



**EMPOWERING TORONTO AREA
BUSINESS LEADERS**

2014 SPONSORSHIP & EXHIBITOR OPPORTUNITIES

www.TorontoEntrepreneurs.ca/conference

The 2014 Toronto Entrepreneurs Conference is presented by:



KEYNOTE SPEAKERS



2013 Keynote
Alex Rechichi,
Extreme Pita



2013 Keynote
Christine Magee,
Sleep Country



2012 Keynote
Mark Breslin,
Yuk Yuk's



2011 Keynote
Robert Herjavec,
Dragons' Den

May 14th, 2014
Mississauga Convention Centre

Conference Overview

The Toronto Entrepreneurs Conference (TECONF) is designed to provide entrepreneurs, whether budding or experienced, with the opportunity to expand their professional network, hear from experienced and successful entrepreneurs on tips and opportunities and learn what it takes to become and stay successful.

Who Attends?

The conference is geared towards business owners (CEO's, Presidents, Partners, Owners) of established businesses who want to learn strategies on how to handle existing issues (Sales, Financial, Human Resources, etc.) within their organization as well as to network with other business owners.

Please find a sample of past attendee demographics on Page 3.

Why Participate?

- Reach a target audience of 1000 + Entrepreneurs
 - Trade Show is open to the public and is free of charge
 - Conveniently located in the heart of Mississauga - home to over 32,000 businesses
 - Promote your products/services face-to-face
 - Market your brand to a targeted audience
 - Develop long-term relationships with key contacts
 - No other conference of this kind in the GTA.
- Don't miss this networking opportunity!

Current 2014 Sponsors



Twitter: #TECONF



Past Attendee Feedback:

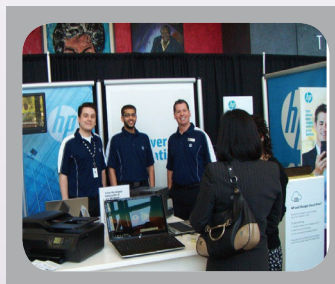
"Overall it was organized, in fact, very well organized. I have been to several Conferences in various countries and it didn't fail to impress me."

"Had glowing comments from exhibitors I spoke with. The place looked great and traffic was always moving through the halls."

"The event was worth driving from Montreal. I particularly liked the exhibition booths where I recieved valuable information. I don't know how much work was put into the event but it was a definite success!"



Over 5,000 Attendees at our 2012 & 2013 Events!



Sample Attendee Profiles

COMPANY NAME	CONTACT TITLE	INDUSTRY
RBC Royal Bank	Director, Small Business	Finance/Banking
Sustainable Urban Living	President	Research
The Bargains Group	President/CEO	Marketing/Promotions
Vermeer Canada	CFO	Equipment Supplier
Progressive Rehabilitation	Clinic Director	Health Services
HP Canada	Consumer Marketing Manager	Office Supplies
Mississauga Business Enterprise	Director	Business Services
TD Canada Trust	Marketing Manager	Finance/Banking
Recovery Garment	President/CEO	Health Services
Expedia Cruise Ship Centres	Owner/Operator	Travel/Tourism
Freedom 55 Financial	Financial Advisor	Finance/Banking
Telus	Marketing Specialist	Telecommunications
Adonis Software	President/CEO	Computers/IT
Bereskin & Parr LLP	Partner	Legal Services
Extreme Brandz	Design & Construction Manager	Construction

Past Exhibitors Include:



SPONSORSHIP

Looking for Increased Brand Awareness to a Targeted Audience?

We would like the opportunity to work with your organization and design a package that best suits your marketing goals and strategies to ensure you are receiving maximum exposure from your investment.

Our sponsorship levels are recommended options for you as a sponsor. Customized packages are available to ensure you receive the best value-add for your organization.



Hewlett Packard as a Major Sponsor
HP came onboard as a Major Sponsor for our 2012 event and again for the 2013 event. Their main objective of sponsoring the Conference was to gain visibility to business owners for their HP Elite Pad (2013).

The Conference was a great way to get in front of their target audience (1000's of business owners in a unique way). HP featured commercials in front of a captive audience, had a double booth space to display their product and was able to use the Conference marketing materials to leverage their brand by displaying their logo as a presenting sponsor.

Want to learn more about how you can effectively use TECONF to advertise your product or service? Please visit our sponsorship options on Page 5.



Sample Conference Schedule

2013 TECONF EVENT SCHEDULE			
Time	Main Stage - Hall A General Admission Pass & All Access Pass Admission	HR Topics - Hall F HR Pass & All Access Pass Admission Only	Financial Topics - Hall B Financial Pass & All Access Pass Admission Only
7:30am - 8:00am			Private Breakfast (No All Access Admission)
8:00am - 9:00am	Networking/Tradeshow	Networking/Tradeshow	Private Function "Avoiding Disaster When Buying or Selling a Business" Howard Johnson, Co-Founder & Managing Director, Veracap (No All Access Admission)
9:00am - 10:00am	"Voices of Experience" Steve Stunt with panelists: Chairman of WIND Mobile, Co-Owner of Mabel's Labels, Co-Founder Steam Whistle Brewery	Private TEC Function (No All Access Admission)	"Taming the Tax Beast" Mitch Silverstein, CA, Partner, Richter LLP
10:00am - 10:45am	"Social Media Marketing: Propel your Business to New Heights" Lisa Kember, Marketing, Constant Contact	Private TEC Function (No All Access Admission)	"Strategic Risk Management" Parag Gandhi, Director of Finance and Risk Mgmt. Sleeman Breweries
10:45am - 11:15am	Networking/Tradeshow	Networking/Tradeshow	Networking/Tradeshow
11:15am - 12:15pm			

11:15am - 12:15pm	KEYNOTE: "Extreme Entrepreneurship - A Franchise Success Story" Alex Rechichi, CEO, Extreme Brands (Extreme Pita & Mucho Burrito)		"Financing Secrets for the Cash Strapped Entrepreneur" Jonathan Brindley, CA, Liquid Capital Advance
12:15pm - 1:15pm	Networking Break Tradeshow	Q+A with Alex Rechichi Lunch - All Access Only	Networking/Tradeshow/ Lunch - Financial Pass Only
1:15pm - 2:00pm	"Efficiency Equals Profits" Adriana Girdler, CEO, CornerStone Dynamics	"Managing your Growing Workforce" Andrea Zanetti, MBA, Principal, HR Edge Consulting	"Wealth Building" Paul Barreca, CFP, Financial Advisor
2:00pm - 2:15pm	Networking/Tradeshow	Networking/Tradeshow	Networking/Tradeshow
2:15pm - 3:15pm	KEYNOTE: "The Business of Sleep - From A to ZZZ's" Christine Magee, President, Sleep Country Canada	"But I Never Fired Him - Avoiding a Claim for Constructive Dismissal" Earl Altman, Partner, Garfinkle, Biderman LLP	"The Rogue Employee - What Private Businesses Need to Know About Workplace Fraud" John-Paul Strasler, CA, Insignia Forensic Group
3:15pm - 4:00pm	"Doing a Deal on the Dragons Den" Claudia Harvey, Co-Founder, Dig It Apparel Inc.	"Building High Performance Teams to Achieve Superior Results" Marc Belaiche, CPA, CA President, TorontoJobs.ca	"What's Going on With the SR&ED Industry" Julie Bond, MBA, President of Bond Consulting Group
4:00pm - 5:00pm	Networking/Tradeshow	Networking/Tradeshow	Networking/Tradeshow

Please Note: The above outline is a sample only. Exact timings may change.

**For more information please call (905) 566-5627 or email
info@TorontoEntrepreneurs.ca**

SPONSORSHIP BENEFITS	PLATINUM	GOLD	SILVER
Logo/Recognition on Marketing Materials as a SPONSOR for the Event (Email Blasts, Print Ads, etc.)	X	X	X
Booth Space with Preferred Location (Sponsor)	10 X 20	10 X 20	10 X 10
MC to Announce your Organization as a Sponsor Multiple times throughout the Event (Tradeshow & Conference).	X	X	
30 Sec. to 1 Minute Video Commercials to Play in Main Conference Area. Video must be provided. (Subject to availability)	X		
Tickets to the Event	75	50	25
Advertisement in our Show Guide.	Double Spread	Full Page	Half Page
Introduction of Speaker (30 Seconds about your Company & Speaker Introduction). Subject to Availability.	X	X	
Mention in Media Releases for the Event as a Sponsor	X		
Logo on Event Website & Attendee Registration Page	X	X	X
List of Attendees (post-conference). Names, Email Addresses and information for those that consent.	X	X	X
Ability to Offer other Exhibitors discounts/information on your products/services	X		
Pre-Event or Post-Event email blast to our database of GTA Entrepreneurs	X		
2 Lunch Vouchers max. - Additional MUST be purchased in advance	X	X	X
Social Networking Promotional Alerts leading up to the event. Minimum of 10 alerts on FB, Linkedin & Twitter. Over 10,000 Members.	X	X	
TOTAL PACKAGE COST Early Bird Rate (Before February 14, 2014)	\$10,000 \$9,500	\$7,500 \$7,125	\$5,000 \$4,750

ADDITIONAL PACKAGE SAMPLE ADD-ONS:

(All prices to be determined based on your package selection. Pricing will be determined with your organization and a TECONF Account Executive).

- Sponsorship of Breakfast or Lunch for attendees (Subject to Availability).
- Sponsorship of Attendee Lanyards (With your Organization's Logo and the TECONF Logo).
- Display Banners positioned throughout the Conference Space.
- Sponsorship of Event Survey
- Electricity and Wireless Internet will be provided at an additional cost

Exhibitor Options

EXHIBITOR BENEFITS	Package A	Package B	Package C
Logo/Recognition on Marketing Materials for the Event (Email Blasts, Print Ads, etc.)	X		
Tradeshow Booth Space	10 X 10	10 x 10	5 x 10
Preferred Location for your Booth Space (Subject to Availability)	X		
Tickets to the Event	10	6	2
Advertisement in our Show Guide	1/4 Page	1/8 Page	
Postings on TorontoJobs.ca (Event Sponsor). 30 Day Posting Credit(s).	5 (\$795 Value)	2 (\$445 Value)	1 (\$295 Value)
2 Lunch Vouchers Max. Additional vouchers MUST be purchased in advance	X	X	X
TOTAL PACKAGE COST Early Bird Rate (Before February 14th, 2014)	\$1,995 \$1,895	\$1,195 \$1,135	\$795 \$755

ADDITIONAL PACKAGE ADD-ONS:

- One 30 Day Posting on www.TorontoJobs.ca \$150.00 (\$145 Savings)
- Additional Tickets to TECONF \$40/each (Exhibitor Price)
- Additional Booth Space (extra 10 feet in width) \$595.00
- Advertising in our Show Guide (See Page 7) Starting at \$195.00
- Electricity Starting at \$75.00
- Wireless Internet Access \$50.00
- Addition lunch vouchers (Must be purchased in advance; Will not be seeing any day of) \$40.00 each

**** EARLY BIRD RATE! SAVE 5% when you book and pay for your exhibit space before February 14th, 2014. Early Bird Rates noted above. ****





Show Guide Advertising



Choosing to Advertise in our Show Guide increases your company's visibility, demonstrates a strong branding message, and ensures you capture the attention of Conference Attendees & draws these attendees to your booth.

Each attendee will receive a copy of the Show Guide. The Show Guide is used as an important reference for the Conference and includes:

- Speaker Bios, Conference Agenda, Article Content, Company Ads, Tips & More!

AD RATES

AD SIZE	DIMENSIONS	COLOR PRICE
Full Page	Bleed: 9"W x 11.5"H Live Area: 8.5"W x 11"H	\$795.00
Half Page Horizontal	Bleed: 9"W x 5.75"H Live Area: 8.5"W x 5.5"H No Bleed: 7.5"W x 5"H	\$495.00
Half Page Vertical	Bleed: 4.5"W x 11.5"H Live Area: 4.25"W x 11"H No Bleed: 3.75"W x 10"H	\$495.00
1/3 Page Vertical	Bleed: 3"W x 11.5"H Live Area: 2.75"W x 11"H No Bleed: 2.35"W x 10"H	\$395.00
1/4 Page	Live Area: 4.25"W x 5.5"H	\$295.00
Business Card	Live Area: 3.5"W x 2"H	\$195.00

Ad Specifications

Printing Method: Offset - Four Colour process only

AdFormats: Macintosh format, QuarkXPress 7, InDesign CS4, Illustrator CS4, Photoshop CS4 (or earlier). Include all fonts and high-resolution images (300+ dpi files for best resolution) in TIFF or EPS format (CMYK only).

Design Services: Complete design services are available at an additional charge.

Double Page as spreads are also available on a limited basis.

To book your ad space please see the Conference Contract on Page 9. If you have any questions please feel free to contact us at info@TorontoEntrepreneurs.ca or by phone (905) 566-5627.

2014 Toronto Entrepreneurs Conference & Tradeshow Exclusive

Express Trade Show Package

EKNA Production House

Only \$695.00



The Express Trade Show is a high value solution for businesses who want to capture their trade show experience and share it with visitors to their website.

Professionally produced by experienced camera operators and editors.

Format of your choice.

Includes
Single camera shoot on location Teleprompter 1 x 2 min finished video (Format of your choice) Up to 5 Name Keys 72 hour turnaround
Options
Virtual background on Green Screen Makeup Music (Royalty Free or Custom) Voice Over Animation Special Fx Graphics Script writing On screen media coaching
The "Devilish" Details
We shoot for 30 minutes at your booth with you, your staff and booth visitors A sufficient amount of BRoll will be shot to use in the edited video. You may substitute a 1 x 5 min finished video in place of 1 x 2 min finished video Teleprompter script must be received 24 hours in advance of shoot time You will receive one rough cut of the video for review and one final cut. Finished videos will be sent to you electronically. Finished video in one format of your choice Taxes not included Payment must be made by credit card at time of booking

To book your Express Trade Show Package please see the Conference Contract on Page 9.
If you have any questions please feel free to contact us at info@TorontoEntrepreneurs.ca
or by phone (905) 566-5627 ext. 4001.

Conference Contract - 2014

Primary Contact Information:

Name: _____ Title: _____
Company Name: _____ Address: _____
City: _____ Province: _____ Postal Code: _____
Phone: _____ Fax: _____ Email: _____

Are you interested in donating a prize? Please provide description: _____
(All prizes will be reviewed and finalized based on Management's discretion. \$1000.00 minimum to be considered for a presentation on stage.)

Exhibitor Packages:

- ☐ Package A - \$1,995 - Before February 14, 2014: \$1,895
☐ Package B - \$1,195 - Before February 14, 2014: \$1,135
☐ Package C - \$795 - Before February 14, 2014: \$755
☐ Double Booth Add-On - \$595 (extra 5 x10 feet in width)
☐ Electricity - \$50/per 15 amp socket - Quantity: _____
☐ Wireless Internet Connection - \$20/per connection - Quantity: _____
☐ Additional Lunch Vouchers - \$40/each - Quantity: _____

Please Note: All lunch vouchers must be ordered and paid for in advance. Extra vouchers cannot be purchased the day of the event.

Exhibitor Package Total: _____

Sponsorship Packages:

- ☐ Platinum - \$10,000 - Before February 14, 2014: \$9,500
☐ Gold - \$7,500 - Before February 14, 2014: \$7,125
☐ Silver - \$5,000 - Before February 14, 2014: \$4,750
☐ ADD-ONS: _____

Sponsorship Package Total: _____

Show Guide Advertisement:

The Show Guide is a detailed document given to each exhibitor & attendee. The document includes: speaker biographies, conference schedule, exhibitor advertisements, etc. All ads are in full color.

The deadline to receive all ads will be: April 18th, 2014 at 5:00pm EST.

- ☐ Full Page; \$795 ☐ 1/3 Page Vertical: \$395
☐ Half Page: \$495 ☐ 1/4 Page: \$295
☐ 1/8 Page: \$195

Show Guide Total: _____

Payment:

- ☐ Visa ☐ Mastercard
☐ AMEX ☐ Invoice (must be paid in full prior to Conference)

Subtotal: _____

HST (15%): _____

Total: _____

CC Number: _____ Exp. Date: _____
Company Name: _____ Name on Card: _____
Billing Address: _____
Authorized Signature: _____

Please Note: Once we receive your signed contract, your Account Representative will be in contact with you to organize your package inclusions (Show Guide Ad, Tickets, etc.). If you have any additional questions please feel free to call us at (905) 566-5627.

- ☐ Would you like to include the Express Trade Show Package?

Please Note: This item will be billed separately by EKNA Production House.

Please sign, scan and email to info@TorontoEntrepreneurs.ca or fax to (905) 566-1179. Any questions please call (905) 566-5627. Please include Page 10.

Terms & Conditions 2014

- (a) All prices are subject to HST.
- (b) Booth space will be allocated on a first-come, first-served basis.
- (c) Completed registration forms that are faxed/emailed to Toronto Entrepreneurs will be confirmed booth spaces for the event and space will be allocated based on the discretion of Toronto Entrepreneurs. All exhibitor space/special requests will be taken into account.
- (d) On May 14th, 2014, our organization will have at least one staff member present at our booth at all times.
- (e) By signing the booth registration form, I hereby authorize Toronto Entrepreneurs to include my corporate logo within the event marketing materials. I further represent that I am an authorized representative of my organization.
- (f) I understand that any verbal representations made outside of this signed agreement will not be binding to either parties of this contact.
- (g) Payment is due upon receipt of invoicing and must be paid in full before the event date. Early bird payments must be made by the early bird deadline. (February 14, 2014) I understand that interest on outstanding amounts will be charged at a rate of 1.5% monthly or 18% per annum, compounded after 30 days. I agree to pay a service charge of \$25.00 for any returned cheques. I understand that any credit card on file will be charged for any outstanding amounts due at Toronto Entrepreneurs discretion.
- (h) Due to the timeline of the event, no cancellation will be permitted for the event. There will be no refunds allotted to any exhibitor. If the event is cancelled by the show organizers, a refund will be given for the booth space and no further amount.
- (i) Exhibitors who register for the event but do not show up for the event on the day of will be billed according to their signed agreement.
- (j) Toronto Entrepreneurs is not responsible for weather conditions or any other uncontrollable circumstance that may affect attendance. Under no situation will a refund be given except as noted above.
- (k) Toronto Entrepreneurs has the right to refuse any exhibitor registration form that does not comply with our terms and conditions.
- (l) All packages listed on page 6 are standard packages and cannot be altered in any way.

EXHIBITOR SIGNATURE _____

NAME _____

TITLE _____

DATE _____