

Sponsor & Exhibitor Prospectus



september
19-21, 2012

Toronto, ON
Toronto Marriott Downtown
Eaton Centre Hotel



Canada's Premier Total Rewards Conference

The **WorldatWork Total Rewards Conference** is Canada's premier event for HR, compensation, benefits and work-life professionals. It provides the perfect setting to learn from the top HR thought-leaders, network with peers and discover those hard-to-find solutions to motivate and retain the best talent.

WorldatWork is pleased to present the Total Rewards 2012 Canadian Conference with the support of the following organizations:

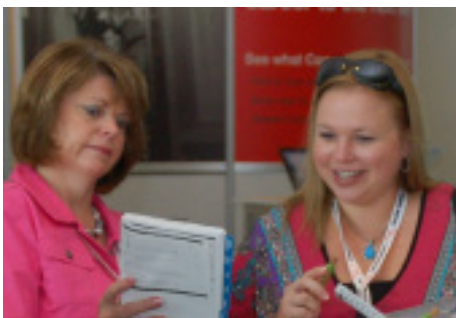


Face-to-Face Networking that Leads to Sales

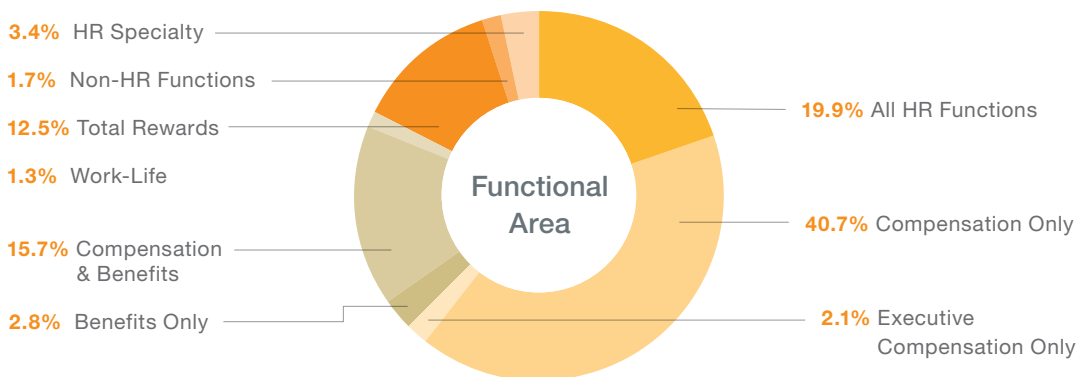
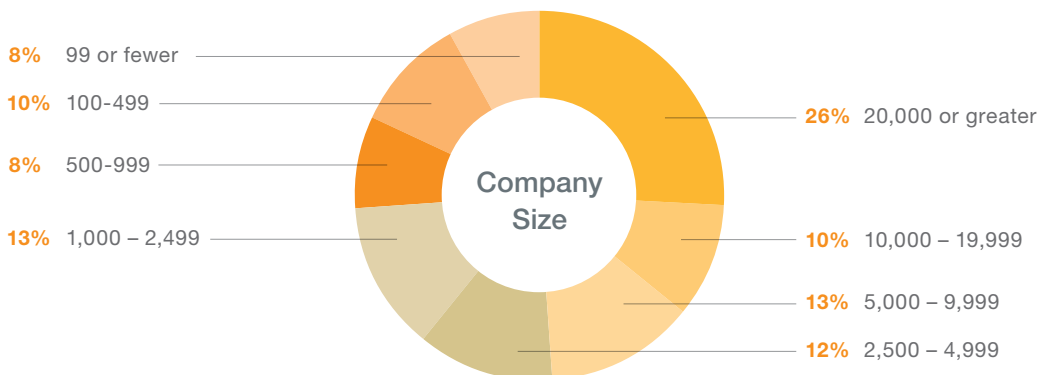
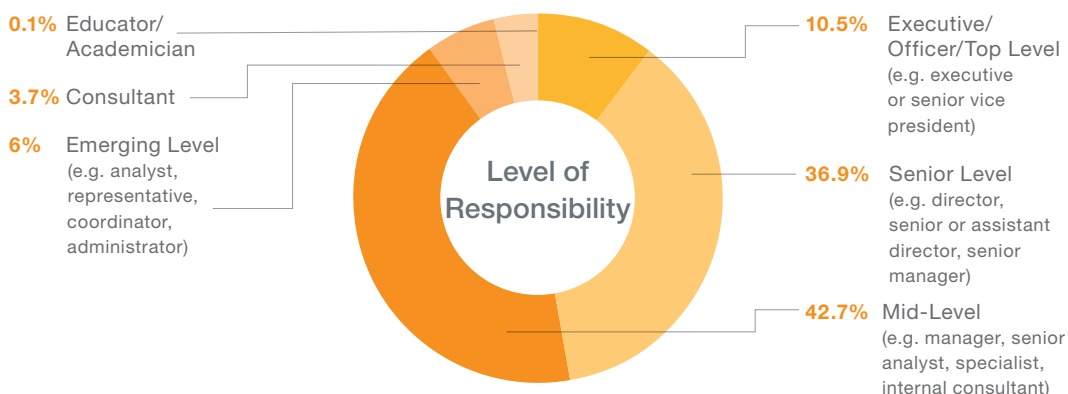
Since the economy is still struggling to recover, it is more important than ever for senior executives, directors, mid-level managers and specialists, to find innovative ways to help their organizations succeed. What this means for our sponsors and exhibitors are top quality leads and relationship building opportunities that can lead to sales.

True Partnerships

Being a sponsor of an event or a tabletop display at our Total Rewards Canadian Conference is one of the best opportunities of the year to reach decision makers interested in implementing programs and products that will help improve business performance. Our conference team is dedicated to providing the best service and support to our sponsors and we make sure our staff is always available to answer questions or help find solutions to challenging questions. We truly value your presence and consider you our guest.



Who attended the Total Rewards 2010 Canadian Conference?



Maximize your ROI by standing out in a crowd.

Sponsorship Benefits

Examples of visibility and exposure for all sponsors will include:

- One-time use pre- and post-conference attendee lists
- Logo included in conference promotional brochure (due by February 15, 2012)
- Listing on the WorldatWork Web site with a hyperlink to your company's site through September 30, 2012
- Slide presentation during General Session showcasing your company logo to conference attendees

Sponsorship Packages

Exhibit/Tabletop Display in Break Area \$4,000 USD

Available Sponsorships: 12 4 Remaining

Tabletop display in break/breakfast area, logo on sponsor thank you signs, listing in program guide, two complimentary attendees.

Wednesday Evening Welcome Reception \$5,000 USD

Available Sponsorships: 1

Signage and table tents in reception room, table in back of room for sponsor collateral, two minutes of mic time, listing in program guide, one insert in conference bag, two complimentary attendees.

Thursday Opening General Session & Keynote Speaker \$5,500 USD

Available Sponsorships: 1

Signage and table tents in room, table in back of room for sponsor collateral, sponsor PowerPoint presentation to run as delegates are seated at opening session, two minutes of mic time, listing in program guide, one insert in conference bag, two complimentary attendees.

Thursday Lunch \$4,500 USD

Available Sponsorships: 1

Signage and table tents in room, table in back of room for sponsor collateral, sponsor PowerPoint presentation to run as delegates are seated at lunch, two minutes of mic time, listing in program guide, one insert in conference bag, two complimentary attendees.

Thursday Networking Event \$5,500 USD

Available Sponsorships: 1

Signage and table tents in event room, table in back of room for sponsor collateral, two minutes of mic time, verbal thank you to sponsor at opening, listing in program guide, sponsor may put gifts on tables, one insert in conference bag, two complimentary attendees.

Friday Closing General Session \$5,000 USD

Available Sponsorships: 1

Signage and table tents in room, table in back of room for sponsor collateral, sponsor PowerPoint presentation to run as delegates are seated at opening session, two minutes of mic time, listing in program guide, one insert in conference bag, two complimentary attendees.

Conference Badge and Lanyard \$4,500 USD

Signage and program guide thank you.

Conference Tote Bag \$6,500 USD

Available Sponsorships: 1
Sponsor logo on bag that will be given to all paid attendees.

Hotel Room Key \$2,500 USD

Available Sponsorships: 1

Sponsor logo on hotel room keys that will be given to all paid attendees staying at host hotel.

Hotel Room Drop \$1,500 USD each

Available Sponsorships: 2

Sponsor information delivered to room of all paid attendees staying at host hotel.

Conference Supporter \$2,000 USD

Signage and program guide thank you.

Program Guide Ad

Inside front cover	\$1,800 USD
Inside back cover	\$1,800 USD
Back cover	\$2,200 USD

contact



Audrey Johnson
Visibility Manager
Audrey.Johnson@worldatwork.org

480-304-6846 | Fax 480-483-8352
Fax 866-816-2962

2012 Application for Sponsorships

September 19-21, 2012 | Toronto, ON
 Toronto Marriott Downtown Eaton Centre Hotel

Please Print

COMPANY	DATE	
ADDRESS		
CITY	STATE PROV	ZIP CODE/POSTAL CODE
CONTACT	TITLE	
PHONE	FAX	CELLPHONE
E-MAIL	WEB SITE	

Sponsorship (All prices in U.S. dollars.)

- Tabletop Display in Break Area \$4,000
- Wednesday Evening Welcome Reception \$5,000
- Thursday Opening General Session
 & Keynote Speaker **SOLD Mercer** \$5,500
- Thursday Lunch **SOLD Hay Group** \$4,500
- Thursday Networking Event **SOLD Kenexa** \$5,500
- Friday Closing General Session \$5,000
- Hotel Room Key \$2,500
- Hotel Room Drops | Thurs. a.m. | Fri. a.m. \$1,500 each
- Conference Tote Bag **SOLD McDowall Associates.** . . . \$6,500
- Conference Badge and Lanyard **SOLD MarketPay** . . . \$4,500
- Conference Supporter \$2,000
- Program Guide Ad
 - Inside front cover \$1,800
 - Inside back cover \$1,800
 - Back cover **SOLD Mercer** \$2,200

Total \$ _____

Method of Payment

- Please send an invoice to me.
- I authorize WorldatWork to charge \$ _____ to my:
 - VISA MasterCard American Express

_____ CARD NUMBER

_____ EXPIRATION DATE

_____ BILLING CREDIT CARD ZIP CODE/POSTAL CODE

_____ CARDHOLDER'S NAME

_____ AUTHORIZED SIGNATURE

Signature

Sponsor agrees to comply with all applicable laws; and with the terms and conditions included in this application.

_____ AUTHORIZED REPRESENTATIVE

_____ SIGNATURE

_____ DATE

Terms of Payment for Sponsorships

All applications for sponsorship must be accompanied with a 50% deposit of the total cost of the sponsorship. All deposits are non-refundable and due on or before April 1, 2012.

Final payment is due on or before July 1, 2012. Cancellations received after July 1, 2012, will result in WorldatWork retaining the full payment. Cancellations and requests for refunds must be in writing.

Submission Specifications for Logos

Conference sponsors must submit their company logo for use with on-site signage. It is important that WorldatWork receives your logo in one of the formats below. Please read the options carefully.

To be included in the conference promotional brochure, your logo must be received no later than February 15, 2012.

Your company logo must be submitted as a high-resolution, CMYK, Adobe Illustrator EPS (vector-based) or PDF file.

Email logos to Becky.Williams@worldatwork.org.

Send application and payment to:

Audrey Johnson | Visibility Manager
Audrey.Johnson@worldatwork.org

Phone 480-304-6846 | Fax 480-483-8352
 Fax 866-816-2962

WorldatWork
 14040 N. Northsight Blvd.
 Scottsdale, AZ 85260 USA



For WorldatWork Use Only ID # _____ Total due _____

Deposit amt. _____ Date rec'd. _____ Balance due _____ Date rec'd. _____

2010 Sponsors



thirstymuse
corporation



2010 Supporters



2012 conference dates

Wednesday, September 19

Thursday, September 20

Friday, September 21

location

Toronto Marriott Downtown
 Eaton Centre Hotel
 525 Bay Street
 Toronto, ON M5G 2L2, Canada
 Phone: 416-597-9200

contact

Audrey Johnson

Visibility Manager

Audrey.Johnson@worldatwork.org

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Fax 866-816-2962

WorldatWork

14040 N. Northsight Blvd.
 Scottsdale, AZ 85260 USA