



Sponsorship Package

About the Canadian Association of Carer Educators and Employers

The Canadian Association of Career Educators and Employers (CACEE) is a National non-profit partnership of employer recruiters and career services professionals. Our Mission is to provide professional networking and development opportunities, information, advice, and other services to employers and career service 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 2015 National Conference

The 2015 CACEE National Conference will be held at The Westin Ottawa in Ottawa, Ontario, our Nation's Capital. This four day, June 7 -10, annual conference will bring together over 200 employers, career services and employment preparation professionals, and co-op educators from across Canada.

This year's conference program, *Changing the Course*, will embrace innovative, forward thinking ideas and resources that will allow you to proactively adapt to the changing landscape and help inspire action among key stakeholders. CACEE is also excited to be collaborating with Education at Work Ontario (EWO) and to extend enhanced co-op specific programming to attendees.

Date

Sunday, June 7 to Wednesday, June 10, 2015

Location

The Westin Ottawa
11 Colonel By Drive
Ottawa, Ontario
K1N 9H4

Expected Attendance

200+

CACEE National Office

Caitlin Thumm
Event Coordinator
caitlint@cacee.com

Canadian Association of Career Educators
and Employers (CACEE)
720 Spadina Ave., Suite 202
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Sponsorship Committee

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Sponsorship Opportunities

President's Dinner

\$5000 (1 Opportunity)

- Exposure to 200+ delegates for a dinner on Sunday, June 7.
- Two 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 website.
- Recognition throughout the conference in the conference program and sponsor slideshow.
- Insertion of one promotional item in the conference delegate bag.

Social Event

\$5000 (1 Opportunity)

- Exposure to 200+ delegates for dinner and an evening of fun on Tuesday, June 9.
- 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 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.

Lunch

\$3000 (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 website.
- Recognition throughout the conference in the conference program and sponsor slideshow.
- Insertion of one promotional item in the conference delegate bag.

Volunteer Reception

\$2500 (1 Opportunity)

- Exposure to 200+ delegates as CACEE recognizes its volunteers on Monday, June 8.
- Two minute address to the audience on behalf of your organization.
- Presence of your logo in hard copy signage at the Volunteer 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 alcoholic beverage per attendee.*

Networking Suite**\$2500 (2 Opportunities)**

- 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 website.
- Recognition throughout the conference in the conference program and sponsor slideshow.
- Insertion of one promotional item in the conference delegate bag.

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

Breakfast**\$2500 (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 website.
- Recognition throughout the conference in the conference program and sponsor slideshow.
- Insertion of one promotional item in the conference delegate bag.

Keynote Speaker**\$1500 (3 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 website.
- Recognition throughout the conference in the conference program and sponsor slideshow.
- Insertion of one promotional item in the conference delegate bag.

Lanyard**\$1500 (1 Opportunity)**

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

Delegate Bag**\$1000 (1 Opportunity)**

- 200+ delegates carrying your branded bag throughout the conference and beyond.
- Recognition before the conference in e-blasts.
- 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.*

New Members Reception**\$1000 (1 Opportunity)**

- Exposure to 100+ delegates for a New Members Reception on Sunday, June 7.
- Two minute address to the audience on behalf of your organization.
- Presence of your logo in hard copy signage at the Newcomers 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 alcoholic beverage per attendee.*

Charging Station**\$700 (1 opportunity)**

In a world where everyone is “connected” and relies heavily on their mobile devices, the demand for providing charging stations is essential! Attendees will be positioned at the station while their device charges. This is a great way to deliver your message to a captive audience.

- Sponsor will be able to brand the Charging Station with either a logo or possibly a video, which will be located in a prominent location at the conference
- 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**\$500 (4 Opportunities)**

- 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.

Workshop Session**\$300 (35 Opportunities)**

- Exposure to 40+ 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.

Delegate Bag Insert**\$100 (Unlimited Opportunities)**

- 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.

**250 units required.*

Exhibitor Showcase & Information Sessions

NEW! We're bringing back the Exhibitor Showcase! By purchasing a booth, Exhibitors have the opportunity to exhibit the full day on Tuesday, June 9 which includes 1.5 hours of dedicated Exhibitor Showcase time, as well as on the morning of Wednesday, June 10. Also, included in each booth is one (1) 1.5 day registration! (Full day Tuesday and half day Wednesday). To deliver even more information to delegates, exhibitors can instead pick up one of our limited Exhibitor Booth + Information Session opportunities.

We will be incorporating some fun activities and games into the Exhibitor Showcase area to help drive traffic to our exhibitor booths. Connect with one of our Sponsorship Committee members today for more details!

Exhibitor Booth

\$1500 (15 Opportunities)

- Exposure and networking opportunities with 200+ conference delegates and industry peers on June 9 & 10 at your booth
- 8' space located in the exhibitor area which includes a skirted table and two chairs.
- Includes one (1) 1.5 day Conference Registration (Tuesday and Wednesday morning)
- Recognition throughout the conference in the conference program and sponsor slideshow.
- Insertion of your promotional items in conference delegate bags

Exhibitor Booth + Information Session

\$2000 (5 Opportunities)

- Exposure to 40+ delegates for a 30 minute Information Session run by you on Tuesday, June 9.
- Exposure and networking opportunities with 200+ conference delegates and industry peers on June 9 & 10 at your booth
- 8' space located in the exhibitor area which includes a skirted table and two chairs.
- Includes one (1) 1.5 day Conference Registration (Tuesday and Wednesday morning)
- Recognition throughout the conference in the conference program and sponsor slideshow.
- Insertion of one promotional item in the conference delegate bag.

**Please note, all rooms will include a screen and projector but the presenter must provide their own laptop and any other additional materials and/or equipment.*

Sponsorship Request Form

Sponsorship is awarded 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 sponsorship commitment, we require this **no later than Friday, April 3, 2015**.

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.

Please send the completed form to Caitlin at caitlint@cacee.com.

Payment can also be made by cheque. Please make cheque payable to CACEE and send by mail to:

CACEE National Office
720 Spadina Ave., Suite 202
Toronto, Ontario
M5S 2T9

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