unique opportunity to partner with POC and demonstrate your support of Canada's Professional Organizers and demonstrates your commitment to further strengthening the profession. Exclusive sponsorships provide excellent exposure and opportunities to network with, and market to, your target audience.

Keynote Speaker @ \$2,000: Sponsor POC's Keynote Speaker presentation and receive the following benefits:

- Printed signage display for duration of conference.
- Sponsorship acknowledgement from the podium twice during dinner.
- Company literature and/or product sample placed at each table.
- ½ page advertisement in Conference Booklet.

- Sponsorship recognition in communications to POC members through the POC Talk (members only) and POC Post (members, general public, stakeholders).
- Complimentary 1-year Associate Membership.

Awards Dinner & Entertainment @ \$1,500: Sponsor POC's Awards Dinner & Entertainment and receive the following benefits:

- Printed signage display for duration of conference.
- Sponsorship acknowledgement from the podium, twice during dinner.
- Company literature and/or product sample placed at each table.
- ¼ page advertisement in conference booklet.
- Complimentary 1-year POC Associate Membership.

Breakfast @ \$750: Sponsor one of POC's two group breakfasts and receive the following benefits:

- Sponsorship acknowledgement from the podium.
- Product sample distributed to delegates at sponsored breakfast.
- Logo in conference booklet corresponding with sponsored breakfast.
- Complimentary 1-year POC Associate Membership.

Lunch @ \$750: Sponsor one of POC's three group lunches and receive the following benefits:

- Sponsorship acknowledgement from the podium.
- Product sample distributed to delegates at sponsored breakfast.
- Logo in conference booklet corresponding with sponsored breakfast.
- Complimentary 1-year POC Associate Membership.

Education Session @ \$750: Sponsor one of POC's educational sessions (Thursday, Friday, or Saturday) and receive the following benefits:

- Company literature placed at each table.
- Sponsorship acknowledgement at the beginning of the session.
- Logo in conference booklet corresponding with sponsored session
- Complimentary 1-year POC Associate Membership.

Leadership Forum for Chapter Executives @ \$750: Sponsor POC's Leadership Forum for Chapter Executives and receive the following benefits:

- Company literature placed at each table
- Sponsorship acknowledgement at the beginning of the session.
- Logo in conference booklet corresponding with sponsored session.
- Complimentary 1-year POC Associate Membership.

Coaching Buffet @ \$250: Sponsor a participating coach in POC's Coaching Buffet and receive the following benefits:

- Logo on tent cards at Coaching Buffet station of sponsored coach
- Sponsorship acknowledgement from the podium.
- Logo in conference onsite booklet

If you have any questions, please contact Dennise Conforti, Exhibitor/Sponsor Lead at: conferenceexhibitorschair@organizersincanada.com or call 416-575-9085.

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REGISTRATION FOR EXHIBITOR, SPONSOR, ADVERTISING

Please provide the following information and **fax the completed form to 416-646-9460** and forward payment as indicated.

Date:		
Company Name		
Mailing Address		
City, Province, Postal Code		
Contact Numbers	Tel:	Fax:
Website		
Email Address		
Contact Name & Position		
Contact Person Email		
Attendee(s) Onsite		

Please check all that apply:

Conference Booklet (Digital) Advertising		Member	Non-Member	
Inside front cover	Ad size: 7.5" x 10" trim	\$850	\$950	<input type="checkbox"/>
Full page	Ad size: 7.5" x 10" trim	\$500	\$600	<input type="checkbox"/>
Half page	Ad size: 7.5" x 4.75" trim	\$250	\$350	<input type="checkbox"/>
Quarter page	Ad size: 4.75" x 4.75" trim	\$125	\$225	<input type="checkbox"/>
POC EXPO Tables:		Member	Non-Member	
Standard - Single Table	1 x 6' table, skirting, and 2 chairs	\$415	\$515	<input type="checkbox"/>
Deluxe - Double Table	2 x 6' table, skirting, and 2 chairs	\$650	\$750	<input type="checkbox"/>
Conference Sponsorship				
Keynote Speaker		\$2000		<input type="checkbox"/>
Awards Presentation Dinner & Entertainment		\$1500		<input type="checkbox"/>
Breakfast		\$750		<input type="checkbox"/>
Lunch		\$750		<input type="checkbox"/>
Single Education session		\$750		<input type="checkbox"/>
Leadership Forum for Chapter Executives session		\$750		<input type="checkbox"/>
Coaching Buffet (per coach pricing)		\$250		<input type="checkbox"/>
HST 13% [GST/HST # 889412912RT001]				
TOTAL:				

***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 [Director of Development](#). Associate Member benefits include a discounted rate for exhibiting outlined above.

Payment Options:

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

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

Mailing Address:

Professional Organizers in
Canada
468 Queen Street E
LL-02
Toronto, ON M5A 1T7

E-mail:

conferenceexhibitorschair@organizersincanada.com

FAX: 416-646-9460

- Please submit no later than October 9, 2017 to ensure inclusion in the conference booklet
- Please be sure to include your 3-digit security/verification code (found on the back of your card)
- Table location will not be confirmed until payment is received.
- Set-up, tear-down, and loading dock information will be provided with your confirmation information.
- An administrative fee of \$100 will be withheld on cancellations received before October 4, 2017. No refunds after October 9, 2017.
- POC Expo Tables are assigned on a first-come, first-served basis!
- Book now to reserve your spot!

We look forward to seeing you on November 3th in TORONTO!