



Sponsorship Policies and Guidelines

March 21, 2020



**Ernst & Young Centre
4899 Uplands Drive
Ottawa, ON**

www.ileadcanada.ca

I.LEAD Conference

Islam. Learn. Engage. Achieve. Develop.

About Us

I.LEAD is an experience which unites Muslims all over the national capital region (Ottawa-Gatineau) and beyond under one roof to affirm their faith and their role in the domestic and global society. By the Grace of Allah, we are pleased to host the eighth annual I.LEAD Conference at the EY Centre on Saturday, 21st March , 2020.

The theme of the 2020 conference will be announced by January 1st 2020. The details related to theme and speakers schedule will be provided by Program team by March 9th, 2020.

The conference is organized together by majority of the Muslim organizations in the Ottawa-Gatineau area. By Allah's Grace, several mosques and organizations have committed to participating in this event. As always, we will have an exciting lineup of internationally renowned and local speakers who will be speaking on issues related to our theme.

Objectives

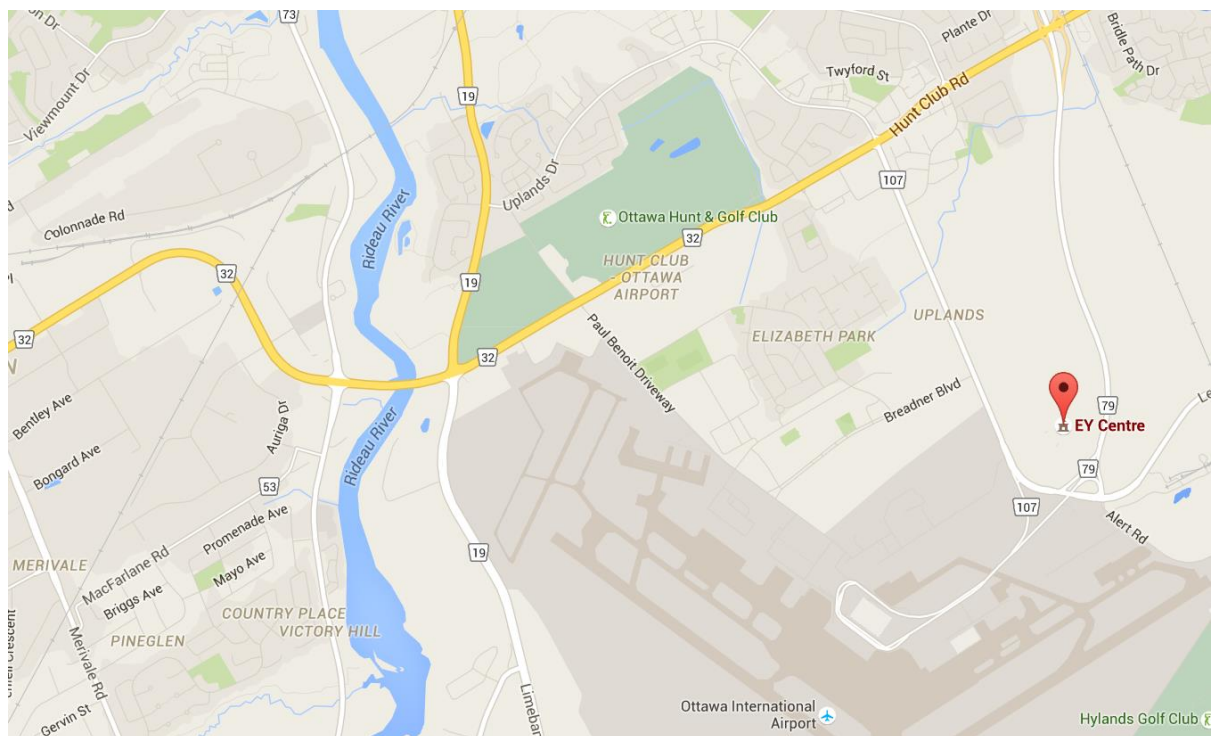
- To engage, empower and support the diverse Muslim community
- To serve as a platform for the youth to be heard by various mosques and Muslim organizations
- To build bridges of collaboration with the wider community
- To have an engaging and informative family bonding event

Key points

This conference will be advertised extensively in the Ottawa-Gatineau area with multiple major media and email campaigns. Also, mosques and Muslim organizations will be encouraging their gatherings to attend this event. As a result, we are expecting 2,000-4,000 people to attend this conference god-willing. Booths will also be available for our sponsors in prime spots in the bazaar.

Venue

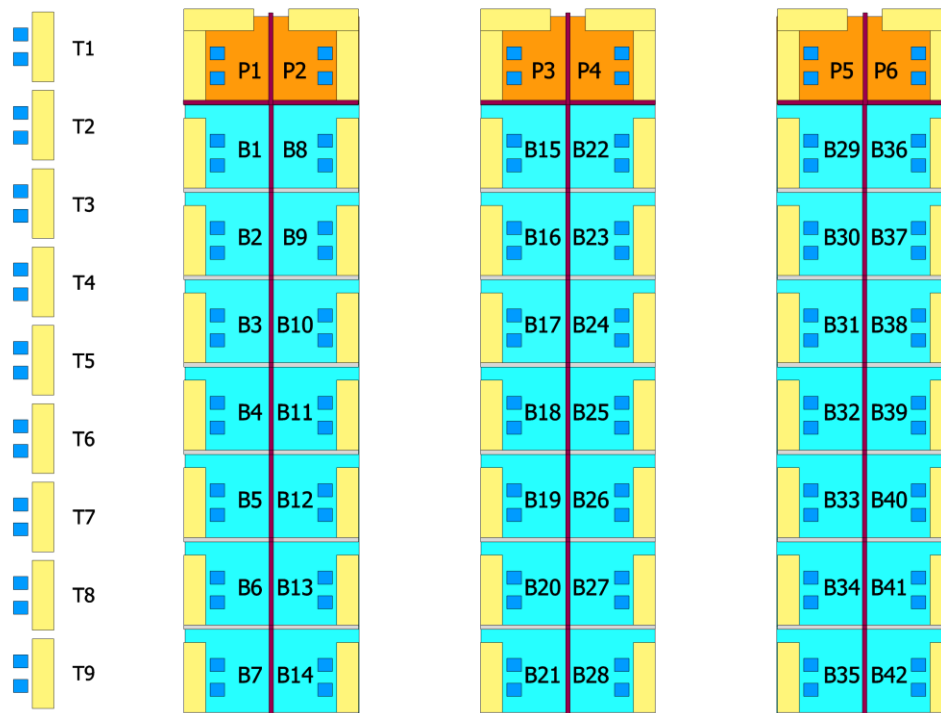
***Ernst and Young Centre
4899 Uplands Drive
Ottawa, ON***



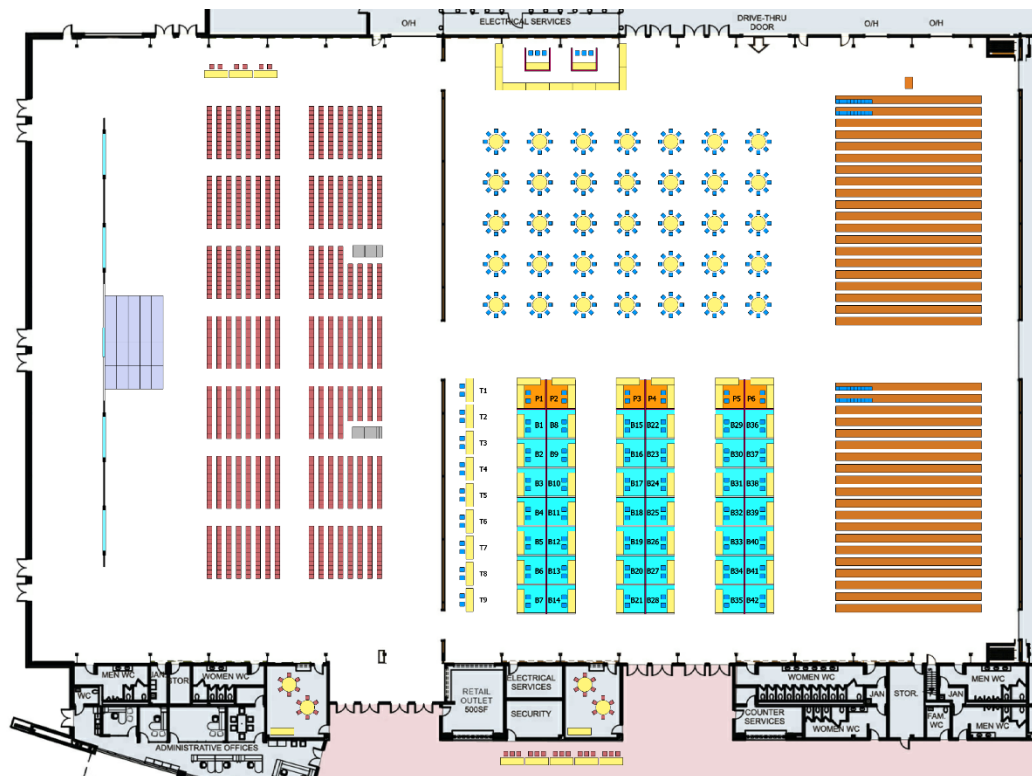
Located minutes away from Ottawa International Airport, the Ernst and Young Centre is an event-hub in the region of the nation's capital.

The largest event centre in Eastern Ontario is a well-established location to host this year's I.LEAD Conference. Its prime location, large capacity and state of the art technology, will ensure that I.LEAD Conference is a resounding success.

Bazaar layout:



I.LEAD floor plan:





Sponsorship Packages

Table 1 - Sponsorship Packages in Tabular Format

	EXECUTIVE	PLATINUM	GOLD	SILVER	BRONZE	FRIENDS OF I.LEAD
Cost	\$20,000	\$15,000	\$7,500	\$3,750	\$1,000	\$500
Number of sponsors	1	2	3	6	10	-
Executive stage time	15-minutes	-	-	-	-	-
Complimentary Conference Passes	15 (5 reserved seating)	10 (5 reserved seating)	10	5	2	2
Conference Booth (subject to availability)	1 prime booth	1 prime booth	1 prime booth	1 booth	Available for purchase at 50% discount	Available for purchase at 15% discount
Welcome letter in Program Guide	✓	-	-	-	-	-
Program Guide Ad	Full page	Full Page	Half Page	Half Page	Quarter Page	-
Stage Video Time	6-minutes total	3 minutes total	1 minutes total	0.5 minute total	-	-
Logo on website	✓	✓	✓	✓	✓	✓
Pre-Conference Marketing	✓	✓	✓	✓	✓	-
Logo on Promotional flyer (5,000+)	✓	✓	✓	-	-	-
Promotional Video	✓	✓	-	-	-	-
Banners in the Bazaar	4	2	1	-	-	-



Executive sponsorship - \$20,000 (Quantity available = 1)

- Up to fifteen complimentary full conference passes – including 5 reserved seating
- Executive stage time – 15 minutes duration maximum- Time to be provided by ILEAD program team
- Lecture hall entrance advertising (Printout to be provided by sponsor as per ILEAD guidelines)
- One prime booth (Locations to be selected by sponsor if sponsorship agreement and payment is finalized before 15th Jan 2020, else I.LEAD will provide what is available - a prime or a regular booth)
- Up to four banner placements in the Bazaar Area (banners provided by the sponsor as per ILEAD guidelines¹)
- Opportunity to provide a full page welcome letter to be included in the I.LEAD electronic and printed program guide (ad provided by sponsor as per ILEAD guidelines)
- Full page ad in I.LEAD electronic and printed program guide (ad provided by sponsor as per ILEAD guidelines)
- A maximum of six minutes video time to be projected on the main hall screen once during the event as per Program guidelines during the event (video to be provided at least 1 month before the event by sponsor²)
- Executive sponsorship recognition in trailer
- Recognition as an Executive sponsor in pre-conference marketing material, website and social media
- Company logo to be presented in I.LEAD pre-conference promotional video

Platinum Sponsor - \$15,000 (Quantity available = 2)

- Up to ten complimentary full conference passes –including 5 reserved seating
- One prime booth (Locations to be selected by sponsor if sponsorship agreement and payment is finalized before 15th Jan 2020, else I.LEAD will provide what is available - a prime or a regular booth)
- Full page ad in I.LEAD electronic and printed program guide (ad provided by sponsor as per ILEAD guidelines)
- Up to two banner placements in the Bazaar Area (banners provided by the sponsor as per ILEAD guidelines¹)
- A maximum of three minutes of video time to be projected on the main hall screen once during the event as per Program guidelines during the event (video to be provided at least 1 month before the event by sponsor²)
- Company name and link to company page on conference website
- Recognition as Platinum sponsor in pre-conference marketing material, website and social media
- Company logo to be presented in I.LEAD pre-conference promotional video



Gold Sponsor - \$7,500 (Quantity available = 3)

- Ten complimentary full conference passes
- One prime booth (Locations to be selected by sponsor if sponsorship agreement and payment is finalized before 15th Jan 2020, else I.LEAD will provide what is available - a prime or a regular booth)
- Half page ad in I.LEAD electronic and printed program guide (ad provided by sponsor as per ILEAD guidelines)
- One banner placement in the Bazaar Area (banners provided by the sponsor as per ILEAD guidelines¹)
- A maximum of one minute of video time to be projected on the main hall screen once during the event as per Program guidelines during the event (video to be provided at least 1 month before the event by sponsor²)
- Company name and logo on conference website
- Link to company page on conference website
- Recognition as Gold sponsor in pre-conference marketing material and social media

Silver Sponsor - \$3,750 (Quantity available = 6)

- Five complimentary full conference passes
- One booth (Locations to be selected by sponsor if sponsorship agreement and payment is finalized before 15th Jan 2020, else I.LEAD will provide what is available)
- One “30-seconds” video to be projected on the main hall screen once during the event as per Program guidelines during the event (video to be provided at least 1 month before the event by sponsor²)
- Half page ad in I.LEAD electronic and printed program guide (ad provided by sponsor as per ILEAD guidelines)
- Recognition as Silver sponsor on the conference website
- Recognition as Silver sponsor in select pre-conference marketing material

Bronze Sponsor - \$1,000 (Quantity available = 10)

- Two complimentary full conference passes
- Booths may be purchased at a 50% discount subject to availability. Please contact sales@ileadcanada.ca for more details.
- Quarter page ad in I.LEAD electronic and printed program guide (ad provided by sponsor as per ILEAD guidelines)
- Company name, and link to company page on conference website
- Recognition as Bronze sponsor in select pre-conference marketing material



Friends of the Conference - \$500

- Two complimentary full conference passes
- Booths may be purchased at a 15% discount subject to availability. Please contact sales@ileadcanada.ca for more details.
- Company/Individual name and link to company page on conference website

Individual Add-ons Pricing with Sponsorship (subject to availability)

Prime Bazaar Booth - P	\$1500
Regular Bazaar Booth - B	\$500
Bazaar Table - T	\$250
Banner ¹ – Lecture Hall Entrance	\$250
Banner ¹ – Outside	\$200
Banner ¹ – Food Area	\$200
Program electronic Guide Ad – Full Page	\$500
Program Guide Ad – Half Page	\$300
Program Guide Ad – Quarter Page	\$150

¹ Maximum banner specifications: 84” x 32”

² Minimum time per video – 30 seconds.

ILEAD reserves the right to cancel any sponsor or bazaar vendor and will issue a refund



Exhibitor Guidelines

Exhibitor Schedule

Saturday, March 21, 2020

Sponsor/Exhibitor Move-In: 8:30 am – 10:00 am

Conference Open: 10:00 am – 9:00 pm

Exhibitor Move-Out: 9:00 pm – 11:00 pm

Timings to be confirmed by venue team

Guidelines

- Payment Information: Full payment in Canadian dollars must accompany this form in order to secure your sponsorship. Payments will be accepted as cash or cheque:

Payable to: “South Nepean Muslim Community - Conference Acct”

Attn: I.LEAD Treasurer

Mailing address: South Nepean Muslim Community, 3020 Woodroffe Ave.

Ottawa, ON K2J 4G3

Please email sales@ileadcanada.ca once you have mailed the cheque/arranged the cash to confirm your sponsorship.

- Logo and Artwork; Company Description: The sponsor must submit their logo(s) and all other necessary artwork by **Jan 15, 2020**. Any artwork or other information not submitted by the deadline or in an incorrect format may not be included in onsite signage and other sponsored items.

Sponsors must also submit a color logo(s) which is at least 200 pixels wide and 75 pixels high, to be displayed on the Sponsors webpage. Logos will be displayed on a white background.

Accepted file formats are 1) vector formats: EPS, PDF, or AI files; or 2) 300 DPI TIFF, EPS, PNG or JPEG files in CMYK. Fonts must be converted to outlines; I.LEAD is not responsible for providing fonts for printing sponsor-submitted logos.

Sponsors must submit a company description of the length specified in the sponsorship prospectus.



Program guide ad:

- Ideally in a PDF file format using CMYK colors. If you provide an image, please make sure it is at least 300 DPI or more.
 - Full page dimensions - 5.5 inches (width) x 8.5 inches (height)
 - Half page dimensions - 5.5 inches (width) x 4.25 inches (height)
 - Quarter page dimensions – 2.75 inches (width) x 4.25 inches (height)
-
- All advertisements and video trailers should follow the guidelines listed in the I.LEAD advertisement policy guide. I.LEAD reserves the right to review, edit or decline any advertisement or video trailer.
 - All content and advertising cannot be reproduced in any form without the permission of the I.LEAD organization.
 - I.LEAD is not responsible for any lost items or leftovers before/after the conference based on the conference open time mentioned above.
 - Any damage caused by the sponsor to the EY center must be paid by the sponsor to EY center directly within 1 week from the damage quote shared.
 - Sponsors are responsible to bring any accessories required for their booth or their stage time (e.g extension cords, carpets, USB, HDMI cable, etc).



I.LEAD 2020 Sponsor Information

Company Name: _____

(Company name as you want it to appear on all promotional materials)

Company Contact Person: _____

Email Address: _____

Phone: _____

Address: _____

City/Province: _____

Postal Code: : _____

Business Details: _____

Contract Signatures

Agreed: Sponsor (Company) is bound to this contract. I have read and agree to all the terms and conditions of this Application and Contract. I warrant that I am authorized to sign on behalf of the Sponsor/Company listed above and that all information I have provided is accurate and complete.

Sponsor/Company signature

Name

Date

Upon receipt of this signed contract and full payment, I.LEAD will countersign and return a copy to the contact listed above.

I.LEAD Rep signature

Name

Date