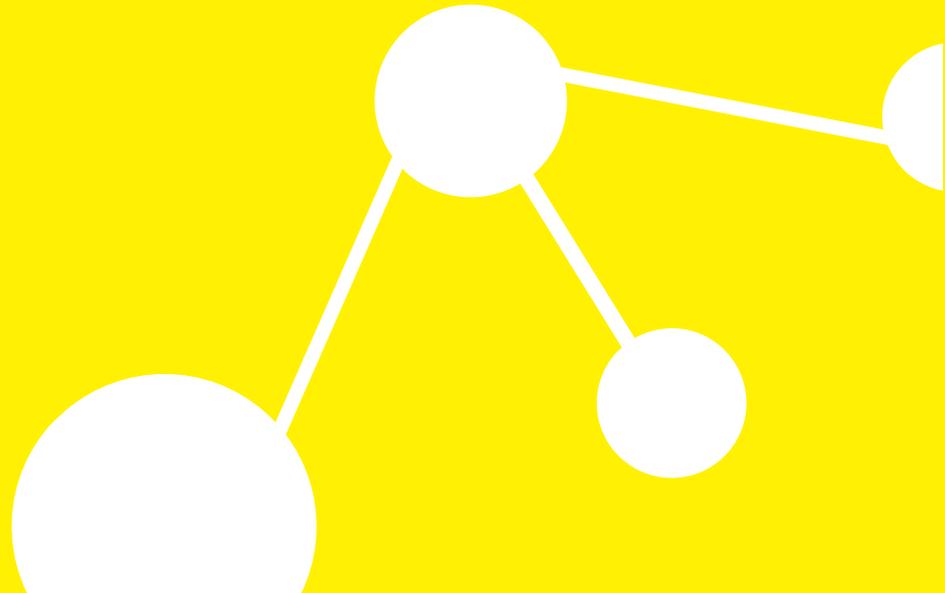




# Connecting the Dots

**Braille, Technology  
& Employment Conference.**



# Connecting the Dots

## Braille, Technology & Employment Conference.



### About the Conference

For over 40 years, the CNIB Foundation hosted a variety of successful technology trade shows, conferences and seminars across the country for people who are blind or partially sighted.

The Braille Conference in Toronto gathered clients, braille transcribers, educators and staff to discuss the latest advance in Literacy. In Quebec, TechnoVision+ was the largest trade show in the country dedicated to adapted technology and services for people living with sight loss. Attendees and exhibitors included clients, educators, healthcare professionals, technology vendors, and community organizations.

Today, we're thrilled to announce that we've combined these regional events to bring you a bigger, better, and more inclusive conference that combines initiatives from our strategic plan to boost participation in the world of work, unleash the power of technology and drive achievement and equality.

Join the CNIB Foundation as we launch our new nationwide conference – Connecting the Dots – the largest educational and professional development experience focused on technology, employment and literacy for people with sight loss.

This year, **Connecting the Dots** will be taking place in:

- Quebec City (Connecting the Dots launch - VIP evening) May 9, 2019 at the Hôtel le Concorde.
- Toronto, October 29 and 30, at the MaRs Discovery District

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Everyone should have an equal chance to realize their dreams, whatever they may be. This conference will help Canadians with sight loss to connect the dots between literacy, technology, employment and their futures. Please join us in breaking down barriers and discovering the incredible potential within the sight loss community!

### Who will be at the conference?

- **Canadians who are blind or partially sighted** will learn about the latest advances in technology and prepare to become a competitive candidate in the job world.
- **Keynote speakers and presenters** will provide an unforgettable learning experience rich in innovative ideas. They'll have access to captive audiences and receive ACVREP continuing education credits.
- **Employers** will learn about providing an accessible and inclusive work environment to someone with sight loss.
- **HR professionals and hiring managers** will learn how to engage employees living with sight loss and will have access to a large and motivated talent pool.
- **Entrepreneurs** will have access to networking opportunities to grow their business, learn from industry leaders, participate in the exhibitors' fair and showcase their products.
- **Exhibitors** will have the opportunity to showcase their brands, launch their latest products and win business! Connect with Canadians who are living with sight loss, braille transcribers, educators and other members of the technology and employment community.

As many as 300 participants are expected at the conference, along with CNIB's Executive Management Team, volunteers and staff.

### Opportunities

CNIB is seeking community partners to participate in each of the events. Don't miss the opportunity to connect with CNIB clients and their families, braille transcribers, educators and other members

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of the technology and employment community. Showcase your brands, launch your latest products and win business! The Connecting the Dots Conference is an unforgettable learning experience rich in innovative ideas, best practices, and sharing what works for Canadians who are blind or partially sighted.

This year's conference will feature the Live-Work-Play Zone – an interactive display of cutting edge high- and low-tech products to assist those living with sight loss. Open to the general public, the Live-Work-Play Zone will demonstrate how CNIB Foundation is unleashing the power of technology to empower Canadians with sight loss to live, work and play. We are offering indoor exhibit space, where companies will have the opportunity to reach many people.

### Be a National Sponsor

Your company is committed to remaining the industry leader in accessibility, CNIB's Connecting the Dots Conference is the ideal place to showcase innovation. Ensure that CNIB clients and influencers within the blind community receive up-to-date knowledge on your products and accessible services. You will receive recognition and benefits in all the Connecting the Dots Conferences in 2019 across Canada.

As a sponsor, your brand will receive the following benefits:

**Note:** All materials will be provided to delegates in accessible formats - braille or voiceover descriptions

1. Logo placement on the back cover of the program, with a special recognition as a Connecting the Dots Conference national supporter.
2. Prominent logo recognition onstage with exclusive sponsors banner.
3. Company logo displayed on multimedia presentation at event during welcome and closing remarks.
4. Exhibitor Hall (four representatives): your company will receive two draped six-foot tables with four chairs, with meals and refreshment included. The Exhibitor Hall is a busy hub for delegates to learn about new accessible products and services, often with hands-on trial opportunities.

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5. Communications: Name and text acknowledgement on all communications promoting the conference, registration communication and updates to delegates. Your logo will be included in the CNIB's National and regional Twitter updates and Facebook post (four exclusive posts).
6. Premier logo placement on event website ([www.cnib.ca](http://www.cnib.ca))
7. Full one-page colour advertisement in the Toronto event program.
8. Special recognition from the podium during the conference.
9. Opportunity to address the audience during welcome remarks or plenary sessions (10 min presentation)
10. Logo placement in the event's bags and opportunity to include promotional materials in the welcome package (all literature must be accessible)
11. Opportunity to participate in event gifting.
12. Access to the conference's workshops and Keynote presentation.

The fee for this premium and exclusive opportunity is **\$20,000**. Please note we have limited space for sponsors. Those who register early will have priority.

### **Be a Regional Sponsor (Toronto)**

1. Logo placement inside of the program, on the "Thank You" page (logo will be in black and white).
2. Company logo displayed on multimedia presentation at event during welcome and closing remarks.
3. Exhibitor Hall (up to four representatives): your company will receive two draped six-foot tables with four chairs, with meals and refreshment included. The Exhibitor Hall is a busy hub for delegates to

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- learn about new accessible products and services, often with hands-on trial opportunities.
4. Communications: Name and text acknowledgement on all communications promoting the conference, registration communication and updates to delegates. Your logo will be included in CNIB's regional Twitter updates and Facebook post (two exclusive post).
  5. Opportunity to address the audience during welcome remarks or plenary sessions (10 min presentation)
  6. Special recognition from the podium during the conference.
  7. Opportunity to participate in event gifting and welcome package. (all literature must be accessible)
  8. Access to the conference's workshops and Keynote presentation.

The fee for this premium and exclusive opportunity is **\$12,000**. Please note we have limited space for sponsors. Those who register early will have priority.

### **Be a Tech Exhibitor (Toronto)**

The charge per unit is **\$2,500** for a resource table and access to two representatives. The exhibit must fit on the table. If any portion of your exhibit does not fit, exhibitors are expected to purchase additional space (\$375) which would also include the right to register an additional representative.

Each unit rental entitles the exhibiting company to:

1. Two chairs.
2. Complimentary listing in the conference program.
3. Meals and refreshments for the two days.
4. Additional amenities such as electricity, internet, etc. will be available.
5. Access to the conference's workshops and Keynote presentation.
6. Be part of our Expert Panel: The Connecting the Dots Committee invites you to participate as a panel member for the Technology Expert Panel that will take place in the plenary room on Thursday afternoon- final time TBD; be scheduled for a 10-minute key note presentation on accessibility at the work place. (limited spots available, those who register early will have priority)

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### Be an Employer / HR Expert

Be part of our "Work Zone." CNIB partners and leaders in the work force will have the opportunity to meet our talent pool. We are introducing the first CNIB employment fair, connecting job seekers who are blind or partially sighted with employers who want to discover the full potential of Canada's talent.

Offer professional development power sessions as a subject matter expert in our exclusive "Work Zone."

Each unit rental entitles the exhibiting company to:

1. One six-foot skirted table and two chairs for two representatives.
2. Complimentary listing in the conference program.
3. Meals and refreshments for the two days.
4. Additional amenities such as electricity, internet, etc. will be available.
5. Communications: Name and text acknowledgement on communications promoting the "Work Zone". Your logo will be included in the CNIB's regional Twitter updates and Facebook posts.
6. Access to the conference's workshops and Keynote presentation.

The charge per unit is **\$1,000** for a resource table and access to two representatives. The exhibit must fit on the table. If any portion of your exhibit does not fit, exhibitors are expected to purchase additional space (\$200). Additional representatives must be registered at additional cost of **\$175** each.

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### Be an Entrepreneur

Whether you're seeking guidance, developing a business plan, a mentorship or are ready to start a marketing campaign Connecting the Dots is the right event to start or expand your business! Come and join us for a discounted price and attend the informative workshop we have coordinated for you.

The Entrepreneur package includes:

1. One six-foot skirted table and one chair in the work zone area.
2. Meals and refreshments for the two days.
3. Additional amenities such as electricity, internet, etc. will be available.
4. Access to the conference's workshops and Keynote presentation.

The cost of this investment is **\$600**

### Registration and Payment method

For exhibitors' registration and payment please visit us at: <http://www.cnib.ca/connectingthedots>. and fill out the Exhibitor registration form.

Registration opens on **August 5, 2019**

If you have any questions about the conference, please contact us at [connectingthedots@cnib.ca](mailto:connectingthedots@cnib.ca).

Please direct sponsorship inquiries to:

**Diana Rosales**, Central Lead, Volunteer Engagement Strategy and Events

Phone: 416-486-2500 ext 7022

Email: [diana.rosales@cnib.ca](mailto:diana.rosales@cnib.ca)

**We Thank You for considering this opportunity.**

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