



# CUCCOA NATIONAL CONFERENCE SPONSORSHIP OPPORTUNITIES & EXHIBITOR INFORMATION

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Venue: Sheraton Hotel  
Hamilton, Ontario

September 30 – October 2, 2018

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## 2018 CUCCOA National Conference Sponsorship Opportunities

Canadian University and College  
Conference Organizers Association  
Association des coordonnateurs de congrès  
des universités et des collèges du Canada

Dear Partner,

The Canadian University and College Conference Organizers Association (**CUCCOA**) is seeking your support and offering you an opportunity to showcase your company's product and services at our upcoming Annual National Conference, "It's Happening Here", in **Hamilton, ON September 30 – October 2, 2018**.

The CUCCOA National Conference brings our conference organizers and accommodation managers together for professional development, education, networking, support, and inspiration. We have been meeting for over 30 years and are expecting more than 80 colleagues from across Canada to attend this year.

Over this three-day event, we offer networking opportunities for accommodation, campus conference event, and hospitality professionals to come together with industry leaders and suppliers.

Our CUCCOA members boast a wealth of collective experience in planning conferences and events both on and off campus – universities and colleges across Canada host over 250,000 meetings and events every year! Our accommodation managers oversee year round guest suites and dorm rooms for nightly rentals during the spring and summer months. Our exhibitors are situated centrally to get great face-to-face time with these CUCCOA members.

Your support will provide your company the opportunity to build relationships and create new business opportunities by:

- **Showcasing** your product and services to the first point of contact on campus for events and overnight accommodations
- **Networking** with leaders in the meeting and event industry
- **Connecting** with key decision makers

We feel that your organization would be an appropriate fit as a sponsor, and urge you to consider this invitation to participate. It offers a cost-effective publicity opportunity in addition to industry networking.

We have enclosed our sponsorship package for your review. We offer several excellent sponsorship package options, detailed in the enclosed information sheet, designed to suit your company's unique needs. We would appreciate your support through selecting a sponsorship package on the below Agreement and returning to the specified address.

Thank you for taking the time to consider partnering with us at this annual conference, and we look forward to seeing you in Hamilton.

Sincerely,

Danielle Ambrosio, Darlene Komada & Rosetta Vannelli  
CUCCOA National Conference Sponsorship Team



## CUCCOA National Conference Sponsorship Packages 2018

A range of tailored sponsorship packages are available. All levels of sponsorship packages include premiums of:

- Delegate list (in accordance with PIPEDA Privacy Legislation)
- Business cards included in delegate bags
- Sponsor recognition included in registration kit
- Logo with sponsor level recognition on website and link to sponsors website

### **PLATINUM \$5000**

This exclusive level of sponsorship gives your company full exposure to events and marketing promotional materials to our delegates.

- Sponsorship of *Closing Gala* Tuesday with signage at sponsored event
- Sponsor attendance at conference social events for up to two (2) people
- Opportunity to speak at event (15 minute presentation)
- 1 complimentary standard guest room for 1 night
- Complimentary display area (8' table display) during AM and PM refreshment breaks
- Colour advertisement in printed conference program
- Opportunity to add 'swag' item to delegate bags (100)
- Logo placement on print material (i.e. signs, banners, and programs)

### **GOLD \$4000**

Gold level sponsorship offers your company maximum exposure in all publications, and additional benefits. This tier gives your company full interaction with delegates.

- Sponsorship of Sunday's Opening Reception or Monday Evenings Offsite Dinner with signage at sponsored event
- Sponsor attendance at conference social events for one (1) person
- Opportunity to speak at event (15 minute presentation)
- Display area (8' table display) during AM and PM refreshment breaks
- Colour advertisement in printed conference program
- Opportunity to add 'swag' item to delegate bags (100)
- Logo placement on print material (i.e. signs, banners, and programs)

## **SILVER \$3000**

Silver level sponsorship offers your company exposure and networking at our evening Hospitality Suites.

- Sponsorship of the hospitality suite for 1 night with attendance in Hospitality Suite
- Company brochures displayed and signage at sponsored event
- Sponsor attendance at conference social events for one (1) person
- Opportunity to speak at event (5 minute intro)
- Display area (8' table display) during AM and PM refreshment breaks
- Colour advertisement in printed conference program
- Opportunity to add 'swag' item to delegate bags (100)
- Logo placement on print material (i.e. signs, banners, and programs)

## **BRONZE \$2000**

The bronze level secures you an invitation to a breakfast or lunch, enabling you to socialize and network with the delegates.

- Sponsorship of either a breakfast or lunch with signage at sponsored event
- Exclusive sponsor attendance at meal
- Opportunity to speak at event (5 minute intro)
- Display area (8' table display) during AM and PM refreshment breaks
- Colour advertisement in printed conference program
- Opportunity to add 'swag' item to delegate bags (100)
- Logo placement on print material (i.e. signs, banners, and programs)

## **ASSOCIATE SPONSOR \$1500**

- Choice of sponsoring a refreshment break or conference bursaries
- Signage at sponsored event
- Display area (8' table display) during AM and PM refreshment breaks
- Colour advertisement in printed conference program
- Logo placement on print material (i.e. signs, banners, and programs)

## **EXTRAS**

### **SOCIAL EVENTS PARTICIPATION \$400\***

- Participation for one (1) representative at Opening Reception Sunday night, Monday night offsite dinner and Closing Gala Tuesday night
- Participation for one (1) representative at Breakfast on Monday and Tuesday
- Participation for one (1) representative for Lunch on Monday and Tuesday

*\*Can only be purchased in combination with a sponsorship package*



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### AT A GLANCE

<b>SPONSORSHIP LEVELS</b>	<b>Platinum \$5000</b>	<b>Gold \$4000</b>	<b>Silver \$3000</b>	<b>Bronze \$2000</b>	<b>Associate \$1500</b>
	<b>Tuesday's Closing Dinner Gala (1 available)</b>	<b>Sunday's Opening Reception (1 available) or Monday Night Offsite Dinner (1 available)</b>	<b>Hospitality Suite for Sunday or Monday Night (2 available)</b>	<b>Breakfast (2 available) or Lunch (2 available)</b>	<b>Refreshment Break (3 available) or Conference Bursaries (2 available)</b>
Delegate List	✓	✓	✓	✓	✓
Business card included in delegate bags	✓	✓	✓	✓	✓
Sponsor recognition included in registration kit	✓	✓	✓	✓	✓
Logo with sponsor level recognition on website and link to sponsors website	✓	✓	✓	✓	✓
Social Event Participation – includes Sunday opening reception, Monday offsite dinner, Tuesday Closing Gala, Breakfast Monday & Tuesday, Lunch on Monday & Tuesday	✓ (up to 2 guests)	✓ (one guest)	✓ (one guest)		
Opportunity to speak at event	✓ (15 minute presentation)	✓ (15 minute presentation)	✓ (5 min intro)	✓ (5 min intro)	
1 Complimentary standard guest room for 1 night	✓				
Colour advertisement in printed program	✓	✓	✓	✓	✓
Logo placement on print material (i.e. signs, banners and programs)	✓	✓	✓	✓	✓
Opportunity to add 'swag' item to delegate bags	✓	✓	✓	✓	
Complimentary Tradeshow Booth Participation (8' table display)	✓	✓	✓	✓	✓

# SPONSORSHIP AGREEMENT

## CONDITIONS AND REGULATIONS

- Sponsorship is secured upon receipt of this signed Agreement and payment of 100 percent of the sponsorship fee.
- All sponsorship contracts are final and cannot be retracted.
- CUCCOA reserves the right to decline sponsorship.
- CUCCOA will not strictly limit the available number of each Sponsorship tier. In the event of multiple interested sponsors at a specific tier, CUCCOA will work with each sponsor to ensure the value and benefits are mutually agreed upon for all interested parties.
- CUCCOA reserves the right to amend the rules and regulations governing sponsorship at its discretion.

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On behalf \_\_\_\_\_ of I hereby accept and agree to the terms of this Agreement for the sponsorship of CUCCOA'S National Conference in Hamilton, ON September 30 – October 2, 2018.

Business Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Business Address: \_\_\_\_\_

City: \_\_\_\_\_ Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Telephone: \_\_\_\_\_ Mobile: \_\_\_\_\_ Fax: \_\_\_\_\_

Email Address: \_\_\_\_\_

Website URL: \_\_\_\_\_

### Sponsorship Level:

Platinum \$5,000       Gold \$4,000       Silver \$3,000       Bronze \$2,000       Associate \$1,500

Add-Ons:  Social Events Participation \$400

Total: \$ \_\_\_\_\_

Preferred Payment Method (an invoice will follow):

Cheque (please make cheque payable to \_\_\_\_\_)       Visa       MasterCard

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

**Booking your sponsorship early will ensure inclusion in all CUCCOA Conference promotional and printed materials. Please email a hi-rez jpg version of your logo for inclusion on our conference website as well as in vector format for printed materials.**

Please return your executed Sponsorship Agreement by June 29 2018 with payment to the CUCCOA Office:  
312 Oakwood Court, Newmarket ON L3Y 3C8      Fax: 905-895-1630      email: [inquiries@cuccoa.org](mailto:inquiries@cuccoa.org)