



Sponsorship

2025 Workplace Investigations in Canada Conference



June 5-6, 2025



University of Ottawa, Ontario
Virtually Streamed

*Critical Questions and New Pathways
that Shape the Future of Workplace Investigations*



uOttawa

**barker
hutchinson.**



ASSOCIATION OF
WORKPLACE
INVESTIGATORS



What to expect

- Networking opportunities with other senior-level workplace investigations professionals
- HR leaders, workplace investigators, employment lawyers, government officials & academics
- 250+ delegates from across Canada participating in person and virtually
- Engaging discussions and presentations from industry leaders.
- 25+ expert speakers
- Access to recorded presentations and materials
- Brand exposure

Be part of Canada's only hybrid conference dedicated to advancing the practice and theory of workplace investigations.

The Workplace Investigations in Canada Conference (WICC) launched in 2024 as a grassroots initiative, led by Professor Matt Malone, to bring together industry professionals dedicated to advancing workplace investigations.

Following the overwhelming success of our inaugural event in Kamloops, BC, we're thrilled to host the 2nd Annual WICC in Canada's capital—Ottawa, Ontario, on June 5–6, 2025.

This conference is a unique opportunity for HR leaders, workplace investigators, employment lawyers, government officials, and academics to engage in critical discussions, share best practices, and explore emerging challenges in the field.

This year, we're expanding our reach with a live and virtual format, allowing us to connect with hundreds of attendees across Canada.

As a sponsor, your brand will be front and centre among decision-makers and industry leaders who are shaping the future of workplace investigations.

Sponsorship provides unmatched visibility, networking opportunities, and the chance to support meaningful conversations that impact workplaces from coast to coast.

Sponsorship Opportunities At A Glance

| | NETWORKING DINNER | COCKTAIL RECEPTION | LANYARD | BREAKFAST & LUNCH | | SNACKS | |
|--|----------------------|-----------------------|---------|-------------------|-------|--------|-------|
| | | | | DAY 1 | DAY 2 | DAY 1 | DAY 2 |
| Complimentary conference admission | 2 | 1 | 1 | | | | |
| Opportunity to speak at our event | NETWORKING DINNER | COCKTAIL RECEPTION | | | | | |
| Sponsor acknowledgement and recognition on the conference website | ✓ | ✓ | ✓ | | | | |
| Recognition (Company name, logo and profile) in our digital conference program | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Sponsor acknowledgement and signage at the registration table | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Acknowledgement in conference marketing materials and social media channels | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Verbal recognition and acknowledgement by conference organizers | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Company name / logo displayed during breakfast and lunch | | | | DAY 1 | DAY 2 | | |
| Company name / logo displayed during morning and afternoon snack | | | | | | DAY 1 | DAY 2 |
| Branded, prominent logo on all conference attendee lanyards | | | ✓ | | | | |

Sponsorship Packages

All proceeds from the conference will be donated in full to the Law Program at University of Ottawa.

Thank you for your support!

Networking Dinner Sponsor Reception

\$7,500 (1 available)

Gain prime visibility and thought leadership by addressing attendees at the Networking Dinner, with top-tier branding across digital, social, and onsite materials.

- Complimentary conference admission for two (2) attendees
- Recognition (Company name, logo and profile) in our digital conference program
- Opportunity to speak at our Networking Dinner
- Sponsor acknowledgement and signage at the registration table
- Acknowledgement in conference marketing materials and social media channels
- Verbal recognition and acknowledgement by conference organizers
- Sponsor acknowledgement and recognition on the conference website

Networking Cocktail Reception

\$5,000 (1 available)

Make a lasting impression with a speaking opportunity at the Cocktail Reception and broad brand exposure in digital, social, and onsite conference promotions.

- Complimentary conference admission for one (1) attendee
- Recognition (Company name, logo and profile) in our digital conference program
- Opportunity to speak at our Cocktail Reception
- Sponsor acknowledgement and signage at the registration table
- Acknowledgement in conference marketing materials and social media channels
- Verbal recognition and acknowledgement by conference organizers
- Sponsor acknowledgement and recognition on the conference website

Lanyard Sponsor

\$5,000 (1 available)

Showcase your brand prominently with your logo on all attendee lanyards, ensuring continuous visibility throughout the conference.

- Complimentary conference admission for one (1) attendee
- Branded / prominent logo on all conference attendee lanyards
- Recognition (Company name, logo and profile) in our digital conference program
- Sponsor acknowledgement and signage at the registration table
- Acknowledgement in conference marketing materials and social media channels
- Verbal recognition and acknowledgement by conference organizers
- Sponsor acknowledgement and recognition on the conference website

Sponsorship Packages

In addition, you will be giving back! All proceeds from the conference will be donated in full to the Law Program at University of Ottawa.

Thank you for your support!

Breakfast & Lunch Sponsor: Day 1

\$3,000 (1 available)

Position your brand front and centre with sponsorship recognition at breakfast and lunch on Day 1, plus digital and onsite promotional exposure.

- Recognition (Company name and logo) in our digital conference program
- Sponsor acknowledgement and signage at the registration table
- Company name / logo displayed during breakfast and lunch – (Day 1 only)
- Verbal recognition and acknowledgement by conference organizers (Day 1 only)
- Acknowledgement in conference marketing materials and social media channels

Breakfast & Lunch Sponsor: Day 2

\$3,000 (1 available)

Gain high-impact visibility with branding at breakfast and lunch on Day 2, ensuring your company is recognized by all attendees.

- Recognition (Company name and logo) in our digital conference program
- Sponsor acknowledgement and signage at the registration table
- Company name / logo displayed during breakfast and lunch – (Day 2 only)
- Verbal recognition and acknowledgement by conference organizers (Day 2 only)
- Acknowledgement in conference marketing materials and social media channels

Snack Sponsor: Day 1

\$3,000 (1 available)

Keep attendees energized while gaining strategic brand placement during morning and afternoon snack breaks on Day 1, plus digital and social recognition.

- Recognition (Company name and logo) in our digital conference program
- Sponsor acknowledgement and signage at the registration table
- Company name / logo displayed during morning and afternoon snack – (Day 1 only)
- Verbal recognition and acknowledgement by conference organizers (Day 1 only)
- Acknowledgement in conference marketing materials and social media channels

Snack Sponsor: Day 2

\$3,000 (1 available)

Be part of the conference experience by sponsoring Day 2 snack breaks, with your brand featured in conference signage, digital materials, and social media.

- Recognition (Company name and logo) in our digital conference program
- Sponsor acknowledgement and signage at the registration table
- Company name / logo displayed during morning and afternoon snack – (Day 2 only)
- Verbal recognition and acknowledgement by conference organizers (Day 2 only)
- Acknowledgement in conference marketing materials and social media channels



Sponsorship Opportunities

To book your sponsorship,
please contact:

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