

# 2019 CACEE National Conference Sponsorship Package



**Influencers and Disruptors:  
Innovating the Post-Secondary to  
Career Transition**



**May 26 - May 29, 2019  
Halifax Marriott Harbourfront  
Hotel**





## About the Canadian Association of Career Educators and Employers

The Canadian Association of Career Educators and Employers (CACEE) is a National non-profit partnership of employers and career educators. Our Mission is to provide professional networking and development opportunities, information, advice, and other services to recruitment and career services professionals.

CACEE is a growing, vibrant organization implementing new technology, sharing resources, and linking professionals with similar interests. We also recognize the importance of partnerships and through these relationships with other organizations, associations, and individuals, we have shown that we can accomplish more together than as an individual.

## **About the 2019 CACEE National Conference: Influencers and Disruptors: Innovating the Post-Secondary to Career Transition**

With a rapidly evolving labour market requiring increasingly diverse employability skills, this conference will help educators and employers find ways to innovate best practices while leveraging student competencies into strategic employment outcomes.

We invite you to join us for an exciting learning and networking experience at the **CACEE National Conference in Halifax, Nova Scotia** from May 26 to 29, 2019. The Conference will bring employers together with career educators from Canada's post-secondary colleges and universities in our collaborative efforts to prepare students and launch their careers.

With a line-up of accomplished keynote speakers and a variety of breakout and roundtable sessions, you won't want to miss this opportunity to connect and engage with the 200+ anticipated delegates and partners. Keynote speaker details will be confirmed by February.

There are also lots of **networking and optional social events** planned...from an opening President's Dinner to Networking Suites, to Tuesday evening's social event to be held at the iconic harbor front Murphy's on the Water restaurant.

Halifax Regional Municipality is the capital of Nova Scotia and has a vibrant and diverse population of over 400,000 people. Halifax provides a wonderful backdrop for professional conferences with a mix of urban culture surrounded by natural beauty in the province known as Canada's Ocean Playground.

We hope you'll **join us as a sponsorship for the 2019 CACEE Conference!** If you have any questions, please connect with us at [conference@cacee.com](mailto:conference@cacee.com).



### Conference Co-Chairs:

Christine Frigault, Mount Saint Vincent University

Donnie Jeffrey, Saint Mary's University

Amy McEvoy, Dalhousie University

Erin Mullaly, Enterprise Rent-A-Car

### Conference at a Glance...

#### Date Expected Attendance

200+ career education and  
recruitment professionals from across Canada

#### Date

May 26 – 29, 2019

#### Venue

Halifax Marriott Harbourfront Hotel

#### Conference Highlights

6 Keynotes, 24 breakout sessions

President's Dinner, Networking Suites, Social,  
Networking Breaks, and more...

#### CACEE Conference Contact

**Melanie Smilynov, Event Manager**

events@cacee.com

#### Sponsorship Inquiries

**Christine Frigault, Sponsorship Chair**

Christine.Frigault@msvu.ca

**Nancy Sammon, Exhibitor Coordinator**

Nancy.sammon@queensu.ca

## Sponsorship Levels

Sponsor level will be determined based on Sponsorship Opportunities purchased from those outlined on pages 4-6. Sponsorship Request form is on page 7.

Sponsorship level will determine logo size and degree of recognition in e-blasts, on the CACEE conference website, in the conference program and sponsor slideshow as well as the opportunity to do information sessions at the conference or webinars to CACEE members during the year as per below:

### PLATINUM - \$10,000+

Opportunity to speak to delegates at a conference information session reserved for you as well as the opportunity to do two webinar sessions for CACEE members during the year

### GOLD - \$9,999 to \$5000

Opportunity to speak to delegates at a conference information session reserved for you OR the opportunity to do one webinar session for CACEE members during the year

### SILVER - \$4,999 to \$2,000

Opportunity to do two webinar sessions for CACEE members during the year

### BRONZE - \$1,999 to \$750

Opportunity to do one webinar session for CACEE members during the year

## Sponsorship Opportunities

### Tuesday Evening Social Event

**\$8,000 (1 Opportunity)**

**SOLD**

- Exposure to 200+ delegates for dinner and an evening of socializing, networking, and fun on Tuesday, May 28th, 2019 – includes Welcome, Evening Entertainment & Live Band
- Two minute address to the audience on behalf of your organization
- Presence of your logo in hard copy signage at the Social Event
- Recognition before the conference in e-blasts, on the CACEE Conference website, and throughout the conference in the conference program and sponsor slideshow
- Insertion of one promotional item in the conference delegate bag
- Special drink with sponsor's name
- Two complementary conference registrations

*\*Includes one beverage ticket per attendee to be distributed to your guests.*

### President's Dinner

**\$6,000 (1 Opportunity)**

**SOLD**

- Exposure to 200+ delegates for a dinner on Sunday, May 26th, 2019
- Five-minute address to the audience on behalf of your organization
- Presence of your logo in hard copy signage at the President's Dinner
- Recognition before the conference in e-blasts and on the CACEE Conference website
- Recognition throughout the conference in the conference program and sponsor slideshow
- Insertion of one promotional item in the conference delegate bag
- Opportunity to put company banner in room and information on tables

### Networking Suite

**\$3,000 (2 Opportunities)**

**BOTH SOLD**

- Exposure to 200+ delegates for a hospitality suite
- Presence of your logo in hard copy signage at the Networking Suite
- Recognition before the conference in e-blasts and on the CACEE Conference website
- Recognition throughout the conference in the conference program and sponsor slideshow
- Insertion of one promotional item in the conference delegate bag
- One complementary conference registration

*\*Includes 100 beverage tickets to be distributed to your guests. Entertainment, food, decor can be coordinated at an additional cost.*

# Sponsorship Opportunities

## Lunch

**\$2,500 (2 Opportunities)**

- Exposure to 200+ delegates for a generous meal
- Two-minute address to the audience on behalf of your organization
- Presence of your logo in electronic and hard copy signage at Lunch one afternoon
- Recognition before the conference in e-blasts and on the CACEE Conference website
- Recognition throughout the conference in the conference program and sponsor slideshow
- Insertion of one promotional item in the conference delegate bag

## Breakfast

**\$2,000 (3 Opportunities)**

- Exposure to 200+ delegates for a generous meal
- Two-minute address to the audience on behalf of your organization
- Presence of your logo in electronic and hard copy signage at Breakfast one morning
- Recognition before the conference in e-blasts and on the CACEE Conference website
- Recognition throughout the conference in the conference program and sponsor slideshow
- Insertion of one promotional item in the conference delegate bag

## Welcome Gift Sponsor

**\$2,000 (1 Opportunity)**

- Exposure to 200+ delegates through a branded welcome gift of snacks, treats, swag, and regional highlights delivered to each delegate's room at the host venue
- Recognition before the conference in e-blasts and on the CACEE Conference website
- Recognition throughout the conference in the conference program and sponsor slideshow
- Insertion of one promotional item in the welcome gift and in the conference delegate bag

## Exhibitor Showcase Booth

**\$1,500 (15 Opportunities)**

**7 SOLD**

- See Exhibitor Showcase package or contact Nancy Sammon at [nancy.sammon@queensu.ca](mailto:nancy.sammon@queensu.ca)



# Sponsorship Opportunities

## Keynote Speaker

**\$1,500 (6 Opportunities)**

- Exposure to 200+ delegates during a main plenary session
- Two minute address to the audience on behalf of your organization
- Presence of your logo in hard copy signage during the plenary session.
- Recognition before the conference in e-blasts and on the CACEE Conference website
- Recognition throughout the conference in the conference program and sponsor slideshow
- Insertion of one promotional item in the conference delegate bag

## Lanyard Sponsor

**\$1,500 (1 Opportunity)**

**SOLD**

- 200+ delegates wearing your branded lanyard throughout the conference
- Recognition before the conference in e-blasts, on the CACEE Conference website, and throughout the conference in the sponsor slideshow.
- Insertion of one promotional item in the conference delegate bag

*\*Approximately 250 units required*

## Delegate Bag

**\$1,000 (1 Opportunity)**

**SOLD**

- 200+ delegates carrying your branded bag throughout the conference and beyond.
- Recognition before the conference in e-blasts and on the CACEE Conference website
- Recognition throughout the conference in the sponsor slideshow
- Insertion of one promotional item in the conference delegate bag

*\*You can provide your own bag or we can work with you to create one at an additional cost*

## Welcome Reception

**\$1,000 (1 Opportunity)**

**SOLD**

- Exposure to 200+ delegates for a Welcome Reception on Sunday, May 26th
- Two minute address to the audience on behalf of your organization
- Presence of your logo in hard copy signage at the Reception
- Recognition before the conference in e-blasts and on the CACEE website
- Recognition throughout the conference in the conference program and sponsor slideshow.
- Insertion of one promotional item in the conference delegate bag

*\*Includes hot & cold appetizers and 1 beverage per attendee*

# Sponsorship Opportunities

## Workshop Session

**\$300 (23 Opportunities)**

**1 SOLD**

- Exposure to 50+ delegates during a workshop session
- Address the audience on behalf of your organization and introduce the presenter
- Presence of your logo in hard copy signage during the workshop session
- Recognition before the conference in e-blasts and on the CACEE website
- Recognition throughout the conference in the conference program and sponsor slideshow.
- Insertion of one promotional item in the conference delegate bag.

## Networking Break

**\$250 (3 Opportunities)**

**ALL SOLD**

- Exposure to 200+ delegates for a networking break.
- Presence of your logo in hard copy signage at the networking break.
- Recognition before the conference in e-blasts and on the CACEE website.
- Recognition throughout the conference in the conference program and sponsor slideshow.
- Insertion of one promotional item in the conference delegate bag.

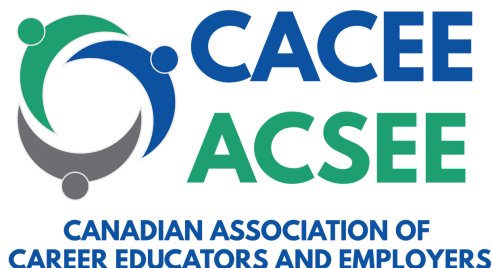
## Delegate Bag Insert

**\$100**

- Exposure to 200+ delegates through valued items, which can be used during the conference and afterwards
  - One small swag item, e.g pen/highlighter, pad of paper, USB key OR promotional materials to be placed in all conference delegate bags.

*\*Approximately 250 units required*





## Sponsorship Request Form

Sponsorship is secured on a first-come-first-serve basis and will only be confirmed once payment and a high-resolution logo in both .eps and .jpg are received. Please note that in order to appropriately recognize your organization and honour your commitment, we require this **no later than May 3rd, 2019**.

Name: \_\_\_\_\_  
Organization: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ Province/State: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
E-mail: \_\_\_\_\_  
Credit Card Number (MC/AMEX/VISA): \_\_\_\_\_ Exp. \_\_\_\_\_

Signature: \_\_\_\_\_  
Amount: \_\_\_\_\_ Please invoice me ☐

Please indicate the sponsorship item(s) you wish to purchase in the space below.

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Please send the completed form to Melanie Smilynov at: [events@cacee.com](mailto:events@cacee.com)

Payment can also be made by cheque made payable to **CACEE** – Canadian Association of Career Educators & Employers (CACEE). **Please include the address below on the cheque and mail to:**

**150 Eglinton Ave. East  
Suite 402  
Toronto, ON M4P 1E8**

**CACEE appreciates your support and looks forward to seeing you in Halifax!**