



Canadian  
**eLearning**  
CONFERENCE



**Canadian eLearning  
Conference (CeLC) 2026:  
Community Partnership  
Prospectus**

**Location:** Niagara Falls Marriott on the Falls

**Date:** May 28-29, 2026

# Welcome to the Family

## CeLC 2026

### Innovation. Intimacy. Impact.

Niagara Falls Marriott on the Falls | May 28-29, 2026

#### Join the Community.

At the Canadian eLearning Conference (CeLC), we believe the best business relationships aren't built on "leads"—they're built on trust, conversation, and shared passion.

We are a strong community of practice, not a trade show. For 2026, we are taking this ethos to the next level by gathering at the **Niagara Falls Marriott on the Falls**, creating a collaborative "retreat" atmosphere where partners and practitioners learn side-by-side.

#### The CeLC Experience

Over two days, we curate an environment designed for connection, not just transaction.

#### Day 1: Thursday, May 28 — Deep Dives & Connections

The experience begins with a focus on mastery. While attendees immerse themselves in our intensive **Full-Day Workshops**, Platinum and Gold partners enjoy exclusive early access to the venue starting at **7:30 AM**, allowing for a relaxed setup and premium networking time. The day is structured with several coffee and food breaks to ensure that learning is balanced with time for casual connections and deeper conversations. As the workshops conclude, the entire community gathers for the **Pre-Conference Mixer** (exclusive sponsorship opportunity available). This is the social heartbeat of the event—a relaxed evening where the "village" comes alive, setting the tone for the rest of the conference.

#### Day 2: Friday, May 29 — Inspiration & Action

On Friday, the energy amplifies. Doors open at **7:00 AM** for all partners as we welcome the full delegation. The morning launches with a visionary **Keynote Presentation**, framing the narrative for the day, followed by a series of dynamic **Concurrent Sessions**. Crucially, the schedule includes **several coffee and food breaks throughout the day**, specifically timed to facilitate casual connections and deeper conversations. Throughout the day, the schedule is designed to flow seamlessly between learning spaces and the partner hub, ensuring you are always integrated into the conversation, never on the sidelines.

#### ATTENDEE SNAPSHOT

##### Curated & Intimate:

Capped at ~250 highly engaged practitioners and industry leaders for maximum interest.

##### Cross-Sector Reach:

A balanced mix of professionals from government, corporate, academic, and non-profit organizations.

##### Key Roles:

Includes Executives, Managers, Instructional Designers, LMS Administrators, Learning Technologists, and L&D Consultants.

##### Loyal Community:

An exceptionally high return rate ensuring long-term relationship building.

# The "Boutique" Difference

## WHY PARTNER WITH US?

In an era of massive, impersonal expos, CeLC offers a different value proposition: **True Connection.**

The modern experience economy values depth over breadth. Our event is intentionally capped to ensure a "village dynamic," where you aren't just a vendor in a booth—you are an active participant in the community.

### **Be a Big Fish in a Curated Pond**

Instead of competing with hundreds of vendors for attention, you will be one of a select few partners engaging with ~250 dedicated practitioners and industry leaders who are actively shaping the evolution of learning.

### **The North Remembers**

In our community, relationships run deep. Most of our audience returns year after year. This allows you to move beyond the "one-time pitch." You aren't just generating new leads; you are building long-term, compounding relationships with clients who remember you and your company.

### **The "Maker" Mindset**

CeLC attracts practitioners who actively build learning experiences. These passionate power users are eager to "talk shop," offering you deep, technical conversations with the actual drivers of adoption.

### **Active Integration**

We don't believe in an "expo side-show". Our partner area is the hub of the conference—integrated with food, coffee, and networking to ensure you are always in the flow of the conversation.

### **The "Captive Audience" Effect**

By hosting the event at Niagara Falls, we minimize distractions. Attendees are here to learn, network, and socialize—giving you multiple touchpoints (breakfast, workshops, mixers) to build the familiarity that drives trust.

# Partnership Levels

Our partnership tiers are designed to be more than just packages; they are pathways to integration within the CeLC village. Our simplified structure lets you choose your impact: from leading the main stage dialogue to fueling the conversations over coffee.



## PLATINUM PARTNER (Exclusive - Limit 2)

*Become a cornerstone of the CeLC experience.* - Investment: \$6,000

This top tier is for partners who want to demonstrate thought leadership and own the conversation.

- **Thought Leadership:** Secure a coveted seat as a panelist on our popular **Day 2 "Hot Topics" Panel Discussion**.
- **Premier Presence:** Double booth space in a high-traffic location.
- **Gamification:** Premier inclusion in our Networking Game, featuring a **Top-Tier Prize** (minimum value TBD) to drive maximum traffic to your booth.
- **Full Conference Access:** Includes 4 Full Conference Passes. (See "Pass Details" below for specific access inclusions and exclusions).
- **Brand Dominance:** Top-tier logo placement on all signage, website, and opening/closing remarks.



## GOLD PARTNER (Limit 3)

*High visibility and active participation.* - Investment: \$4,500

Perfect for organizations that want to contribute to the educational value of the event.

- **Workshop Intro:** Introduce a workshop session and share a 1-minute "**moment of value**" about your organization before the learning begins.
- **Standard Presence:** 6ft exhibit table in the main community hub.
- **Gamification:** Premier inclusion in our Networking Game, featuring a **Top-Tier Prize** (minimum value TBD) to drive maximum traffic to your booth.
- **Full Conference Access:** Includes 4 Full Conference Passes. (See "Pass Details" below for specific access inclusions and exclusions).
- **Brand Visibility:** Logo on the title page of workshop slides and conference signage.

# Silver and Bronze Partnership Tiers



## SILVER PARTNER (Limit 8)

*Connect and engage directly.* - Investment: \$3,500

Ideal for vendors focused on building relationships and generating high-quality conversations.

- **Exhibit Presence:** 6ft exhibit table in the partner area.
- **Gamification:** Inclusion in our **Networking Game**, driving attendees to your table to win prizes.
- **Day 2 Conference Access:** Includes 2 Day 2 Conference Passes. (See "Pass Details" below for specific access inclusions and exclusions).
- **Brand Visibility:** Recognition on the conference website and social channels.

## BRONZE / DIGITAL PLUS (Unlimited)

*Support the community from anywhere.* Investment: \$1,000 - \$1,500

- **Option A: Bronze (\$1,000):** Logo on website/socials + Marketing materials/swag in attendee bags.
- **Option B: Digital Plus (\$1,500):** All Bronze benefits + 1 **Dedicated Social Media Post** and 1 **Email Banner Ad** in our "Know Before You Go" blast. Perfect for partners who want visibility but cannot travel.

## Full Conference Access & Pass Details

To ensure a seamless experience and a focused learning environment, please note the specific access inclusions for each partnership level:

**Platinum & Gold Partners (Full 2-Day Access):** These tiers include an exhibit booth and access to the venue for both **Day 1 (Thursday, May 28)** and **Day 2 (Friday, May 29)**. This covers the Pre-Conference Mixer on Thursday evening as well as breakfast, lunch, and snacks specifically for the full keynote and session schedule on Friday.

**Silver Partners (Day 2 Access):** Silver partnership includes an exhibit booth, breakfast, lunch, and snacks specifically for **Conference Day 2 (Friday, May 29)**.

**Day 1 Workshop Policy:** To maintain an intimate "mastery" environment, all partner passes **exclude entry** to the intensive Full-Day Workshops on Thursday. Platinum and Gold partners are invited to the venue starting at 7:30 AM on Day 1 for relaxed setup and networking during scheduled coffee and food breaks.

# Enhance Your Presence

Looking to go beyond the booth and make a lasting impression on the community? Elevate your impact by adding these experiential options to your partnership package.



## Exclusive Mixer Host — \$3,500

Be the exclusive host of our popular **Pre-Conference Mixer!** This is the social highlight of the event. Includes branding, a speaking opportunity during the toast, and attendance for two people.



## Lunch Sponsor — \$3,000

Be the hero who feeds the village. Your brand will be front and center during the main meal of the day, with signage on the buffet stations and the opportunity to place materials on the dining tables.



## Official Lanyard Partner — \$2,500

High prestige, high visibility. Every single attendee will wear your brand around their neck for two days. (Production costs covered by partner).



## Photo Booth — \$1,500

Help us capture the memories. Sponsor the photo booth and receive the email list of everyone who takes a fun snap! Fits perfectly with our energetic, community vibe.



## Wi-Fi Partner — \$1,500

Help us stay connected. Your brand becomes the password that everyone types to get online (e.g., "YourBrand2026").



## Coffee Break — \$1,000

Fuel the learning. Your branding on the coffee stations during one of our dedicated networking breaks.

# At a Glance

To help you find the perfect fit for your budget and goals, we have consolidated all partnership tiers into a single view. Review the matrix below to compare the exclusive benefits, branding opportunities, and access levels available at each investment tier.

SPONSORSHIP PERKS	BRONZE (Unlimited)	SILVER (max 8)	GOLD (max 3)	PLATINUM (max 2)
Promotion of your organization via our website, social media channels, email blasts, and during the conference opening/closing remarks.	✓	✓	✓	✓
Marketing materials/swag distributed to all conference attendees.	✓	✓	✓	✓
One exhibit booth (6' table, 2 chairs, Wi-Fi), breakfast, lunch, and snacks for 2 people on <b>Conference Day 2</b> .		✓	✓	✓
Engage with participants in networking game which awards them prizes.		✓	✓	✓
Two exhibit booths (6' table, 4 chairs, Wi-Fi), breakfast, lunch, and snacks for 4 people on <b>Conference Day 1 + 2</b> .			✓	✓
Pre-conference mixer promotion and attendance for 4 people.			✓	✓
Introduce a workshop session and give a brief 1 minute promo of your company.			✓	✓
Participate as a panelist at our popular <b>Day 2 Hot Topics Panel</b> Discussion.				✓
Organization logo on title page of each workshop and concurrent session.				✓
<b>PRICING</b>	<b>\$1000</b>	<b>\$3500</b>	<b>\$4500</b>	<b>\$6000</b>

**Pricing Note:** Please note that all prices are listed in Canadian Dollars (CAD) and are subject to Harmonized Sales Tax (HST).

# Join Us in Niagara

## Ready to Partner?

We see our partners as true members of the CeLC family, not just logos on a website. Let's sit down and chat about how we can build a meaningful presence for you that hits your goals while lifting up the entire digital learning community.

### Contact:

Mike Buby + Ivan Groe – Co Directors CeLC Sponsorship

[sponsors@canadianelearning.ca](mailto:sponsors@canadianelearning.ca)

[canadianelearning.ca](http://canadianelearning.ca)

---

## 2026 Partnership Application

### Partner Information

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Email: \_\_\_\_\_

### Select Your Level

- Platinum Partner** (\$6,000) - *Only 2 Available!*
- Gold Partner** (\$4,500) - *Only 3 Available!*
- Silver Partner** (\$3,500)
- Digital Plus** (\$1,500)
- Bronze** (\$1,000)

### Select Enhancements

- Pre-Conference Mixer Host (\$3,500)
- Lunch (\$3,000)
- Lanyards (\$2,500)
- Wi-Fi Partner (\$1,500)
- Photo Booth (\$1,500)
- Coffee Break (\$1,000)

Total Contribution: \$ \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_