



**EXHIBIT and SPONSORSHIP OPPORTUNITIES**  
**ARUCC 2004 Conference**  
***The Service Transformation Summit***  
**Fairmont Chateau Laurier Hotel**  
**Ottawa, Ontario, Canada**  
**June 27-30, 2004**

**Take advantage of this unparalleled opportunity to promote your product/service and enhance your profile with decision-makers from Canada's post-secondary institutions.**

**The Association of Registrars of the Universities and Colleges of Canada (ARUCC) marks its 40<sup>th</sup>** anniversary as a professional association in Canada, in 2004. ARUCC has been providing registrarial colleagues at the university and college level with professional development and networking opportunities for many years. The 2004 conference, *The Service Transformation Summit* focuses on transforming services. As an exhibitor and/or sponsor of the 2004 Conference, you will have an excellent opportunity to build mutually beneficial business relationships with administrative decision-makers and those who influence the decisions.

**Conference Highlights Include:**

- Three stimulating plenary sessions
- More than 30 educational workshops
- Two-day Trade Show showcasing the latest technology and services
- ARUCC Annual General Meeting
- Two networking receptions
- Gala dinner honouring Award winners from ARUCC and OURA (Ontario University Registrars' Association)

**Who Should Participate in the Trade Show?**

- Information Technology providers
- Service providers, including Document Imaging and Call Centre Technology
- Administrative, scheduling and marketing software companies
- Enrolment management companies

**Conference Attendees:**

Attracting up to 300 registrars, admissions, enrolment management, records, scheduling, recruitment, and systems professionals, this Canadian national conference provides a captive audience for corporations to market their products and services. Our members represent a full spectrum of Canadian post-secondary institutions and meet biennially at the national level to update and share their knowledge of administrative and marketing software, innovative enrolment management trends and business practices.

For many years, corporations have invested in the ARUCC conference and built their clientele on the relationships they've developed while attending the conference. It's

an excellent opportunity to expand your business relationships so plan now to exhibit at ARUCC in June 2004!

**As an Exhibitor, your \$1,250 fee includes:**

- One 10 foot x 8 foot booth space including 8' high back and 3' high side drapery
- 2 chairs, one table and electrical power (standard duplex outlet); additional power and furnishing are available for an additional fee.
- Company listing, logo and 50-word description in the on-site conference program
- 20 trade show passes to distribute to your partners, customers and prospects
- Comprehensive Exhibitor Handbook to assist in making your Trade Show experience hassle-free
- 24-hour security provided from move-in to move-out
- Additional opportunities for conference sponsors

**Exhibit Schedule:**

**Monday, June 28**

Move-in: 7:00am – 10:00 am (continental breakfast provided during set-up)

Trade Show Opening: 10:30 am

Trade Show Open: 10:30 am – 5:00 pm

Reception in Trade Show: 5:00 – 6:30 pm

**Tuesday, June 29**

Trade Show Re-opens: 8:00 am

Show closing: 5:00 pm

Your comprehensive Exhibitor Handbook, with details regarding final move-in times, show rules and regulations, conference program, schedule of events and supplier order forms, will be sent to you in February, 2004.

**Reserve today! Space is allotted on a first-come, first-served basis. ARUCC will reserve your space upon receipt of your signed contract and a 20% deposit.**

For further information or to book your space, **contact Jeannie Boyes,**

**JB Productions, [jboyes@golden.net](mailto:jboyes@golden.net) or 519 725-1144 2004 2004**



## Sponsorship Opportunities for ARUCC 2004

Take advantage of the rewards of ARUCC Conference Sponsorship. Sponsor recognition opportunities are available at the Platinum, Gold, Silver and Bronze levels. The following outlines the various LEVELS of sponsorship. A comprehensive list of sponsorship opportunities from which to choose is also included.

### **\$6,000 + (Platinum Sponsor)**

- your company logo recognized on conference website and on front of final conference program
- custom logo signage in registration area
- 50% discount on 10x10 booth in Exhibit Hall
- your company logo displayed on screen in plenary session
- full page ad in final program book (inside front cover OR back cover)
- 1 complimentary full-conference registration. (Excludes accommodation)
- one promotional insert (8.5" x 11") in conference registration kit
- Temporary access to ARUCC and OURA e-mail system (i.e.: you can send one e-mail to ARUCC/OURA membership prior to conference).

### **\$4,000 - \$5,999 (Gold Sponsor)**

- your company logo recognized on conference website and in final program book
- custom signage in registration area
- full-page ad in final program book
- 1 complimentary one-day pass to conference (choose from Monday, Tuesday or Wednesday)
- one promotional insert (8.5"x 11") in conference registration kit

### **\$1,500 - \$3,999 (Silver Sponsor)**

- your logo and company name in final program
- custom signage in registration area
- ½ page ad in final program book
- 2 complimentary passes to lunch on Monday

### **Up to \$1,500 (Bronze Sponsor)**

- custom signage in registration area
- your company name in final program
- ¼ page ad in final program book

**Other amounts** - *please talk to us about how your sponsorship money - of any amount - can be used. We also welcome donations of promotional products (approximately 400) for our registration kits.*

## **Sponsorship Opportunities – ARUCC 2004**

The following sponsorship opportunities are available on a first-come, first-served basis. Please use the headings below when completing your sponsorship selection on the enclosed contract.

***Raise awareness of your organization's participation each day by taking advantage of activities happening Monday, Tuesday, and Wednesday during the conference and Exhibition.***

### **Registration Kit Carry-All.....\$6,000 (Platinum Sponsor)**

*We'll put your logo on the delegate carry-all so it's one of the first things delegates see. We'll package important conference information in this conference carry-all used by attendees during the conference and exhibition and after.*

### **Early Risers Club.....\$1,800 (Silver Sponsor)**

*New for 2004! This program gets attendees off to a fresh start each morning with a brisk walk or jog before breakfast, throughout downtown Ottawa. Participants receive a good quality t-shirt featuring the conference theme and the sponsor's logo.*

### **Lanyard for badge holders .....\$1,500 (Bronze Sponsor)**

*Guarantee constant corporate exposure throughout the conference! We will custom imprint your company name and logo on a high quality lanyard used by all attendees and exhibitors to display their name badges. Alternatively, you can provide a minimum of 400 lanyards for an in-kind equivalent to this sponsorship opportunity.*

### **Refreshment Break.....\$1,500 (Bronze Sponsor)**

*Your sponsorship will provide "thirst aid" and delicious snacks to delegates during one of the refreshment breaks on Monday, Tuesday or Wednesday. Sponsor one at \$1,500, two at \$2,700 or all five for \$5,000.*

### **Conference CD-ROM.....\$5,000 (Gold Sponsor)**

*We'll create a comprehensive CD-ROM of all speaker presentations and your logo will appear on the CD cover as the official sponsor. It's a unique reminder of the event and one that will provide a lasting reminder of your sponsorship. Alternatively, you can produce the CD-ROM with information we provide, for an in-kind sponsorship.*

### **Conference Internet Café.....\$4,500 (Gold Sponsor)**

*We'll set up a fully-staffed Internet Café of 10 computers with high-speed access for use by the ARUCC delegates throughout the conference. Your company logo will appear on the screen saver. Alternatively, you can supply and set up the computers and staff for an in-kind sponsorship.*

**Final Conference Program.....\$2,000 (Silver Sponsor)**

*Sponsor the printing of the Final On-site Conference Program. We'll display your logo on the back cover of the Final Program which will be used throughout the conference by all delegates. As part of your sponsorship, we'll provide a complimentary ½ page ad.*

**The ARUCC Breakfast Special.....\$4,500 (Gold Sponsor)**

*Breakfast is the most important meal of the day and your company can be the first to welcome the delegates with your sponsorship of the opening breakfast and keynote address. We'll hang your company banner in the room on Monday (supplied by you) and allow your representative to bring words of welcome. Sponsor the opening breakfast and Plenary Session at \$4,500 or all three breakfasts for \$7,000.*

**Monday Reception.....\$4,000 (Gold Sponsor)**

*After a busy day of sessions and exhibits, be a part of this mix and mingle reception to end the first official day of the conference. Your sponsorship provides reception food and two free drinks per person. We'll post your banner in the room and give your representative an opportunity to bring greetings to the attendees.*

**Tuesday Theme Dinner & Awards Ceremony.....\$7,500 (Platinum Sponsor)**

*Give your company maximum exposure as the official sponsor of the Tuesday Evening Gala dinner and Awards Ceremony. A delicious dinner and some fabulous local entertainment highlight this special evening which honours ARUCC and OURA award recipients. We'll give your representative time on the program to bring greetings to the participants and we'll display your logo prominently at the event. In addition to Platinum Sponsorship entitlements, we'll provide 6 complimentary tickets to this event for your representatives.*

**Wednesday Box Lunch.....\$4,000 (Gold Sponsor)**

*Make your mark as the sponsor of the final lunch of the conference. Delegates will pick up a lunch "to-go" with your logo on the packaging. Include a special giveaway in the lunch if you choose.*

**Additional Opportunities:**

**Promotional Literature (400 pieces required)**

We'll insert your product and service brochures in the delegate kit carry-all given to each registrant.

**Rate I - \$400**

Single-sheet brochures measuring 8.5"x11" or less when open

**Rate II - \$750**

Brochures with up to four pages or single sheet opening to maximum of 11"x17"

All brochures must conform to a maximum finished size of 8.5" x 11"

## **ADVERTISING in the ARUCC 2004 Conference On-Site Program**

**Reserve your ad space in our comprehensive on-site program. Space will be allocated on a first-come, first-served basis. Choose one of the following options:**

Centre spread - \$850  
Inside front cover - \$600 (SOLD)  
Inside back Cover - \$600  
Outside back cover - \$700  
Full page - \$500  
½ page - \$350  
¼ page - \$250

### **Corporate Sponsorship and Advertising Contacts:**

**For further information or to book your sponsorship or advertising opportunity, contact:**

Jeannie Boyes, JB Productions (Conference Management), [jboyes@golden.net](mailto:jboyes@golden.net),  
519-725-1144

OR

Rose Orlando, York University, ARUCC 2004 Planning Committee [rorlando@yorku.ca](mailto:rorlando@yorku.ca),  
416-736-2100, ext. 20720