

2022 LEADERSHIP SUMMIT

MAY 17 – 19, 2022 | 11:00 AM – 3:30 PM



Engage. Energize. Elevate.

BECOME A CORPORATE SPONSOR!

Who is the Association of Professional Executives (APEX)?

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.

Why sponsor the 2022 APEX Leadership Summit?

Summit sponsors understand that the 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 2022 APEX Leadership Summit & Awards of Excellence Ceremony will be held May 17-19, 2022 and features world-renowned thought leaders and presenters. Our theme this year is, "**Engage, Energize, Elevate**"

As a Summit sponsor, you will collaborate with APEX to support critical executive 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, research, services, and products.
- establish your brand 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 2022 Summit is the ideal occasion to position your organization as a serious partner of the federal Public Service. Program: <https://apex.gc.ca/summit-program/>

Contact: Jeremy Stowe jeremys@apex.gc.ca

APEX Executive for Programming and Sponsorship

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SPONSORSHIP PACKAGES					
	Platinum Sponsors	Gold Sponsors	Silver Sponsors	Award of Excellence sponsors	Virtual Exhibitors
Number of opportunities	2	10	8	6	14
Pricing	\$25,000	\$10,000	\$5,000	\$5,000	\$3,000
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 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

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APEX is privileged to have been associated
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Sun Life



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