



Sponsorship | Advertisement Kit

A sponsorship for your business, with a heart for the world.



**SAT
12
NOV**

2022 ANNUAL BUSINESS CONFERENCE

Lionhead Golf Club & Conference Centre (Straddling across the scenic Credit River),
8525 Mississauga Road, Brampton, Ontario L6Y 0C1



www.opentoronto.org



Let's Support

Toronto & Golden Horseshoe Region's Premier Business & Entrepreneurship Event

INFO@OPENTORONTO.ORG
647 526 3646 | 416 560 2432

EXECUTIVE SUMMARY

We invite you to sponsor **Open Toronto's Annual Business Conference** to be held at **Lionhead Golf Club & Conference Centre (Straddling across the scenic Credit River), 8525 Mississauga Road, Brampton, Ontario L6Y 0C1** on **Saturday, November 12, 2022**. Sponsoring this event offers you an opportunity to effectively promote your business while being a force for good of the Pakistani community.

Open Toronto actively strives to create an ecosystem to transform Pakistani community into a society which masters the resources to enable its members ideas and innovation into production. Your sponsorship will be an important contribution to help Open Toronto achieve its goals.

- Cultivating an investor community into OPEN
- Showcasing ventures and investment opportunities to the community
- Business advisory to new entrepreneurs

- Involving and supporting youth
- Helping youth -through mentorship, expert insight, funding, partners, and more- to start and succeed in business

In this proposal, Open Toronto is pleased to discuss how this sponsorship presents high value promotion for your business.

We look forward to partnering with you



Where Connections Matter

Why Sponsor OPEN Toronto's Annual Conference?

1. Why Choose Open Annual Business Conference?

The Open's annual business conference is the Canadian conference of business leaders of Pakistani descent.

OPPORTUNITY



2. Benefits of Sponsorship:

In person **CONNECTIONS** with over 300 key decision-makers, senior level executives, and top professionals.

IMPACT in featuring your products or services to individuals who make the difference in the business landscape.

VISIBILITY at the conference ensures recognition of the highest caliber.

LEVERAGE with access to Open's Global Network in many countries.

INFLUENCE. Open enables direct access to hundreds of CEOs and decision makers.

NETWORK. Open's global network's purchasing power exceeds \$10 billion. Its communication distribution includes thousands of businesspeople.

CUSTOMIZE. We offer you the ability to customize your sponsorship as it best suits you.



Conference Opportunities

There are a variety of packages and opportunities to fit any budget and marketing initiative. You can make your choice to fulfill any one or more of the below:

1. Audience Engagement
2. Social Rendezvous
3. Advertising & Promotion
4. Swag & Giveaways

If there is an opportunity you would like to explore, and it's not listed in our offerings – let us know! We would love to customize a package to suit your needs. Also, if you're interested in more than one opportunities, talk to us about a bundle discount...the bigger your package, the more promotional exposure for your company and bigger your impact.

MAIN EVENT

- 30 Minutes Breakout Seminar or Product Display / Speaking Opportunity
- Recognized as Main Event Sponsor
- Logo featured on the conference name badges
- Logo featured on the conference name badges and lanyards
- Special post event e-mail shout-out to all attendees
- 10 complimentary passes to the conference
- Display Banners + Booth
- Company logo included on OPEN Toronto's website, all promotional materials and email blasts. Additionally, logo flashed on large screens continually during the day.

Exclusive
\$15,000

SPONSORSHIP PACKAGES

GOLD

- 5-10 Minutes Speaking / Product Display Opportunity
- Special recognition by MC.
- Special post event e-mail shout-out to all attendees
- 5 complimentary passes to the conference
- Display Banner
- Booth/Table at the event
- Company logo included on OPEN Toronto's website, all promotional materials and email blasts. Additionally, logo flashed on large screens multiple times during the day.

\$5,000

SILVER

- Company logo included on OPEN Toronto's website, all promotional materials and email blasts. Additionally, logo flashed on large screens multiple times during the day and
- Special recognition by MC.
- 4 complimentary passes to the conference
- 2 Minutes Speaking/Pitch Opportunity
- Display Banner
- Booth/Table at the event

\$3,000

BRONZE

- Company logo included on OPEN Toronto's website, all promotional materials and email blasts. Additionally, logo flashed on large screens multiple times during the day.
- 2 complimentary passes to the conference
- Booth Table/Display Banner

\$2,000

A sponsorship that privileges quality

SPONSORSHIP PACKAGES

OPEN CONFERENCE SWAG

- A high-quality swag item is always a take-away hit; and with your logo on these items, it offers great brand recognition value
- Notebooks, pens, water bottles, etc.
- Open and Sponsor logos included on items
- Note: Open sources and secures the materials, and creates final design

\$4,000

VIP DINNER SPONSOR

Exclusive

- Exclusive Invitation Only Dinner for VIPs the night before the event.
- Exclusive recognition
- Company logo on the Website and Booklet
- Opening remarks to begin dinner service.

\$2,500

TABLE SPONSOR

- One (1) hosted table of up to 8 guests.
- Branded table signage.
- On-site program logo recognition

\$2,000

AWARD SPONSOR

- Announcement and presentation of the award to the award winner.
- Logo and brand featured with award category promotion pre, onsite and post event in all relevant marketing materials.

Each

\$1,500

A sponsorship that makes a difference

Conference Exhibitors

The annual OPEN conference offers a wonderful exhibitor marketplace for products and services providers in Canada. The exhibitors hall is an integral part of the OPEN conference. It provides you with prime exposure and direct marketing opportunities with key players and top decision makers in the OPEN ecology.

Booth Options

Average number of Exhibitors 10 – 15. To encourage booth traffic OPEN holds its opening reception, breakfast, lunch and networking breaks in the exhibitor hall. Included in your exhibit package is your selected space, floor marking, tables, chairs and linens. Pipe, drape, extra lighting etc., are not included but can be ordered at the exhibitor's expense.

Setup: Saturday, November 12 / 6:00 am – 7:00 am

Show Times: Saturday, November 12

Breakfast / AM Break / Lunch / PM Break / Get Together

Standard



EXHIBIT SIZE

8' X 10'

VALUE

\$ 1,000

Premium



EXHIBIT SIZE

20' X 10'

VALUE

\$ 2,500

Magazine Advertisement Rates

Benefits	Value
Full page color ad in magazine (Size: 7.5" W x 10" H)	\$900/-
1/2 page color ad in magazine (Size: 7.5" W x 5" H)	\$500/-
Full page, inside front cover (Size: 8.5" W x 11" H)	\$1,100/-
Full page, inside back cover (Size: 8.5" W x 11" H)	\$1,100/-
Full page ad back cover (Size: 8.5" W x 11" H)	\$1,250/-
Company logo on OPEN Toronto flyer / Promotions & Website	\$2,000 for 12 Months
Company logo and banner ad on OPEN Toronto Website	\$1,100 for 12 Months
Company stall at the annual event	\$900 per stall



ATLANTA



AUSTIN



BOSTON



CHICAGO



DALLAS



HOUSTON



SEATTLE



SILICON VALLEY



S. CALIFORNIA



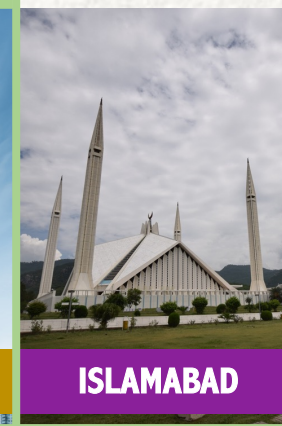
TRISTATE



WASHINGTON DC



TORONTO



ISLAMABAD



KARACHI



LAHORE



LONDON



DUBAI

What is OPEN?

OPEN - Organization of Pakistani Entrepreneurs, is a global organization of entrepreneurs and professionals and has 14 chapters in 4 countries.

Its charter members are successful entrepreneurs from a wide variety of industries and segments, some of them unicorn founders.

OPEN provides a networking outreach to Pakistani diaspora to build bridges and facilitate business growth.



OPEN Toronto

OPEN Toronto chapter is a not-for-profit volunteer-driven organization. It creates a highly effective entrepreneurial ecosystem, bringing together entrepreneurs and professionals to help, inspire and collaborate.

OPEN Toronto has over 50 successful entrepreneur members. It holds networking events and seminars are well attended and are highly spoken for.



What is OPEN Toronto's Annual Conference?

Open's annual business conference will be held on November 12, 2022. It will be the leading congregation of the business leaders of Pakistani descent this year.

We will be delivering top level content and experiences in person at Lionhead Golf Club & Conference Centre (Straddling across the scenic Credit River), 8525 Mississauga Road, Brampton, Ontario L6Y 0C1

The conference will bring together participants from abroad and across Canada and feature a gathering of expert panels and breakout sessions on top-of-mind subjects about **raising entrepreneurs**.

With over 300 business leaders from all sectors attending, this conference brings you a unique opportunity to build connections that matter as well as to exchange ideas, to discuss current challenges, and to share best practices.

It will also feature our unique gathering of service and product providers, showcasing their products and services in our exhibitor hall.

OUR SPONSORS



OUR SPEAKERS



Dr. Chitra Anand | Author, Professor, Advisor on Impact and ESG

Dr. Chitra Anand is a renowned author, a celebrated speaker, a professor, an educationalist, and an entrepreneur. She has worked in top positions with Microsoft, TELUS, and Open Text, winning a number of prestigious awards for her pioneering work.

Chitra is a vanguard of Intrapreneurship. Her work and talks show how to keep on the leading edge of markets, technology, and consumer behavior. Her book *The Green House Approach* is a required read for the Forbes

School of Business MBA program. She serves on the Advisory Committee for Forbes School of Business & Technology and for University of Ottawa and teaches as a professor at Centennial College.

Chitra is an MBA from The Kellogg School of Management and a PhD from Bradford University. She also has degrees from Harvard University and Wilfrid Laurier University.



Trevor McPherson | President and Chief Executive Officer – Mississauga Board of Trade

Trevor became the President and CEO of the Mississauga Board of Trade (MBOT) in August 2021. Prior to joining MBOT, Trevor was with the Ontario Chamber of Commerce (OCC) for 15 years, most recently serving as its Vice President of Member Services.

Under Trevor's leadership OCC's membership saw an extraordinary growth. He also oversaw OCC's annual Advocacy Day at Queen's Park, one of the most successful OCC activities and its signature event. Earlier, Trevor was Director, Strategic Initiatives and Governance at the OCC and also led the provincial Ontario Economic Summit (OES) initiative. Prior to the OCC, Trevor worked with the Province of Ontario as an Area Director in the Trade Development Division.

A graduate of Queen's University (Political Studies) and Seneca College (International Business Management), Trevor enjoys playing guitar, and spending time with his wife Jennifer and two daughters.



Shahid Malik | President. PSEG Energy Resources – Board Member

President of PSEG Energy Group, a public company with \$12 bn revenues and multibillion valuation, Shahid Malik is an accomplished energy industry and business leader with a powerful record of growing businesses under his leadership. He has also played a key role in several acquisitions and divestments.

Having successfully led major organizations in vastly diverse functions, Shahid is now embarking on his journey as an entrepreneur by founding a company in renewable and sustainable energy.

Shahid sits on several boards, including NY Stock Exchange and Nodal Exchange, Washington DC. Shahid holds an MBA from Rice University, Texas and another degree from Manchester University, England.

OPPORTUNITY

OUR SPEAKERS



Sal Khan | Founder and CEO,
Khan Academy, Schoolhouse.world, Khan Lab School, Khan Lab High School

Sal Khan is the world-celebrated educator and the founder and CEO of the fabled Khan Academy that has revolutionized education. It is a nonprofit with the mission of providing a free, world-class education for anyone, anywhere, offering free online exercises, thousands of videos, and software to over 120 million users -with over 2 billion views and 7.5 million subscribers- in 51 languages.

In 2012, Time named Khan in its annual list of the 100 most influential people in the world and Forbes magazine featured Khan on its cover. Khan has received numerous venerated international awards. He is also the author of bestselling book “The One World Schoolhouse: Education Reimagined”.

Sal Khan holds a master's in engineering from MIT and an MBA from Harvard Business School.



Wasif Rizvi | President, Habib University

Wasif Rizvi is the founding president of Habib University - Pakistan's premier liberal arts and science institution. He is an ardent advocate of higher education that provides a student-centric, interdisciplinary, and contextually grounded intellectual experience to the youth. Habib University, under his leadership, has become a globally recognized and appreciated university with established collaborations with leading institutions – including University of California Berkeley, Texas A&M University, Stanford University and University of Michigan.

With innovative curriculum, diverse student body, accomplished faculty, collaborations with leading global academic institutions, award-winning campus design, Habib University is also the first ever community owned institution in Pakistan, providing need-blind admission to high-merit students from disenfranchised backgrounds.

He holds twin graduate degrees from Harvard Kennedy School and Harvard School of Education. Prior to founding Habib University, Wasif was associated with the Aga Khan Education Services in Pakistan and spearheaded many development projects across Asia and Africa.



Paula Cruickshank – BDC | Senior Vice President, Ontario, and Digital Transformation Lead

Paula oversees BDC's financing and consulting services across Ontario, while also ensuring digital investment decisions and strategies for segmentation, omni-channel and client teams are aligned and continue to serve BDC's clients.

Prior to her current position Paula was the head of BDC's British Columbia and North region. Under her leadership BDC's business and footprint registered extraordinary growth in that region. After joining BDC in 2009, Paula managed the government's \$12 billion stimulus program to revive the country's asset-backed securities market in the wake of the 2007–2009 financial crisis. Since then, she has pioneered several important innovations for BDC, including the launch of BDC's avant-garde Funding Platform for Independent Lenders (F-PIL).

Paula holds an International MBA from the Schulich School of Business and an LL.M in Banking and Financial Institutions from Osgoode Hall Law School.

OPPORTUNITY

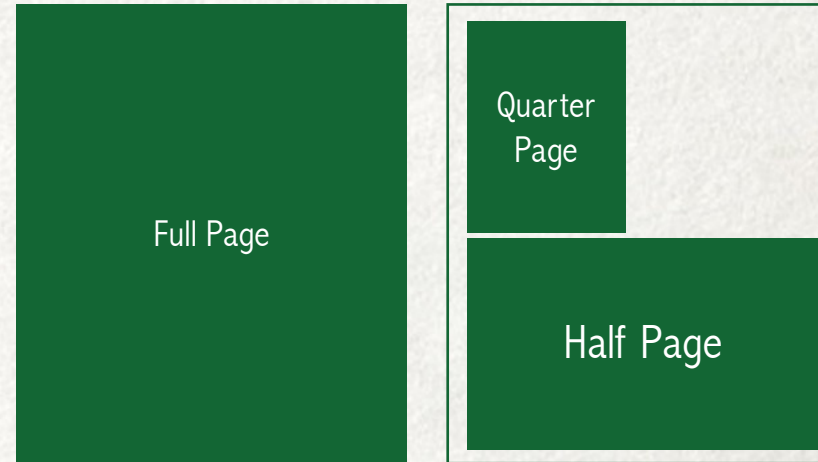
DIMENSIONS FOR PRINT ARTWORK

Event booklet will be in Vertical Format

Description	Size
Trim Size	9 x 10 7/8"
Full Page Bleed	9 1/4" x 11 1/8"
Live Area	8.5" x 10.375"

Your artwork must follow below guidelines

Description	Size
Full Page (W x H)	8.5" x 11"
Double Page Spread (W x H)	18.25" x 11.125"
½ Page Horizontal (W x H)	8.5" x 5"
¼ Page Vertical (W x H)	3.75" x 5"H



For Reservations

Send commitment form with high quality logo, advertisement graphics, along with payment form to info@opentoronto.org

Artwork Due Date: Sept. 10 | Payment Due Date: Sept. 15

If you have any query please contact Mr. Mustansir Bandukwala at 647 526 3646 and Naveed Haidari 416 560 2432 or email at info@opentoronto.org

Conference Venue

Lionhead Golf Club & Conference Centre

(Straddling across the scenic Credit River),
8525 Mississauga Road, Brampton, Ontario L6Y 0C1

