

BECOME A CORPORATE SPONSOR!

Who are we?

Created in 1984, the Association of Professional Executives of the Public Service of Canada (APEX) is a national, independent, and not-for-profit, professional organization that supports Federal Public Service executives through the delivery of advocacy, research, advisory services and learning events.

As an independent professional association, APEX is acknowledged as the active voice for over 7,400 federal executives, engaging executives across departments at various stages of their career - Directors, Directors General, Assistant Deputy Ministers, and Deputy Ministers - from across Canada and abroad. Together, they oversee the work of over 300,000 public servants.

APEX is acclaimed for its service excellence and dynamism in bringing together executives from all backgrounds.

Why sponsor the 2021 APEX Leadership Summit?

Summit sponsors understand that APEX Summit is more than a conference! Over 30 years, APEX has hosted the largest and most-attended learning and networking events for federal Public Service executives. The Summit has been widely acclaimed as a world-class and a must-attend event. Participants attend from all provinces and territories, as well as from abroad.

The 2021 APEX Leadership Summit & Awards of Excellence Ceremony will be held May 11-13, 2021 and features world-renowned thought leaders and presenters. Our theme this year is, "**Shape the Future, Together!**"

As a Summit sponsor, you will work alongside APEX to support critical programs and initiatives that reinforce thought leadership, executive health & wellness, and evidence-based research, all designed to strengthen Public Service excellence. In addition, as a sponsor you will:

- increase your corporate visibility and exposure to executives and senior decision makers of the federal public service.
- showcase your expertise, services, and products.
- establish business contacts, and build new partnerships with world-renowned speakers, public and private sector executives.
- position your organization as a key supporter of the executive community of the federal public service.
- be seen as a serious supplier to the government of Canada.

Overall, the 2021 Summit is the ideal occasion to position your organization as a serious partner of the federal Public Service.

This year, our Summit platform has been customized and developed for increased access and participation the executive community. Features include access to virtual plenary presentations and discussions, reception area and lobby, networking space, and sponsorship kiosks.



Virtual Summit 2021 Shape the Future, Together!

May 11, 12, and 13, 2021
from 11:00 until 3:30 p.m. Eastern Time

Day 1: Global Context, Challenges & Opportunities

Day 2: Nourishing Mental & Emotional Health

Day 3: Inspirational Leadership & Resilience

What to expect

We have put together sponsorship packages that will allow you to enjoy unparalleled exposure before, during, and after the Summit. This publicity will come through concerted marketing activities targeting executives from everywhere in Canada and internationally.

SPONSORSHIP PACKAGES

	Platinum Sponsors	Gold Sponsors	Silver Sponsors	Award of Excellence sponsors	Exhibitors (virtual platform)
Number of opportunities	2	10	8	6	14
Pricing	\$25,000	\$10,000	\$5,000	\$5,000	\$3,200 \$2,900 \$1,000

Profiled as a Platinum Sponsor on Summit marketing	✓				
Profiled as a Gold Sponsor on Summit marketing		✓			
Profiled as a Silver Sponsor on Summit marketing			✓		
Soundbite Opportunity to address Summit (2-3 mins) or Opportunity to introduce a keynote speaker	✓				
Opportunity to sponsor/co-sponsor The Community Contribution Award of Excellence	✓				
Opportunity to introduce a keynote speaker		✓			
Opportunity to Confer/Present the Award of Excellence to the recipient				✓	
Multi-year contract pricing discount (50% off 3 rd year)	✓	✓			
Logo placement in accordance with sponsorship category	✓	✓	✓	✓	✓
Logo on Summit webpage	✓	✓	✓	✓	✓
Logo in Summit lobby	✓	✓	✓	✓	✓
Logo in Summit program	✓	✓	✓	✓	✓
Pre-Summit Brand marketing on APEX Social Media	5 posts	3 posts	2 posts	2 posts	
In-conference Brand marketing on APEX Social Media	3 posts	2 posts			
Inclusion in APEX Post-Event Thank You on Social Media	1 post	1 post	1 post	1 post	1 post
Sponsorship recognition in post-Summit correspondence	✓	✓	✓	✓	✓
Formal acknowledgement by MC in the Summit Program	✓	✓	✓		
Formal Acknowledgement in Award Ceremony				✓	
Logo on screen backdrop banner	✓				
Conference admissions	5	3	2	2	2

APEX is privileged to have been associated through the years with purposeful sponsors

