

SPONSOR INFORMATION PACKAGE and CONTRACT

LEADERSHIP STARTS HERE
Empowering Leaders, Inspiring Change



DREW DUDLEY
Internationally Acclaimed
Leadership Speaker | Wall
Street Journal Bestselling
Author



NEIL PASRICHA
Bestselling author of The
Happiness Equation and
Two-Minute Mornings



Hilton Mississauga/Meadowvale
Sunday, Nov 9–Monday, Nov 10 2025

Apply on our website

[OSCA/ACOSO Website](#)

[Hilton Mississauga Meadowvale Hotel](#)

6750 Mississauga Road
Mississauga, ON L5N 2L3

Conference Contacts

Planner: Cathy Chapman, Conference Planner
cathylhou@gmail.com

Financial: Jennifer Boston, Office Administration Coordinator
oscadesk@gmail.com (519)800-0872

Sponsorship Details

Network with over 400 Guidance and Career Educators across the province and continue to market your organization with an additional 900 members ONLINE!

Guidance Counsellors and Career Educators from across the province will be attending this year's conference with the theme: "**LEADERSHIP STARTS HERE: Empowering Leaders, Inspiring Change**" at the **Hilton: Mississauga/Meadowvale on Sunday, November 9th from 11:00 a.m. to 6:45 pm and Monday, November 10th from 7:30 a.m. to 4:00 p.m.** We are a diverse group of colleagues navigating the ongoing changes with pathway planning and curriculum as we support students through their emotional and social growth. We are passionate about preparing our students for the changes in industry and employment opportunities while helping them achieve wellness and resilience in all areas of their lives. At OSCA/ACOSO, we are committed to offering high-quality, relevant, and engaging professional development. To accomplish this, we need YOU!

Our members are excited to network, learn, and grow together. We anticipate many **new** Guidance Counsellors and Career educators in attendance and their thirst to learn about programs and resources is overwhelming; this is where **Sponsors** can help. Conferences such as this one are very expensive to host. **As in the past, the success of this event has largely been due to the contributions of our SPONSORS who have provided financial support.**

We hope you will consider joining us to share your products, services, and resources as well as to educate our members about what you can offer them to support them in their work. As a **Sponsor**, you are directly contributing to the advancement of education in Ontario.

What are the different SPONSORSHIP LEVELS and associated BENEFITS?

PERKS	2025 SPONSOR MATRIX			
	Platinum	Gold	Silver	Bronze
	\$4,750 + HST (2 SPOTS)	\$3,750 + HST (3 SPOTS)	\$2,750 + HST	\$1,750 + HST
Opportunity to Address the Delegates OR Present a Video at one of the Conference Openings	Monday 7 minutes	Sunday 5 minutes	X	X
Conference Opening, Plenary or Workshop Acknowledgement	Monday Opening	Sunday Opening	Plenary	Workshop
Slideshow Advertising Throughout the Conference (Soundless PowerPoint Presentation)	Four Slides	Three Slides	Two Slides	One Slide
Complimentary Exhibitor Booth (\$1200 value)	Yes	Yes	Yes	Yes
Premium Booth Location	Beside Registration	Near Registration	Graydon Foyer	Hazel Ballroom
Complimentary Conference Attendee Registrations (\$400 pp value) This does not include accommodation	Two	Two	One	One
Organization Advertisement on Website (logo with link) OSCA/ACOSO Website Link	12 months	9 months	6 months	3 months
Permission to use phrase: "Proud Sponsor of OSCA 2025" (email osca@osca.org for a copy of our logo)	Yes	Yes	Yes	Yes
Organization Promotional Material (Distributed in delegate bags on your behalf - 400 items)	Yes	Yes	Yes	Yes
Organization Signage at Conference (with expression "Thank you to our Sponsors" with organization logos posted)	Booths and Mon Lunch	Booths and Sun Lunch	Booths and Mon Breakfast	Booths and Sun Social
Logo on All Delegate Name Tags	Yes	X	X	X
Thank you acknowledgement on Ballroom Tables and Sponsor Passport	Yes	Yes	X	X
Organization recognition in follow-up print issue of OSCA Today magazine sent to ~ 900 members (Winter 2025 edition)	Yes	Yes	Yes	Yes
Advertisements in OSCA e-News (details below - email to Laura Ball l.ball190@gmail.com)	Eight Nov-June	Six Nov-April	Four Nov-Feb	Two Nov-Dec

MANY WAYS TO MARKET YOUR ORGANIZATION!

Conference Schedule “Tentative”

Sponsor Booths will be open during registration, dedicated time, and during workshop times (offered as a workshop option to delegates).

Sunday, November 9, 2025

9:00 - 11:00	Set-up Sponsor/Exhibitor Booths
11:00 - 12:00	Registration and <i>Sponsor/Exhibitor Showcase</i>
12:00 - 12:45	Networking Lunch - Hot Buffet
12:45 - 1:15	Sunday Conference Opening (<i>SPONSOR PowerPoint Slides - SPONSOR Acknowledgement, GOLD SPONSORS Speak 5 min each</i>)
1:15 - 2:15	Keynote Address SPONSOR/EXHIBITOR BOOTHS CLOSED
2:15 - 3:15	<i>Sponsor/Exhibitor Showcase/Nutrition Break</i>
3:15 - 4:15	Session A Workshops and <i>Sponsor/Exhibitor Showcase</i>
4:15 - 4:30	Travel Time
4:30 - 5:15	Celebrating our Award Winners
5:15 - 5:30	Sunday Conference Closing and Grand Prize #1 (<i>SPONSOR PowerPoint Slides - SPONSOR Acknowledgement</i>)
5:45 - 6:45	OSCA/ACOSO Social
6:45	Dinner on your own

Monday, November 10, 2025

7:00 - 7:30	Set-up Sponsor/Exhibitor Booths (optional)
7:30 - 8:30	Registration, Continental Breakfast, <i>Sponsor/Exhibitor Showcase</i>
8:30 - 9:00	Conference Opens (<i>SPONSOR PowerPoint Slides, SPONSOR Acknowledgement, PLATINUM SPONSORS Speak 7 min each</i>)
9:00 - 10:00	Keynote Address SPONSOR/EXHIBITOR BOOTHS CLOSED
10:00 - 11:00	<i>Sponsor/Exhibitor Showcase</i>
11:00 - 11:45	Plenary - Ministry
11:45 - 12:30	Networking Lunch and Prizes (<i>SPONSOR PowerPoint Slides - SPONSOR Acknowledgement</i>)
12:30 - 1:30	<i>Sponsor/Exhibitor Showcase</i>

1:30 - 2:30	Session B Workshops and <i>Sponsor/Exhibitor Showcase</i>
2:30 - 2:45	Travel Time and start to take down Sponsor/Exhibitor Booths
2:45 - 3:45	Session C Workshops and <i>Sponsor/Exhibitor Showcase</i>
3:45 - 4:00	Monday Conference Closing and Grand Prize #2 (<i>SPONSOR PowerPoint Slides - SPONSOR Acknowledgement</i>)

Workshop Sessions “To Be Determined”

How do I become a SPONSOR?

Organizations are encouraged to apply early as SPONSOR spots are limited. Details and instructions are found below.

Deadline:	October 24, 2025 (space permitting)
Sponsor Registration Link:	OSCA/ACOSO Website
Payment:	\$4,750+HST Platinum, \$3,750+HST Gold, \$2,750+HST Silver, \$1,750+HST Bronze Pay on the website or email us for an invoice
Hotel Accommodation Link:	https://book.passkey.com/go/OSCA2025 (not included in registration)

SPONSOR Contract

The following regulations become binding between the applicant (hereinafter known as the “**Sponsor**”, their employees, and the Ontario School Counsellors’ Association (hereinafter known as the “**Association**”) upon approval of the application by the **Association**. Additions or amendments that are not covered will be at the discretion of the **Association**.

General Information

The **Sponsor** agrees to abide by all the rules and regulations adopted by the Association and **Hilton Mississauga/Meadowvale** in the best interests of the Conference and agrees that the **Association** shall have the final decision in adopting any rule or regulation deemed necessary prior to, during or after the Conference. The **Association** maintains a **fragrance-free environment**.

Complimentary Sponsor Attendee Conference Registration(s)

PLATINUM Sponsors are provided with **TWO complimentary** conference registrations. **GOLD Sponsors** are provided with **TWO complimentary** conference registrations. **SILVER and BRONZE Sponsors** are provided with **ONE complimentary** conference registration. Additional registrations are available for the same price as for our members, \$400+HST per person. Please visit the OSCA/ACOSO website to sign up additional registrants as delegates.

Conference registration includes all meals, keynote speakers, the Sunday Social and workshops without pre-registration, and one delegate bag for the organization.

Payment, Cancellation and Refunds

Payment in full for **Sponsors** is due upon application by the **Association**. No refunds shall be given should cancellation be necessary, unless the conference is canceled by the **Association**, or unless the **Association** finds and approves a replacement **Sponsor**. All communication regarding registration changes must be made by email to the Conference Planner, Cathy Chapman (cathylhou@gmail.com), and the Administration Coordinator, Jennifer Boston (oscadesk@gmail.com).

Media Release

The OSCA/ACOSO Conference is taking place in a public facility at which photos are allowed to be taken. This event is too large for us to be able to ensure that attendees are not included in photos. By selecting yes during the registration process, you acknowledge that you will be in a public place and that your photo may be taken and used for marketing purposes.

Keynote Address

Sponsors are encouraged to attend the keynote session in the plenary.

ABSOLUTELY NO SPONSOR BOOTHS ARE TO BE OPEN FOR BUSINESS DURING THE KEYNOTE ADDRESS - NO EXCEPTIONS.

Travel, Accommodation, Parking and Meals

Travel and accommodation expenses and arrangements are the sole responsibility of the **Sponsor**. Sponsors can access the discount conference accommodation rates at the hotel by [pasting the following link into your browser](#):

<https://book.passkey.com/go/OSCA2025>

DEADLINE FOR CONFERENCE HOTEL DISCOUNT RATE is OCTOBER 17, 2025.

The Association room block is limited and **Sponsors** are encouraged to arrange for accommodation early to have access to the special rate associated with this room block.

- **Parking** is complimentary for all conference participants (approximate value of \$15 per day).
- **Sunday hot buffet lunch, Monday hot buffet breakfast, and lunch** are included in the **Exhibitor** fee.
- **Sunday Social** - complimentary for Exhibitors - please join us in the Graydon Foyer

Door Prize Donations

Door prize donations are **GREATLY APPRECIATED** as they add to the celebratory mood of the conference. **Sponsors** who are contributing door prizes must **hand these in to the registration desk by noon on Sunday, November 9th.**

Sponsor Exhibit Booth Location and Terms

Premium Booth Location with High Visibility

Once the **Sponsor** has completed payment through the website, they will be contacted by the Conference Planner, cathylhou@gmail.com to confirm the booth location. **Sponsor** exhibit booths are located in a

premium location nearest registration, the Keynote speakers, and meals/nutrition breaks. Specific locations will be offered to **Sponsors** on a first come and approved first served basis. **There are limited Sponsor spaces available and Sponsors are encouraged to apply early to avoid disappointment.**

Booth Size, Chairs and Skirting

All booths will be provided with one (1) six-foot table and up to two (2) chairs. Please email the Conference Planner (cathylihou@gmail.com) if you require only one chair. The hotel will provide table skirting/tablecloths and if a **Sponsor** prefers to provide their own table skirting, it MUST be fire retardant and have a fire-resistance rating in accordance with the Ontario Fire Code.

Maintenance & Security

Sponsors agree to confine their presentation within the assigned space allocated and to always maintain staff at their booth during the **Sponsor/Exhibitor Showcase** hours. **Hilton Mississauga/Meadowvale** is NOT guaranteed to be secured at night. The **Sponsor** is responsible for all loss or damages to personal property and equipment. Avoid leaving valuables in your exhibit area.

Sponsors agree to adhere to the policies and procedures required by **Hilton – Meadowvale/Mississauga**, as outlined in this contract, for delivery, set-up, maintenance and dismantling of their exhibitor booth. **Sponsors** are responsible for maintaining their own material within their exhibitor booth.

The **Association** reserves the right to alter or remove exhibits or part thereof, and to expel **Sponsors** or their personnel if, in the **Association's** opinion, their conduct or presentation is objectionable to the Conference participants.

Safety

The **Sponsor** assumes responsibility for compliance with local and provincial ordinances and regulations covering fire, safety and health with respect to their exhibitor booth and materials.

Booth Installation and Removal

Sponsors agree to be entirely responsible for the moving in, assembly, maintenance, disassembly, and removal of their exhibits, equipment, and appurtenances to and from the **Sponsor/Exhibitor** area, or in the event of failure to do so, the **Sponsor** agrees to pay for such additional costs as may be incurred.

Sponsors may SET-UP their booths the morning of the start of the conference between 9:00 a.m. and 11:00 a.m. on Sunday, November 9, 2025. Neither the **Hilton – Meadowvale/Mississauga** nor the **Association** will be responsible for the safety and security of materials/booths left unattended. You may wish to remove your materials Sunday night and then set up your booth again Monday morning. If you choose to leave your booth set up, neither the Hilton nor OSCA/ACOSO will be responsible for any lost or damaged materials. In addition, **Sponsors** may set up their booths between 7:00 a.m. and 7:30 a.m. on Monday, November 10, 2025. **ALL BOOTHS MUST BE READY BY SUNDAY, November 9th at noon and again on MONDAY, November 10th at 7:30 a.m.**

Sponsors may REMOVE booth materials starting at 3:45 p.m. on Monday, November 10, 2025. **Sponsors** are responsible for all the removal of all booth materials from the **Hilton – Meadowvale/Mississauga** by **5:00 p.m. on Monday, November 10, 2025.**

Booth Materials / Shipping / Handling

Sponsors are encouraged to bring all of their materials to use in their booths on the day of the conference. Transportation and storage of these materials, including promotional materials, is the responsibility of the **Sponsors.**

If a **Sponsor** chooses to ship items to the hotel, all packages arriving at the hotel should be clearly marked with the following information, for example:

Name of Your Company	XYZ Company
Name of Client	Hold for: Cathy Chapman, OSCA/ACOSO
Date of Meeting	Sunday, November 9, 2025
Name of Meeting Room	Graydon Hall
Number of Boxes	1 of 3, etc.
Name of Hotel Contact	Irish Banglit
Hotel Receiving office is open:	Monday – Friday - 7:00 a.m. – 5:30 p.m. Saturdays - 8:00 a.m. – 4:30 p.m.

All material shipped to the hotel by Sponsors MUST BE RECEIVED BY THE HOTEL BETWEEN WEDNESDAY, NOVEMBER 5 and FRIDAY, NOVEMBER 7, 2025 during these hours.

Freight Elevator / Loading Dock / Truck Deliveries – The hotel has 1 large freight elevator, which is located behind/under Graydon Ballroom. The size of the freight elevator is 22’ 9” long by 9’ 4” wide and 9’ 6” high. The freight elevator is ground level. All heavy equipment needs to be delivered on trucks which have a lift gate or come with a forklift. The maximum weight our freight elevator can carry is 4,545 kg. Access it from our underground parking lot (Century Avenue entrance). Please make sure the elevator is booked during your load-in and load-out times. For move in and out, we require notice so that the elevator can be made available to your group with one of our designated operators. A charge of \$25.00 per hour will apply, minimum 4 hours. Ideally, trucks should be cube vans or delivery size vans. Transport trucks will find it difficult to maneuver in our underground parking lot. NOTE: 53’, or longer, transport trucks cannot be accommodated. Please note that the hotel does not supply a lift, trolley or dolly for client’s use.

Storage / Handling / Fees for Boxes – Note that the hotel has limited storage facilities for boxes. For local ***Sponsors*** physically bringing their own boxes, they will be responsible for unloading and transporting their boxes to the designated meeting room. They will need to bring their own trolley or dolly.

Charges for box handling:

- (1) Conference packages requiring hotel services to move boxes to the function room are charged to the individual exhibitor at ***\$5.00 per box, \$8.00 per oversized box, or \$25.00 per hour, minimum 4 hours for skids.***
- (2) Outgoing packages – The guest needs to have their own courier company and account number for a waybill which they need to complete.
- (3) The hotel charges \$5.00 per box, or \$8.00 per oversized box to deliver said boxes to our loading dock for courier pickup.

Electrical, Internet, and Technological Needs

The ***Association*** is paying for WiFi for all attendees, ***Sponsors***, and ***Exhibitors*** (40 Mps) but if this is not sufficient speed, you will need to make arrangements and pay for this with ***Encore Global***. Furthermore, ***Sponsors*** must arrange for their electrical and technological needs with Ashley Caesar at ***Encore Global (ashley.caesar2@encoreglobal.com)***, as required by ***Hilton Meadowvale/Mississauga***. The hotel provides complimentary WiFi in hotel rooms and the lobby only, and the speed is slow. The ***Association*** strongly encourages ***Sponsors*** to download any material they need onto the hard drive of their electronic device. ***Sponsors will not be allowed to use their own power cords or power sources.***

Delegate Bag Inserts - Shipping and Packages

All **Sponsors** receive **complimentary participation** in the delegate bag insert program. **Sponsors** are responsible for covering any costs associated with receiving these items at the hotel. Please send **400 pieces** to arrive at the hotel **no earlier than Wednesday, November 5, 2025, and no later than Friday, November 7, 2025.**

Make sure to label materials with:

- Name of Organization: College of XYZ
- Name of Organization Representative Name
- Attention: Irish Banglit
- Name of Function: OSCA/ACOSO Conference
- Date of Function: November 9-10, 2025
- Function Contact: Cathy Chapman (Delegate Bag Insert Program)

Liability and Insurance

Hilton Mississauga/Meadowvale Group Responsibility Clause

Sponsors agree to adhere to the policies, contracts, and procedures required by **Hilton – Meadowvale/Mississauga**.

To the fullest extent permitted by law, the person/legal entity described as “**Sponsor**” in this clause and in the **Sponsor** contract (regardless whether such person/legal entity is also describe as “**Sponsor**” in this contract) hereby assumes full responsibility and agrees to indemnify, defend and hold harmless **Hilton Mississauga/Meadowvale** (“Hotel”) and Hotel’s owners, managers, subsidiaries, affiliates, employees and agents (collectively, “Hotel Parties”), as well as the **Ontario School Counsellors’ Association** (“Group”), from and against any and all claims or expenses arising out of the **Sponsor’s** use of the Hotel’s exhibition premises. The **Sponsor** agrees to obtain and maintain during the use of the exhibition premises, Comprehensive General Liability Insurance, including \$1,000,000 combined single limit for personal injury and property damage. The Hotel Parties and Group shall be named as additional insured on such policy , and **Sponsor** shall supply the Hotel with a Certificate of Insurance at least 30 days prior to the use of the exhibition premises. The **Sponsor** understands that neither the Group nor the Hotel Parties maintain insurance overing the Sponsor’s property and it is the sole responsibility of the **Sponsor** to obtain such insurance

The **Association** reserves the right, as its sole discretion, with reasonable grounds, to change the date or dates upon which the Conference is to be held and shall not be liable in damages or otherwise by reason of any such change. In addition, the **Association** shall not be liable in damages or otherwise for failure to carry out the terms of the agreement in whole or in part where caused directly or indirectly by or in consequence of fire, flood, storm, war, rebellion, insurrection, civil commotion, strike, or any cause whatever beyond the control of the **Association**, whether similar or dissimilar for the causes enumerated herein.

OSCA ENEWS SPECS

Sponsors are invited to submit content for our weekly digital OSCA News according to the level of sponsorship purchased, and according to the deadlines and specs outlined below. Content must be emailed to Laura Ball at

l.ball190@gmail.com by the first Friday of each month. The first November submission is due by Friday, November 14th, 2025.

Submission Dates

- *PLATINUM SPONSORS*: EIGHT submissions (Nov. to June)
- *GOLD SPONSORS*: SIX submissions (Nov. to Apr.)
- *SILVER SPONSORS*: FOUR submissions (Nov. to Feb.)
- *BRONZE SPONSORS*: TWO submissions (Nov. to Dec.)
- Content needs to be submitted FRIDAY before the newsletter goes out. For example, if the newsletter is scheduled to be released on Wednesday, April 17th, all content needs to be submitted by Friday, April 12th.
- After Friday, the news coordinator no longer has access to the proof, and therefore cannot add any additional items.

Content Specifications

- Content should be no more than 250 words.
- Content may be edited without notice by OSCA/ACOSO.
- PDFs can only be uploaded as links, meaning readers will not see the content in the newsletter unless they click the link. It is best **not** to send PDFs if you want your content to be immediately visible.
- Word documents/Google Docs, or just text within an email are best, as they can be copied and pasted into Naylor easily. I **cannot** upload text from a PDF (see above).
- If you are trying to send a flyer, you must submit it as a PNG or JPG, but it will be posted as an image - clickable links embedded in the image will not work, so please provide the link separate from the image so it can be included.
- If you would like an image included, you must submit an image. Please see the image specifications below.
- There is only one font available on our system - specialized fonts in content cannot be included in the newsletter, but colours, and bolded/underlined/italicized text is fine.

Image Specifications

- Only **PNG** and **JPG** images can be used. Please do not send PDFs or JPEGs, they cannot be uploaded as images.
- Thumbnail images **cannot** be larger than 200-250 px wide.
- Banners **cannot** be larger than 680 px wide.

Thank you for your application to Sponsor!