



## **Sponsorship and Advertising Opportunities for ARUCC 2014 Conference Quebec City Convention Centre and Delta Quebec June 15-18, 2014**

The ARUCC Bi-Annual Conference attracts senior managers and decision makers from universities and colleges across Canada in this premier Canadian event of the year for education, networking and idea-sharing. Delegates represent the areas of admissions, graduate studies, records & systems, scholarships & awards and recruitment and many have 10 – 20+ years of experience in a post-secondary environment.

The 2014 Conference will be held at the Quebec City Convention Centre and Delta Quebec, June 15-18, 2014. The Conference also involves collaboration with PCCAT (Pan-Canadian Consortium on Admissions & Transfer).

Take advantage of this opportunity to increase your exposure to the ARUCC audience by sponsoring one of the following events or items. Entitlements are listed below each sponsorship. In addition, every sponsor will receive the following:

- Company name and hyperlink on the Conference website once sponsorship is confirmed
- Recognition in the Final on-site Program
- Logo Signage at sponsored event (if applicable)
- Post-Conference Attendee List (restrictions apply)
- One Complimentary Registration to the Conference

### **Sponsorships Available**

The following sponsorship opportunities are available on a first-come, first-served basis. **Please contact Jeannie Boyes, at 519 725-1144 or [jboyes@golden.net](mailto:jboyes@golden.net) to discuss your potential sponsorship.**

#### **Registration Kit Carry-All - \$4000**

*Get maximum exposure! We'll put your logo on the delegate carry-all given to each delegate so it's one of the first things delegates see. We'll package important conference information in this conference carry-all used by attendees during the conference and after.*

- Your logo on the Conference bag
- Full-page black and white ad in on-site program (excluding inside covers)

#### **Monday Reception - \$3000**

Your sponsorship will help provide delicious food and 1 complimentary drink for the opening reception to be held in the Exhibit Hall on Monday, June 16.

- Logo signage at the event
- Your representative can bring brief greetings at the event
- Sponsor may distribute promotional material at the event

### **Opening Breakfast/Plenary Speaker - \$3500**

*Give your company maximum exposure as the official sponsor of the Opening Plenary Session and breakfast. The event features a delicious breakfast followed by the Plenary Speaker.*

- *Logo signage at the event*
- *Sponsor can place an insert in the Conference Registration Bag*
- *Sponsor may distribute one promotional item at the event*

### **Closing Breakfast/Plenary Speaker - \$3500**

*Maximize your exposure on the final day by sponsoring the closing breakfast and Plenary.*

- *Logo signage at the event*
- *Sponsor can place an insert in the Conference Registration Bag*
- *Sponsor may distribute one promotional item at the event*

### **Conference Badge Holder/Lanyard - \$2700**

All attendees will be wearing this custom lanyard designed with your logo throughout the Conference.

- custom lanyard with your logo that holds official conference badge
- full page ad (excluding covers) in Final Program

### **Cyber Café - \$3,000**

**New for ARUCC 2014** – be the first to sponsor an internet station so attendees can check email and access the internet in the Conference registration area.

- logo signage at the cyber café
- your logo as the screen saver
- full page black and white ad (excluding covers) in Final Program

### **Final Conference Program - \$3,200**

*Sponsor the printing of the Final On-site Conference Program which is used throughout the Conference and after as a reference.*

- *logo and acknowledgement on front cover*
- *full page black and white ad (excluding covers) in Final Program*

### **Refreshment Break\*(5 available) - \$950**

*Your sponsorship will provide "thirst aid" to delegates during one of the refreshment breaks on Monday, Tuesday or Wednesday.*

- *Logo signage at the break*

\* Sponsorship does not include complimentary Conference registration

### **Registration Bag Inserts (not considered a sponsored item)**

We'll insert your product and service brochures in the delegate Registration Bag given to each registrant:

#### **Rate 1 - \$500 (ARUCC members)**

Insert your company's promotional literature in the Conference Registration Bag. All brochures must conform to a maximum finished size of 8.5" x 11" (quantity required ~375)

#### **Rate 2 - \$750 (Non-members)**

Insert your company's promotional literature in the Conference Registration Bag. All brochures must conform to a maximum finished size of 8.5" x 11" (quantity required ~375)

**If you would like to sponsor something that does not appear on this list, please contact the following to discuss your sponsorship idea: Jeannie Boyes, JB Productions 519 725-1144 or [jboyes@golden.net](mailto:jboyes@golden.net)**

## **ADVERTISING in the On-Site Program**

**Reserve your ad space in our comprehensive Final Program book. Space will be allocated on a first-come, first-served basis. All ads are black and white except where indicated. Choose one of the following options:**

Centre page (b&w) - \$500

Inside front cover (colour) - \$600\*

Inside back cover (colour) - \$500\*

Outside back cover (colour) - \$650

Full page (b&w) - \$400

½ page - \$275

**For further information or to book your sponsorship or advertising, contact:**

**Jeannie Boyes, JB Productions (Conference Management) - [jboyes@golden.net](mailto:jboyes@golden.net),**

519-725-1144