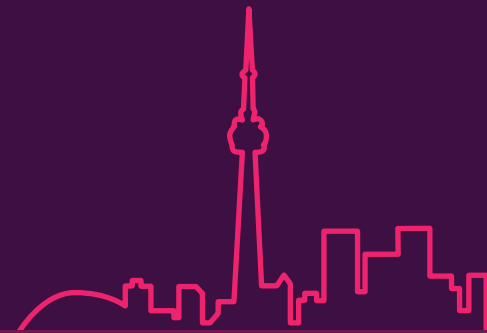


SCHEDULE



WHEN	WHAT'S HAPPENING	WHERE	AVAILABLE TO
DAY 1 • WEDNESDAY, MAY 22			
12:00 PM - 1:30 PM	Welcome Networking Lunch	Stackt	EXPERIENCE + WEDNESDAY DAY PASS
1:30 PM - 4:30 PM	Opening Keynote Mark Harrison, President & CEO of The T1 Agency and Chairperson, sponsorshipX	Stackt Main Hall	EXPERIENCE + WEDNESDAY DAY PASS
	Alison Désir, Founder, Harlem Run	Stackt Main Hall	EXPERIENCE + WEDNESDAY DAY PASS
	Don Mayo, Managing Partner, IMI International	Stackt Main Hall	EXPERIENCE + WEDNESDAY DAY PASS
5:00 PM - 7:00 PM	IMI International Welcome Party	Fort York National Historic Site Rebellion Barracks Patio	EXPERIENCE + WEDNESDAY DAY PASS
7:00 PM - Onwards	Destination Pub	Downtown	ALL
DAY 2 • THURSDAY, MAY 23			
7:00 AM - 8:00 AM	Morning Wellness Activity		EXPERIENCE + THURSDAY DAY PASS
8:00 AM - 9:00 AM	Networking Breakfast	Stackt Pavilion	EXPERIENCE + THURSDAY DAY PASS

SPONSORSHIP | SCHEDULE



WHEN	WHAT'S HAPPENING	WHERE	AVAILABLE TO
DAY 2 • THURSDAY, MAY 23			
9:00 AM – 11:45 AM	13th Annual Canadian Sponsorship Landscape Study Special Edition: Diving Deep Into Not-For-Profit Sponsorship Norm O'Reilly, Partner Consultant, The T1 Agency and Assistant Dean of Executive Programs & Professor, University of Guelph	Stackt Main Hall	EXPERIENCE + THURSDAY DAY PASS
	What Sponsors Want Ash Molaei, Senior Brand Manager, LG Electronics Shirley Mukerjea, Frito-Lay Canada	Consulting Classroom Workshop	EXPERIENCE + THURSDAY DAY PASS
	Sponsorship Valuation How to Value a Sponsorship Property T1 Consulting Group	Consulting Classroom Workshop	EXPERIENCE + THURSDAY DAY PASS
11:45 AM – 1:00 PM	Keynote & Book Signing Leveraging the Purpose/Profit Loop & Winning with Gen Z Jeff Fromm, President, FutureCast and Author, Marketing to Gen Z	Stackt Pavilion & Main Hall	EXPERIENCE PASS
1:00 PM – 5:00 PM	Howard Laubscher, VP Strategy Director, Barkley Julie Barr, Brand Director, Barkley	Stackt Main Hall	EXPERIENCE + THURSDAY DAY PASS
	Accelerate Your Sponsorship Sales Performance Gavin Roth, Founder & Managing Partner, Gavin Roth + Associates Revenue Consultants Inc.	Consulting Classroom Workshop	EXPERIENCE + THURSDAY DAY PASS
	Offsite Session: Leading with Brand Purpose Laura Pearce, Head of Consumer Marketing, Twitter Canada	Twitter Canada	EXPERIENCE + THURSDAY DAY PASS
	Offsite Session: Aligning Purpose with Performance Krista Massey, SVP, Marketing Purpose Activation & Engagement, SunTrust	Twitter Canada	EXPERIENCE + THURSDAY DAY PASS
	Cause Marketing's Impact on Sports Sponsorship Adam Grossman, CEO, Block Six Analytics	Stackt Studio	EXPERIENCE + THURSDAY DAY PASS

SPONSORSHIP | SCHEDULE



WHEN	WHAT'S HAPPENING	WHERE	AVAILABLE TO
DAY 2 • THURSDAY, MAY 23			
1:00 PM – 5:00 PM	Rachel David, Founder, Hashtag Communications	Stackt Studio	EXPERIENCE + THURSDAY DAY PASS
5:00 PM – 8:00 PM	Evening Break		ALL
8:00 PM – 12:00 AM	sponsorshipX Games Night	Locomotive Hall, Steam Whistle	EXPERIENCE + THURSDAY DAY PASS
DAY 3 • FRIDAY, MAY 24			
7:00 AM – 8:00 AM	Morning Wellness Activity		EXPERIENCE + FRIDAY DAY PASS
8:00 AM – 9:00 AM	CauseForce Networking Breakfast	Stackt Pavilion	EXPERIENCE + FRIDAY DAY PASS
9:00 AM – 12:00 PM	CauseForce Morning Keynote	Stackt Main Hall	EXPERIENCE + FRIDAY DAY PASS
	Nancy Marcus, Chief Marketing Officer, Kruger	Stackt Main Hall	EXPERIENCE + FRIDAY DAY PASS
	Community – Your Brand's Biggest Investment Clay Charters, Executive Director, The Santa Claus Parade	Stackt Studio	EXPERIENCE + FRIDAY DAY PASS
	Nick D'Amico, Co-Founder, The Anne Marie D'Amico Foundation	Stackt Studio	EXPERIENCE + FRIDAY DAY PASS
	Samantha Rogers, Co-Founder, Relate Social Capital	Consulting Classroom Workshop	EXPERIENCE + FRIDAY DAY PASS
12:00 PM – 1:00 PM	Lunch & Keynote Speaker	Stackt Pavilion & Main Hall	EXPERIENCE + FRIDAY DAY PASS

SPONSORSHIP | SCHEDULE



WHEN	WHAT'S HAPPENING	WHERE	AVAILABLE TO
DAY 3 • FRIDAY, MAY 24			
1:00 PM – 5:00 PM	Samantha Rogers, Co-Founder, Relate Social Capital	Consulting Classroom Workshop	EXPERIENCE + FRIDAY DAY PASS
	Karen O'Neil, CEO, Canadian Paralympic Committee	Stackt Studio	EXPERIENCE + FRIDAY DAY PASS
	Rebecca Shanks, VP, Account Management, The T1 Agency Leslie Vanderpool, Founder, Bahamas International Film Festival Ellen Hyslop, Co-Founder, The Gist Sawyer Hannay, Creator & Operator, Country Liberty	Stackt North Hall	EXPERIENCE + FRIDAY DAY PASS
	Offsite Session SickKids Foundation	SickKids Foundation	EXPERIENCE + FRIDAY DAY PASS
	Offsite Session Alyson Walker, VP, Brand Partnerships & Client Strategy, Bell Media	Bell Media	EXPERIENCE + FRIDAY DAY PASS
	Sponsorship Evaluation: How to Assess if a Sponsorship Worked T1 Consulting Group	Consulting Classroom Workshop	EXPERIENCE + FRIDAY DAY PASS
	Experience Toronto	Various Locations	EXPERIENCE + FRIDAY DAY PASS
5:00 PM – 7:00 PM	2020 Announcement and Closing Reception	Downtown	EXPERIENCE + FRIDAY DAY PASS
7:00 PM – Onwards	Destination Pub	Downtown	ALL