



BCCIE SUMMER CONFERENCE 2017 SPONSOR OPPORTUNITIES

Summer Conference provides an essential platform for the growth of BC's International Education sector. BCCIE's annual conference brings together more than 400 participants from our province, across Canada and beyond our borders. The Conference attracts senior leaders, researchers, practitioners, student service providers, administrators, government, NGOs and students to explore these ideas with the aim of strengthening our work and taking steps towards advancing outstanding leadership in the fields that comprise International Education in BC.

Summer Conference 2017
June 18–21
Delta Grand Okanagan
Kelowna, BC

BENEFITS

BCCIE's Summer Conference attracts **more than 400 key influencers** in the field of International Education, including vice-presidents, district principals, directors, senior government officials, NGO representatives, frontline practitioners and others. The Conference launch will be supported by a high profile media campaign across electronic, social media and traditional communication channels.

Sponsors of BCCIE Summer Conference 2017 will have the opportunity to:

- ▶ Profile their organization to an influential audience of top practitioners and decision makers
- ▶ Network with staff and others who act as a primary liaison with international students and their families, international institutions, agencies, government and supporters
- ▶ Develop partnerships with some of the leading International Education specialists in Canada



PLATINUM SPONSORSHIP

Platinum-level sponsorship is an exclusive offering available for up to three organizations. As a platinum sponsor you will have all the opportunities offered to our gold sponsors with the added benefit of sponsoring one of the major conference events listed below. You will also receive the first choice of exhibitor tables on a first-come, first-served basis.

Opening Reception and Pre-conference Workshops

This event option offers your organization a full day of exclusive sponsorship. BCCIE will provide signage and logo recognition at both Pre-conference Workshops as well as at the Opening Reception. At our Opening Reception you will have an opportunity to address the delegates and welcome them to the Conference on behalf of your organization.

Keynote Lunch

The Keynote Lunch is one of the most attended and highly anticipated events at BCCIE's Summer Conference. This year we are very excited to welcome Sue Gardner as the keynote speaker. Sue has an honorary doctorate of laws from Ryerson University, was named a Technology Pioneer for the World Economic Forum at Davos, has been ranked by Forbes magazine as the world's 70th most powerful woman, was the inaugural recipient of the Knight Foundation's Innovation Award, received the Cultural Humanist of the Year award from the Harvard Humanist Association, and is a proud recipient of the Nyan Cat Medal of Internet Awesomeness for Defending Internet Freedom.

Awards Banquet

The Annual BCCIE International Education Awards Banquet is a high-profile evening event that recognizes individuals who have made an outstanding contribution to the field of International Education.

Sponsorship of any of these major events offers high profile exposure in the form of:

- ▶ Social media recognition leading up to and during the Conference
- ▶ High-profile signage at the event
- ▶ Onstage signage throughout sponsored event
- ▶ 5-minute speaking opportunity (expected attendance 300 – 400)
- ▶ Recognition through on-screen presentations
- ▶ Your logo will be featured on BCCIE's website, newsletters and other publications, and program app

Please note that as there is a limited number of spots available for platinum sponsors, this sponsorship package will be available on a first-come, first-served basis. For further information please contact us at conference@bccie.bc.ca.

SUMMER CONFERENCE 2017 SPONSORSHIP LEVELS

	TIER	PLATINUM (3 Maximum)	GOLD	SILVER	BRONZE
BENEFITS	RATE	\$8,000	\$5,000	\$3,500	\$2,000
Sponsorship of major Conference event ¹		✓			
Sponsorship of other Conference event ²			✓		
Exhibitor table ^{3,4}		1st choice of location	2nd choice	assigned	
Advertisement in Program Guide		Full page	Full page	Half page	
Onstage signage throughout sponsored event		✓			
Verbal acknowledgement during welcoming remarks at first delegate breakfast		✓	✓		
Recognition on website and program app (with link to sponsor)		✓	✓	✓	✓
Recognition in Program Guide and table tent cards at Keynote Lunch and Awards Banquet		✓	✓	✓	✓
Delegate bag insert (only one item included)		✓	✓	✓	✓
Recognition in Summer Conference newsletter		✓	✓	✓	✓
Complimentary registrations		3	2	1	1
Social media mentions		2	2	1	1

Terms and conditions

1. Includes sponsorship of one of:

- Opening Reception and Pre-conference Workshops (S)
- Awards Banquet (S)
- Keynote Lunch (S)

(S) = Speaking opportunity

2. Includes sponsorship of one of:

- First-timers' Social (S)
- Thought Leader Dialogue I or II
- First delegate breakfast (Mon) (S)
- Delegate breakfast (Tues)

(S) = Speaking opportunity

3. Within each sponsorship tier, opportunities, including exhibitor table location, are on a first-come, first-served basis and in order of payment received, so we encourage you to confirm options and submit your payment as soon as possible.

Please email conference@bccie.bc.ca for more information.

4. All sponsors with an exhibitor table will be able to network with Conference delegates during our dedicated sponsor fair time slots on Monday and Tuesday.

BCCIE welcomes alternate sponsorship proposals that may be better aligned with your organization's marketing needs. If you would like to discuss your 2017 sponsorship options, please email conference@bccie.bc.ca.

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Please note that, with the exception of bursaries, a bronze-level minimum is required to purchase any of these items.

Bursaries: \$750 each

Bursaries offer an ideal way to give back to the International Education community and give a wonderful networking opportunity to a deserving professional. With a bursary, you are sponsoring the participation of someone who may not otherwise be able to attend the Conference. There are many ways that we can highlight your generous contribution including verbal recognition, foam core signage as well as logo exposure on our website and social media platforms. Please contact us at conference@bccie.bc.ca to discuss additional options.

Lanyards (1 sponsor only): \$2,000

All of our delegates receive lanyards with their name badges and are required to wear them throughout their time at the Conference. This is a high-visibility sponsorship opportunity which is available to only one sponsor. As our exclusive lanyard sponsor, you will be consulted in the design process of the lanyards and will have your logo prominently displayed on them.

Hotel key card (1 sponsor only): \$1,500

The sponsor of this exclusive opportunity will have their logo displayed on the hotel key card of every delegate staying at the Delta Grand Okanagan. For Summer Conference 2017, room-night bookings are expected to be more than 400.

Full page ad in Program Guide (Max 1 per sponsor, subject to availability): \$600

Our Program Guide is provided to all of our delegates and is full of valuable Conference information. For more information on ad specifications, please email conference@bccie.bc.ca.

Half page ad in Program Guide (Max 1 per sponsor, subject to availability): \$300

Our Program Guide is provided to all of our delegates and is full of valuable Conference information. For more information on ad specifications please email conference@bccie.bc.ca.

Additional delegate bag insert (Max 1 additional per sponsor): \$200

Delegate bags are given to all Conference attendees. By purchasing a delegate bag insert you are ensuring that each and every delegate will recognize your organization. Inserts may come in the form of brochures, one-pagers, pens or other branded collateral. Please note that only one additional item may be included per sponsor.