



# Information Package

## April 19, 2018

### ABOUT THE CONFERENCE

State of the North is an annual conference that brings together decision makers, community leaders, experts and innovators to explore the state of Northern Ontario from an economic, social, and environmental perspective. It's time to take what we have learned and step forward into solution based discussions.

The conference will include presentations and #TaxTalks from leading experts including Jack Mintz and The Organisation for Economic Co-operation and Development (OECD), with more speakers to be confirmed soon. Time is set aside each day for networking opportunities, and attendee feedback on topics is collected during table discussions.

### THEME

This year's theme is "*Bold Approaches: Taxing for Growth*". The conference will explore how other regions use tax policies to drive growth, and how these policies might apply to Northern Ontario to grow our communities and reduce inequalities. Attendees will hear bold ideas from economic experts, sit in on panel discussions, and share their own ideas with other influential leaders from across the province.

#### Topics include:

- Report Card on Northern Growth
- Is There a Better Balance? The Consumption-Income Tax Debate
- Canadian Taxes, What Needs to Change and Why?
- Own Source Revenue; Taxation by Indigenous Communities
- Special Economic or Tax Zones – Can we be Bolder in Northern Ontario?
- Global Evidence of Pro-Growth Tax Strategies

## WHERE AND WHEN

September 26-27 in North Bay, Ontario  
Best Western Conference Centre

## PRICING

Discounts are available for Northern Ontario Business Award (NOBA) attendees and post-secondary students.

### Early-bird Pricing

General Admission – \$175  
NOBA Admission – \$175  
Student Admission – \$50

### Regular Pricing

General Admission – \$200  
NOBA Admission – \$175  
Student Admission – \$50

Ticket price includes breakfast and lunch on both days, networking opportunities and admission into all conference sessions.

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## IMPORTANT DATES

Early-Bird Registration opens: April 10, 2018

Sponsorship Deadline: May 31, 2018

Early-Bird ends/Regular Registration opens: June 15, 2018

Deadline to register as an attendee: August 31, 2018

SOTN Conference: September 26 & 27, 2018

NOBA Networking Reception: September 26, 2018

NOBA Event: September 27, 2018

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STATE OF THE  
**NORTH**



L'ÉTAT DU  
**NORD**

# **SPONSORSHIP OPPORTUNITIES**

SEPTEMBER 26 & 27, 2018

NORTH BAY, ONTARIO

[www.stateofthenorth.ca](http://www.stateofthenorth.ca)

**NORTHERN**  
POLICY INSTITUTE

INSTITUT DES POLITIQUES  
**DU NORD**

# ABOUT STATE OF THE NORTH

Each year, Northern Policy Institute provides an update on the state of the north – offering updates on a set of environmental, social and economic indicators that we will define and select in partnership with our communities. It's time to take what we have learned and step forward into solution-based discussions.

State of the North is an annual conference that brings together experts and decision makers, community leaders and service groups, and entrepreneurs and innovators to explore the state of Northern Ontario from an economic, social, and environmental perspective.

This year's theme is

## **Bold Approaches: Taxing for Growth**

This two-day conference will explore how other regions use tax policies to drive growth, and how these policies might apply to Northern Ontario to grow our communities and reduce inequalities. Attendees will hear bold ideas from economic experts, sit in on panel discussions, and share their own ideas with other influential leaders from across the province.

# SPONSOR STATE OF THE NORTH

State of the North welcomes organizations who are interested in an opportunity to showcase their business to an audience of over 200 of the north's most influential people. Invest now and receive year round returns.

## **Why Sponsor?**

- Showcase your brand to experts and decision makers across the entire North
- Identify expansion opportunities for your business
- Strengthen your position as a leader in the North
- Networking opportunities across public and private sectors
- Unique face-to-face experience interacting with your consumers
- Break into niche markets that exist within Northern Ontario
- Expand your market reach through social media advertising and live streaming
- Opportunity to partner with Northern Ontario's only public policy institute

# SPONSORSHIP LEVELS

## Presenting Sponsor - \$9,000 (1 available)

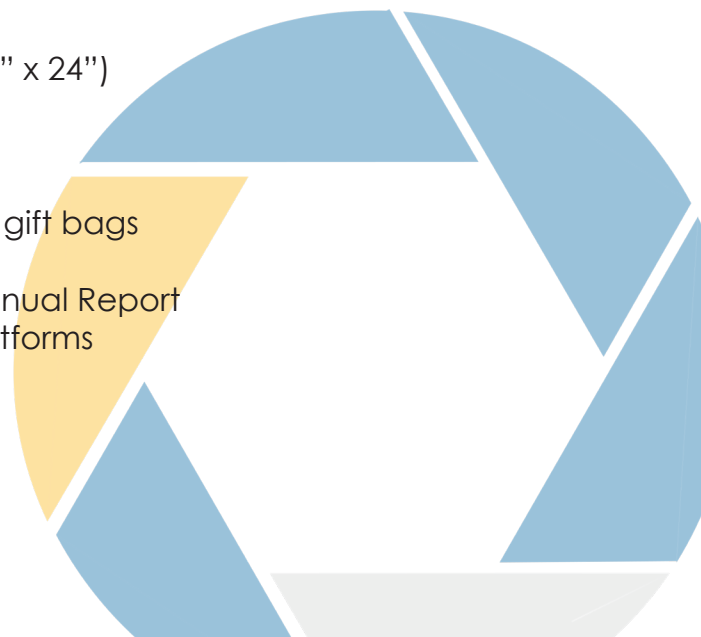
Be our #1 supporter as the Presenting Sponsor for State of the North 2018! This is the whole package, with everything you need to align your organization with important policy advancements for Northern Ontario.

- Your organization is the presenting sponsor of the event (Your Organization Presents: State of the North)
- Your business name will be on all promotional materials
- Opportunity to display banner in event space
- Company signage during event (2 large signs 24" x 36")
- 8 tickets to the event
- Speaking opportunity (5 minutes)
- Full-page ad in event program
- Recognition on conference livestream and all recorded releases
- Opportunity to put branded handouts or promotional items in attendee gift bags
- Sponsorship recognition in Due North e-newsletter
- Sponsorship recognition on NPI website and NPI Annual Report
- Sponsorship recognition on all NPI social media platforms
- Verbal recognition at event

## #TaxTalk/Panel Sponsor - \$5,000 (4 available)

#TaxTalk and Panel Sponsors enjoy visibility and impact in conjunction with important Northern Ontario issues during one of two #TaxTalks, or one of two panels, all lead by industry experts. Sponsors may choose which talk or panel they wish to sponsor (first-come, first-served).

- Digital banner up with logo during the talk
- Company signage during event (1 medium sign 18" x 24")
- 4 tickets to the event
- Speaking opportunity (2 minutes)
- Large ad in event program
- Opportunity to put branded handouts in attendee gift bags
- Sponsorship recognition in Due North e-newsletter
- Sponsorship recognition on NPI website and NPI Annual Report
- Sponsorship recognition on all NPI social media platforms
- Verbal recognition at event



## Breakfast or Lunch Sponsor - \$2,000 (4 available)

Grab the attention of all attendees during meal times as a Breakfast or Lunch Sponsor. You may choose the day and meal to sponsor on a first-come, first-served basis.

- Digital banner up with logo during meal
- Medium ad in event program
- 2 tickets to the event
- Sponsorship recognition in Due North e-newsletter
- Sponsorship recognition on NPI website and NPI Annual Report
- Sponsorship recognition on all NPI social media platforms
- Verbal recognition at event

## Tech Sponsor - \$1,000 (1 available)

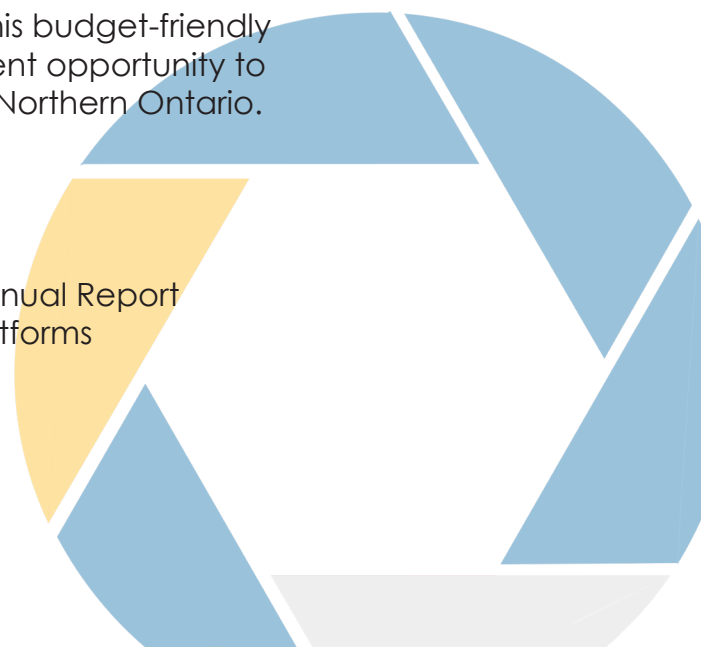
As State of the North's Tech Sponsor, your support helps us broadcast the event all across the country. Not only will your logo be shown far and wide, but it will also be featured at one of the most popular sites at the event – the device charging station.

- Small ad in event program
- Recognition on conference livestream and all recorded releases
- Company signage on charging station at event
- Sponsorship recognition in Due North e-newsletter
- Sponsorship recognition on NPI website and NPI Annual Report
- Sponsorship recognition on all NPI social media platforms
- Verbal recognition at event

## Table Discussion Sponsor - \$500 (2 available)

Sponsor a table discussion at State of the North with this budget-friendly package. Perfect for small businesses, this is an excellent opportunity to showcase your company to a large audience across Northern Ontario.

- Digital banner up with logo during table discussion
- Print recognition in event program
- Sponsorship recognition in Due North e-newsletter
- Sponsorship recognition on NPI website and NPI Annual Report
- Sponsorship recognition on all NPI social media platforms
- Verbal recognition at event



# OTHER WAYS TO SUPPORT

## Sponsor an Attendee - \$1000/attendee

Travel in the north is often the largest barrier for students and other individuals to attend events like State of the North. Sponsor one, two or ten attendees to cover their cost of travel and accommodations. With your support, attendees who otherwise may not have been able to join us can travel to and attend State of the North.

- Print recognition in event program
- Sponsorship recognition in Due North e-newsletter
- Sponsorship recognition on NPI website and NPI Annual Report
- Sponsorship recognition on all NPI social media platforms
- Opportunities to connect with your sponsored attendee(s) at the event

## Display Table - \$100-250

A display table at State of the North allows you to connect and network face-to-face with conference attendees while informing them about your organization. Add a display to any of the above sponsorship levels for only \$100 more. Or, take just the display without a sponsorship level for \$250.

## Attend State of the North

If you are interested in attending the conference in North Bay, look out for our early bird registration rates, starting April 10, 2018. Register online at [www.stateofthenorth.ca](http://www.stateofthenorth.ca) and we will see you in September!

Have another idea for sponsorship that you don't see here?  
Get in touch with us to discuss custom sponsorship opportunities for your organization.

**Deadline for Sponsors: May 31, 2018**

To reserve your sponsorship level, or for more information regarding sponsorship opportunities, please contact:

Jenna Marsh, Communications Officer  
Email: [jmarsh@northernpolicy.ca](mailto:jmarsh@northernpolicy.ca)  
Direct Line: 705 949 2301 x 3141