

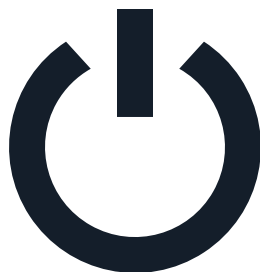
# HRPA2020

Annual Conference  
& Trade Show

Prospectus

## POWER UP HR

Jan 22-24, 2020



## Connect with 4,650 HR & Business Professionals at Canada's Largest HR Event!

HRPA's 2020 Annual Conference & Trade Show is Canada's largest HR event. Join us as we inspire thousands of HR managers and business professionals January 22 – January 24, 2020 at the Metro Toronto Convention Centre, South Building in Toronto.

Our renowned three-day event features world-class keynotes, 75+ informative sessions on cutting-edge HR issues, and more than 250 trade show exhibitors. It's the most valuable business development opportunity in Canada to engage with thousands of HR professionals who are interested in learning about the latest HR products and brands.

Tel: 416.923.2324  
Toll free: 1.800.387.1311  
Fax: 416.923.5696  
[www.hrpa.ca](http://www.hrpa.ca)

### TRADE SHOW & SPONSORSHIPS:

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Join our mailing list to receive updates on the 2020 HRPA Trade Show & Conference

[Sign Up Now](#)

HRPA 2020 Annual Conference & Trade Show

EXHIBITOR & SPONSORSHIP PROSPECTUS For more information and to register [Click Here.](#)

# Benefits Of Being an Exhibitor at HRPAs 2020 Annual Conference & Trade Show

- Reach more than 4,650 national and international business and HR professionals
- Stand out and build brand awareness among a highly targeted market
- Meet face-to-face with your target audience to establish personal connections and build trust
- Showcase new products and services
- Collect high quality sales leads and expand your professional network
- Showcase your organization, including company background and contact information on HRPAs conference website and mobile application (available all year)
- Company name & booth location listed in our onsite signage and conference program
- Gain timely insights about the future direction of the industry while keeping an eye on the competition

## About HRPAs

The Human Resources Professionals Association (HRPA) is Canada's HR thought leader and the largest HR Association in the country. In Ontario, HRPAs regulates the HR profession and issues three designations – the Certified Human Resources Professional (CHRP), Certified Human Resources Leader (CHRL), and the Certified Human Resources Executive (CHRE).

These designations are the national standard for excellence in human resources management HRPAs has over 24,000 members in 27 chapters across the province.

## HRPA Member Demographics

HRPAs members are well-educated professionals from a broad cross-section of sectors. Largely female, ranging in age from early 20s to late 50s, HRPAs members are a representative cross-section of the HR community from students to C-level decision-makers.

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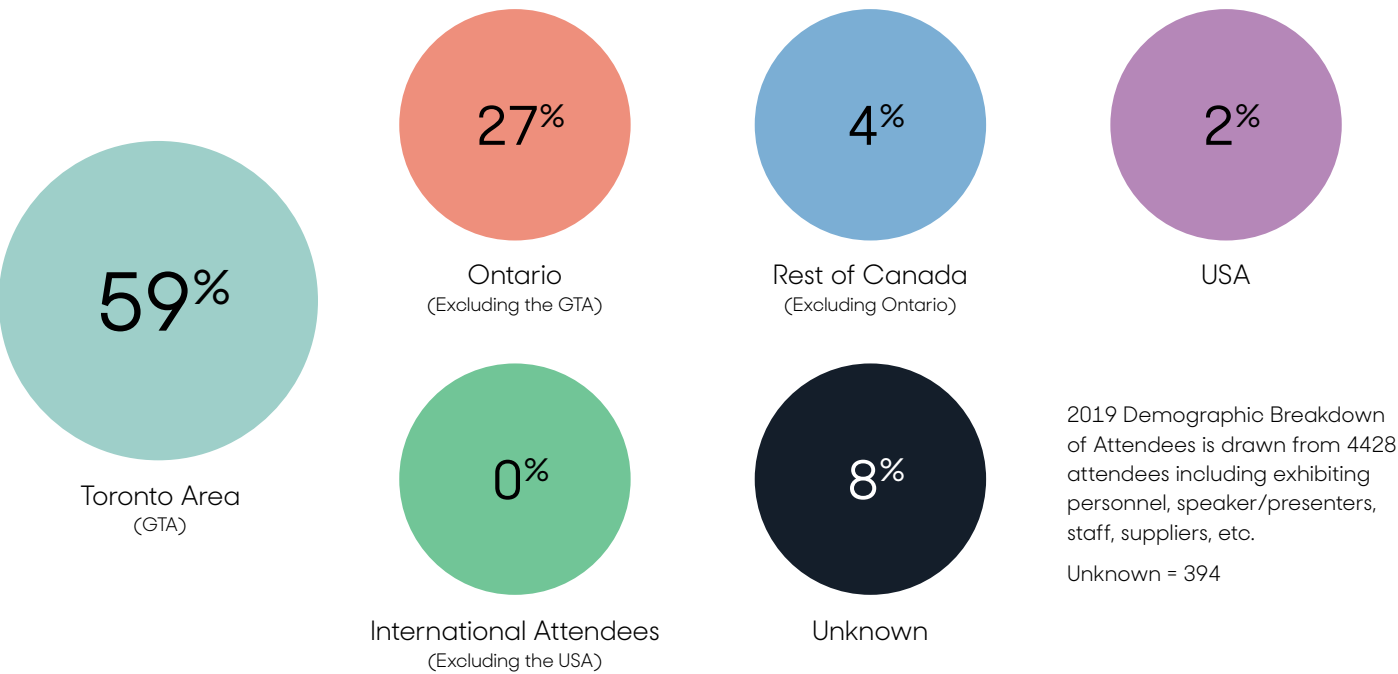
Join our mailing list to receive updates on the **2020 HRPAs Trade Show & Conference**

Sign Up Now

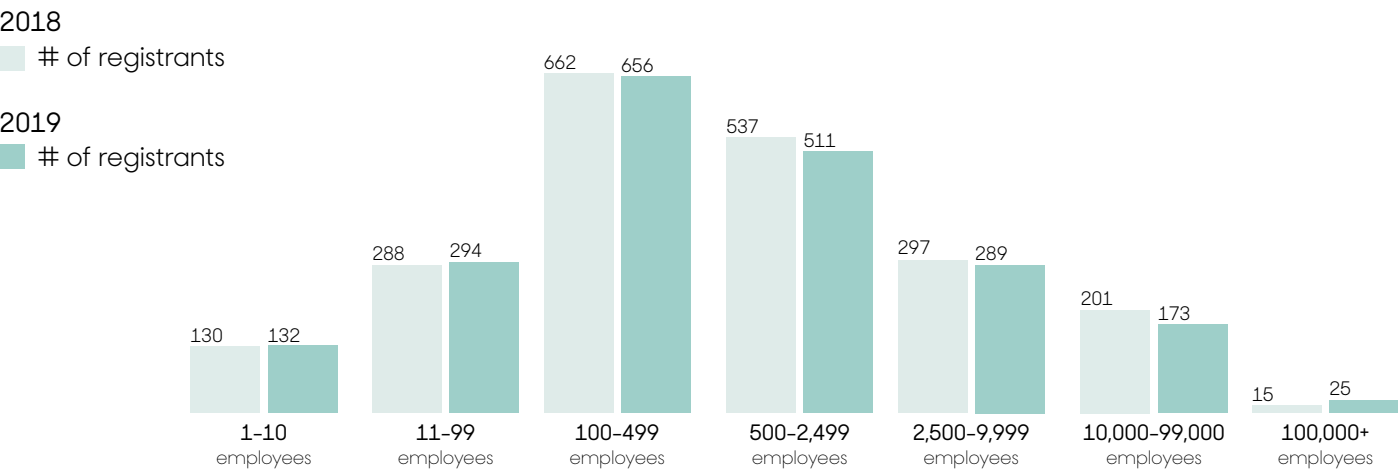
# 2020 Annual Conference Results



## 2019 Registration by Geographic Area



## 2019 Registration by Company Size (Number of Employees)



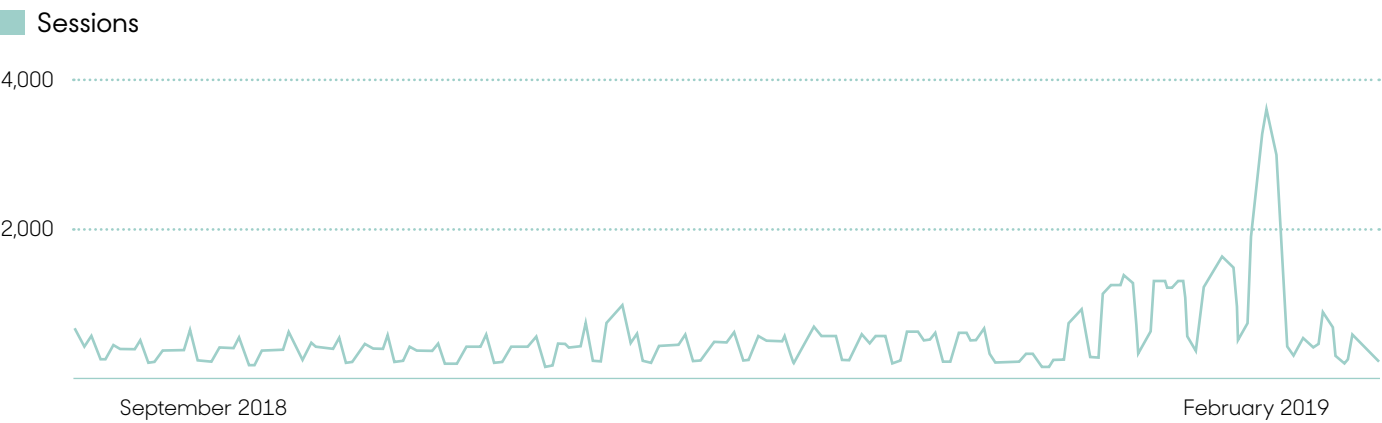
# 2020 Annual Conference Results

## Digital Marketing Strategy

Pre-Conference				At Conference	
25	Weeks of Advertising	330	Tweets	3	Days of Live Updates
45	Banners/Blurbs featured on the HRPD Daily Emails	203	LinkedIn Post	9	Mobile Alerts
		112	Instagram Posts	6	Facebook & LinkedIn Posts
30	Dedicated Emails	5	Instagram Promoted Ads	103	Tweets
1	Targeted Email	4	Facebook Promoted Ads	68	Instagram Posts
15	Trade Show Emails for Prospects	8	LinkedIn Promoted Ads		#ACGames on site
		6	Google AdWords Ads		In-app Surveys
6	Exhibitor Newsletters				
203	Facebook Posts				

## Website: Audience Overview

Results from September – February



3,500+	199,432	60.37%	39.6%	83,978
Feb. 2019 peak sessions	Pageviews	% New Sessions	Returning Visitor	Sessions
00:02:36	55.45%	2.37	60.4%	51,077
Avg. Session Durations	Bounce Rate	Pages/ Sessions	New Visitors	Users

# Exhibitor Information

**Trade Show Schedule**  
(schedule subject to change)

**Tuesday,  
January 21, 2020**

12:00PM – 6:00PM

*Exhibitor Registration  
and Move-In*

**Wednesday,  
January 22, 2020**

9:30AM – 4:00PM

*Show Hours*

**Thursday,  
January 23, 2020**

9:30AM – 4:30PM

*Show Hours*

**Thursday,  
January 23, 2020**

begins at 5:00 PM

*Exhibitor Move-Out*

## Exhibitor Information Continued

### Exhibit Space Costs

BOOTH SIZE	Early Bird	Regular
5' x 10' Booth*	\$2,195 + HST	\$2,378 + HST
5' x 10' Corner Booth*	\$2,250 + HST	\$2,430 + HST
10' x 10' Booth	\$4,385 + HST	\$4,741 + HST
10' x 10' Corner Booth	\$4,485 + HST	\$4,849 + HST
10' x 20' Booth	\$6,625 + HST	\$9,461 + HST
10' x 20' Corner Booth	\$6,840 + HST	\$9,692 + HST
10' x 20' Double Corner Booth	\$6,840 + HST	\$9,692 + HST
20' x 20' Island Booth	\$12,990 + HST	\$13,484 + HST

If you are ready and would like to book your space, please [Complete Exhibit and Sponsorship Application & Contract Online](#)

[Click to view the Real Time Live Floor Plan](#)

### Included In Your Booth:

- Complimentary listing on the HRPAC Conference website via the Real Time Floor Plan
- Inclusion in online exhibitor list, viewed by company name & booth number, in the mobile app and on conference website
- 24-hour peripheral security
- 8-feet high back drapes, 3-feet high side drapes (unless an open corner booth)
- A private Exhibitor's Lounge during exhibit hours
- 60% off full conference registration fee for all exhibiting employees (max. 4 per booth), inquire for special code
- Complimentary guest registrations for Trade Show Attendees – a customizable email invitation to extend to your network
- An attractive trade show entrance with aisle carpet throughout the Exhibit Hall
- Exhibitor Support Centre services
- Company identification sign hanging on the back drape of your booth
- One conference tote bag per exhibit space
- Complimentary continental breakfast
- Web Buttons for your website and email signature promoting your organization as an exhibitor in the 2020 Annual Conference
- Visibility on the HRPAC Conference website in association with the #HRPAC hashtag
- Personal assistance with booth selection and marketing ideas for maximizing booth traffic
- Year-round customer service from application through post-Conference

### NOT included in your BOOTH:

Electrical outlets, audio-visual equipment and technical support, internet access, janitorial services, booth set-up, lead retrieval, lunch, and storage.

Please note that booth carpet is **MANDATORY**.

### Cancellation Policy:

Cancellation of space and/or sponsorship must be submitted in writing.

- On or before August 30, 2019 will receive a full refund less \$500 non-refundable deposit
- On or before October 30, 2019 will receive 50% refund of the total paid amount
- No requests for refund will be granted after October 31, 2019



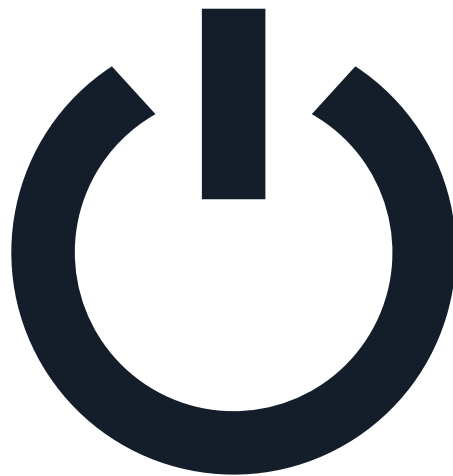
# Explore Our Available Sponsorship Opportunities

Increase your brand visibility among members and conference attendees before, during and after the 2020 Annual Conference & Trade Show.

Click on the link below to visit our online sponsorship opportunities page which features all of our opportunities currently open to sponsors. Interested in finding out how we can customize a sponsorship package for your needs?

We're happy to help – connect with us!

Visit Link



# Questions?

## ABOUT TRADE SHOW & SPONSORSHIPS, CONTACT:

### **Melissa McQuillan, CEM**

Specialist, Annual Conference & Sponsorship  
(416) 923-2324 ext. 347  
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## ABOUT SPONSORSHIP, CONTACT:

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### **Monica Decock**

Specialist, Event Planning and Execution  
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TO REGISTER – [Click Here](#)