



Performance
& Learning
in the Digital Age

I4PL 2018 Conference

October 16 -18, 2018 | Toronto, Ontario, Canada
The Westin Harbour Castle, Toronto



2018 CONFERENCE EXHIBITOR PROSPECTUS

Exhibit at I4PL 2018 CONFERENCE and promote your products and services to decision makers in the corporate and higher education market places. For more information, please contact Chuck Nervick at 1-416-512-8186 ext. 227 or chuckn@mediaedge.ca

WWW.I4PLCONFERENCE.CA



THE INSTITUTE
FOR PERFORMANCE
AND LEARNING

MediaEdge

ABOUT the I4PL 2018 CONFERENCE - PERFORMANCE AND LEARNING IN THE DIGITAL AGE

Our roots run deep. The Institute for Performance and Learning (I4PL), formerly the Canadian Society for Training and Development, has been hosting its annual learning and development conference for over 60 years!

I4PL 2018 Conference is the premier conference for today's performance and learning professional. Supporting a growing network of L&D professionals from across the country, I4PL 2018 Conference brings the L&D community together, to learn, share and network. Enjoy 3 full days of top-notch professional development, learning stage sessions, demos, networking, the latest tips, tricks, and technologies, and more. Because The Institute for Performance and Learning is a non-profit organization, your registration fee stays in the performance and learning community – supporting a variety of local and national programs and member benefits that connects L&D professionals from coast to coast to coast.

The I4PL 2018 conference is proudly hosted by The Institute for Performance and Learning in partnership with MediaEdge Communications.

ABOUT THE INSTITUTE FOR PERFORMANCE AND LEARNING

The Institute for Performance and Learning (I4PL), formerly the Canadian Society for Training and Development, is a not-for-profit membership organization for workplace learning professionals.

Supported by a rapidly growing membership with chapters from coast to coast, I4PL exists to elevate the performance and learning profession by setting the standard for excellence in professional practice through a competency framework, code of ethics, and sought-after professional designations.

Our members come from a diverse range of sectors and are united by the knowledge that their skills are critical to the health and prosperity of Canadians.



WHY YOUR ORGANIZATION SHOULD EXHIBIT AT THE I4PL 2018 CONFERENCE - PERFORMANCE AND LEARNING IN THE DIGITAL AGE and ONLINE LEARNING 2018 Global Summit & EdTech Expo

- I4PL is partnering with the Online Learning 2018 Global Summit & EdTech Expo, which combined, will host over 75 exhibits, showcasing next generation innovation, new education technologies and the latest online learning platforms, software and solutions
- Exchange ideas, insights, experiences and resources with faculty and instructors, practitioners, experts, instructional technology and media professionals, training providers, researchers, consultants, start-ups, policy-makers, academic decision-makers, and education technology industry leaders from around the world.
- Choose from **150** interactive and practical sessions, including plenaries, concurrent workshops and sessions, special briefings, panel discussions and sponsor presentations.
- Connect with delegates from North America, South America, Europe, Asia, Africa and Oceania
- Excellent opportunity to showcase or launch new products and services to senior decision makers
- Create goodwill and be recognized as a key supplier to the corporate learning and development and online learning sectors
- Have conversations with and demonstrate your offerings to current and prospective clients
- Generate qualified sales leads
- Close existing business opportunities
- Enjoy numerous opportunities to interact with professionals at Conference social events
- Take advantage of complimentary exhibitor admittance to I4PL 2018 Conference and ONLINE LEARNING 2018 Global Summit & EdTech Expo breakfasts, luncheons, sessions, plenaries, and networking receptions
- Unlimited, complimentary staff exhibitor badges which includes education sessions, opening reception (does not include meals)
- Your free hyperlinked company listing on the Conference websites, and free company listing in the Conference Program distributed, on-site to all delegates
- Complimentary booth perimeter drapes
- Your company's exhibit space is backed by and promoted through a comprehensive event marketing program to ensure maximum industry awareness and delegate recognition
- Join us in Toronto, the most multicultural city in the world, a leading technology hub and a top international destination for entertainment, dining, culture, shopping and sports

Two staff members from each Conference exhibitor are entitled to receive, at no additional charge, complimentary access to the following Conference events:

- Tuesday Evening Opening Reception
- Tuesday Breakfasts and Lunches
- Wednesday Breakfasts and Lunches
- Thursday Breakfasts and Lunches
- Thursday Closing Reception
- All Conference Plenaries and Education Sessions

Any additional staff will receive:

- Tuesday Evening Opening Reception
- Wednesday Evening Delegate & Exhibitor Reception
- All Conference Educational Sessions
- This does not include meals (Breakfast & Lunch) and keynote/ plenary sessions. If they wish to be included there will be an additional charge of \$150.00 per person.



AT I4PL 2018 CONFERENCE - PERFORMANCE AND LEARNING IN THE DIGITAL AGE and ONLINE LEARNING 2018 Global Summit & EdTech Expo - DELEGATES:

DISCOVER new modes of teaching, learning, course delivery, and assessment in higher education and corporate learning and development.

FIND OUT about new strategies to improve student-learning outcomes.

NETWORK with corporate learning and development professionals and other educators from North America and South America, Europe, Asia, Africa and Oceania.

DIALOGUE with private sector providers of leading-edge technologies and creative applications of technology in learning.

SHARE best practices.

ATTEND an active expo of emerging technologies in education, view live demonstrations, and test prototypes from leading technology providers and start-ups.

LEARN about research and practices related to institutional change, quality assurance, international collaboration, lifelong learning and the latest trends in online, open and flexible learning.

FIND partners and collaborators for projects and research.

WHO WILL BE ATTENDING I4PL 2018 CONFERENCE and ONLINE LEARNING 2018 Global Summit & EdTech Expo?

- Administrations / Operations / Fulfillment
- Agency Learning Development Specialist
- Associate Director
- Consultant
- Content Development
- Content Distributor
- Corporate Training Specialist
- Curriculum Designer
- Development Agent
- Developer/Instructor
- Director of Education
- Director, Learning Solutions Management & Delivery
- Director, Operations
- Director, Talent Management
- Education Broker
- Educational Media Producer
- Educational Technologist
- Educational Technology Leader
- Educator, Learning & Development
- Executive Management
- Facilitator
- Facilitator, Learning & Development
- Founder
- Funder
- Game Developer
- Hardware Developer
- HR Business Consultant
- HR / Personnel and Human Capital Manager
- Instructional Designer
- Instructor
- IT / IS Management
- IT Network Specialist
- Learning & Development Specialist
- Learning & Talent Management Specialist
- Learning & Development Coordinator
- Learning & Organizational Development Specialist
- Learning Consultant
- Learning Coordinator & Data Analyst
- Learning Designer
- Learning Developer
- Learning Manager
- Lieutenant Commander
- Manager
- Manager & Chief Instructor
- Manager Corporate Training & Talent Analytics
- Manager Facilitation
- Manager of Learning & Development
- Manager of Training
- Manager of Training & Education
- Manager, Employee Learning
- Manager, Human Resources
- Manager, Learning & Development
- Manager, Learning & Organizational Development
- Manager, Learning Services
- Manager, Learning Technology
- Manager, National Operations, Training & Process Solutions
- Manager, Operations Learning & Development
- Manager, Training & Development
- Managing Director
- Marketing Communications
- Media Professionals
- National Manager, Merchandising & Sales Training
- Online Learning Experts
- Online Learning Programme Management
- Online Learning specialist, advisor or consultant
- Organizational & Development Consultant
- Organizational, Development, & Learning Specialist
- Owner
- People, Culture & Development Specialist
- Policy Developer
- Practitioners
- President
- Principal HSSE Training Corporate Manager
- Procurement / Purchasing / Supply Chain Management
- Process Operations Trainer
- Product Marketing
- Professor
- Project Manager
- Researcher
- Sales Learning Consultant
- Sales Management
- Senior Business Analyst – Training
- Senior Instructional Designer
- Senior Manager Learning & Development
- Senior Manager Learning & Leadership Development
- Senior Manager, Learning
- Senior Manager, Learning & Design
- Senior Manager, Program Development
- Sergeant, Leadership Training Coordinator
- Service and Support
- Software Development
- Start-up
- Strategist
- Superintendent of Learning & Development
- Talent Development Manager
- Technical Training Specialist
- Trainer / Instructor / Educator / Teacher / Professor / Lecturer
- Training / Education Management
- Training & Development Manager
- Training & Performance Consultant
- Training Developer/Instructor
- Training Development & Evaluation Specialist
- Training Development Officer
- Training Operations Manager
- Training Specialist
- Usability Expert
- Web designer
- Web Development & Technology Trainer



I4PL 2018 CONFERENCE - PERFORMANCE AND LEARNING IN THE DIGITAL AGE and ONLINE LEARNING 2018 Global Summit & EdTech Expo Education Program

The education program integrates concepts such as applications of technology, quality assurance, and presentations of new applications and models as central components of the Conference.

Three tracks highlight the key areas in which the I4PL 2018 Conference explores:

1. Performance and Learning Asset Design, Development and Delivery.
2. Assessment and Return on Investment
3. Performance & Learning Professional Development

Five tracks highlight the key areas in which ONLINE LEARNING 2018 explores:

1. Access, Openness and Flexibility
2. Course Design, Development and Delivery
3. Assessment, Analytics, and Student Success
4. Technology, Innovation and Pedagogy
5. Faculty, Staff and Institutional Development

Throughout the three days of I4PL 2018 CONFERENCE and ONLINE LEARNING 2018 Global Summit & EdTech Expo, you will participate in focused discussions, breakthrough technology showcases, interactive panel presentations, innovation labs, workshops, research sharing, hands-on demonstrations, ideas exchanges, presentations of academic papers, as well as plenaries featuring world-renowned experts.

To discover best practices from around the world, find out about transformative developments and new trends, tackle cutting edge topics, exchange with international colleagues, and dialogue with provocative thinkers, this is the Conference to participate in as an exhibitor and/or sponsor.



I4PL 2018 CONFERENCE - PERFORMANCE AND LEARNING IN THE DIGITAL AGE and ONLINE LEARNING 2018 Global Summit & EdTech Expo - SCHEDULE OF EVENTS (Tentative)

SUNDAY, OCTOBER 14, 2018

12:00 p.m. – 5:00 p.m. Registration Open
 8:00 p.m. – 12:00 a.m. Exhibitor Setup

MONDAY, OCTOBER 15, 2018

12:00 p.m. – 5:00 p.m. Registration Open
 8:00 p.m. – 12:00 a.m. Exhibitor Setup

TUESDAY, OCTOBER 16, 2018

7:30 a.m. – 5:00 p.m. Registration Open
 7:30 a.m. – 5:00 p.m. Exhibitor Area Open
 7:30 a.m. – 8:30 a.m. Breakfast and Visits to Exhibitor Booths
 8:30 a.m. – 10:00 a.m. Official Opening & Opening Plenary
 10:00 a.m. – 10:30 a.m. Coffee Break and Visits to Exhibitor Booths
 10:30 a.m. – 12:00 p.m. Concurrent Sessions (1)
 12:00 p.m. – 1:00 p.m. Lunch and Visits to Exhibitor Booths
 1:00 p.m. – 2:00 p.m. Concurrent Sessions/Concurrent Workshops/Panel Discussions (2)
 2:15 p.m. – 3:15 p.m. Concurrent Sessions/Concurrent Workshops/Panel Discussions (3)
 3:15 p.m. – 3:45 p.m. Coffee Break and Visits to Exhibitor Booths
 4:00 p.m. – 5:00 p.m. Concurrent Sessions/Concurrent Workshops/Panel Discussions (4)
 5:15 p.m. – 6:00 p.m. Special Industry Presentations
 6:15 p.m. – 8:30 p.m. Conference Opening Reception for all Delegates on the EdTech Expo Trade Floor

WEDNESDAY, OCTOBER 17, 2018

7:30 a.m. – 5:00 p.m. Registration Open
 7:30 a.m. – 5:00 p.m. Exhibitor Area Open
 7:30 a.m. – 8:30 a.m. Breakfast and Visits to Exhibitor Booths
 8:30 a.m. – 9:30 a.m. Opening Plenary
 9:30 a.m. – 10:00 a.m. Coffee Break and Visits to Exhibitor Booths
 10:00 a.m. – 11:00 a.m. Concurrent Sessions/Concurrent Workshops/Panel Discussions (5)
 11:15 a.m. – 12:15 p.m. Concurrent Sessions/Concurrent Workshops/Panel Discussions (6)
 12:30 p.m. – 1:30 p.m. Lunch and Visits to Exhibitor Booths
 1:30 p.m. – 2:30 p.m. Concurrent Sessions/Concurrent Workshops/Panel Discussions (7)
 2:45 p.m. – 3:45 p.m. Concurrent Sessions/Concurrent Workshops/Panel Discussions (8)

WEDNESDAY, OCTOBER 17, 2018 Cont.

3:45 p.m. – 4:15 p.m. Coffee Break and Visits to Exhibitor Booths
 4:15 p.m. – 5:15 p.m. Concurrent Sessions/Concurrent Workshops/Panel Discussions (9)
 6:00 p.m. – 9:00 p.m. Dinner on your own - A Taste of the World
 Delegates can enjoy a selection of restaurants and cafés within walking distance from the Westin Harbour Castle. Special discounts available upon presentation of their Conference badge.

THURSDAY, OCTOBER 18, 2018

7:30 a.m. – 5:00 p.m. Registration Open
 7:30 a.m. – 5:00 p.m. Exhibitor Area Open
 7:30 a.m. – 8:30 a.m. Breakfast and Visits to Exhibitor Booths
 8:30 a.m. – 9:30 a.m. Opening Plenary
 9:30 a.m. – 10:00 a.m. Coffee Break and Visits to Exhibitor Booths
 10:00 a.m. – 11:00 a.m. Concurrent Sessions/Concurrent Workshops/Panel Discussions (10)
 11:15 a.m. – 12:15 p.m. Concurrent Sessions/Concurrent Workshops/Panel Discussions (11)
 12:30 p.m. – 1:30 p.m. Lunch and Visits to Exhibitor Booths
 1:30 p.m. – 2:30 p.m. Concurrent Sessions/Concurrent Workshops/Panel Discussions (12)
 2:45 p.m. – 3:45 p.m. Concurrent Sessions/Concurrent Workshops/Panel Discussions (13)
 4:00 p.m. – 6:00 p.m. Conference Closing Reception for all Delegates on the EdTech Expo Trade Floor

Note – All Conference breakfasts, lunches and the plenaries are held in the main ballroom of the The Westin Harbour Castle, Toronto. All coffee breaks will be held on the EdTech Expo Trade Floor .

ENHANCE YOUR IMPACT AND SUCCESS BY BOOKING AN ADVERTISEMENT IN OUR OFFICIAL I4PL 2018 CONFERENCE - PERFORMANCE AND LEARNING IN THE DIGITAL AGE and ONLINE LEARNING 2018 Global Summit & EdTech Expo PROGRAM:

- The Conference Program is a full-sized, full-colour publication distributed to each delegate upon arrival at Conference Registration, containing key details about the Conference's sessions, speakers, special events, its exhibitors and the floor plan.
- Increase your brand retention and corporate visibility while driving delegate traffic to your booth.
- The Program Guide has an excellent post-Conference shelf life as many delegates keep it as a handy source guide for the year.

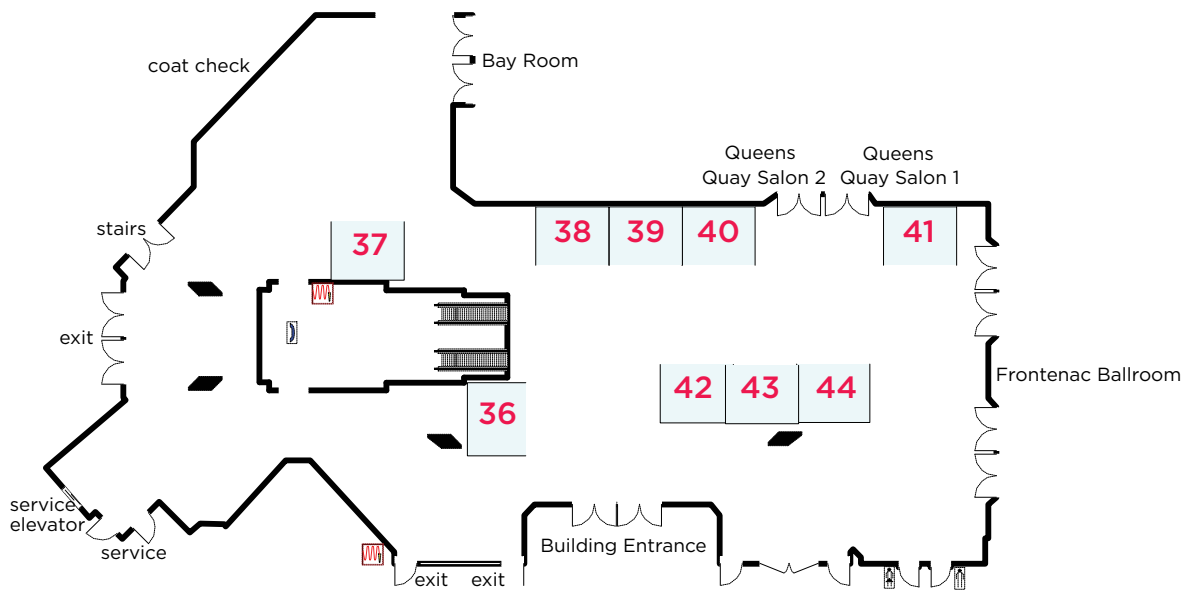
Sizes	Rate
Full page	\$1,850
2/3 vertical	\$1,650
1/2 island	\$1,475

Sizes	Rate
1/2 horizontal or vertical	\$1,350
1/3 square or vertical	\$1,025
1/4 vertical	\$700

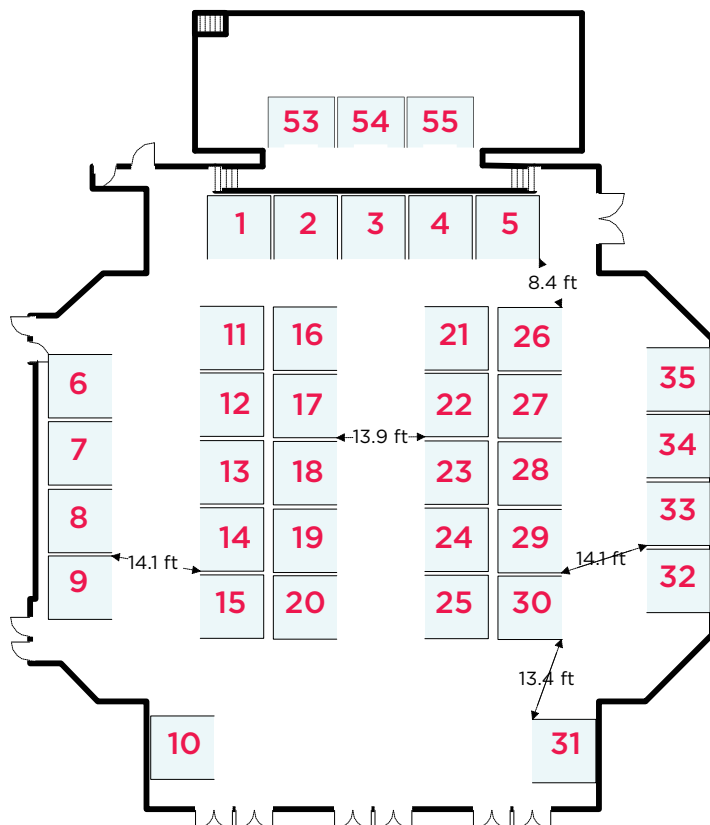
THE WESTIN HARBOUR CASTLE, TORONTO

TORONTO, ONTARIO, CANADA

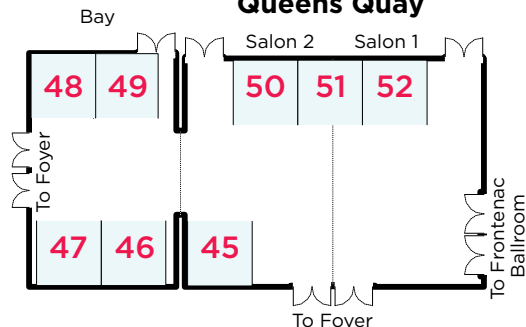
Frontenac Ballroom Foyer



Frontenac Ballroom

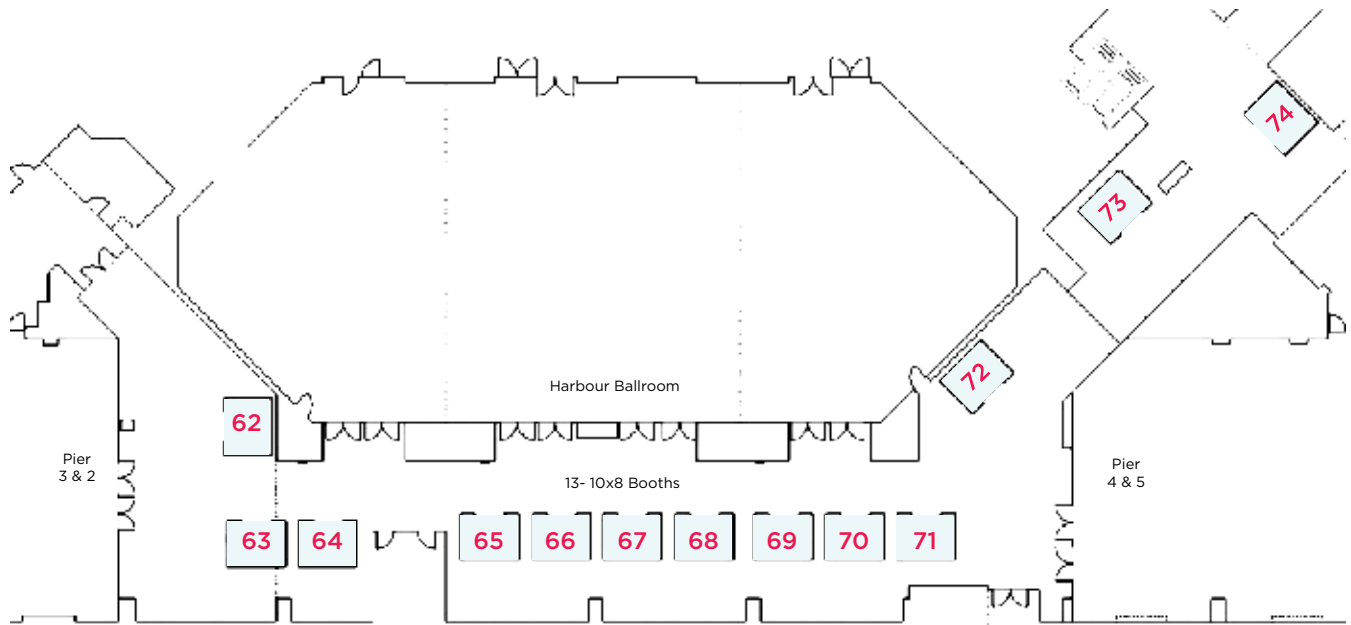


Queens Quay

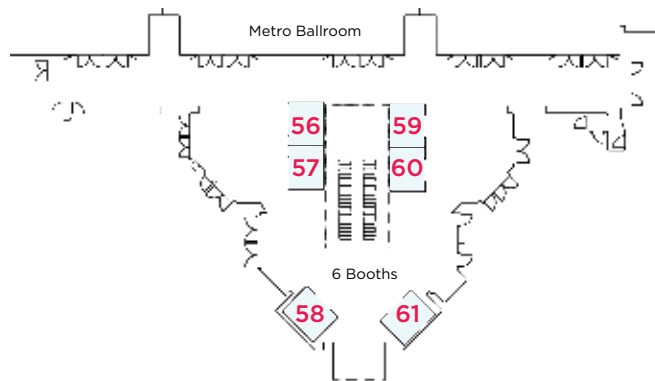


THE WESTIN HARBOUR CASTLE, TORONTO

TORONTO, ONTARIO, CANADA



Convention Level



Metropolitan Ballroom + Foyer



CONTRACT FOR EXHIBIT SPACE

October 16-18, 2018
The Westin Harbour Castle, Toronto
Toronto, Ontario, Canada

For Office Use
 Booth(s) Assigned: _____
 Square Ft: _____
 Booth Cost: \$ _____
 HST (13%): \$ _____
 Total (Cdn.): \$ _____

This Agreement for exhibit space at the event ("Show") is made between MediaEdge Communications Inc. (The Organizers) and the company listed below ("Exhibitor"):

Exhibiting Company Name (EXACTLY AS IT IS TO APPEAR IN GUIDE & WEBSITE LISTINGS): _____

Address 1 _____

Address 2 _____

City _____ Province/State _____ Postal/Zip Code _____

Phone _____ Fax _____ Website _____

Key Contact _____ Direct Phone _____

Title _____ Email _____ Cell _____

Booth Choice #1 _____ #2 _____ #3 _____ Booth Size _____

PAYMENT INFORMATION

- Cheque Credit Card
 VISA MASTERCARD AMERICAN EXPRESS

Card Number _____

Expiry Date _____

Name of Cardholder _____

Amount (Cdn.) \$ _____

Signature _____

EXHIBIT DESIGN GUIDELINES:

In order to maintain high quality exhibits and the overall appearance of the Conference, all exhibits must feature backwalls of a "hardwall" or "pop-up" nature. Curtains only exist for masking purposes. Hanging banners from the curtains or otherwise relying on the drape for your backdrop is prohibited. Your backwall and its contents must not exceed 8 ft. Sidewalls may be up to 8 ft., but only if located 3 ft. from the backwall - after which they must taper or drop to 3 ft. Do not obstruct your neighbours! Please note there is an 8 ft. height limitation on the display and equipment for all single and double in-line booths, unless authorized prior to the Conference by the organizers. Display rules for multiple and perimeter booths will be included in the Exhibitor Service Manual.

I accept the terms and conditions herein and acknowledge this shall become a binding contract upon acceptance and co-signature by MediaEdge Communications Inc.:

Authorized Signature _____

Print Name _____

Company Name _____

Date _____

Accepted by MediaEdge Communications Inc. _____ **Date** _____

SEND CHEQUES PAYABLE TO:

MediaEdge Communications Inc.
5255 Yonge St. Suite 1000, Toronto, ON M2N 6P4
Phone: 416-512-8186 Fax: 416-512-8344

EXHIBIT SPACE (10' X 10') RATES (CDN. DOLLARS PLUS TAX):

	Public Sector	Private Sector
1 booth	\$3,450	\$3,950
2-3 booths	\$3,350/booth	\$3,850/booth
4-7 booths	\$3,300/booth	\$3,800/booth
8+ booths	\$3,200/booth	\$3,700/booth

PAYMENT SCHEDULE:

50% due with this Contract
Balance of 50% due by June 30, 2018
100% due if booking after June 30, 2018

TERMS AND CONDITIONS:

Should the exhibitor cancel or otherwise breach the terms of this agreement, all payments received by MediaEdge Communications Inc. are non-refundable and the total space fees remain due in full. The exhibitor accepts and will comply with the rules and regulations in this agreement and in the Exhibitor Service Manual. The organizers reserves the right to relocate the assigned exhibitor booth(s) to an alternate space, or to relocate the Conference to an alternate location than designated herein. Such relocations shall not relieve the exhibitor obligations. The exhibitor agrees to carry a minimum of \$5,000,000 commercial general liability insurance, naming MediaEdge Communications Inc. as additional insured for the duration of the Conference from move-in through move-out. The exhibitor agrees to conduct all business at the Conference in accordance with the Occupational Health and Safety Act as outlined by the Ontario Ministry of Labour.

Questions? Please contact Chuck Nervick at chuckn@mediaedge.ca or 416-512-8186 x227