

sponsorship package



XYBOOM Conference

From Workplace Tension to Intergenerational Collaboration

CONFERENCE OVERVIEW

Maintaining the innovative, intergenerational approach that informed XYBOOM's inaugural conference in 2012, the 2013 conference will be centred around the evolving workplace.

The first half of the day starts with setting the scene: How is the workplace evolving? What impact does the current socio-economic situation have on the different generations and how will this affect the future workplace? Next, XYBOOM will delve further into workplace tensions and generational mythbusting with a focus on exploring solutions around retaining and creating more productive multigenerational work places. The 2nd half of the day will be an opportunity for participants to share and learn from each other in a dynamic activity.

Participants of all generations will engage with each other and featured panelists in engaging discussions and facilitated activities. This year's conference will also include live case studies, highlighting best practices, challenges and lessons learned in addressing present day challenges impacting diverse workplaces. Attendees will come together to actively learn and share generational perspectives and strategies to use in the workplace and beyond.

WORKSHOPS

In 2012-2013 XYBOOM will also be offering 3 specialized workshops in 2012-2013 with limited space for attendees. Keeping an intergenerational focus, these workshops will move beyond the workplace and address contemporary issues affecting individuals, families and communities. *Contingent on Funding. Please inquire for more details.*

XYBOOM VISION

A society where all generations collaborate and learn together.

XYBOOM MISSION

To facilitate intergenerational understanding and collaboration through shared dialogue, mentorship and research opportunities.

LAST YEAR'S SUCCESSES

The inaugural XYBOOM Conference in January 2012 brought businesses and youth together to collaborate on strategies around youth un/underemployment and workforce issues.

- Over 250 Attendees
- 96% Satisfied or Very Satisfied Participants
- No Dissatisfied Participants
- Covered by Over 20 Major Media Outlets including, CKNW, CBC Radio & The Province
- Over 4000 Unique Visitors to the XYBOOM Website over Initial 2 Months
- #XYBOOM Trended on Twitter on the Day of the Event
- Over 700 Messages Containing #XYBOOM were Tweeted
- Raised Over \$60,000+ in Sponsorship including Funding from Coast Capital Savings
- Over 10 In-Kind Sponsors including UBC, SFU, Kwantlen, BCIT & W2

SPONSORSHIP PACKAGES

XYBOOM CONFERENCE 300 ATTENDEES	BRONZE 7 SPACES	SILVER	GOLD	TITLE 1 SPACE
LOGO PLACEMENT				
Website (1 year)	•	•	•	•
E- Newsletters			•	•
Posters			•	•
Postcard Hand Outs		•	•	•
MEDIA COVERAGE				
Twitter / Facebook (20 Total)	•	•	•	Custom Strategy
Press Release (1 mention)			•	•
Media Coverage (Plug)				•
CONFERENCE DAY				
Intro & Closing Mention			•	•
Signage (min 2cm)	•	•	•	•
A Panel Spot*				•
Tickets to Conference	2	4	6	10
Program Guides Page Ad		Quarter	Half	Full
Discounted Tickets	•	•	•	•
CUSTOM ACTIVATION**				
Industry Exclusivity			•	•
Special Logo Placement Request				•
3 WORKSHOPS 50 ATTENDEES EACH				
LOGO PLACEMENT				
Website (6 months)	Small	Medium	Large	Largest
Postcards				•
E- Newsletters				•
SOCIAL MEDIA MENTIONS				
Twitter / Facebook (20 Total)			•	•
WORKSHOP DAY				
Intro & Closing Mention				•
Signage			•	•
Workbook Page Ad		Quarter	Half	Full
Discounted Tickets	•	•	•	•
Tickets to the Workshops	2	4	6	10
A Speaking Spot at One Workshop*				•
SPONSORSHIP REQUEST	\$5,000	\$10,000	\$15,000	\$25,000

SPONSORSHIP PARTNERSHIPS

We are seeking partners to work in collaboration with to create an event that provides opportunities for the greater community.

CASE STUDY

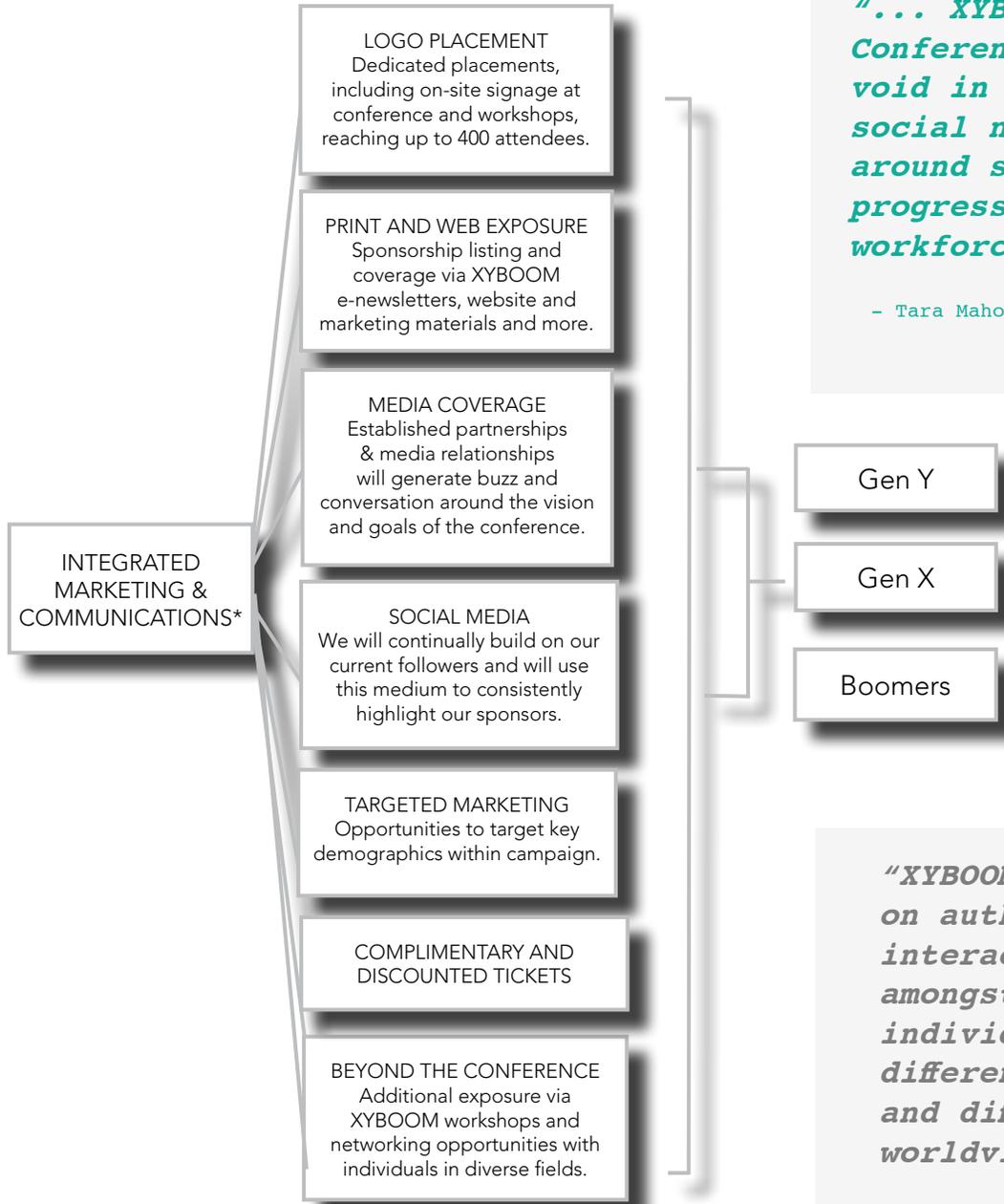
For those looking for a more engaged and visible role at XYBOOM, we have speaking spots available for live case studies. Sponsors can share their stories via a dynamic platform with a participatory and actively engaged audience. Additional \$5000 (3 spots)***

* Panelists must first be interviewed to determine suitability and satisfaction of all parties involved.

** To be agreed upon to the satisfaction of all parties involved.

*** TBD with XYBOOM team to ensure compatibility and relevancy with conference theme and needs.

SPONSORSHIP BREAKDOWN



*Dependant on sponsorship tier.

"... XYBOOM Conference fills a void in the current social narrative around systematic progress in the workforce."

- Tara Mahoney Creative Director, Gen Why Media

"XYBOOM focuses on authentic interactions amongst and between individuals from different generations and different worldviews."

- Tony Botelho
Manager of Career Services and Volunteer Services SFU



THE TEAM

BOARD OF DIRECTORS:

Tony Botelho, Manager of SFU Careers Services & Volunteer Services

Ashlee Connery, Account Manager at Martha Sturdy Inc.

Jennifer Gervis-Keen, MA, Facilitator, Trainer, Professional Coach

Dr. Paul Kershaw, Academic Media Contributor & Speaker

Kristy Todd Millar, Commercial Relationship Manager HSBC Bank of Canada

Sandra Reder, President & Founder of Vertical Bridge Corporate Consulting

Lisa Ryan, VP Talent Management at Right Management

Joanne Weiler, MA, RMFT, RCC, President of Therahealth Network Ltd.

XYBOOM TEAM

Tammy Tsang, Executive Director

Yumi Numata, Director of Communications



"... the conference is uniquely designed for participants to maximize interaction, foster genuine dialogue and build connections that will continue well beyond the conference."

- Linda Young, Principal at Linda W. Young and Associates

CONTACT

Tammy | Executive Director

XYBOOM Conference | www.xyboom.com

tammy@xyboom.com | 778.558.3835