



INDIGENOUS HISTORY & HERITAGE GATHERING

JUNE 21-23, 2027
The Westin Ottawa
Ottawa, ON

Support Indigenous-led learning.
Build relationships rooted in truth.

HOSTED BY



National Centre for
Truth and Reconciliation
UNIVERSITY OF MANITOBA



First Nations
Confederacy
of Cultural
Education
Centres

A Gathering Canada Needs Now

IHHG is a national gathering where Indigenous truths, histories, cultures, languages, stories and lived experiences are shared, honoured and carried forward.

Hosted by the National Centre for Truth and Reconciliation and the First Nations Confederacy of Cultural Education Centres, the Gathering brings Residential School Survivors, Elders, Knowledge Keepers, Indigenous communities and organizations together with professionals, institutions, governments, businesses and partners from across Canada.

Through Indigenous-led learning, dialogue and relationship-building, IHHG helps participants deepen their understanding of the histories and realities that continue to shape Indigenous Peoples and communities today.

For sponsors and exhibitors, IHHG provides an opportunity to support this important national gathering while connecting with participants seeking knowledge, practical resources, relevant services and relationships that can continue beyond the event.



About IHHG

IHHG is a three-day national gathering for Residential School Survivors, Elders, Knowledge Keepers, First Nations, Inuit and Métis community members, cultural and language practitioners, Indigenous businesses and organizations, researchers, professionals, institutions and partners.

Guided by Indigenous voices and community experience, the Gathering combines keynote presentations, plenary conversations, concurrent sessions, exhibits, cultural programming and opportunities for networking and relationship-building.

The inaugural Gathering welcomed more than 350 participants to Ottawa in 2023. In 2026, IHHG welcomed 513 delegates in Winnipeg, achieving its highest attendance to date.

IHHG 2027 returns to Ottawa from June 21–23 and opens on National Indigenous Peoples Day.



Why IHHG Matters to Your Organization

IHHG brings together people and organizations working to preserve, protect and share Indigenous histories, cultures, languages, knowledge and lived experiences. It also connects organizations whose policies, services, programs, decisions and relationships affect Indigenous Peoples and communities.

For sponsors and exhibitors, IHHG offers an opportunity to:

- **Support a credible, Indigenous-led national gathering.**
- **Demonstrate a meaningful commitment to truth, reconciliation and respectful relationship-building.**
- **Learn directly from Survivors, Elders, Knowledge Keepers, community leaders and Indigenous organizations.**
- **Connect with professionals and decision-makers from government, business, education, culture, health, justice, media, tourism and community services.**
- **Introduce relevant programs, services, resources, partnerships and initiatives to an engaged national audience.**
- **Build relationships that can continue beyond the Gathering.**

Your support contributes to Indigenous-led learning, connection and participation while providing appropriate recognition and meaningful opportunities to engage with the IHHG audience.

For Corporate and Institutional Partners

Supporting IHHG can form part of a broader response to the Truth and Reconciliation Commission's Call to Action 92.

The most meaningful partnerships connect support for the Gathering with sustained commitments to education, employment, procurement, service delivery, policy, community relationships and other areas relevant to the organization.

Supporting IHHG signals that Indigenous truths matter, Indigenous voices should be heard and stronger relationships begin with informed listening and meaningful action.



An Engaged and Expanding National Audience

IHHG brings together an increasingly broad national audience.

The work of museums, archives, cultural centres, historians, curators and researchers remains important to the Gathering. IHHG also welcomes participants from government, business, education, health, justice, media, tourism, community development and other sectors whose work and decisions affect Indigenous Peoples and communities.

For sponsors and exhibitors, this creates opportunities to connect with an engaged audience interested in learning, relevant resources, practical services, community initiatives and meaningful partnerships.



Who Attends IHHG

Participants include:



IHHG participants represent a diverse mix of communities, organizations, sectors, regions and professional responsibilities from across Canada.

The 2027 Program Focus

The 2027 program will connect three central areas of learning.

Upholding Truth and Addressing Denialism

IHHG will advance Indigenous-led, evidence-based conversations about the dismissal, distortion and minimization of established records, Survivor testimony and the ongoing impacts of colonial policies. Participants will explore the harm denialism causes and the responsibilities of educators, governments, media, institutions, workplaces and individuals to uphold truth

Language and Culture

The Gathering will celebrate Indigenous cultural strength and share community-led approaches to reclaiming, revitalizing and sustaining languages, cultural practices, knowledge and identity.



Sharing Indigenous Stories

IHHG will explore the power of Survivor testimony, oral history, archives, museums, media, community narratives and Indigenous-led storytelling, with attention to authority, consent, access, cultural sovereignty and the protection of community knowledge.



Pre-Gathering Learning Sessions and Workshops

IHHG may offer a limited number of pre-gathering learning sessions and workshops on June 21.

These sessions create additional space for substantive learning, practical discussion and the sharing of community knowledge, research, lived experience and promising approaches relevant to the IHHG audience.

Organizations with a relevant session or workshop concept are invited to contact the IHHG team to discuss whether it may be a good fit for the Gathering.

Build Your IHHG Partnership

IHHG 2027 gives organizations the flexibility to build a partnership around the combination of exhibit presence, participant experience and program-related support that best reflects their objectives.

Every eligible exhibit and sponsorship purchase contributes to the organization's total IHHG investment. That cumulative investment determines whether the organization is recognized as an Exhibitor, Silver Sponsor, Gold Sponsor or Presenting Sponsor.

One cumulative investment

An organization may begin with an exhibit space and add one or more sponsorship opportunities. The full value of those eligible purchases contributes toward its IHHG recognition level.

1. Exhibit at IHHG

Establish a physical presence in the exhibit area and engage directly with participants.

Standard exhibit: \$3,500

Premium exhibit: \$5,750

2. Support an IHHG Experience

Select one or more à-la-carte sponsorship opportunities connected to learning, culture, hospitality, accessibility, networking or the participant experience.

3. Combine Your Investments

Add exhibit space and sponsorship opportunities together. The combined eligible investment determines your Gathering-wide recognition level.

How Sponsor Recognition Works

The total value of approved exhibit space and sponsorship opportunities purchased by the same organization determines its IHHG 2027 recognition level.

	Recognition level		
	Presenting	Gold	Silver
Total eligible investment	\$40,000 or more	\$20,000 to \$39,999	\$10,000 to \$19,999
Positioning	Exclusive presenting partnership, subject to approval and availability.	Prominent Gathering-wide recognition in addition to the purchased opportunities.	Meaningful Gathering-wide recognition in addition to the purchased opportunities.

Recognition That Reflects Your Investment

Every sponsor receives the benefits connected to the specific experiences or assets it supports. Organizations that reach the Silver, Gold or Presenting thresholds also receive Gathering-wide recognition appropriate to their total investment.

Benefit	Presenting	Gold	Silver
Qualifying total investment	\$40,000+	\$20,000+	\$10,000+
Minimum complimentary registrations	6	4	2
Sponsor designation	Presenting Sponsor	Gold Sponsor	Silver Sponsor
Website recognition	Top-tier placement	Prominent placement	Standard sponsor placement
Program/app recognition	Top-tier placement	Prominent placement	Sponsor section placement
Promotional email visibility	Top-tier logo in major campaigns	Logo in selected campaigns	Shared sponsor logo garden
Social media recognition	Up to 4 dedicated posts	Up to 2 dedicated posts	1 dedicated post
Registration-area recognition	Dedicated Presenting Sponsor recognition	Dedicated Gold recognition	Shared sponsor logo garden
Opening and closing recognition	Named opening recognition	Named opening recognition	Collective acknowledgement
Dedicated Email to IHHC delegates	Up to 2	Up to 1	Collective acknowledgment
Sponsor video played at IHHC	Up to 60 seconds / 4 plays	Up to 30 seconds / 2 plays	Up to 30 seconds / 1 play
Post-event reporting	Yes	Yes	Yes
Additional registrations	25% discount	20% discount	15% discount

Looking for a more targeted way to participate?

IHHG also offers a range of à la carte partnership opportunities designed to help organizations align their support with specific elements of the Gathering. Explore the full range of à la carte opportunities and select the options that best reflect your organization's objectives and desired level of engagement. View [À La Carte Partnership Opportunities >>](#)

Organizations investing less than \$10,000 receive recognition connected to the specific opportunity purchased but do not receive a Gathering-wide sponsor designation.

Approved sponsor messages are distributed by IHHC. Participant contact lists are not provided.

Exhibit at IHHG 2027

The IHHG exhibit area is an active part of the participant experience. It is a place to discover Indigenous businesses and organizations, community initiatives, funding programs, research resources, learning tools, services and potential partners.

Ninety-six per cent of 2026 survey respondents visited the exhibit area, and 57% selected exhibits as one of the most valuable parts of the program, demonstrating strong participant engagement with exhibitors.

Premium Exhibit Space | \$5,750

Includes one 10 x 10 exhibit space in the main exhibit area, an eight-foot table, two chairs, pipe and drape, and two exhibitor staff registrations. Premium exhibitors receive priority placement after sponsors with applicable selection benefits.

Standard Exhibit Space | \$3,500

Includes one 5 x 10 tabletop exhibit space in the main exhibit area, an eight-foot table, two chairs, pipe and drape, and one exhibitor staff registration.

Additional Registration Benefit

Exhibitors receive a 25% discount on additional IHHG registrations purchased for employees or representatives of the same organization. The discount cannot be transferred to clients, guests or unrelated organizations.

Exhibitor Benefits

- Company or organization name listed in the exhibitor section of the IHHG website, with a hyperlink
- Company logo or name in the exhibitor section of the event program or app
- Shared exhibitor logo garden or name recognition in selected promotional communications
- Shared exhibitor recognition at registration
- One approved promotional item inserted into the participant welcome kit, supplied and shipped by the exhibitor
- Grouped social media recognition for IHHG exhibitors

Who Should Consider Exhibiting

- Indigenous-owned businesses, entrepreneurs and professional services
- First Nations, Inuit and Metis organizations and community initiatives
- Language, culture, heritage, education, tourism and media organizations
- Funders, foundations, government programs and capacity-building organizations
- Archives, museums, research centres, technology providers and data or mapping initiatives
- Employers, associations and institutions with relevant programs, services or accountable Indigenous partnerships

Non-Indigenous organizations whose programs, services, resources or partnerships are relevant to IHHG participants and Indigenous communities are also encouraged to participate.

A Collaborative Approach

The IHHG team will work with each sponsor and exhibitor to develop a presence that reflects the opportunity selected, provides value to participants and contributes positively to the Gathering.

Recognition, activations and participation details will be developed collaboratively and confirmed as part of the sponsorship or exhibit process.

Start a Conversation

Build an IHHG partnership that reflects your organization's objectives and level of investment.

Begin with the exhibit presence that works for your organization. Add a learning, hospitality, cultural, accessibility, networking or participant-experience opportunity. Your combined eligible investment will determine the level of Gathering-wide recognition your organization receives.

Organizations interested in sponsoring or proposing a pre-gathering learning session or workshop are invited to contact the IHHG team for a separate discussion regarding format, audience value, timing and requirements.

Tell us about your organization, the work or partnership you wish to highlight and the contribution you hope to make. The IHHG team will help identify an appropriate opportunity or combination of opportunities.

Sponsorship and exhibit inquiries, please contact Erin Sue at: sponsorship@ihhg.ca

General inquiries: info@ihhg.ca

IHHG 2027
June 21-23, 2027
The Westin Ottawa
Ottawa, Ontario

All opportunities are subject to availability and final confirmation. Detailed specifications, deadlines, payment terms and participation conditions will be provided when the sponsorship or exhibit booking is confirmed.