



CANADIAN ASSOCIATION OF  
CAREER EDUCATORS AND EMPLOYERS (CACEE)

# 2023 CACEE National Conference Sponsorship & Exhibitor Package

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December 4 – 6 | BMO Institute for Learning | Toronto, ON

# ABOUT CACEE

The Canadian Association of Career Educators and Employers (CACEE) is the leading authority on the post-secondary to career transition in Canada. Its professional focus is on-campus recruitment strategy; career education and experiential learning; fostering diverse talent pipelines and inclusive workplaces; research, advocacy and partnership; and, empowering relationships to attract, engage, and retain the next generation of talent.

CACEE provides its members with a collective national voice, leadership, professional development and networking events, resources, and a niche community of practice to excel in their critical and meaningful work with students and new graduates.

## CONFERENCE AT A GLANCE

### **Expected Attendance -**

75 - 120 career education and recruitment professionals from across Canada


### **Dates –**

December 4 – 6, 2023

### **Location**

BMO Institute for Learning (IFL) | Toronto, ON





# SPONSORSHIP OPPORTUNITIES

**Please note:** Should any of the benefits of your sponsorship not fit with your goals, [talk to us!](#) Our team can work with you to customize your package to ensure you are maximizing your investment and exposure at the 2023 CACEE National Conference. Special bundle rates or co-sponsorship may also be negotiated.

## **Presenting Partner | \$10,000 (1 Opportunity Available)**

- Exposure to 75 – 120+ delegates in pre, on-site, and post conference communications
- Recognized as the presenting partner of the 2023 CACEE National Conference and as sponsor of the Ignite Session and Niche Community of Practice Roundtables on Day 1 of the conference
- 4 complimentary conference registrations with reserved VIP seating for plenary sessions with speakers if desired
- Premium booth at the Exhibitor & Innovation Showcase (both in-person at the conference and on the conference app)
- Promotional package placement of your design at all delegate seats at the Conference Opening and opportunity to include up to 2 items in welcome baskets (in-room on arrival for delegates staying on-site)
- 5-minute audio-visual presentation to all delegates as part of the conference program
- Opportunity to thank speakers at each of the plenary sessions hosted throughout the conference
- Prime logo placement on the CACEE website (with a live link to your website), in all promotional materials, on the conference app, on display screens at the conference venue, recognition on conference delegate badges and on the pre-roll slide of each all delegate event
- Dedicated e-blast and promotional pushes via the conference app sent to all attendees throughout the conference
- Premium placement in the Conference Sponsor Spotlight E-blast distributed to the full CACEE Community
- Tagged mentions plus 2 dedicated individual shout outs on CACEE social media platforms thanking you for your support
- Opportunity for exclusive post-conference engagement including an invite only Webinar as well as a dedicated E-mail blast to the CACEE community.





## **Supporting Partner | \$8,500 (3 Opportunities Available)**

- Exposure to 75 – 120+ delegates in pre, on-site, and post conference communications
- Recognized as a supporting partner of the 2023 CACEE National Conference and as sponsor of a meal at the 2023 CACEE National Conference
- 3 complimentary conference registrations with reserved VIP seating if desired
- Premium booth at the Exhibitor & Innovation Showcase (both in-person at the conference and on the conference app)
- Promotional item placement at all delegate seats at your sponsored meal and opportunity to include an item in welcome baskets (in-room on arrival for delegates staying on-site)
- 3-minute audio-visual address to all delegates at your sponsored meal
- Opportunity to introduce and thank speakers at learning block sessions throughout the conference
- Large logo placement on the CACEE website (with a live link to your website), in all promotional materials, on the conference app, on conference display screens at the conference venue, and on the pre-roll slide of each plenary and all delegate session at the conference.
- Promotional pushes via the conference app sent to all attendees during conference
- Prominent placement in the Conference Sponsor Spotlight e-blast distributed to the full CACEE Community
- Tagged mentions plus 1 dedicated individual shout out on CACEE social media platforms thanking you for your support
- Opportunity for exclusive post-conference engagement: Invite only Webinar or dedicated E-blast for the CACEE community

## **Social & Networking Partner | \$8,000 (1 Opportunity Available)**

- Exposure to 75 – 120+ delegates in pre, on-site, and post conference communications
- Recognized as the social & networking partner of the 2023 CACEE National Conference with sponsorship of the always highly anticipated Tuesday Evening Social along with the conference Networking Bingo and Gamification on the conference app
- 2 complimentary conference registrations with reserved VIP seating if desired
- Premium booth at the Exhibitor & Innovation Showcase (both in-person and on the conference app)... cont'd on next page.

## Social & Networking Partner | Cont'd...

- Promotional item at all delegate seats for your evening social program, and include an item in welcome baskets (in-room on arrival for delegates staying on-site)
- 2-minute address to all delegates and brand the room at your evening social program
- Opportunity to introduce and thank speakers at learning block sessions throughout the conference program
- Large logo placement on the CACEE website (with a live link to your website), in all promotional materials, on the conference app, on display screens at the conference venue, and on the pre-roll slide of each all delegate event
- Promotional pushes via the conference app sent to all attendees throughout the conference
- Premium placement in the Conference Sponsor Spotlight E-blast distributed to the full CACEE Community
- Tagged mentions plus 1 dedicated individual shout out on CACEE social media platforms thanking you for your support
- Opportunity for exclusive post-conference engagement: Invite only Webinar or dedicated E-blast for the CACEE community.

## Talent Link Networking Reception | \$4000 (1 Opportunity)

- Exposure to 75 – 120+ delegates in pre, on-site, and post conference communications
- Recognized as a presenting sponsor of Talent Link– a unique networking event designed to build bridges between Employers and Career Centres
- 2 complimentary conference registrations
- Premium booth at the Exhibitor & Innovation Showcase (both in-person and on conference app)
- Opportunity to include item in welcome baskets (in-room on arrival for delegates staying on-site)
- Prominent logo placement on the CACEE website (with a live link to your website), in all promotional materials, on the conference app, and on display screens at the conference venue
- Promotional push via the conference app sent to all attendees at the conference
- Opportunity for 75-150 word blurb, logo placement, and links in a post-conference edition of the CACEE Exchange member newsletter
- Tagged mention on CACEE social media platforms thanking you for your support





## **President's Luncheon & 2023 CACEE Awards | \$2,500 (1 Opportunity)**

- Exposure to 75 – 120+ delegates in pre, on-site, and post conference communications
- Recognized as a presenting sponsor of the President's Luncheon and 2023 CACEE Awards
- 2 complimentary conference registrations or 1 Premium Exhibitor Booth (which includes 1 complimentary conference registration and increased exposure on conference app)
- Logo recognition and promotional items at each delegate table
- Opportunity to participate in the opening remarks and congratulate award winners on stage
- Prominent logo placement on the CACEE website (with a live link to your website), in all promotional materials, on the conference app, and on display screens at the conference venue
- Promotional push via the conference app sent to all attendees at the conference
- Logo placement in the Conference Sponsor Spotlight E-blast distributed to the full CACEE Community
- Opportunity to include item in welcome baskets (in-room on arrival for delegates staying on-site)
- Tagged mention on CACEE social media platforms thanking you for your support

## **Thought Leadership Partner | \$2,000 (2 Opportunities)**

- Exposure to 75 – 120+ delegates in pre, on-site, and post conference communications
- Recognized as a Thought Leadership Partner of the 2023 CACEE National Conference and as a sponsor of the Poster Session Reception and Breakfast with a Scholar Program or the Exhibitor & Innovation Showcase Reception
- 1 complimentary conference registration or Premium booth at the Exhibitor & Innovation Showcase (both in-person as well as on the conference app)
- Prominent logo placement on the CACEE website (with a live link to your website), in all promotional materials, on the conference app, and on display screens at the conference venue
- Promotional push via the conference app sent to all attendees at the conference
- Logo placement in the Conference Sponsor Spotlight E-blast distributed to the full CACEE Community
- Opportunity to include item in welcome baskets (in-room on arrival for delegates staying on-site)
- Tagged mention on CACEE social media platforms recognizing your support

## Plenary Session Partner | \$1750 (3 Opportunities)

- Exposure to 75 – 120+ delegates in pre, on-site, and post conference communications
- Recognized as a presenting sponsor of the plenary session of your choice\* Opportunity to introduce speakers at your sponsored session and a 1-minute address to all delegates in attendance at the conference
- 1 complimentary conference registration or Premium booth at Exhibitor & Innovation Showcase
- Opportunity to include item in welcome baskets (in-room on arrival for delegates staying on-site)
- Prominent logo placement on the CACEE website (with a live link to your website), in all promotional materials, on the conference app, and on display screens at the conference venue
- Promotional push via the conference app sent to all attendees at the conference
- Dedicated mention on CACEE social media platforms thanking you for your support

*\*first come, first serve for plenary session sponsorship*

## Networking Suite Partner | \$1500 (2 Opportunities)

- Exposure to 75 – 120+ delegates in pre, on-site, and post conference communications
- Recognized as a Networking Suite Partner with opportunity to facilitate connection building in a casual and relaxed atmosphere
- 1 complimentary conference registration or Premium booth at Exhibitor & Innovation Showcase
- Opportunity to place a banner in and promotional items throughout the space
- Featured logo placement on the CACEE website (with a live link to your website), in all promotional materials, on the conference app, and on display screens at the conference venue
- Promotional push via the conference app sent to all attendees encourage attendance at your networking event
- Logo placement in the Conference Sponsor Spotlight E-blast distributed to the full CACEE Community
- Opportunity for post-conference E-blast to the full CACEE community
- Tagged mention on CACEE social media platforms thanking you for your support





## Welcome Basket Partner | \$1000 (1 Opportunity)

- Exposure to 75 – 120+ delegates in pre, on-site, and post conference communications
- Recognized as sponsor of the Welcome Basket which will be in-room on arrival for all delegates staying on-site at the 2023 CACEE National Conference
- Opportunity to include branded tag and custom welcome message to delegates
- Inclusion of preferred items in the Welcome Basket
- Featured logo placement on the CACEE website (with a live link to your website), in all promotional materials, on the conference app, and on display screens at the conference venue
- Logo placement in the Conference Sponsor Spotlight E-blast distributed to the full CACEE Community
- Tagged mention on CACEE social media platforms thanking you for your support

## New to CACEE Meet & Greet | \$750 (1 Opportunity)

- Exposure to 75 – 120+ delegates in pre, on-site, and post conference communications
- Recognized as the sponsor of the New to CACEE Meet & Greet which welcomes first time attendees and new members to the conference
- Featured logo placement on the CACEE website (with a live link to your website), in all promotional materials, on the conference app, and on display screens at the conference venue
- Promotional push via the conference app sent to all attendees at the conference
- Logo placement in the Conference Sponsor Spotlight E-blast distributed to the full CACEE Community
- Opportunity to include item in welcome baskets (in-room on arrival for delegates staying on-site)
- Tagged mention on CACEE social media platforms recognizing your support

## Session Sponsor | \$500 (10+ Opportunities)

- Exposure to 75 – 120+ delegates in pre, on-site, and post conference communications
- Recognized as a sponsor with opportunity to introduce/thank speakers at the learning block session of your choosing
- Logo placement on the CACEE website (with a live link to your website), in all promotional materials, on the conference app, and on display screens
- Tagged mention on CACEE social media platforms

## Wellness & Networking Break | \$250 (7 Opportunities)

- Exposure to 75 – 120+ delegates in pre, on-site, and post conference communications
- Recognized as a sponsor of a wellness & networking break of your choosing
- Logo placement on the CACEE website (with a live link to your website), in all promotional materials, on the conference app, and on display screens at the conference venue
- Tagged mention on CACEE social media platforms thanking you for your support

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**QUESTIONS? CONTACT US!**

**events@cacee.com**



A woman with long brown hair and black-rimmed glasses is sitting at a white desk. She is wearing a dark blue sweater with white horizontal stripes and blue jeans. She is smiling and holding a black smartphone to her ear with her left hand. In her right hand, she holds a silver pen. On the desk in front of her is a silver laptop, a white mug, and a white plate with two chocolate-glazed donuts. The background is a bright, modern office space with a green plant on the left and a corkboard with papers on the wall. A large blue rectangular box with white text is overlaid on the right side of the image.

# EXHIBITOR OPPORTUNITIES

## Premium Exhibitor | \$825 (8 Opportunities)

### \*Exclusive CACEE Associate Member Pricing \$500!

- Engage and build your brand with 75 – 120+ senior career and HR leaders, career educators, and leading employers from across Canada at during a dedicated conference reception
- Premium exhibitor booth at the Exhibitor & Innovation Showcase and opportunity for increased exposure and networking via the conference app
- 1 complimentary conference registration
- Opportunity for live demonstrations, draws, trivia challenge, experiential engagement, and interactive activities as a part of your exhibitor booth
- Gamification challenge and incentives to encourage delegate interaction
- Featured logo placement on the CACEE website (with a live link to your website), in all promotional materials, on the conference app, and on display screens at the conference venue
- Promotional push via the conference app sent to all attendees at the conference
- Logo placement in the Conference Sponsor Spotlight E-blast distributed to the full CACEE Community
- Tagged social media mentions and push notifications via the conference app to thank you for your support

**Please note:** Should any of these benefits not fit with your goals, [talk to us!](#) Our team can work with you to customize your package to ensure you are maximizing your investment and exposure at the 2023 CACEE National Conference.





# TALK TO US!

To secure your sponsorship of the 2023 CACEE National Conference, please reach out to us at [events@cacee.com](mailto:events@cacee.com) with your package of interest, a high resolution logo in .png or .jpeg format, and preferred mode of payment. We can accept cheque, EFT or major credit card.

Sponsorship is on a first-come-first-serve basis and will only be confirmed once payment, logo, and registration details (if applicable) are received. Please note that in order to appropriately recognize your organization and honour our commitment to you, we require all elements related to your sponsorship to be confirmed by **November 27th, 2023**.

CACEE is excited at the opportunity to partner with you and looks forward to showcasing your organization as a part of this premiere professional development event!

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[events@cacee.com](mailto:events@cacee.com)