PUBLIC AFFAIRS ASSOCIATION OF CANADA

2022 National Conference

Corporate Partnership Opportunities

PAAC
PUBLIC AFFAIRS
ASSOCIATION OF CANADA

TITLE PARTNER
$10,000

6 conference registrations ($1500 value)
Corporate Membership to PAAC ($1000 value)

Marketing and Promotion
• Organization name including corporate logo to appear in
all pre- and post-event emails and social media
• Recognition provided as Title Partner at event and on social media
• Corporate logo displayed in the venue
• Verbal recognition as the Title Partner throughout the event

AWARD OF DISTINCTION LUNCHEON PARTNER
$5000

Three conference registrations ($750 value)

Marketing and Promotion
• Organization name including corporate logo to appear in
all pre and post-event emails and social media
• Recognition provided as Award of Distinction Partner at the event
• Corporate logo displayed in the venue
• Verbal recognition of partnership during the Luncheon and throughout the conference
• Photo with Award recipient

COCKTAIL RECEPTION PARTNER
$3500

Two conference registrations ($500 value)

Marketing and Promotion
• Organization name including corporate logo to appear in
all pre- and post-event emails and social media
• Corporate logo displayed in the venue
• Verbal recognition of partnership at the Cocktail Reception
during the reception and throughout the conference

PANEL PARTNER
$2000

One complimentary registration ($250 value)

Marketing and Promotion
• Organization name including corporate logo to appear in
all pre- and post event emails and social media
• Recognition provided at awards ceremony
• Corporate logo displayed in venue
• Verbal recognition as a Panel Partner during the session

Subject to availability

GIFT-IN-KIND PARTNER

Benefits Include:
• Product placement at event on prize table
• Mention in conference program
• Opportunity to place corporate literature/
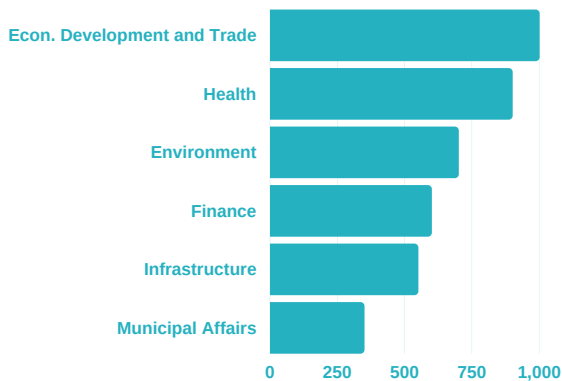goods at attendee's table

About PAAC

The Public Affairs Association of Canada (PAAC) is a national, not-for-profit organization founded in 1984. Our principle objective is to help public affairs professionals succeed in their work by providing them with forums for professional development, the exchange of new ideas, and networking.
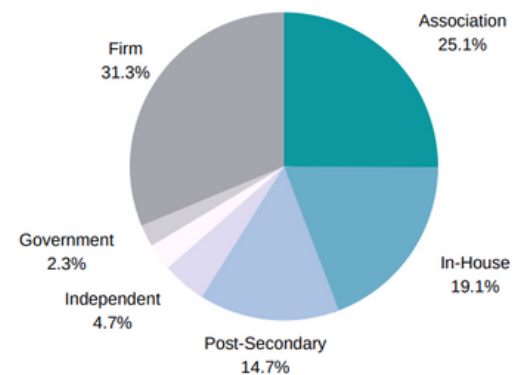
What PAAC Delivers

PAAC's growing membership represents a cross-section of the many disciplines involved in public affairs including policy development, government relations, lobbying, communications, opinion research and public relations. PAAC has over 400 members and a national reach spanning from British Columbia to Ontario. Our members come from both the private and public sectors, in areas such as industrial and financial companies, crown corporations, consulting firms, small business, ministries and municipalities, PR organizations, trade associations, educational institutions, law and accounting firms.

PAAC Membership Industries

PAAC Membership Makeup

Partnership Opportunities

The Public Affairs Association of Canada (PAAC) invites you to partner on our upcoming 2022 National Conference. There are many partnership opportunities and it's a great opportunity for your organization to reach key stakeholders from leading industries while having reconnecting with members from across the country.

This event will be promoted to our more than 400+ and growing membership.

Preliminary Conference Program

The following is the Preliminary Program for the 2022 PAAC National Conference. Final details will be announced shortly.

Wednesday, November 9
  6:00 p.m. - 8:00 p.m. Cocktail Reception, Bisha Hotel

Thursday, November 10
  8:15 a.m. - 9:00 a.m. Breakfast
  9:00 a.m. - 9:30 a.m. Keynote Speaker
  9:30 a.m. - 12:30 p.m. Morning Sessions
- DE&I in Public Affairs and WIPA
- Digital Tools and Trends in Government Relations and Advocacy
- Professional Development in the Public Affairs industry

  12:30 p.m. - 1:30 p.m. Award of Distinction Lunch
  1:30 p.m. - 2:00 p.m. Speed Networking

  2:00 p.m. - 5:00 p.m. Afternoon Sessions
- National Lobbying Regulation Update
- Dealing with Distrust in Canada and Crisis Communications
- Pundits Panel: State of Politics