



66th Annual OPBA Conference

Sponsorship Opportunities

September 25 – 27,
2024

Ottawa Marriot Hotel
Ottawa, Ontario

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OUR MISSION

“Advancing public procurement through advocacy, connection, and professional growth”

Who We Are

The Ontario Public Buyers Association is a non-profit professional association dedicated to representing public procurement professionals throughout Ontario. We promote the ethical and effective expenditure of public funds and encourage excellence in public procurement through our professional development opportunities, the promotion and support of certification programs, networking, and advocacy.

Our members work in publicly funded agencies, including local, regional, and provincial governments, school boards, post-secondary institutions, public safety and transit entities, and more. They all are entrusted with the prudent and responsible spending of public funds.

Governed by a volunteer board of directors, OPBA welcomes the contributions of all our members through the sharing of experience and expertise with colleagues or through volunteering on a committee or the board of directors.

About The Event

The Ontario Public Buyers Association (OPBA) is pleased to present its 66th Annual Conference in downtown Ottawa from September 25 – 27, 2024.

OPBA offers an array of thought-leadership, speaking, networking, and product branding opportunities sponsorship opportunities. It also provides your company the opportunity to increase your position, visibility, and brand with public procurement professionals from across the province.



OPBA is on a track of growth and strength:

We are making substantial investments in our education programming for stronger public procurement professionals.

We are creating better, more meaningful networking and connection opportunities for our members.

Our stability and good governance ensure investment in growth today and tomorrow.

Why Sponsor?



Brand Awareness

By investing in one of the following opportunities, suppliers will increase their position, visibility, and brand with public procurement professionals from a wide range of organizations, including local, regional, and provincial government, as well as from school boards, post-secondary institutions, public safety and transit agencies and other entities entrusted with the prudent and responsible spending of public funds.

Networking

Get access to the key decision-makers in procurement for agencies at all government levels (provincial, regional, municipal), educational institutions (universities, colleges, school boards), and health institutions.

There is a renewed energy in our association, professionals and community. We anticipate 200+ delegates at the annual conference, which will include over 48 hours of conference, networking and learning. The OPBA 66th annual conference is an opportunity to showcase your products and services at the exclusive tradeshow. The tradeshow will take place over two days, September 25 - 26. To facilitate connections, break refreshments will be served in the same room.



Visionary Partner (1 only)

Features:

- Exclusive social event sponsorship opportunity
- Sponsor recognition on the opba.ca website
- Stage Presence – Introduction of keynote speaker
- Facilitate one education session
- Prominent display at tradeshow

Investment: \$25,000



Gala Awards Dinner Partner (1 only)

Features:

- Stage presence – opportunity to speak for up to two minutes and play a 1-minute brand awareness video
- Sponsor may provide branded item for chair/table drop
- 1 table of 8 at the Awards Dinner on Thursday evening
- Personalized social media post for LinkedIn
- 2 conference registrations and access to all social events (additional registrations may be purchased for an extra cost)
- Marketing and branding recognition on the OPBA.ca website, conference app, and conference emails
- Table-top display at tradeshow

Investment: \$10,000



Hospitality Suite Partner (1 only)

Features:

- Unique opportunity to provide an informal networking opportunity for conference attendees on Tuesday and Wednesday evenings
- Opportunity to introduce a session speaker
- Personalized social media post for LinkedIn
- 2 conference registrations and access to all social events (additional registrations may be purchased for an extra cost)
- Marketing and branding recognition on OPBA.ca website and conference app
- Table-top display at tradeshow

Investment: \$10,000



Lunch Partner (2 only, Wed or Thurs)

Features:

- Stage presence – opportunity to speak for up to two minutes and play a 1-minute brand awareness video
- Personalized social media post for LinkedIn
- 2 conference registrations and access to all social events (additional registrations may be purchased for an extra cost)
- Marketing and branding recognition on the OPBA.ca website and conference app
- Table-top display at tradeshow
- Sponsor may provide branded item for chair/table drop for luncheon

Investment: \$8,000



Supporter Partners (4 only)

Four positions – perfectly suited for growing or niche businesses that understand the audience of public buyers and want to stay top of mind, involved, and relevant to their needs.

Features:

- Opportunity to introduce a session speaker
- Personalized social media post for LinkedIn
- Includes 2 conference registrations and access to all social events (additional representatives may be added at an extra cost)
- Marketing and branding recognition on OPBA.ca website and conference app
- Table-top display at tradeshow

Investment: \$5,500



Conference App Partner (1 only)

Features:

- Marketing and branding recognition on OPBA.ca website and conference app and a min of 3 pre-conference marketing emails.
- 2 Conference registrations (includes sessions, meals, and socials)
- Prominent brand and marketing recognition throughout the app as the Conference App Sponsor of the OPBA Conference.
- Table-top display at tradeshow

Investment: \$5,500



Media Partner (1 only)

Features:

- Recognition in a minimum of three conference marketing emails and recognition on the conference website and mobile app with page and links to your website and social media accounts.
- 2 Conference registrations (includes sessions, meals, and socials)
- Marketing and branding recognition on OPBA.ca website and conference app
- Table-top display at tradeshow
- Sponsor to provide photography services throughout Wednesday and Thursday including candid shots, specific shots as identified by OPBA throughout the day and Awards dinner.

Investment: \$5,000



Awards Dinner: Mix & Mingle Partner (1 only)

Features:

- Branded complimentary drink ticket for each attendee
- Marketing and branding recognition on OPBA.ca website and conference app and a min of 3 pre-conference marketing emails.
- 1 conference registration (includes sessions, meals, and socials)
- Table-top display at tradeshow

Investment: \$4,000

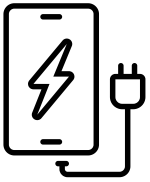


Session Partner

Features:

- Introduce and thank a speaker
- Marketing and branding recognition on OPBA.ca website and conference app and a min of 3 pre-conference marketing emails.
- 1 conference registration (includes sessions, meals, and socials)
- Table-top display at tradeshow

Investment: \$3,500



Cell Phone Charging Station Partner (1 only)

Features:

- Ultra-Violet charging stations not only charge your phone, tablet, and iPad but also sanitizes it!
- Stations will be branded with your logo on the sides and bottom.
- Monitor provided on top of the station is great for sponsor videos or PPT.
- Marketing and branding recognition on OPBA.ca website and conference app and a min of 3 pre-conference marketing emails.
- 1 conference registration (includes sessions, meals, and socials)

Investment: \$3,500



Break Partner

Features:

- Signage on the break table
- Marketing and branding recognition on OPBA.ca website and conference app and a min of 3 pre-conference marketing emails.
- 1 conference registration (includes sessions, meals, and socials)
- Table-top display at tradeshow

Investment: \$3,000 each

(Wed pm, Thurs am/pm)



Ready to get started?

**For custom sponsorships, conference branding,
and signage opportunities:**

Please contact Rozalyn Werner-Arcé, Executive Director, to create a unique sponsorship level that fits your organization's unique goals and marketing objectives.

Contact

Phone w: 905-682-2644, ext. 254

Website www.opba.ca

Email rozalyn@opba.ca