

Sponsorship and Advertising Opportunities for ARUCC 2012

The ARUCC Bi-Annual Conference attracts senior managers and decision-makers from universities and colleges across Canada in this premier Canadian event of the year for education, networking and idea-sharing. The 2012 Conference is a **joint partnership between The Association of Registrars of the Universities and Colleges of Canada (ARUCC), The Ontario University Registrars' Association (OURA) and the Committee of Registrars, Admissions and Liaison Officers of the Ontario College System (CRALO)**. The Conference also involves collaboration with PESC (Post Secondary Electronics Standards Council) and PCCAT (Pan-Canadian Consortium on Admissions & Transfer).

The 2012 Conference is scheduled for June 26-28, 2012 at the Marriott Ottawa Hotel. This three-day Conference preceded by Pre-Conference Workshops offers educational workshops and networking opportunities in a focused format.

Conference Attendees:

The Annual Conference attracts 250+ registrars, admissions (undergraduate and graduate), enrolment management, records, recruitment, and systems professionals from universities and colleges and provides a captive audience for companies to market their products and services. The ARUCC Conference is a bi-annual event that allows participants an opportunity to update and share their knowledge of administrative and marketing tools, innovative enrolment management trends and business practices.

Take advantage of this opportunity to enhance your profile with decision-makers from Canadian colleges and universities by sponsoring one of the following events or items at the ARUCC 2012 Conference. **Entitlements are listed below each sponsorship. In addition, every sponsor will receive the following:**

- Company name and hyperlink on the Conference website once sponsorship is confirmed
- Recognition in the Final on-site Program
- Logo Signage at sponsored event (if applicable)
- Pre- and Post-Conference Attendee List (restrictions apply)
- One Complimentary Registration to the Conference

Sponsorships Available

The following sponsorship opportunities are available on a first-come, first-served basis. **Please contact Jeannie Boyes, at 519 725-1144 or jboyes@golden.net to discuss your potential sponsorship.**

Registration Kit Carry-All - \$5000

Get maximum exposure! We'll put your logo on the delegate carry-all given to each delegate 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 after.

- Your logo on the Conference bag
- Full-page black and white ad in Final Program (excluding inside covers)

Opening Reception - \$3000

Your sponsorship will help provide delicious food and 1 complimentary drink for the opening reception.

- Logo signage at the event
- Your representative can bring brief greetings at the event
- Sponsor may distribute promotional material at the event

Opening Breakfast/Plenary Speaker - \$3500

Give your company maximum exposure as the official sponsor of the Opening Plenary Session and breakfast. The event features a delicious breakfast followed by the Plenary Speaker.

- Logo signage at the event

- *Sponsor can place an insert in the Conference Registration Bag*
- *Sponsor may distribute one promotional item at the event*

Closing Breakfast/Plenary Speaker - \$3500

Maximize your exposure on the final day by sponsoring the closing breakfast and Plenary.

- *Logo signage at the event*
- *Sponsor can place an insert in the Conference Registration Bag*
- *Sponsor may distribute one promotional item at the event*

Wednesday Evening Dinner Event - \$4000

Maximize your sponsorship dollars by sponsoring the key dinner event of the Conference.

- *Logo signage at the event*
- *Sponsor can place an insert in the Conference Registration Bag*
- *Sponsor may distribute one promotional item at the event*
- *Full-page black and white ad in Final Program (excluding covers)*
- *3 complimentary tickets to the event*

Conference Badge Holder/Lanyard - \$2500

All attendees will be wearing this custom lanyard designed with your logo throughout the Conference.

- *Custom lanyard with your logo that holds official conference badge*
- *Full-page black and white ad (excluding covers) in Final Program*

Cyber Café - \$2500

New for ARUCC 2012 – be the first to sponsor an internet station so attendees can check email and access the internet in the Conference registration area.

- *logo signage at the cyber café*
- *your logo as the screen saver*

Final Conference Program - \$2500

Sponsor the printing of the Final On-site Conference Program which is used throughout the Conference and after as a reference.

- *Logo and acknowledgement on front cover*
- *Full-page black & white ad (excluding covers) in the Final Program*

Refreshment Break*(5 available) - \$950

Your sponsorship will provide "thirst aid" to delegates during one of the refreshment breaks on Tuesday or Wednesday or Thursday.

- *Logo signage at the break*

* Sponsorship does not include complimentary Conference registration

Registration Bag Inserts (not considered a sponsored item)

We'll insert your product and service brochures in the delegate Registration Bag given to each registrant:

Rate 1 - \$500 (ARUCC members)

Insert your company's promotional literature in the Conference Registration Bag. All brochures must conform to a maximum finished size of 8.5" x 11" (quantity required ~400)

Rate 2 - \$750 (Non-members)

Insert your company's promotional literature in the Conference Registration Bag. All brochures must conform to a maximum finished size of 8.5" x 11" (quantity required ~400)

If you would like to sponsor something that does not appear on this list, please contact the following to discuss your sponsorship idea: Jeannie Boyes, JB Productions 519 725-1144 or jboyes@golden.net

ADVERTISING in the On-Site Program

Reserve your ad space in our comprehensive Final Program book. Space will be allocated on a first-come, first-served basis. All ads are black and white except where indicated. Choose one of the following options:

Centre page (b&w) - \$500

Inside front cover (colour) - \$700*

Inside back cover (colour) - \$600*

Outside back cover (colour) - \$750

Full page (b&w) - \$400

½ page - \$300

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

Jeannie Boyes, JB Productions (Conference Management) - jboyes@golden.net,

519-725-1144