

DEFINING THE FUTURE

EXHIBITOR AND SPONSOR PACKAGE

February 2021



Leverage the Opportunities at 2021 CLC Virtual Convention

The Canadian Labour Congress (CLC) is the largest labour organization in Canada, bringing together 54 provincial, national and international unions, provincial and territorial federations of labour, and community-based labour councils to represent more than three million workers across the country.

The [2021 CLC Virtual Convention](#) will be a convention like no other ... and we hope you will be a part of it.

Online Platform Open: Tuesday, June 1 to Wednesday, June 30, 2021

Live Virtual Plenary: Wednesday, June 16 to Friday, June 18, 2021

Hosted live from a studio in our nation's capital, delegates will be beamed onto a state-of-the-art virtual convention floor to elect leadership, debate policy, and set an agenda that will be "Defining the Future" for Canada's labour movement.

This year, we are pleased to invite you to become a sponsor or join our Virtual Expo Hall. Special "gamification" features will incentivize delegates to check out your booth, as they accumulate points to win quality prizes.

You and your team will get the opportunity to engage with over 3,000 union leaders and members like never before. This networking resource is a great alternative solution to face-to-face engagements.

Exclusive Sponsorship Opportunities to Maximize Your Impact

Maximize your profile at the 2021 CLC Virtual Convention and elevate the experience with every delegate by becoming a featured sponsor. This year, the CLC is offering the opportunity for union-friendly companies, progressive organizations, non-profit groups, and digital innovators to host a workshop, or brand key events.

Sponsors will be featured on the Convention's digital and social media platforms, reaching over 40,000 followers, in addition to the delegates and guests participating in the Convention.

For more information on Sponsorship Packages, [go to page 4](#).

Virtual Expo Hall

Showcase your products, services, or causes by hosting an interactive booth in the CLC's Virtual Expo Hall to engage directly with Convention delegates and guests.

The Virtual Expo Hall is our dynamic online platform that will also feature CLC campaign stations, while allowing exhibitors to engage with delegates before, during and after our official business with the following features:

- **Virtual exhibitor space** includes your organization's description and services, with options that can include rotating banner images, website and social media links, embedded videos, image gallery, and contact information.
- **Connect with delegates** through contact forms, live chats and a meeting scheduler exclusive to each vendor page.
- **Host private virtual meeting rooms** to demo products, host workshops, and showcase services.
- **BONUS FEATURE: 30-day access** to your booth and resources, from Tuesday, June 1, and ending on Wednesday, June 30, 2021.

For more information on the Exhibitor Package, [go to page 6](#).

Sponsorship Opportunities

All sponsors will be given primary billing throughout the Convention platform and will be promoted on the CLC website. They will also be the subject of sponsored posts sent across the CLC's various social media platforms that reach far beyond the Convention delegates.

All sponsors automatically receive the Bronze level exhibitor package, with the option to upgrade their booth. Sponsors will also get strong visibility with a preferred booth location in the Virtual Expo Hall (see virtual booth details on [page 5](#)).

Sponsor a Featured Panel or Speaker (only 4 available) \$20,000

Your organization or company can get unique profile by sponsoring one of our featured panels or speakers, which will air live in the two weeks prior to Convention, and recordings will be featured on the Convention platform.

Contact us for details on the sessions available.

Host Your Own Training Workshop or Webinar (only 4 available) \$10,000

Your organization or company can directly engage with delegates by hosting a webinar or training workshop to showcase your products, services, or causes. All sessions will be featured on the Convention platform and promoted in the Convention agenda. Workshop notices will be sent out to all registered delegates and guests.

“Friends of Labour” Sponsors Get Special Benefits (only 10 available) \$5,000

“Friends of Labour” sponsors will distinguish their organization or company from other exhibitors in the Virtual Expo Hall through a preferred booth location, and a featured profile on the Convention platform and on social media.



Virtual Expo Hall

You will have an opportunity to promote your products, services, or causes to thousands of delegates in our Virtual Expo Hall.

Our virtual space will invite delegates to navigate through an interactive map of exhibitor booths, all with a unique look and functionality.

Delegates will be motivated to visit your booth and attend your events through our fun and interactive “gamification” features on the Convention platform. Delegates will earn reward points for visiting booths, watching videos, and interacting with vendors to be eligible to win quality prizes.

A standard Bronze booth is available on its own and is included in all sponsorship options and includes: exhibitor logo, weblink, and an introductory paragraph.

- Deluxe booth packages with exciting and interactive features are available upon request, for an additional cost.
- Reduced rates are available for CLC affiliated unions or allied organizations.
- Please contact us directly for special requests.

The Virtual Expo Hall will feature customizable virtual booths for exhibitors, CLC campaign stations, affiliates and allied organizations.

Contact us if you would like to donate quality prizes for our Convention rewards points (minimum value \$50).

Exhibitor Booth Packages (Space is Limited)

The following exhibitor booth packages are available:

<p>CLC Platinum Level – \$2,250</p> <ul style="list-style-type: none"> • Exhibitor Logo • Exhibitor Weblink • Introductory Paragraph • Contact Form • Meeting Scheduler • External Links • Chat • Image Gallery • Rotating Banner <p>Bonus Features:</p> <ul style="list-style-type: none"> • Premium reward points for visitors • 4 observer credentials, providing access to online plenaries, speakers, panels & webinars during all 3 days of Convention and all pre-Convention events. 	<p>CLC Gold Level – \$1,750</p> <ul style="list-style-type: none"> • Exhibitor Logo • Exhibitor Weblink • Introductory Paragraph • Contact Form • Meeting Scheduler • External Links <p>Bonus Features:</p> <ul style="list-style-type: none"> • Premium reward points for visitors • 4 observer credentials, providing access to online plenaries, speakers, panels & webinars during all 3 days of Convention and all pre-Convention events.
<p>CLC Silver Level – \$1,250</p> <ul style="list-style-type: none"> • Exhibitor Logo • Exhibitor Weblink • Introductory Paragraph • Contact Form <p>Bonus Features:</p> <ul style="list-style-type: none"> • Premium reward points for visitors • 2 observer credentials, providing access to online plenaries, speakers, panels & webinars during all 3 days of Convention and all pre-Convention events. 	<p>CLC Bronze Level – \$1,000</p> <ul style="list-style-type: none"> • Exhibitor Logo • Exhibitor Weblink • Introductory Paragraph <p>Bonus Features:</p> <ul style="list-style-type: none"> • 1 observer credential, providing access to online plenaries, speakers, panels & webinars during all 3 days of Convention and all pre-Convention events.
<p>Optional add-on for all tiers: Private Virtual Meeting Room – \$1,000 Virtual room for meetings or workshops, with a link to the exhibitor's page.</p>	

[Click here](#) for more detailed information on each package.

Book Your Sponsorship or Exhibitor Package

Event Details

Online Platform Open: Tuesday, June 1 to Wednesday, June 30, 2021

Live Virtual Plenary: Wednesday, June 16 to Friday, June 18, 2021

Where: clc2021ctc.can.chime.live

Convention Documents: convention.canadianlabour.ca

How the Virtual Expo Hall Works

The platform is user-friendly and requires no special technical know-how. Simply have your content (text, images and videos) ready to upload.

The CLC will send confirmed exhibitors* an email invitation with personal credentials to access the virtual platform CHIME to customize your virtual booth and upload your content and information.

Virtual Expo Hall Access and Hours

Your exhibit can be accessed 24/7 during the Convention dates, but should be staffed during [official Convention program hours](#) to engage in the live chat and video features to maximize networking.

Bonus Feature: 30-day access to your booth and resources, starting two weeks prior, and one week following, to the official programme.

Exhibit Installation Date and Hours

Details to come.

Note: All visuals and collateral will have to be reviewed by the CLC for approval**

Promoting Sponsors and Exhibitors to Delegates

The Expo Hall will be promoted to registered delegates in pre-Convention emails, as well as on social media channels. It will also be emphasized on the navigation bar of the Convention platform, highlighted on the Convention welcome page, and promoted through special gamification features.

All exhibitors will also be featured prominently on the [CLC Convention website](#).

Exhibitor Opportunities

We have created four virtual exhibitor packages to fit your needs and budget. Space is limited, so apply today.

Sponsor and Exhibitor Application Deadline

April 20, 2021

Questions

Email: expo@clcctc.ca

Voicemail: 613-520-1084

Reserve your virtual trade show booth today.

[Click here to apply.](#)

- * The CLC reserves the right to reject or cancel any application/agreement to exhibit. Eligibility to be an exhibitor at the 2021 Virtual Expo Hall is limited to organizations and companies in good standing with the CLC, and must represent business or interests relevant to the CLC mandate and members.
- ** All exhibitors and sponsors are required to adhere to the [Exhibitor Guidelines](#).

