

SPONSORSHIP PROSPECTUS & EXHIBITOR OPPORTUNITIES

**ARUCC & PCCAT JOINT CONFERENCE
JUNE 23-27, 2024
CALGARY, ALBERTA**



ABOUT THE CONFERENCE

The Association of Registrars of the Universities and Colleges of Canada (ARUCC) and the Pan-Canadian Consortium on Admissions & Transfer (PCCAT) Biennial Conference attracts senior managers and decision-makers from colleges and universities across Canada in this premier event. Attendees discuss innovations, initiatives, and collaborative projects through a variety of interactive educational sessions. Discussions also focus on enrolment management trends, learner pathways, leadership initiatives, and best practices across a wide spectrum of tracks focused on postsecondary registrarial matters and learner mobility.



ENHANCE YOUR PROFILE WITH DECISION-MAKERS

200+ decision-makers
from universities and
colleges across Canada.
Senior college and
university registrarial
professionals involved in
postsecondary

- ▶ **admissions**
- ▶ **scholarships**
- ▶ **financial aid**
- ▶ **records & systems**
- ▶ **recruitment**
- ▶ **academic advising**
- ▶ **scheduling**
- ▶ **examinations**
- ▶ **student mobility**
- ▶ **credit transfer pathways**
- ▶ **data and research**
and more!





EVERY SPONSOR GETS

\$500 VALUE

Company logo with hyperlink on the conference website

Company logo on signage at the event

Company logo with hyperlink on the conference app

**WANT MORE VISIBILITY? LET'S CHAT ABOUT HOW WE CAN GET YOU
FRONT AND CENTER IN A WAY THAT MATTERS TO YOU!**

CUSTOMIZED SPONSORSHIP OPPORTUNITIES

We believe that sponsorship should be more than just a transaction; it should be a strategic partnership that aligns seamlessly with your unique marketing goals and brand vision. We understand that each organization comes to the table with its own distinct purpose for sponsorship, and we're here to empower you to turn those goals into reality.

Your Vision, Our Expertise: We're not just looking for sponsors; we're seeking partners who are as passionate about our event as we are about your success. Our team is ready to collaborate, brainstorm, and strategize with you to create a sponsorship opportunity that seamlessly integrates with your marketing strategy. The possibilities are truly boundless.



SPONSORSHIP IDEAS

Let's Begin the Conversation:

Here, you'll discover a spectrum of potential opportunities. These are just the starting point, as we believe in crafting sponsorships that align with your organization's unique objectives—whether it's brand recognition, thought leadership, or lead generation. Let's collaborate during a conversation to identify and fine-tune the sponsorship options that best suit your goals and vision.



Networking Reception - \$20,000

A prime platform to showcase your brand and foster connections. Want to include an activation? Let's talk!

Lunch - \$15,000

This provides an excellent opportunity to connect with decision-makers and peers in a relaxed, shared dining experience.

Event App - \$6000

Exposure in the palm of the hands of every attendee. Want to also include an exhibitor booth? Let's talk!

Registration - \$5,000

Enjoy increased visibility and brand recognition, with prominent logo placement.

*The prices quoted here are examples only and are subject to change based on your specific needs

MORE GREAT SPONSORSHIP IDEAS

Whether you're seeking to amplify your brand, establish thought leadership, or generate valuable leads, you'll discover options that align seamlessly with your objectives. We can't wait to dive into these exciting opportunities together, harnessing your unique strengths and our creative energy to craft a sponsorship experience that's truly extraordinary.



Coffee Break - \$6,750

Fuel your brand's recognition with our Coffee Break Sponsorship, where every sip and conversation is powered by your name, offering a refreshing way to connect with our diverse audience.

Elevator Doors (inside or out, or both!) - \$5,550

Imagine your brand taking a vertical leap to new heights with our elevator door sponsorship, making every ride a memorable journey under your distinct banner!

Panel Discussion - \$5,500

Be the star of the show as the presenting sponsor for our exclusive panel discussion, where your brand takes center stage in driving meaningful conversations and thought leadership!

Land Acknowledgement- \$4000

Elevate your commitment to inclusivity and respect as the Land Acknowledgment Sponsor, leading the way in honoring indigenous heritage and fostering a spirit of unity and recognition.

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BE AN EXHIBITOR

Each 8'x10' booth is offered at an all-inclusive fee of \$2,500 CDN (plus HST) and includes:

- 1x6'table, 2 chairs, power, internet
- Exhibitor handbook with comprehensive details to ensure a successful show and access to additional suppliers to enhance your booth offerings
- Several dedicated exhibit periods throughout two days
- Company logo and hyperlink on the Conference website



LET'S CHAT!

PLEASE REACH OUT TO JULIA O'GRADY, ITM
EVENTS, BY EMAIL AT JULIA@ITMEVENTS.CA TO
BOOK YOUR CALL