



BCCIE SUMMER CONFERENCE 2018 SPONSORSHIP OPPORTUNITIES

Summer Conference provides an essential platform for the growth of BC's International Education sector. BCCIE's annual conference brings together hundreds of 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 2018
June 17–20
The Westin Bayshore
Vancouver, BC

BENEFITS

BCCIE Summer Conference 2018 is expected to attract **more than 500 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 2018 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 primary liaisons with international students and their families, international institutions, agencies, government and supporters
- ▶ Develop partnerships with some of the leading International Education specialists in Canada



DIAMOND SPONSORSHIP

Diamond-level sponsorship is a brand-new, exclusive offering available for up to two organizations. As a Diamond sponsor you will have all the opportunities offered to our Platinum sponsors with the added benefit of sponsoring one of the two premier conference events listed below. You will also receive additional social media and printed recognition, one additional registration and the first choice of exhibitor tables on a first-come, first-served basis.

Keynote Lunch

The Keynote Lunch is one of the most attended and highly anticipated events at Summer Conference. This year we are very excited to welcome Rt. Hon. Kim Campbell as the BCCIE Summer Conference 2018 keynote speaker. The Rt. Hon. Kim Campbell rose to fame as Canada's first female Prime Minister and one of the youngest Prime Ministers worldwide. Since her tenure as leader, she has travelled internationally to represent Canada and strengthen democracy and women's leadership around the world. From her rise as a young leader to an international advocate for democracy and a 'leader of leaders', Ms. Campbell brings a unique and matured perspective on current events, politics and international relations.

Awards Banquet

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

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

- ▶ High-profile signage at the event
- ▶ Signage throughout sponsored event
- ▶ Prominent speaking opportunity (expected attendance 400 – 500)
- ▶ Recognition in the rotating slide deck

For further benefits of Diamond-level sponsorship, please refer to the "SUMMER CONFERENCE 2018 SPONSORSHIP LEVELS" table on page 3.

Please note that as there are only two spots available for Diamond 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 2018 SPONSORSHIP LEVELS

	DIAMOND (2 Maximum) \$15,000	PLATINUM (3 Maximum) \$10,000	GOLD \$7,500	SILVER \$5,000	BRONZE \$3,500
BENEFITS					
Sponsorship of premier Conference event including recognition on table tent cards during sponsored event ¹	✓				
Sponsorship of major Conference event ²		✓			
Sponsorship of other Conference event ³			✓		
Exhibitor table ^{4,5}	1st choice of location	2nd choice	3rd choice	assigned	
Advertisement in Program Guide	Full page	Full page	Full page	Half page	
Signage throughout sponsored event	✓	✓	✓		
Verbal acknowledgement during welcoming remarks at Opening Reception	✓	✓			
Recognition on BCCIE's "Meet Our Sponsors" web page	✓	✓	✓	✓	✓
Recognition on conference app and online platform (with logo & link to website)	✓	✓	✓	✓	
Recognition in Program Guide	✓	✓	✓	✓	✓
Delegate bag insert (only one item included)	✓	✓			
Recognition in Summer Conference newsletter	✓	✓	✓	✓	✓
Complimentary registrations	4	3	2	1	1
Social media mentions	3	2	2	1	1

TERMS AND CONDITIONS

(S) = Speaking Opportunity

- Includes sponsorship of one of:
 - Awards Banquet (S)
 - Keynote Lunch (S)
- Includes sponsorship of one of:
 - Opening Reception (S)
 - First delegate breakfast (Mon) (S)
 - Networking Lunch (S)
- Includes sponsorship of one of:
 - Pre-conference workshops
 - First-timers' Social (S)
 - Thought Leader Dialogues
 - Delegate breakfast (Tues)
 - Global Issues Panel
- 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.
- 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 2018 sponsorship options, please email conference@bccie.bc.ca.

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Please note that some of these opportunities require a minimum level of sponsorship as outlined below.

Bursaries: \$775 each (available to everyone)

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.

Conference App: \$5,000 (1 sponsor only; Gold-level minimum required)

Secure the opportunity to put your organization in front of more than 500 delegates as they use our mobile app to navigate Summer Conference. For Summer Conference 2017, 80% of delegates surveyed downloaded the app to navigate the Conference content. As the official app sponsor, your organization will be showcased through web and mobile banners and daily schedule emails. For more information about how your branding would look on the app, please contact conference@bccie.bc.ca.

Wifi: \$5,000 (1 sponsor only; Gold-level minimum required)

WiFi is an essential part of keeping delegates engaged and connected. As the official WiFi sponsor of the "BCCIE Summer Conference" network, your organization's name will not go unnoticed by delegates. The WiFi sponsor will be promoted through a custom splash page viewable upon connecting, which includes a link to your organization's website. Each WiFi user will be required to reconnect after a period of inactivity, ensuring maximum exposure to your organization throughout the Conference. You will also get to choose the WiFi password!

Lanyards: \$3,000 (1 sponsor only; Silver-level minimum required)

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 cards: \$1,500 (1 sponsor only; Silver-level minimum required)

The sponsor of this exclusive opportunity will have their logo displayed on the hotel key card of every delegate staying at the Westin Bayshore Hotel. For Summer Conference 2018, room-night bookings are expected to be more than 200.

Delegate bag insert (subject to availability): \$200 (Bronze-level minimum required)

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.

Full or half page ad in Program Guide (max 1 per sponsor, subject to availability): \$600 full/\$400 half (bronze-level minimum required)

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.