

Connect Your Brand

With the Leaders of Labour, Public
and Corporate Benefit Planning



www.ifebp.org/reachourmembers

International Foundation
OF EMPLOYEE BENEFIT PLANS  CANADA

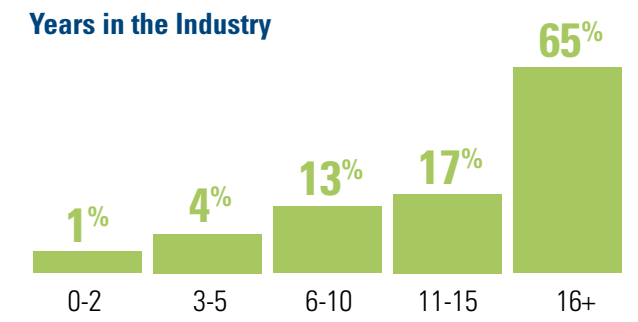
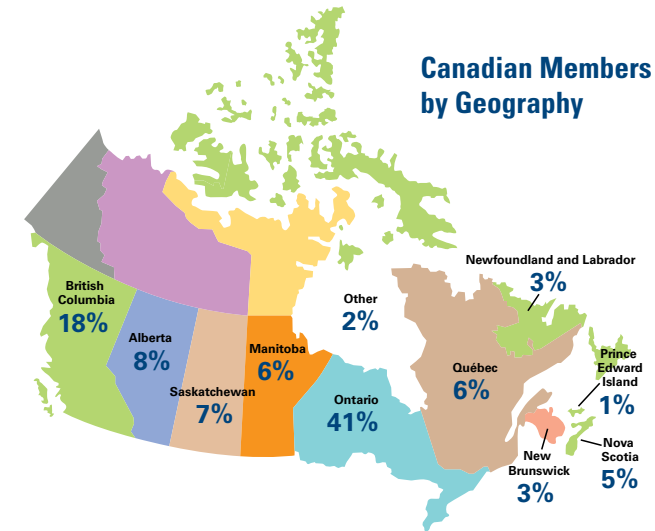
Who We Are

The **International Foundation of Employee Benefit Plans** is the trusted resource for education, research and connection in the employee benefits space. Our members include the trustees, administrators and professionals who make decisions that directly impact the health, retirement and financial security of millions of workers across Canada and the U.S. With a focus on multi-employer, public sector and single employer plans, the Foundation brings together the leaders who guide the future of benefits.

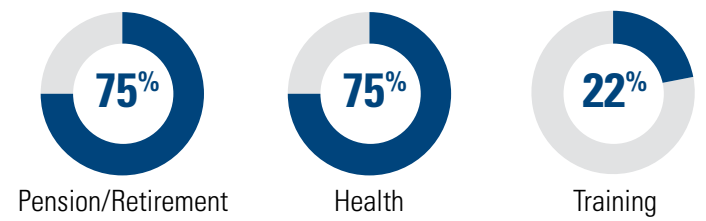
The impact of our members spans the construction site to the corporate boardroom, from public service to the private sector. In addition, our affiliate organizations—the International Society of Certified Employee Benefit Specialists, serving professionals primarily in the corporate benefits space, and the Wellness Alliance, supporting education in workplace wellness programs—further extend our educational reach. By partnering with us, you place your organization directly in front of the decision makers shaping the future of employee benefits—professionals you'll meet and reach through our education and partnership opportunities.

Our Members

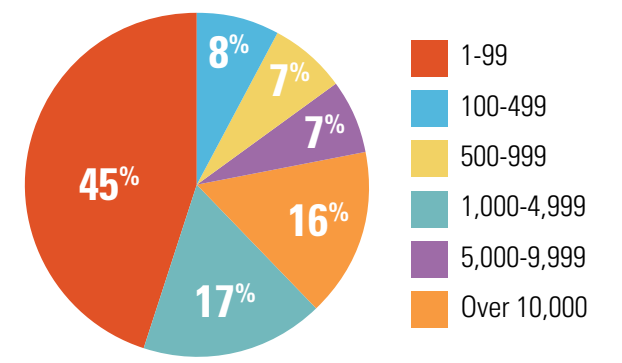
6,500+	Organizations	30,500+	Canadian and U.S. individual members	25 million	Individuals across Canada and the U.S. impacted by the reach of International Foundation members
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Plans That Our Members Represent



Number of Employees per Organization



Top Six Benefits of Partnering With Us



1

Visibility and Lasting Exposure

Your brand will be front and centre throughout the conference—featured on applicable signage, banners, table tents, digital screens and the conference app—ensuring exposure. Visibility doesn't stop there: Your recognition continues through Foundation marketing channels and engagement tools.



2

Digital and Print Recognition

From the Foundation's website, social media posts and preconference promotions to general session slides, the conference app, *Plans & Trusts* magazine and *Benefits Quarterly* magazine, your organization receives recognition across multiple channels—amplifying your reach before, during and long after the event.



3

Exclusive Product Placement

Choose branded giveaways such as lanyards, pens, notepads, hand sanitizers or an item of your own design. Attendees carry your brand with them, keeping you top of mind in their day-to-day work long after the conference ends.



4

Display Your Expertise

Showcase your organization's products, services and thought leadership to a highly engaged and diverse audience of employee benefit professionals. Exhibiting at our conferences gives you direct access to decision makers and influencers who are actively seeking innovative solutions and trusted partners.



5

Sponsored Events

Tie your brand to high-traffic moments—such as attendee lunches, networking receptions, breakfasts or refreshment breaks—or design your own wellness or engagement activity. These experiences spotlight your sponsorship while creating lasting memories for attendees.



6

Networking Access

Gain access to networking receptions and direct opportunities to connect with trustees, administrators and other industry leaders—building relationships in spaces designed for meaningful conversation.

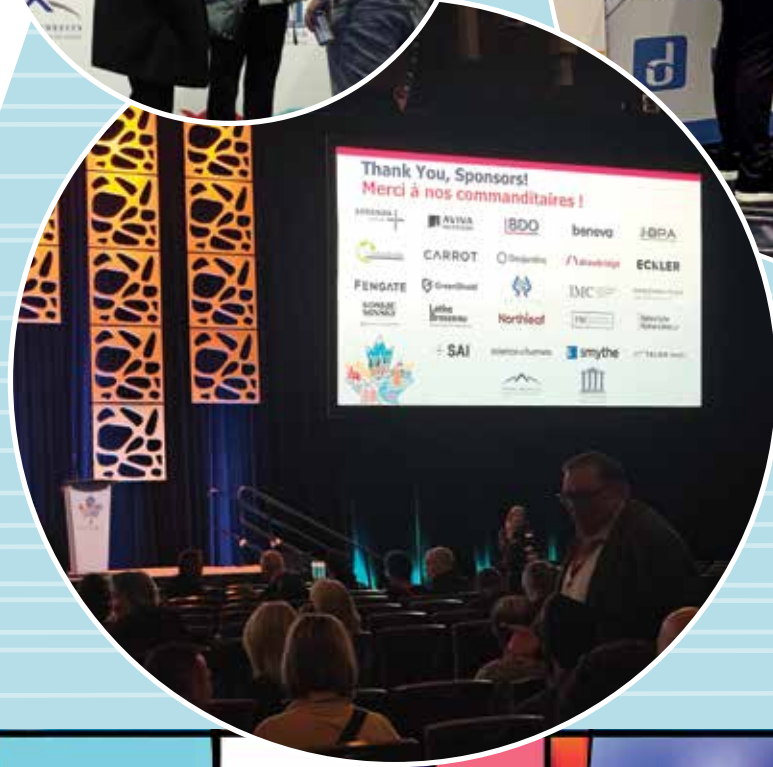
SPONSOR

59TH ANNUAL CANADIAN Employee Benefits Conference

August 30-September 2, 2026 | Halifax, Nova Scotia
www.ifebp.org/canannualsponsor

For nearly 60 years, the Annual Canadian Employee Benefits Conference has been the nation's premier source of comprehensive education for pension and benefits professionals. Sponsoring the Annual Conference in Halifax puts you directly in front of the people who matter most to your business. Stand out from the crowd with **exclusive sponsorships** of branded items and events. Amplify your reach with **tabletop displays** that showcase your products and services to multi-employer and public sector trustees, administrators and support staff—decision makers who collectively oversee billions of dollars in health, welfare and pension fund assets.

Attendees come not only for the dynamic sessions on trends, legislative changes and key topics impacting their plans but also for the access they get to sponsors offering products and services that can help their funds thrive. Be a visible, valued part of the nation's most respected employee benefits conference.



1,300+
ATTENDEES

300+
ORGANIZATIONS
REPRESENTED

AUDIENCE

New and experienced members from the multi-employer and public sector attend the Annual Conference. This is the opportunity for these labour and management plan representatives to come together in a single forum to meet their fiduciary obligations.

New at the Annual Canadian Conference

Canada Connect Centre—Expanding in 2026!

We're enriching our Canada Connect Centre with more engaging attendee activities, exclusive sponsorships, tabletop displays, and food and beverage events.

Service Providers Can Now Sponsor:



Welcome Reception

Connect with attendees in a relaxed, social setting and make a strong first impression.

Attendee Lunches and Snack Breaks

Keep your brand top of mind while attendees are networking and recharging.

Tabletop Displays With Lead Retrieval

Showcase your products and services while having meaningful, one-on-one conversations.

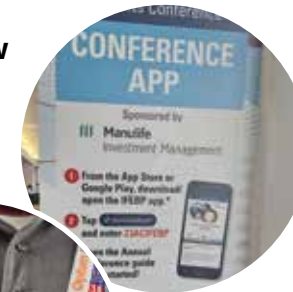


New! Sponsorship and Tabletop Opportunities

Join us and be a visible part of the nation's most respected employee benefits conference. With options to fit every goal and budget, sponsorships give you the opportunity to connect in person with more than 1,300 multi-employer and public sector trustees, administrators and support staff—leaders in the benefits and pensions space overseeing Canada's largest funds.

You'll stand out from the crowd with **four new levels** of exclusive and general sponsorship of events and branded items that will give you unprecedented brand exposure, including:

- Welcome reception
- Attendee lunches and snack breaks
- Lanyards
- Conference app
- Wi-Fi
- Hydration and relaxation stations.



This year's new **tabletop displays** in the Canada Connect Centre will provide even greater opportunities to engage and connect with attendees. Tabletop displays are **FREE** with the top two levels of sponsorship or available for separate purchase.

For more information, please contact Diane Mahler, Manager, Business Development and Industry Engagement, at dianem@ifebp.org or (262) 373-7656.

SPONSOR

100-150 ATTENDEES

Canadian Legal & Legislative Update

July 15-16, 2026 | Montréal, Québec
www.ifebp.org/canupdatesponsor

Nouveauté en 2026 : Perspectives & enjeux légaux et législatifs

Canada's workforce is rapidly evolving, and the Canadian Legal and Legislative Update is where the pensions and benefits industry comes to stay ahead of it—bringing together leaders from multi-employer funds, the public sector and advisory firms to explore the latest legal, regulatory and technological developments shaping their plans.

Sponsorship puts your organization at the centre of these critical conversations, building meaningful relationships with the plan administrators and trustees navigating today's most complex challenges while positioning your brand at the forefront of an industry in transformation.

AUDIENCE

This program is especially designed for labour and management trustees, public service trustees, professional advisors and corporate plan sponsors—anyone responsible for staying ahead of the legal and regulatory developments that directly impact the administration and future of their plans.



SPONSOR

500+ ATTENDEES

45TH ANNUAL ISCEBS Employee Benefits Symposium

August 23-26, 2026 | Phoenix, Arizona
www.iscebs.org/symposiumsponsor

The Symposium is one of the largest gatherings of employee benefits professionals in the country, bringing together key decision makers, innovators and practitioners shaping the industry across North America. As a sponsor, your organization is positioned directly in front of this influential audience as they seek new ideas, insights and strategies to stay ahead in a rapidly evolving workplace. Featuring a dedicated Canadian benefits education track, the conference gives attendees the opportunity to explore the latest trends, compliance requirements and best practices in group benefits and retirement, guided by leading experts. Your sponsorship places your brand at the centre of these conversations, helping you build meaningful relationships, strengthen thought leadership and connect with professionals who rely on trusted partners to advance their plans and their careers.

AUDIENCE

The Symposium brings together a wide variety of employee benefits professionals from across North America, including Certified Employee Benefit Specialist® (CEBS®) graduates and GBA and RPA designees. Its expert-led education makes it a key event for those looking to grow their professional development and connections in the industry.



SPONSOR

500+ ATTENDEES

Canadian **Investment** Institute

November 9-11, 2026 | Nassau, The Bahamas
www.ifebp.org/caninvestsponsor

The Canadian Investment Institute brings together leading investment experts and economic professionals for a strategic mix of advanced insights and peer engagement. Designed for experienced trustees and professionals involved in plan investing, the program features global and Canadian economic updates to support informed decision making for defined benefit and defined contribution plans.

Sponsorship puts your organization in direct contact with highly engaged attendees who influence and make critical investment decisions. Elevate your brand and build credibility at the exact moment they're evaluating strategies, partners and solutions.

AUDIENCE

This advanced-level program is designed for experienced labour and management trustees, public sector trustees, administrators and other professionals who have mastered basic investment principles and have at least three years of investment education or experience.



SPONSOR

500+ ATTENDEES

Institute *for* **Apprenticeship** Training and Education Programs

January 25-27, 2027 | San Diego, California | *Virtual option available*
www.ifebp.org/apprenticeshipsponsor

The Institute for Apprenticeship, Training and Education Programs offers education on efficient trust fund management and best practices for apprenticeship programs in Canada and the United States. This conference will tackle the current and significant issues affecting apprenticeship programs, offering the insights needed for future planning.

Sponsoring organizations include those that serve and support the trades—such as safety and tool companies, training providers, employment agencies, law firms and investment advisors—looking to connect directly with industry decision makers and influencers.

AUDIENCE

Looking to increase your brand recognition in the trades? By sponsoring the Institute for Apprenticeship, Training and Education Programs, you'll showcase your commitment to supporting the trades directly to decision makers across industries such as construction, education, entertainment, health care, hospitality, manufacturing and the public sector.



SPONSOR

200-300 ATTENDEES

Canadian **Health & Wellness** Innovations Conference

March 1-3, 2027 | Victoria, British Columbia
www.ifebp.org/chwisponsor

This program allows attendees to learn firsthand about the latest trends in health and wellness that could be important to their plan design. With sessions focused on women's health, preventive approaches to managing chronic conditions, mental health and substance use, the conference provides attendees with practical data, strategies and actions to drive meaningful outcomes.

As a sponsor, you gain one of the few opportunities to directly engage with this highly targeted audience. Position your organization in front of attendees who are actively seeking the latest health and wellness innovations. Build connections as they explore new trends, share experiences and discover strategies to foster a stronger culture of health in the workplace.

AUDIENCE

This program is designed for trustees, administrators and staff who represent group benefit and health care plans in the Canadian corporate, multi-employer and public sectors. This conference would be relevant to any individual with an interest in wellness topics, whether individually or in the workplace.



SPONSOR

50-100 ATTENDEES

Canadian **Public Sector** Pensions and Benefits Conference

July 14-15, 2027 | St. Johns, Newfoundland and Labrador
www.ifebp.org/canpesponsor

The Canadian Public Sector Pensions and Benefits Conference tackles the unique challenges encountered by public sector plans. Engaging sessions and open forums provide practical solutions and insights to ensure the viability of their pension and health and welfare funds.

Sponsoring this conference is a concentrated opportunity to build relationships, strengthen your brand and generate meaningful business in a market that values trust, expertise and long-term partnerships.

AUDIENCE

This program is designed for trustees, administrators, professional advisors and others in the Canadian public sector, including the broader public sector; federal, provincial, municipal, education, university and college, health and community service sectors; and nonprofit organizations.



EXHIBIT AND SPONSOR

EVOLVE

Benefits and Workforce
Strategies Summit

JOIN US NEXT YEAR!

June 8-10, 2027 | Niagara-on-the-Lake, Ontario

www.ifebp.org/evolvesponsor

Built exclusively for Canadian HR, pensions and benefits professionals, EVOLVE delivers the strategies and insights organizations need to attract, retain and elevate today's workforce. This is your opportunity to position your brand at the centre of those conversations.

Whether you exhibit, sponsor or host a group registration table, you'll connect directly with a highly targeted audience of decision makers actively seeking solutions and partnerships.



50-100
ATTENDEES

GROUP REGISTRATION TABLES

**Host a Table. Invite Your Network.
Build Connections.**

Purchase a table of six and invite your clients or colleagues to be your guests during the sessions at a discounted rate. You'll build connections, demonstrate your support for benefits education and gain visibility for your organization.

AUDIENCE

EVOLVE is designed for experienced Canadian HR pension and benefits professionals who want to stay current on the latest best practices, trends and strategies, as well as those new to the industry who are looking to learn and build their network. It is also ideal for HR leaders taking on a new mandate and seeking to upskill, along with providers—such as consultants, administrators and benefit coordinators—who want to enhance how they serve their clients.

Partenaire de la Fondation internationale : une visibilité incomparable

Participez à un des événements organisés par la Fondation internationale. Ces événements couvrent un large éventail de sujets, notamment la promotion de la santé, les avantages sociaux à l'échelle mondiale, la formation des administrateurs et les stratégies en matière de main-d'œuvre. Établissez des relations fructueuses avec des décideurs clés en devenant commanditaire d'un de nos programmes.

Votre commandite nous permettrait non seulement de développer nos programmes actuels, mais aussi de mettre au point de nouvelles initiatives visant à promouvoir une éducation adaptée aux besoins des populations francophones que vous servez.



Pour plus d'information ou pour assurer votre commandite, veuillez contacter :
Niech'Elle Skeete, Directrice adjointe - Canada,
Développement des affaires et engagement sectoriel,
à nskeete@ifebp.org ou au 438 812-3948.

Commandites, expositions et publicité

Commanditaire et exposant

En devenant commanditaire ou exposant, vous accédez à une audience ciblée de professionnels des avantages sociaux, des ressources humaines et de la gestion des régimes de retraite. Nos événements rassemblent chaque année des milliers de décideurs, de gestionnaires et de spécialistes du secteur, offrant à votre organisation une plateforme de choix pour accroître sa notoriété, nouer des contacts stratégiques et présenter ses produits et services à ceux qui comptent le plus. Que vous optiez pour un partenariat de commandite ou pour un espace d'exposition, vous bénéficierez d'une visibilité optimale avant, pendant et après nos conférences, ainsi que d'un accès privilégié à une communauté engagée et influente. Faites de votre présence un véritable levier de croissance et rejoignez les nombreuses organisations qui font confiance à la Fondation internationale pour développer leur croissance au sein de cette industrie dynamique.

Découvrez toutes les occasions en visitant notre site www.ifebp.org/sponsorship.

Publicité

Faites la promotion de votre organisation dans nos publications! Notre public cible comprend plus de 30 000 fiduciaires, administrateurs et professionnels des régimes d'avantages sociaux. Des options imprimées et numériques sont disponibles. Explorez nos options publicitaires en ligne et trouvez la formule qui vous convient www.ifebp.org/advertise.



COMMANDITAIRE ET EXPOSITION

Plus de 1 300 PARTICIPANTS

59^e CONFÉRENCE ANNUELLE CANADIENNE SUR LES AVANTAGES SOCIAUX

30 août au 2 septembre 2026 | Halifax, Nouvelle-Écosse
fr.ifebp.ca/annuelle

Commanditez la 59^e Conférence annuelle canadienne sur les avantages sociaux et faites-vous remarquer auprès des décideurs qui comptent. Cet événement incontournable rassemble des professionnels venus acquérir les outils, les connaissances et les stratégies les plus récents pour gérer leurs fonds de pension et régimes d'avantages sociaux — et ils sont à la recherche de partenaires et de solutions comme les vôtres. En commanditant, vous entrez en contact avec des décideurs représentant des milliards de dollars en régimes multi-employeurs, du secteur public et privé, tout en appuyant la mission de la Fondation internationale de fournir une formation objective et impartiale à la communauté.

NOS PARTICIPANTS

Cette conférence rassemble les conseillers en avantages sociaux, avocats, comptables, actuaires, gestionnaires de placements, consultants, fiduciaires, administrateurs et gestionnaires de fonds des secteurs interentreprises et public, tiers administrateurs et tout autre professionnel impliqué dans la gestion des fonds de pension et des avantages sociaux.



COMMANDITAIRE

Plus de 200 PARTICIPANTS

Séminaire sur la gestion des caisses de retraite

6 mai 2027 | Montréal, Québec
fr.ifebp.ca/seminaire

Une journée pour comprendre, échanger et améliorer la gestion des caisses de retraite, avec des sessions ciblées, des experts reconnus et des solutions concrètes pour optimiser les pratiques et soutenir l'avenir financier des participants. Cette conférence offre aux professionnels des outils stratégiques et une meilleure compréhension des tendances qui façonnent l'avenir des marchés — une occasion à ne pas manquer pour élargir les connaissances et renforcer les réseaux.

Montrez votre soutien à la mission éducative de la Fondation internationale en commanditant cet événement et réseautez avec plus de 200 personnes clés : membres de comités de retraite, gestionnaires de régimes de retraite, représentants de gestionnaires d'investissement, fiduciaires et conseillers en retraite ou en investissement de la communauté des professionnels de l'investissement.

NOS PARTICIPANTS

Cette conférence s'adresse aux personnes expérimentées dans la construction de portefeuilles, la politique d'investissement et la gestion de régimes de retraite collectifs.



EXHIBIT AND SPONSOR

450+ ATTENDEES

ANNUAL **wellness** SUMMIT

July 28-30, 2026 | Nashville, Tennessee
www.ifebp.org/wellnesssponsor

The Annual Wellness Summit provides attendees with strategies, connections and resources needed to advance well-being for themselves, their workplaces and communities, and the individuals they serve. Focused on bringing the industry's latest trends and best practices to the forefront, respected subject matter experts will present inspirational keynotes, breakout sessions with tangible takeaways, and activity sessions that prepare the mind and body for optimal learning. Additional engagement opportunities will provide attendees with numerous opportunities to make new connections and expand their networks with Summit exhibitors, through on-site receptions and with must-not-miss surprise experiences!

AUDIENCE

Designed for human resources, benefits and employee wellness leaders, this program brings together professionals from both public and private sectors who are driving innovation and championing workplace well-being. Connect, share and learn alongside peers shaping the future of healthy, thriving workplaces.



EXHIBIT AND SPONSOR

250+ ATTENDEES

37th Annual **ART & SCIENCE** of Health Promotion Conference

2027 dates and location to be announced!
www.ifebp.org/art-sciencesponsor

For over 35 years, the Art & Science of Health Promotion Conference has united health promotion and wellness professionals from diverse settings to share knowledge, inspire innovation and advance well-being. Attendees gain practical tools and evidence-informed strategies to positively impact the populations they serve—including patients, employees, students, families, faith-based communities, military personnel, and tribal and Indigenous communities.

Blending rigorous science with hands-on application, the program features case studies, collaborative sessions and access to leaders in the field. Participants leave with innovative models, actionable strategies and meaningful peer connections, empowering them to solve problems, drive change and strengthen their commitment to advancing health across communities.

AUDIENCE

This program is designed for health promotion professionals leading some of the largest and most successful workplace, clinical, educational and community wellness programs. Attendees come ready to share insights, exchange strategies and connect with peers who are shaping the future of health and well-being across diverse populations.



Advertise With Us and Boost Your Brand Exposure!

Promote your business in our publications! International Foundation publications offer exclusive opportunities to reach beyond our conferences to our niche audience consisting of 30,000+ multi-employer, public sector and private employer trustees, administrators and benefit plan professionals.

PRINT AND DIGITAL OPTIONS AVAILABLE



Today's Headlines

Exclusive digital opportunity! Our most popular member benefit, *Today's Headlines* is an e-newsletter delivered each business day to 3,200+ members. Your exclusive banner ad can receive more than 16,000 impressions each week. This is an effective advertising opportunity that is affordable, flexible and scalable to your needs.



Plans & Trusts and Benefits Quarterly

With *Plans & Trusts* mailing bimonthly to over 3,400+ members in Canada and *Benefits Quarterly* mailing quarterly to all International Society of Certified Employee Benefit Specialists members, our publications are the premier sources for current information on industry trends, upcoming legislation, pressing topics and more. Reach those responsible for purchasing benefits products and services. Digital copies are also archived on the Foundation website for members to access on demand.



Jobs In Benefits

Jobs in Benefits connects world-class organizations with qualified candidates. Make your recruiting process easier by posting a job in minutes, and get your organization in front of the benefit professionals you want on your team. Experienced candidates turn to Jobs in Benefits to find their next great role in this niche career; make sure you're able to reach them by posting a job now.



Sponsored Webcasts

Position your brand as a trusted thought leader by sponsoring an International Foundation webcast. As a sponsor, you can provide speakers and content for your own hour-long webcast marketed to the Foundation's full database. Your webcast will be free, open to the public and housed for one year on the Foundation's website for new and repeated views. Includes pre- and postbroadcast promotion, as well as access to the webcast recording and attendee list.



Service Provider Directory

Land your logo on the Foundation's home page and the Service Provider Directory, a one-stop shop for Foundation website visitors in search of new vendors. The Directory is a comprehensive, online resource for employee benefits, compensation and human resources-related products and services. Choose from affordable six-month and 12-month listings.

Explore Your Sponsor Placement Options

Branding and Visibility

- Company logo featured on eye-catching event signage in high-traffic areas
- Exclusive branding available for applicable items and events (e.g., lanyards, conference app, Wi-Fi, snack breaks and more!)
- Logo recognition during general session introductions
- Recognition on the conference webpage and in pre-event emails
- Recognition in applicable Foundation publications such as the conference guide, conference app, *Plans & Trusts* magazine and *Benefits Quarterly* magazine

Conference Registration and Recognition

- Complimentary and/or discounted conference registrations (dependent on conference and sponsorship level)
- Sponsor recognition on name badges to network with pride

Digital and Resource Exposure

- Company listing in conference app with logo, contact information and product/service description
- Brochure placement in the conference Sponsor Resource Area
- Free company listing in the Service Provider Directory, the online vendor directory accessed on the Foundation's home page

Sample Sponsorship Opportunities

(availability varies by conference)

- Lanyards
- Conference app
- Wi-Fi access
- Attendee lunches
- Networking receptions
- Continental breakfast/refreshment breaks
- Pens, notepads, highlighters or hand sanitizers
- Sponsor-provided giveaways
- Design your own (DYO) sponsorship/spotlight activity
- Hydration stations
- Relaxation stations
- Professional headshots
- Snack breaks

Ready to Learn More?

We look forward to helping you connect with our members and expand your reach! Let's talk to see which programs and opportunities are right for your organization.

Looking for more information on sponsorship, exhibit and advertising opportunities? Contact our sponsor and exhibit sales team by scanning the QR code below.



Learn more at
www.ifebp.org/reachourmembers



Exhibit, Sponsor and Advertise

With the International
Foundation of Employee
Benefit Plans

Scan the QR code to begin
your journey with us.



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