

#IBExpowr

IMMIGRANT
BUSINESS WATERLOO REGION
EXPO

All the information you need to start, grow
and manage your own small business
in Canada

Saturday, September 21, 2019
9:30 a.m. - 2:30 p.m.

Kitchener City Hall
200 King St W, Kitchener



Sponsored By:



Supporting Partners:



Media Partner:



Organized By:





About the Event

Organized by New Horizons Media Inc, in collaboration with the Immigration Partnership, the 1st annual Immigrant Business Expo (IBE) in Waterloo Region is a one-day exhibition including workshops, marketplace and small business clinics assisting new immigrant and refugee business owners.

Date: September 21, 2019, 9:30 a.m. to 2:30 p.m.

Venue: Kitchener City Hall 200 King St W, Kitchener

Target audience: New immigrants and refugees who have or are considering starting their own small business in Canada.

Immigrant Business Expo aims to assist new immigrants in navigating the sometimes complex requirements of operating a small business in Canada. IBE will connect them with government-funded and other community services and supports that help newcomers start or grow their own small businesses.

15 Marketplace Exhibitors

4 Workshop Presenters

8 Small Business Coaches

150+ Attendees



Activities

- Panel Discussion by leading immigrant entrepreneurs and business leaders
- Keynote Speech
- Marketplace for immigrant-serving organizations and business service providers that support new immigrants starting a business in Canada
- Marketplace for immigrant entrepreneurs to showcase their businesses and services
- Workshops on business topics and resources (Getting Started, Sales, Networking and Communications, Marketing, Financial, Legal...)
- Small Business Clinic with business experts and coaches (Accounting and Taxes, Business Plan, Social Media, Legal, Communications, Marketing, Grants, Finance, Branding...)



Immigrant Business Expo is an excellent opportunity for immigrant-serving organizations and business service providers to connect with new immigrants and refugees and support them in their small business endeavours.

Exhibitor Options

- Business **\$250**
- Non-Profit **\$150**
 - Skirted table and 2 chairs
 - Complimentary coffee/refreshments
 - Social media mention

Add-ons

- Swag bag insert (150+) **\$100**
- Preferred location **\$100**

Sponsorship Options

	Gold - \$5000	Silver - \$3000	Bronze - \$2000
Exhibitor space	✓	✓	✓
Preferred location	✓	✓	✓
Logo on event signage	✓	✓	✓
Logo on marketing materials	✓	✓	✓
Logo on event registration page	✓	✓	✓
Advertisement in event guide	✓	✓	
Social media mentions	10	6	4
Swag bag insert	✓	✓	✓
Speaking opportunity	✓		
Banner, pre-roll video advertising on newcanadians.tv	3 months	2 months	1 month
Ad insert in Immigrant Business Newsletter	3 ads	2 ads	1 ad
Video coverage	✓	✓	
Mention in media releases	✓	✓	
Pre- or post-event email blast	✓		

Additional Sponsorship Opportunities

- Workshops **\$250**
Introducing workshop speaker, logo recognition and marketing material
- Small Business Clinic **\$500**
Logo recognition and marketing material

* Applicable taxes to be applied.

Contact us!

to sponsor or book your exhibitor booth

Register at bit.ly/IBExpowR2019

Email: myra@newhorizonsmedia.ca

Phone: 416.454.5794 - 416.818.2040



Snapshot of Some of Our Past Sponsors and Exhibitors



Media Partners





#IBExpoWR

For sponsorship enquiries, please contact:

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