



Sponsorship / Advertisement Kit

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



www.opentoronto.org

2023 ANNUAL BUSINESS CONFERENCE

SATURDAY 11 NOVEMBER

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



Let's Support

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

**Don't miss this chance to be part of an
exciting event that is sure to be talked
about for years to come**

**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 11, 2023. It's a must-attend event for business leaders looking to gain new insights, expand their network, and explore emerging trends in their field.

As we prepare to bring together top industry experts and entrepreneurs from around the world, we are seeking your support to help us deliver an exceptional experience for our attendees.

Sponsoring our conference provides your business with a unique opportunity to showcase your products and services, increase brand recognition, and connect with potential customers and partners.

We offer various sponsorship packages that can be tailored to meet your specific needs and budget. Our team will work closely with you to ensure that your investment in our conference delivers a significant return.

We invite you to join us as a sponsor and take advantage of this opportunity to engage with key decision-makers, showcase your products and services, and build relationships that can drive your business forward.

We look forward to partnering with you



Why Sponsor OPEN Toronto's Annual Conference?

Why Choose Open Annual Business Conference?

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

Your sponsorship of this conference will be a strategic investment to help you connect with potential customers, build relationships, increase brand visibility, and position your business as a thought leader.



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.

TARGETED MARKETING. with your message being seen by the right people.

BRAND ASSOCIATION. Further enhance your brand image through association with Open and the event's reputation for quality and professionalism.

CUSTOMIZE. We offer you the ability to customize your sponsorship as it best suits you. There is also an opportunity to contribute to the content presented at the event .



Why Sponsor OPEN Toronto's Annual Conference?

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.



Conference Opportunities

Sponsorship Packages



MAIN EVENT

Exclusive
\$15000

- 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.

GOLD

\$5000

- 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.

SILVER

\$3000

- 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

BRONZE

\$2000

- 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

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

\$4000

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.

\$2500

TABLE SPONSOR

- One (1) hosted table of up to 10 guests.
- Branded table signage.
- On-site program logo recognition

\$2000

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

\$1500

A sponsorship that make 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 11 / 6:00 am – 7:00 am

Show Times: Saturday, November 11

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



ATLANTA



AUSTIN



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HOUSTON



SEATTLE



SILICON VALLEY



WASHINGTON DC



HOLLYWOOD



NEW YORK



TORONTO



ISLAMABAD



LAHORE



KARACHI



LONDON



DUBAI

What Is OPEN?

OPEN - Organization of Pakistani Entrepreneurs, is a global organization of entrepreneurs and professionals and has chapters in several countries across the world.

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 serves as a platform providing various services and benefits to its members, including advocacy, networking opportunities, education, and resources to help businesses grow and thrive.

It provides members access to a network of fellow entrepreneurs and professionals around the world who can help them build relationships, find new customers, and stay up to date on industry news and trends.

Joining Open Toronto can be a valuable investment for businesses of all sizes and industries. It can provide access to resources and support that can help them grow and succeed, while also connecting them with a community of like-minded professionals.





What is OPEN Toronto's Annual Conference?

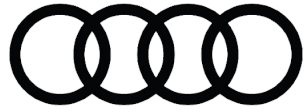
Open's annual business conference is an exciting event that brings together professionals, entrepreneurs, and executives from various industries and backgrounds. It provides a unique opportunity to connect with like-minded individuals, gain new insights, and explore emerging trends and technologies in your field.

The conference will feature keynote speakers, panel discussions, and workshops led by industry experts and thought leaders. Attendees will have the opportunity to learn from experts in their field and gain new perspectives on the challenges and opportunities facing their industry.

In addition to the educational sessions, the conference also provides valuable networking opportunities. Attendees can connect with other professionals in their field, build relationships, and explore potential partnerships and collaborations from abroad and across Canada.

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.

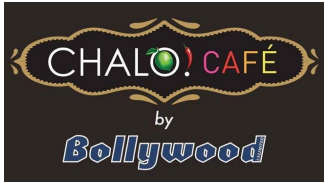


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Our Speakers at the Conference



Sabir Sami CEO – KFC



Sabir Sami became Global Chief Executive Officer of KFC Division in January 2022 and reports directly to the Yum! Brands CEO. In this role, Sami has global responsibility for driving the brand strategy and performance of KFC.

He previously served in a dual role as KFC Division Chief Operating Officer and Managing Director of KFC Asia, a role in which he led the global operations team and drove the KFC global operations agenda while overseeing Thailand, India, Asia Central and Greater Asia. Prior to this, Sami was Managing Director for KFC Middle East, North Africa, Pakistan and Turkey markets, where he was instrumental in growing the business and establishing KFC as a Relevant, Easy and Distinctive brand in the regions.

Sami joined Yum! in 2009 and worked on all three brands during his tenure as the General Manager of Yum! Canada and previously served as General Manager for the KFC Canada and Turkey businesses.

Prior to Yum!, he served in various leadership roles at Procter & Gamble, the Coca-Cola Company and Reckitt Benckiser. Sami received his MBA from The University of Karachi in Pakistan. He is married to Sara, a father of two sons and proud grandfather of a little boy. His passions include traveling, reading, staying healthy and running a charity in his home country of Pakistan.

In the coming weeks, we will continue to announce our speaker lineup, preparing you to be enthralled by the eloquent wisdom of world-renowned business leaders, industry disruptors, and influential policymakers.

In our tireless pursuit of excellence, we are scouring the globe to assemble a distinguished group of visionaries, pioneers, and thought leaders representing groundbreaking innovations, and remarkable achievements that are reshaping the world around us.

The idea is to curate a lineup of speakers with the power to spark transformative ideas, challenge conventional thinking, and ignite a passion for growth and change within each one of us.

Brace yourselves for a day of transformative journey, where you will have the opportunity to engage with brilliance, challenge conventional thinking, and emerge with a renewed passion for making a difference in the world.

Our Speakers Last Year



Dr. Chitra Anand

Author, Professor, Advisor on Impact and ESG

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. 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*

Under Trevor's leadership MBOT has seen an extraordinary growth. A veteran in policy framing and advocacy, he also served with Ontario Chamber of Commerce. 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.



Sal Khan

*Khan Academy, Schoolhouse.world, Khan Lab
School, Khan Lab High School*

World-celebrated educator and the founder and CEO of the famed Khan Academy that has revolutionized education. 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. Sal Khan holds a master's in engineering from MIT and an MBA from Harvard Business School.



Wasif Rizvi

President, Habib University

The founding president of Habib University - Pakistan's premier liberal arts and science institution. 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.

He holds twin graduate degrees from Harvard Kennedy School and Harvard School of Education.



Shahid Malik

President. PSEG Energy Resources – Board Member NYSE

President of PSEG Energy Group, a public company with \$12 bn revenues and multibillion valuation, Shahid Malik is an energy industry and business leader. He now heads a company he founded in renewable and sustainable energy and sits on several boards, including NY Stock Exchange and Nodal Exchange, Washington DC. Holds an MBA from Rice University, Texas and another degree from Manchester University, England.



Paula Cruickshank – BDC

Senior Vice President, Ontario, and Digital Transformation Lead

Oversees BDC's financing and consulting services across Ontario, while also ensuring digital investment decisions and strategies for segmentation, omni-channel and client teams. She has pioneered several important innovations for BDC. Holds an International MBA from the Schulich School of Business and an LL.M in Banking and Financial Institutions from Osgoode Hall Law School.

Conference Venue

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8525 Mississauga Road, Brampton, Ontario L6Y 0C1

