

CUCCOA 2023 | MONTRÉAL, QUÉBEC



**DIAMOND IN THE ROUGH,
MINING FOR SOLUTIONS
OCT 1 - 3 | CONCORDIA UNIVERSITY**

**2023 CONFERENCE SPONSORSHIP
AND EXHIBITOR INFORMATION**



CUCCOA National Conference

October 1 - 3, 2023

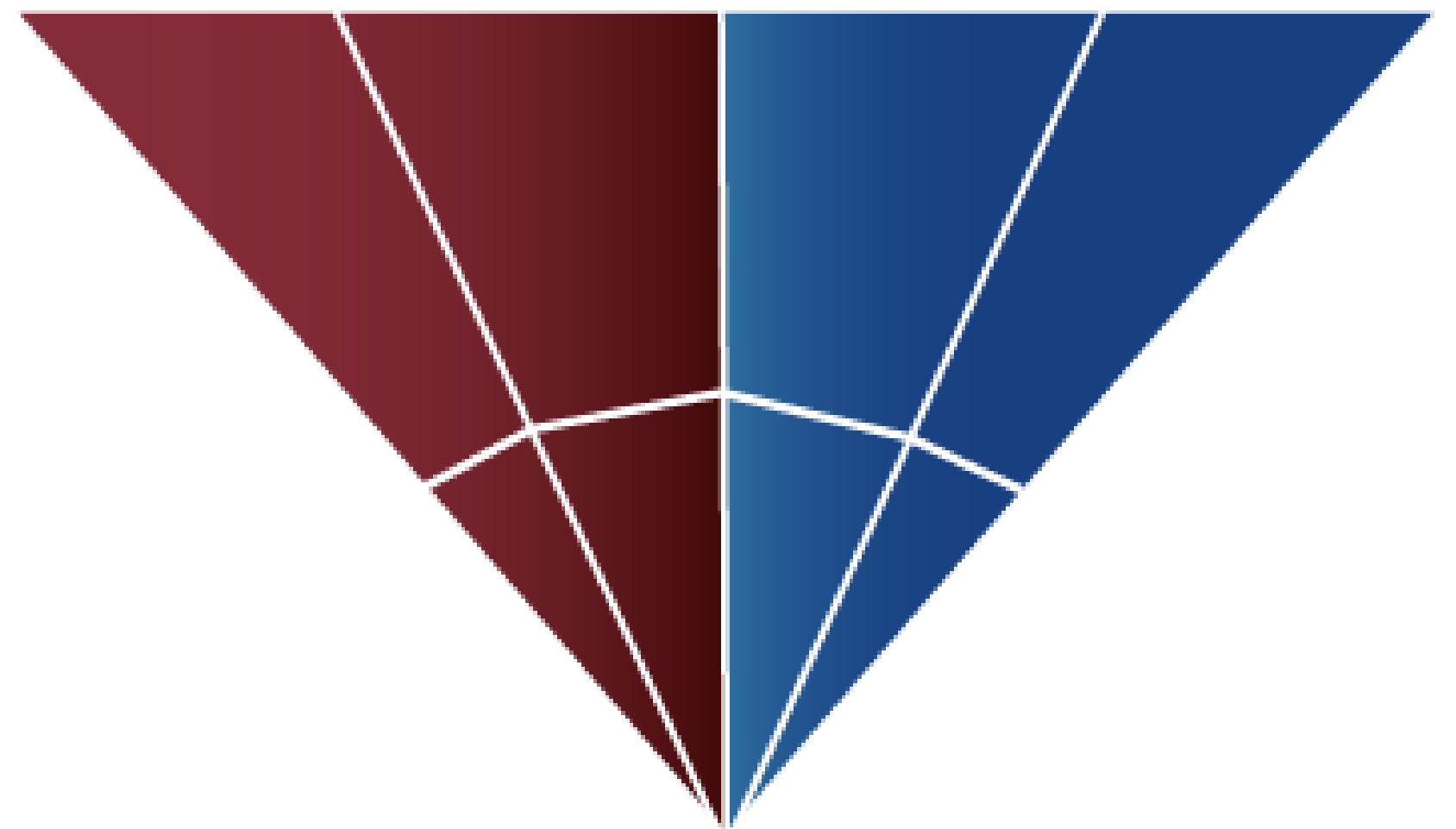
Concordia University

Montréal, Quebec



DIAMOND IN THE ROUGH

MINING FOR SOLUTIONS



ABOUT

SPONSORSHIP OPPORTUNITIES

For over 45 years, the CUCCOA National Conference brings together the purchasing power of over 65 conference organizers and accommodation managers from coast to coast for professional development, education, networking, support, and inspiration.

Our CUCCOA members boast a wealth of collective experience in planning conferences and events both on and off campus – universities and colleges from across Canada and host over 250,000 meetings and events annually! Our accommodation managers oversee year-round and seasonal guest suites and dorm rooms for nightly rentals.

We are seeking your support by offering you the opportunity to showcase your company's products and services at our Annual National Conference "Diamond in the Rough, Mining for Solutions" in beautiful Montreal, Quebec October 1-3, 2023.

The National Conference offers the best opportunities to meet with members in one place -- maximizing your return on your investment.

You have the opportunity to:

- **Showcase your products and services**
- **Network with leaders in the meeting and event industry**
- **Connect with key decision-makers and purchasers**

Our sponsorship package is detailed in the enclosed information and is designed to cater to your company's unique needs.

CUCCOA looks forward to including you in our strategies for success!

Sincerely,
CUCCOA National Conference 2023 Sponsorship Team



PROGRAMMING

SPONSORSHIP OPPORTUNITIES



SUNDAY- OCT 1	MONDAY - OCT 2	TUESDAY - OCT 3
Vendor Set Up	Vendor Showcase (All Day)	Vendor Showcase (All Day)
	Networking Breakfast	Networking Breakfast
	Keynote / Education Sessions	Education Sessions
	AM Break	AM Break
	Education Sessions	Education Sessions
Registration/Check In	Lunch/AGM	Lunch
	Education Sessions	Education Sessions
	PM BREAK	PM BREAK
	Education Sessions	Keynote / Education Sessions
Opening Event	Dinner	Closing Gala
Social Activity	Social Activity	Post-Gala Social Activity

"SPECIAL EVENTS"
Opening Gala, Monday Dinner,
Closing Gala,

"KEYNOTES"
Opening and Closing

"SOCIAL ACTIVITIES"
Casual networking evenings
on October 1, 2, and 3
(formerly known as the
Hospitality Suite)

"NETWORKING BREAKS"
Breakfasts, Tuesday Lunch,
AM & PM Breaks

"VENDOR SHOWCASE"
Central area for open
networking activities

This year, the CUCCOA committee is committed to taking action to make our conference environmentally, socially, and economically sustainable by following [Concordia University's Sustainable Event Guide](#).























In doing so, we are **striving** to partner with sponsors and suppliers that:

- (1) source locally; and/or**
- (2) operate as a social enterprise or are committed to social sustainability; and/or**
- (3) committed to environmental sustainability**







With regard to swag and other promotional items, while all is welcome, we encourage our partners to consider non-physical gifts and giveaways or, choose products that are environmentally and/or socially responsible. This will help us to ensure we meet our sustainability goals!



ALL LEVELS AT A GLANCE

Details	5 Carats	4 Carats	3 Carats	2 Carats	1 Carat
Value	\$6500	\$5000	\$2500	\$1500	\$750
Availability	1	2	3	6	Unlimited
Delegate List					
Visibility on conference website					
Visibility in eblasts					
Logo on signage (exclusivity for special events / activities)					
Conference Registration	2	1	1		N/A
Social Activity participation					

ALL LEVELS AT A GLANCE

Details	5 Carats	4 Carats	3 Carats	2 Carats	1 Carat
Value	\$6500	\$5000	\$2500	\$1500	\$750
Speaking Opportunity at Keynote / Activity	1 event		1 activity		
Speaking Opportunity at Special Event	1 event	1 event			
Prime vendor location for AM and PM breaks					
Swag item in delegate bags (70 - 100)					
Vendor Showcase 6ft table					
Vendor Showcase cocktail table					

5 CARATS - \$6500

1 AVAILABLE

PRIORITY SPONSORSHIP OF YOUR CHOICE OF ONE OF OUR "SPECIAL EVENTS" (Opening Reception, Monday Dinner, Closing Gala, or Keynote Sessions) AS WELL AS AN ADDITIONAL SPEAKING OPPORTUNITY DURING OUR OPENING KEYNOTE.

Highlights include:

- Priority to sponsor your choice of the following: Opening Reception, Monday Dinner, Closing Gala, or Keynote Sessions (based on first come, first served basis)
- Visibility and opportunity to speak at your sponsored special event and at Opening Keynote Session
- Two (2) complimentary registrations with access to the full program (except member-exclusive events), meals, and non-sponsored social activities
- Prime Vendor location for AM and PM refreshment breaks on Monday and Tuesday
- Visibility at the Registration Desk
- Participation and access to vendor showcase with prime location (6-foot table included)
- Delegate list post-conference (In accordance with PIPEDA)
- Highlighted logo and link to company webpage on the CUCCOA conference website and mobile app
- Logo and website link included on pre-conference and post-conference e-blasts
- Opportunity to add 'swag' item to delegate bag
- Listing on overall sponsor signage
- Spotlight in pre-conference registration e-blasts



4 CARATS - \$5000

2 AVAILABLE

SPONSORSHIP OF YOUR CHOICE OF ONE OF OUR "SPECIAL EVENTS"

Opening Reception, Monday Dinner, Closing Gala, or Keynote Sessions

Highlights include:

- Opportunity to sponsor one (1) of the special events: Opening Reception, Monday Dinner, Closing Gala, or Keynote Sessions
- Visibility and opportunity to speak at your sponsored special event
- One (1) complimentary registration with access to full program (except member-exclusive events), breakfast, lunch, and AM & PM breaks
- Participation and access to vendor showcase (6-foot table included)
- Delegate list post-conference (In accordance with PIPEDA)
- Highlighted logo and link to company webpage on the CUCCOA conference website and mobile app
- Logo and website link included on pre-conference and post-conference e-blasts
- Opportunity to add 'swag' item to delegate bags
- Listing on overall sponsor signage
- Spotlight in pre-conference registration e-blasts



3 CARATS - \$2500

3 AVAILABLE

SPONSOR YOUR CHOICE OF ONE OF THREE "SOCIAL ACTIVITIES"

Networking social evenings on October 1, 2, and 3

Highlights include:

- One (1) complimentary registration with access to full program (except member-exclusive events), breakfast, lunch, and AM & PM breaks
- Choice of three (3) social activities 'off-campus' to sponsor
- Opportunity to speak and have visibility at social activity
- Participation and access to vendor showcase (6-foot table included)
- Delegate list post-conference (In accordance with PIPEDA)
- Highlighted logo and link to company webpage on the CUCCOA conference website and mobile app
- Logo and website link included on pre-conference and post-conference e-blasts
- Opportunity to add 'swag' item to delegate bag
- Listing on overall sponsor signage



2 CARATS - \$1500

6 AVAILABLE

SPONSORSHIP OF YOUR CHOICE OF 1 OF OUR "NETWORKING BREAKS"

(CHOOSE 1 BREAKFAST OR LUNCH FOR \$1500 OR 2 BREAKS FOR \$1500)

Monday Breakfast

Monday AM Break

Monday Lunch

Monday PM Break

Tuesday Breakfast

Tuesday AM Break

Tuesday Lunch

Tuesday PM Break

Highlights include:

- Attendance at your sponsored Networking Break
- Participation and access to vendor showcase (6-foot table included)
- Delegate list post-conference (In accordance with PIPEDA)
- Highlighted logo and link to company webpage on the CUCCOA conference website and mobile app
- Logo and website link included on pre-conference and post-conference e-blasts
- Opportunity to add 'swag' item to delegate bag
- Listing on overall sponsor signage



1 CARAT - \$750

UNLIMITED

"VENDOR SHOWCASE ONLY"

Highlights include:

- Participation and access to Vendor Showcase (cocktail table included)
- Delegate list post-conference (In accordance with PIPEDA)
- Highlighted logo and link to company webpage on the CUCCOA conference website and mobile app
- Logo and website link included on pre-conference and post-conference eblasts
- Opportunity to add 'swag' item to delegate bag
- Listing on overall sponsor signage
- Meals not included

SPONSOR ADD-ON'S

Add on Monday & Tuesday Breakfasts, Monday & Tuesday lunches, as well as AM & PM breaks on both days. **\$250**



INTERESTED?

SPONSORSHIP OPPORTUNITIES

SPONSORSHIP COMMITMENT

Please indicate your preferred sponsorship package on the online **AGREEMENT FORM** and return it to the **specified address**.

In-kind sponsorship will be valued at 50% in this model and can be combined with cash sponsorships.

If you prefer to sponsor an activity or you would like to contribute an in-kind donation, we would be delighted to discuss all opportunities with you to maximize your exposure.

Want to offer something not listed?

We also welcome other 'out of the box' ideas to showcase your value throughout the conference.

We look forward to working with you.

For more information or questions, please contact:

CUCCOA Conference team
conference@cuccoa.org

