

#IBExpoTO

IMMIGRANT
BUSINESS
TORONTO

EXPO

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

November 16, 2019
Metro Hall, 55 John St., Toronto



Sponsored By:



Supporting Partners:



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Organized By:





About the Event

Organized by New Horizons Media, in collaboration with the City of Toronto and a number of leading immigrant-serving organizations in Toronto, the 3rd annual Immigrant Business Expo (IBE) is a one-day exhibition including workshops, marketplace and small business clinics assisting new immigrant and refugee business owners.

Date: November 16, 2019, 9:30 a.m. to 3:30 p.m.

Venue: Metro Hall, 55 John St., Toronto

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.

34 Marketplace Exhibitors

6 Workshop Presenters

12 Small Business Coaches

400+
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**
- Public Institution **\$200**
- Non-Profit **\$150**
 - Skirted table and 2 chairs
 - Complimentary coffee/refreshments
 - Social media mention

Add-ons

- Swag bag insert (400+) **\$50**
- 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 immigrantbusiness.ca

Email: contact@newhorizonsmedia.ca

Phone: 416.818.2040



Snapshot of Some of Our Past Sponsors and Exhibitors



Media Partners





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For sponsorship enquiries, please contact:

**contact@newhorizonsmedia.ca
416.818.2040**