



CONFERENCE PARTNERSHIP OPPORTUNITIES

Partner with Canada's Public Affairs Community

The Public Affairs Association of Canada (PAAC) National Conference brings together leaders in public affairs, government relations, advocacy, communications, policy, regulation and stakeholder engagement from across Canada.

Our partners are more than event supporters – they are organizations committed to advancing dialogue, strengthening relationships, and investing in Canada's public affairs profession.

Whether your objective is to increase visibility, build relationships, demonstrate leadership or engage directly with Canada's public affairs community, we look forward to developing a partnership that aligns with your goals.

2026 Partnership Opportunities at a Glance

Premier Partnerships

Partnership	Investment	Availability
Presenting Partner	\$7,500	Exclusive
Platinum Partner	\$5,000	2

Featured Partnership Experiences

Partnership	Availability	Investment
Leadership & Dialogue Partner	Exclusive	\$4,000
Opening Reception Partner	Exclusive	\$4,000
Awards Reception Partner	Exclusive	\$4,000

Conference Experience Partnerships

Partnership	Investment	Availability
Welcome Partner (Registration Experience)	\$3,000	1

Lunch Partner	\$3,000	1
Breakfast Partner	\$2,500	1
Policy Brief Partner	\$2,500	1
Conference App Partner	\$2,500	1
Name Badge & Lanyard Partner	\$2,500	1
Delegate Bag Partner	\$2,500	1
Coffee Conversation Partner	\$2,000	2
Networking Break Partner	\$1,500	Multiple

Exhibitor Opportunities

Opportunity	Investment	Availability
Premium Exhibitor	\$3,000	Limited
Standard Exhibitor	\$2,000	Limited

Premier Partnerships

Presenting Partner

Our highest-profile partnership opportunity providing exclusive recognition throughout the conference.

Includes:

- Exclusive conference recognition
- Premier logo placement
- Opportunity to welcome delegates
- Three conference registrations
- Premium recognition across conference communications
- Optional exhibit space

Platinum Partner

Designed for organizations seeking a significant presence throughout the conference.

Includes:

- Prominent conference recognition
- Two conference registrations
- Website and program recognition
- Social media recognition
- Optional exhibit space

Featured Partnership Experiences

Leadership & Dialogue Partner

Support the conversations shaping the future of Canada's public affairs profession.

Includes:

- Recognition as the Leadership & Dialogue Partner
- Recognition during featured conference sessions
- Opportunity to introduce a keynote or featured speaker
- Premium conference recognition
- Two conference registrations

Conference programming and speaker selection remain under PAAC's direction.

Queen's Park Opening Reception Partner (Monday Evening)

Welcome delegates as the conference begins.

Includes:

- Opportunity to provide brief welcome remarks
- Reception signage
- Website and program recognition
- Two conference registrations

Awards Reception Partner (Tuesday Evening)

Celebrate excellence in Canada's public affairs profession by supporting one of the conference's signature events.

Includes:

- Exclusive recognition throughout the Awards Reception
- Opportunity to provide brief welcome remarks
- Recognition during the awards presentation
- Reception signage
- Website and program recognition
- Two conference registrations

Conference Experience Partnerships

Welcome Partner

Support the delegate arrival and registration experience.

Includes:

- Registration area recognition
- Welcome signage
- Opportunity to include a promotional item in delegate bags
- Website and program recognition

Breakfast Partner

Welcome delegates as they begin a day of learning and networking.

Lunch Partner

Support one of the conference's key networking experiences.

Policy Brief Partner

Support the preparation and distribution of the conference's post-event summary highlighting key discussions and emerging issues.

Coffee Conversation Partner

Support facilitated networking conversations that encourage meaningful discussion among delegates.

Conference App Partner (TBC)

Exclusive recognition throughout the conference's digital experience.

Name Badge & Lanyard Partner

One of the conference's most visible branding opportunities.

Delegate Bag Partner

Exclusive branding on conference bags distributed to attendees.

Networking Break Partner

Support networking and conversation throughout the conference.

Customized Partnership Opportunities

Every organization has different objectives.

If you don't see exactly what you're looking for, we'd be pleased to develop a customized partnership aligned with your goals.

Examples include:

- Delegate giveaways
- Welcome gifts
- Conference notebooks
- Podcast or interview studio
- Photo backdrop
- Custom networking experiences
- Bespoke partnership activations

Why Partner with PAAC?

Partnering with PAAC provides an opportunity to:

- Connect with senior public affairs and government relations professionals from across Canada.
- Build relationships with decision-makers and influencers.
- Demonstrate leadership within the profession.
- Increase visibility with an engaged national audience.
- Showcase your organization's expertise.
- Support the advancement of Canada's public affairs community.

Extend Your Relationship with PAAC

Conference partnerships are often the beginning of a longer relationship.

Organizations interested in continuing their engagement with PAAC are invited to explore additional opportunities, including:

- Individual or organizational membership.
- Membership as an optional add-on to a conference partnership.
- Professional development and learning opportunities.
- Future conference and event partnerships.
- A future Corporate Partnership Program designed to support year-round engagement.

Interested in building a longer-term relationship with PAAC? We'd be pleased to discuss membership and partnership opportunities that extend your engagement beyond the conference.

Let's Build Something Together

We recognize that every organization has different objectives. If you don't see the perfect opportunity, let's have a conversation. Whether your goal is to support professional development, engage with Canada's public affairs community, showcase your expertise or develop a customized partnership, we'll work with you to create an opportunity that delivers value for both your organization and PAAC.

Let's start the conversation! Please contact **Dan Hurley** at hurley_dan@outlook.com or 250.713.5020.