



  
eko **SPRING**  
**SYMPOSIUM**  
2027

# Partner with the EKO Spring Symposium 2027

Empowered Kids Ontario is bringing together some of our favourite partners, organizations and brands to join us for the EKO Spring Symposium 2027—the pinnacle event for the developmental health sector, the largest gathering of professionals and stakeholders from Ontario and across Canada.

Join us to foster and strengthen enduring relationships across the developmental health and child health community as we gather to elevate professional practice, forge connections, build new and collaborative relationships, and inspire with dynamic ideas that ensure kids with disabilities and developmental differences and their families live their best lives.



# Why partner with the EKO Spring Symposium 2027



## Showcase Your Brand

Stand out as an industry leader at one of Canada's most sought after developmental healthcare events.



## A Vibrant Community

Tap into EKO's extensive network of developmental healthcare agencies, partners, and leaders.



## Powerful Connections

Build relationships with new connections & strengthen partnerships with those you know.



## Direct Access

Engage in intentional conversations with developmental healthcare leaders by hosting a table, through scheduled 1:1 meetings, and curated events.



## Lead the conversation

Put your brand inside the rooms where it all happens.



## Surprise & Delight

The most talked about and highly attended moments presented by your organization.



## Stay Top of Mind

Visibility throughout the event with branded touchpoints with repeated exposure. Your organization becomes embedded in the content published before the event begins and long after it ends.

## By the Numbers

# 380

Delegates and guests

# 73

Expert speakers and panelists

# 36

Interactive sessions

# 38%

of attendees are decision makers

As many connections as you want to make



# Become a Partner

## The Presenting Partner | 1 package available

- Exclusive hosting partner for the Closing Keynote presentation with your representative introducing the speaker/s
- Exclusive Partner and host of the Schmoorza Palooza, the EKO Spring Symposium's popular speed networking session
- Brand logo on all digital and print event materials and the conference app with recognition as the EKO Spring Symposium 2027 Presenting Partner and Exclusive Partner of the Schmoorza Palooza
- Two 30-second custom videos to be shown on EKO Spring Symposium 2027 screens during plenary sessions
- News story announcing exclusive Presenting Partnership
- Featured in all news stories about the EKO Spring Symposium 2027
- Logo on the conference website home page and lead listing on the Partners page
- Recognition/logo on conference marketing materials
- Event and recognition/logo on all Schmoorza Palooza marketing materials and signage
- Recognition in host's remarks and at each EKO Spring Symposium 2027 keynote event
- Recognition in EKO Spring Symposium 2027 PPT
- Recognition on all EKO Spring Symposium 2027 signage
- Profile on conference app
- Registration for three representatives to attend the EKO Spring Symposium 2027
- Digital marketing—Dedicated social posts that feature your brand logo exposing your organization to our combined community of members and stakeholders—a span of more than 430,000 impressions
- First-tier logo placement on dedicated Partners page
- Organization profile on the conference app; includes 3 custom engagement buttons and 3 social media icons; Live and interactive from app launch through 30 days post-event
- Logo inclusion in footer of all marketing and attendee emails




## Exclusive Partners | 5 opportunities available

### Advance Keynote Partner

- Introduce Advance Keynote speaker
- One 15-second custom video slot before the Advance Keynote begins
- Recognition in EKO Spring Symposium host's opening remarks
- Featured in a news story
- Logo on the conference website
- Recognition/logo on conference advance keynote marketing materials
- Recognition on EKO Spring Symposium PPT
- Profile on conference app with two custom engagement buttons and two social media icons, live and interactive from app launch through 30 days post-event
- Two registrations to the EKO Spring Symposium
- Digital marketing – Dedicated social posts that feature your brand logo exposing your organization to our combined community of members and stakeholders—a span of more than 430,000 impressions
- First-tier logo placement on dedicated Partners page
- Logo inclusion in footer of all attendee emails and marketing emails
- First-tier logo placement on EKO Spring Symposium Partners page

### Lunch Keynote Partner

- Introduce Lunch Keynote speaker
  - Recognition in EKO Spring Symposium 2027 host's opening remarks
  - Featured in a news story
  - One 15-second custom video slot on EKO Spring Symposium 2027 screens
  - Logo on the conference website
  - Organization profile on the conference app with two custom engagement buttons and two social media icons, live and interactive from app launch through 30 days post-event
  - Recognition/logo on Lunch Keynote marketing materials
  - Recognition on EKO Spring Symposium 2027 PPT
  - Two registrations to the EKO Spring Symposium 2027
  - Digital marketing—Dedicated social posts that feature your brand logo exposing your organization to our combined community of members and stakeholders—a span of more than 430,000 impressions
  - First-tier logo placement on dedicated Partners page
  - Logo inclusion in footer of all attendee and marketing emails
- 

### **Breakfast Keynote Partner**

- Introduce Breakfast Keynote speaker/s
- Recognition in EKO Spring Symposium 2027 host's opening remarks
- Featured in a news story
- Logo on the conference website
- One 15-second custom video slot on EKO Spring Symposium 2027 screens
- Recognition/logo on conference Breakfast Keynote marketing materials
- Recognition on EKO Spring Symposium 2027 PPT
- Organization profile on the conference app with two custom engagement buttons and two social media icons, live and interactive from app launch through 30 days post-event
- Two registrations to the EKO Spring Symposium 2027
- Digital marketing—Dedicated social posts that feature your brand logo exposing your organization to our combined community of members and stakeholders—a span of more than 430,000 impressions
- First-tier logo placement on dedicated Partners page
- Logo inclusion in footer of all attendee and marketing emails

### **EKO Spring Symposium Poster Presentation Partner**

- Welcome attendees to the Poster Presentation and congratulate People's Choice Award recipient/s
- Designated space in the Poster Presentation
- One 15-second custom video slot on the Poster Presentation session screens
- Logo featured on Poster Presentation Video loop
- Recognition by EKO Spring Symposium 2027 host
- Logo featured on the People's Choice Award voting page on the conference app
- Your organization announced in news story about the poster presentation and People's Choice Award
- Logo on conference website
- Recognition on EKO Spring Symposium 2027 PPT
- Recognition as exclusive partner on Poster Presentation signage
- Organization profile on the conference app with two custom engagement buttons and two social media icons, live and interactive from app launch through 30 days post-event
- Two registrations to the EKO Spring Symposium 2027
- Digital marketing—Dedicated social posts that feature your brand logo exposing your organization to our combined community of members and stakeholders—a span of more than 430,000 impressions
- First-tier logo placement on dedicated Partners page
- Logo inclusion in footer of all attendee and marketing emails



## **EKO Spring Symposium 2027 App and Gamification Partner**

You'll be promoting engagement, boosting user experience, and making sure EKO Spring Symposium 2027 delegates learn, work together, socialize, and have the most fun ever while they do. The EKO Spring Symposium set a record for app engagement in 2025, with 95 per cent of attendees reported using the conference app, which registered more than 8,500 page views. Let's improve our app stickiness, boost retention rates, and enhance the EKO Spring Symposium 2027 experience by offering rewards, competition, and social recognition.

- Recognition in EKO Spring Symposium 2027 host's opening remarks
- Featured in a news story
- Custom video on the conference app
- Logo on the EKO Spring Symposium 2027 website
- Recognition/logo on conference marketing materials
- Recognition on EKO Spring Symposium 2027 PPT
- Organization profile on the conference app with two custom engagement buttons and two social media icons, live and interactive from app launch through 30 days post-event
- Two registrations to the EKO Spring Symposium 2027
- Digital marketing—Dedicated social posts that feature your brand logo exposing your organization to our combined community of members and stakeholders—a span of more than 430,000 impressions
- First-tier logo placement on dedicated Partners page
- Logo inclusion in footer of all attendee and marketing emails



## Activation Partners | 5 packages available

Surprise and delight delegates and special guests as EKO places your organization at the front and centre of its flagship event and in promotional opportunities leading up to Canada's pinnacle developmental healthcare conference.

### **The EKO Tribute Award Hall of Fame and Tribute Award Presentation Partner:**

The Tribute Awards are EKO's oldest and most prestigious means of thanking those who set unprecedented new standards so kids with disabilities and developmental needs and their families can live their best lives. Tribute Awards recipients are exemplary leaders, distinctive partnerships, and those who champion transformative initiatives. Through these awards, we encourage those in Ontario, in Canada, and around the world to celebrate the contributions of leaders, innovators, advocates, paradigm-shifting professionals and volunteers, and emerging leaders whose records reflect ongoing exceptional contributions to developmental health and a growing sphere of impact.

This partnership opportunity offers two audiences: the first at the EKO Tribute Award Presentation on October 1, 2026 at the Gardiner Museum in Toronto, where awards will be presented by former Senator Jim Munson and Ginette Munson, 2023 EKO Tribute Award recipients, at an intimate dinner event with members of the EKO Board of Directors. We'll be celebrating new members of the exclusive club that is EKO Tribute Award recipients—several of whom will be speakers at the EKO Spring Symposium 2027. The Spring Symposium's 350 delegates, VIP guests, and speakers are the second audience for this Activation+ Partnership. Recognition with this Activation+ Partnership package includes all elements of the Activation Partnership and:

- Private meet and greet with VIP Awards presenters and 2026 Award recipients at the Tribute Awards reception, October 1, 2026
- Congratulate Award recipients at the Tribute Awards reception
- Recognition in EKO Tribute Awards presentation and in opening remarks at the EKO Spring Symposium 2027
- Your organization recognized in news stories about the awards and award recipients
- Logo on the EKO Spring Symposium 2027 website
- Recognition on EKO Spring Symposium 2027 PPT
- Recognition as Exclusive Partner on the EKO Tribute Award display at the EKO Spring Symposium 2027
- Profile on EKO Spring Symposium 2027 conference app with activation button and two custom social media icons
- Two registrations to the EKO Spring Symposium 2027
- Digital marketing—Dedicated social posts that feature your brand logo exposing your organization to our combined community of members and stakeholders—a span of more than 430,000 impressions



### **The Roving Reporter Partner:**

Our team of roving reporters are specialized content creators who capture the EKO Spring Symposium's energy, key takeaways, and behind-the-scenes moments in real time. These communications professionals provide dynamic, live coverage that extends the reach of the event to social media and digital platform, sharing video interviews, photos, and summaries of plenary and breakout sessions. They capture the vibe, immediate reactions to presentations, and amplify the reach of the EKO Spring Symposium 2027.

Our Roving Reporter Partner receives Activation Partner recognition as well as:

- Recognition on Roving Reporter T-shirts
- Recognition on conference signage and event video screens
- Organization profile on the conference app with two custom engagement buttons and two social media icons, live and interactive from app launch through 30 days post-event
- Recognition on Roving Reporter page on the conference app

### **The EKO Park and the EKO Park After Dark:**

Let's bring the outdoors in to create THE gathering space for delegates and special guests, located at the centre of all the action. The EKO Park and EKO Park After Dark is a vibrant, central hub where everyone meets.

Together, let's design the go-to space for EKO Spring Symposium 2027 delegates during scheduled breaks in the program. And after dark? Meet the 2027 delegates as they meet, mix and mingle, share new knowledge, and create EKO Spring Symposium memories.

### **The EKO Spring Symposium Sensory Partner:**

We take an inclusive and thoughtful approach to event planning designed to improve attendee experience, foster accessibility, promote self-care, and create lasting engagement. The EKO Spring Symposium 2027 is a packed program, and we recognize the value of offering delegates, speakers, and special guests sensory products to use during concurrent and plenary sessions, as well as a room designed and organized specifically to promote self-organization and positive change. This space provides delegates, speakers, and special guests with a tailored sensory input, either relaxing or stimulating, depending on the user's needs.

Let's partner to make sure the wow factor of this live event doesn't come at the cost of discomfort for any delegates, speakers, partners, or special guests, ensuring the EKO Spring Symposium 2027 is a consistently positive and engaging experience for all.

### **Accessibility Partner:**

There are many ways to measure the success of an event. For Empowered Kids Ontario, ensuring everybody can participate fully is top of the list. We want to be sure everyone gets the most out of the EKO Spring Symposium 2027.

Join us and showcase your organization's commitment to inclusion. Partner with us to ensure the EKO Spring Symposium 2027 is successful because everyone can participate fully in a barrier-free, inclusive environment with features including live captioning, accessible materials, accessibility zones, and other physical, sensory, and digital considerations.



## **Signature Partner | 3 packages available**

- Brand logo on event materials and app with recognition as Signature Partner
- News story announcing Signature Partners
- Logo on conference website and EKO Spring Symposium 2027 PPT
- Recognition in host's opening remarks
- Recognition on Registration Desk signage
- Profile on conference app
- 1 registration to the EKO Spring Symposium 2027
- Digital marketing—Signature Partner social post features your brand logo exposing your organization to our combined community of members and stakeholders—a span of more than 430,000 impressions
- Inclusion in marketing email to attendees showcasing all partners

Interested in having a presence at the EKO Spring Symposium 2027 but aren't ready to commit to a larger package? Here is a great way to represent your brand as part of the Spring Symposium EKO-system and put your logo in front of Canada's largest developmental healthcare audience.

## **Community Partner | 3 packages available**

- Logo placement on dedicated partners page
- Inclusion on the conference app partners page that includes your company's description
- Logo inclusion in footer of all attendee emails
- Logo placement on main EKO Spring Symposium landing page



## IN-CONFERENCE EXPERIENCE

	Presenting	Exclusive	Activation	Signature	Community
Host a session	✓	✓	✓		
Host the EKO Tribute Awards			✓ The EKO Tribute Award Presentation Partner		
Introduce a session	✓	✓			
Event registrations	3	2	2	1	
Logo on signage	✓	✓	✓	✓	✓
Logo on Roving Reporter T-Shirts	✓		✓ Roving Reporter Partner		
Custom video space	Two 30-second videos	One 15-second video			
Recognition in hosts remarks	✓	✓	✓	✓	
Logo on the event app	✓	✓	✓	✓	✓
Profile on the event app	✓ With two custom engagement buttons	✓ With two custom engagement buttons	✓ One custom engagement button for Activation	✓	



**ONLINE EXPERIENCE**

	Presenting	Exclusive	Activation	Signature	Community
Host the virtual Advance Keynote session		✓ The Advance Keynote Partner			
News story announcing partnership	✓	✓	✓		
Recognition in all EKO Spring Symposium news and announcements	✓	✓		✓	
Logo featured in footer of all marketing emails	✓	✓	✓	✓	
Logo on the EKO website	✓	✓	✓	✓	✓
Profile on the EKO website	✓	✓	✓	✓	
Custom engagement buttons on the event app	2	2	1		
Custom video on the event app		✓ App and Gamification Partner			
Dedicated social media content featuring your brand logo	✓	✓	✓	✓	

