



*Empowering Individuals
Enriching Communities*

Include ASPECT in your communication strategy.

Showcase your products, services and resources to BC's Community-Based Employability Training Sector.

Reach your target audience!

The Association of Service Providers for Employability and Career Training (ASPECT) is a provincial, not-for-profit association that represents the interests of more than 180 community-based agencies, located throughout British Columbia. ASPECT members deliver employability and career development services for programs that assist people barriers to employment. They have their fingers on the pulse of their local economies and the labour market dynamics that affect their communities. Agency client groups include:

- New immigrants;
- Older workers;
- Youth at risk;
- Persons with disabilities;
- First nations;
- Small business owners and employees.

ASPECT is committed to helping you meet your communication objectives by offering you an ideal marketing mix that includes online, event-based, and print opportunities.

We are ready to work with you to develop a holistic marketing strategy that will allow you to create awareness, reinforce brand recognition, drive calls to action and leave a lasting impression.

Conference Sponsorship & Exhibitor Opportunities

The 2011 ASPECT Conference is scheduled for November 3rd and 4th at the Coast Plaza Hotel & Suites, Vancouver.

ASPECT's Annual Provincial Conference is a much anticipated event within BC's Community-Training sector. The 1½ day conference is a sell-out event that draws more than 200 front-line workers, program managers, executive directors and CEOs of community-based training agencies throughout BC.

Sponsorship: ASPECT is committed to helping your organization fulfill its communication objectives by offering sponsorship benefits that are tailored especially for you. Sponsorship can help you...

- Establish one-to-one relationships;
- Share your message;
- Showcase your products and services;
- Promote your brand and increase your profile; and
- Create a sustained impact.

Contact us to discuss your goals and objectives and we'll prepare your customized sponsorship proposal.

Exhibitor Opportunity: Exhibitor spaces are located in a high-traffic area of the conference venue. Exhibitors receive exposure between workshops and during meal and refreshment breaks. Your exhibitor fee includes:

- Attendance for one person to staff the exhibit – inclusive of meals (breakfast, lunch, refreshments);
- A 6'skirted table and chair;
- Access to electricity;
- Hyperlinked name recognition on the "Sponsor and Exhibitor" page in the Conference section of the ASPECT website;
- Hyperlinked name recognition in an advance email communication;
- Discounted registration for a second person to staff your exhibit; and
- Ability to attend workshops as your time and schedule permits.

Space is Limited! Exhibit for only \$495 + HST.

Conference Email Opportunity: This exclusive opportunity is open to event exhibitors and sponsors only. Raise awareness about your services before the conference and create a sustained impact by following up with delegates afterwards using our Conference Exhibitor emails. Sent using ASPECT's email distribution program your email includes...

- Contact information
- Logo recognition
- Up to 75 words of additional text
- Content may include hyperlinks to specific pages within your site.

These emails offer an excellent "Call to Action" strategy and are an opportunity for you to present special offers and incentives to conference delegates.

Investment: \$100 pre-conference email | \$100 post-conference email + HST

Email Communications:

Get your message into the inbox of senior-decision makers. ASPECT's state of the art email distribution solution ensures delivery and professional presentation of your message to members. ASPECTIVES is distributed to member on a quarterly basis (Fall, Winter, Spring and Summer editions).

ASPECTIVES e-newsletter:

- **ASPECTIVES Advertisement:** The option is yours! Include a text based or camera-ready jpg image advertisement.
 - Specifications for Text Advertisements:
Up to 150 words, inclusion of a jpg logo and hyperlinked text.
 - Specifications for Camera Ready Advertisements:
2" high x 6" wide, JPG Format, Maximum File Size: 250KB

Investment: \$99 members | \$149 non-members + HST.

- **ASPECTIVES Advertorial:** Communicate valuable information to members in an editorial format. Include an article that demonstrates your company's expertise and/or how your solutions have empowered individuals to find and maintain employment, enhanced organizational operations or contributed to the skills of career development practitioners.
 - Specifications for Text Advertisements:
Up to 250 words, inclusion of a jpg logo and hyperlinked text.

Investment: \$199 members | \$299 non-members+ HST.

Dedicated e-mail:

This option is ideal for time-sensitive information and calls to action (i.e. calls for presenters, event and course registration, requests for referrals, job opportunities and limited time offers).

Investment: \$249 members | \$299 non-members+ HST.

- Specifications:
Up to 200 words, inclusion of hyperlinked text and up to two a jpg images (i.e. logo and clip art or photo. Maximum image size 250 KB each).