

2021 HIGHER EDUCATION SUMMIT

PROSPECTUS

REFOCUS

2021 Higher Education Summit

NOVEMBER 28 - 29, 2021

SHERATON CENTRE TORONTO



COLLEGES | COLLÈGES
ONTARIO | ONTARIO



November 2021
Sheraton Centre Toronto Hotel
www.highereducationsummit.ca



Now in its 33rd year, the Higher Education Summit is one of North America's premier conferences on post-secondary education.

Colleges Ontario's annual conference, the Higher Education Summit, offers your organization the right opportunities to maximize your investment.

More than 400 decision-makers and education leaders from across the province attend the conference each year. These delegates represent the significant buying power of Ontario colleges – nearly \$4 billion in 2019 – and are a qualified audience for your marketing spend. The event culminates with the Premier's Awards gala for outstanding college graduates, which attracts more than 800 attendees for a celebration that honours graduates who have had a significant impact in Ontario and beyond.



You are the most vital element of the Higher Education Summit.



Sponsorship of this marquee event helps us bring key thinkers from around the world to Ontario to promote new ideas and stimulate important discussions about the future of higher learning.

For exhibitors, it is an opportunity to showcase their most innovative products, services and technologies to post-secondary leaders and other influencers from across Canada.

To make the best use of your marketing investment, Colleges Ontario has developed high-impact sponsorship packages to maximize visibility with key decision-makers. Details on these sponsorship opportunities are contained in this prospectus.



To our returning partners, we thank you for your continued support. To those of you joining this conference for the first time, I look forward to meeting you. Colleges Ontario will help you make the most of your investment.

Sincerely,

Linda Franklin
President & CEO, Colleges Ontario



November 28-29, 2021
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www.highereducationsummit.ca

About the Higher Education Summit

The Higher Education Summit, Colleges Ontario's annual conference, attracts more than 400 participants including:

- **College leaders (presidents, board chairs, board members, vice-presidents and senior administrators)**
- **Government representatives**
- **Education partners**
- **A wide array of business, industry and public sector organizations**

These leaders from across Ontario will meet to discuss policy, strategy and issues in post-secondary education, as well as innovative ways of doing business in a more competitive economic climate.

Now in its 33rd year, the annual conference will feature an exciting array of activities:

- **Featured speakers addressing a wide range of topics**
- **Exhibit hall, showcasing the latest technologies and trends**
- **A networking reception, lunch and breaks in the exhibit hall**
- **Pre-conference sessions that deliver professional development to post-secondary leaders**

For more information about the Higher Education Summit, please visit www.highereducationsummit.ca.

About Colleges Ontario

Colleges Ontario is the advocacy voice for the province's 24 public colleges. The colleges offer 900 programs each year that prepare students for a wide range of careers, including careers in IT, advertising, health care, game development, animation, biotechnology, and much more.

Ontario's colleges are leaders in innovation, ensuring graduates have the professional and technical expertise to succeed in the rapidly evolving new economy. As the voice of the 24 colleges, Colleges Ontario uses research, communications and marketing initiatives to ensure government leaders, decision-makers and the public are aware of the essential role college graduates play – and will continue to play – in the province's long-term success.

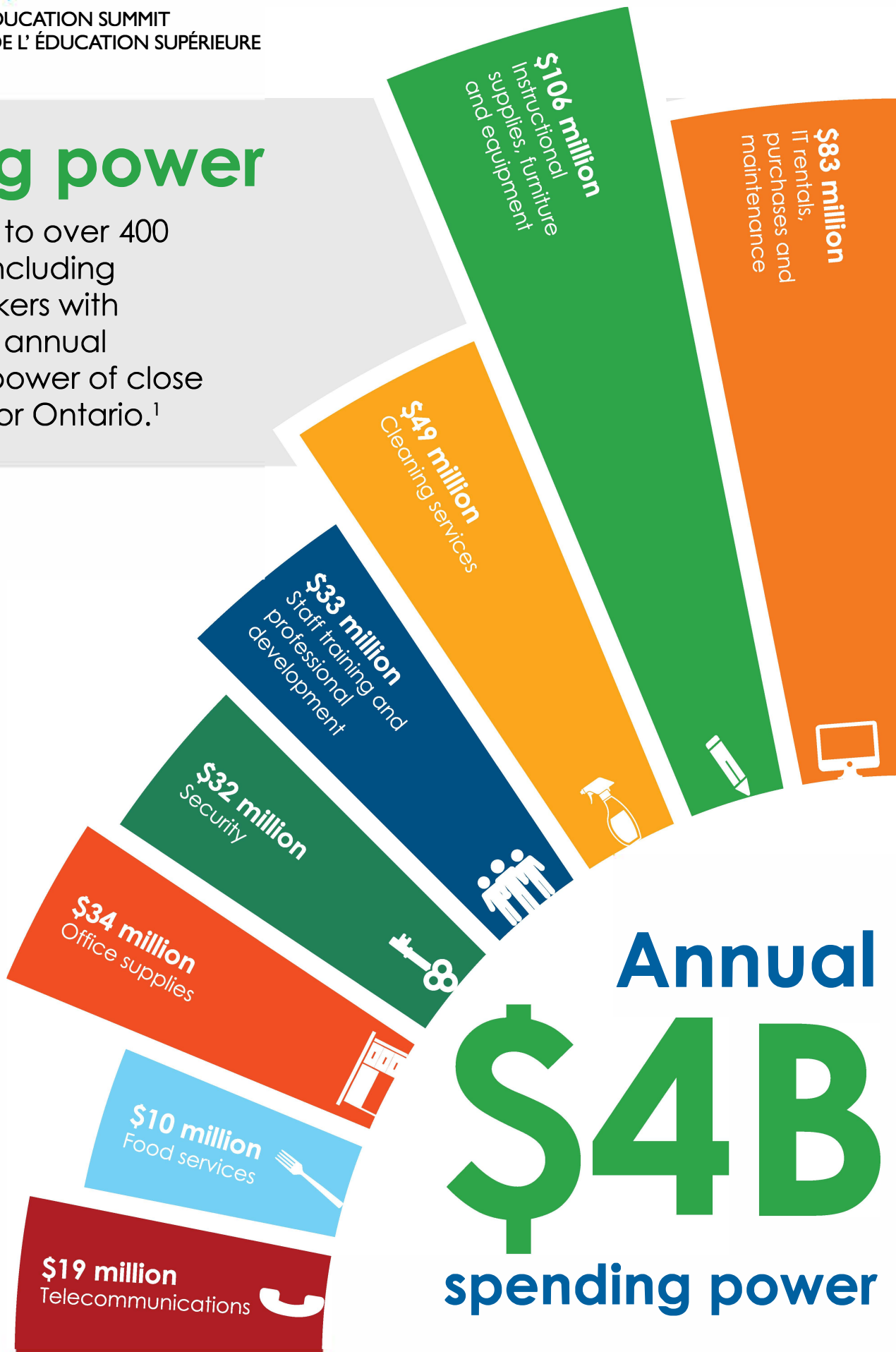
For more information about Colleges Ontario, please visit www.collegesontario.org.



2021
 HIGHER EDUCATION SUMMIT
 SOMMET DE L'ÉDUCATION SUPÉRIEURE

Buying power

Gain access to over 400 attendees, including decision-makers with a combined annual purchasing power of close to \$4 billion for Ontario.¹



Annual
\$4B
spending power

¹ Based on 2017/2018 Ontario colleges spending data.



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Reasons to sponsor the 2021 Higher Education Summit:

Excellent exposure: This is a must-attend event for post-secondary influencers. The Higher Education Summit provides opportunities to build and enhance your image with college system leaders. Approximately 400 delegates attend the conference each year.

Exhibit opportunity: Increase awareness and showcase your products and services to hundreds of qualified delegates.

Attract new clients: The agenda is designed to promote and encourage one-on-one interaction with potential leads.

Engage industry leaders: It's never been more important to start a conversation and network face to face. This networking opportunity is key to aligning your brand with the mandates of Ontario's colleges. Realize ROI via your participation at the summit.

For more information, please contact:

Loretta Piattelli
 Sponsorship, advertising and exhibit sales
 (647) 258-7684
piattelli@collegesontario.org



This event is the ideal learning ground for post-secondary leaders in Canada – there's nothing else like it.



For more information, contact
 Loretta Piattelli | (647) 258-7684 | piattelli@collegesontario.org



November 28-29, 2021
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Sponsorship

The Higher Education Summit is an opportunity to meet your organization's marketing objectives. Whether your goals include promotion and awareness, lead/sales generation, product/service positioning, networking or advancement of corporate responsibility goals, we work together to help you meet your needs.

All sponsors will receive the following primary benefits package:

1. Verbal acknowledgment by the presiding chair of the event, thanking your organization
2. Sponsorship recognized on signage, screens and advertising, including an email teaser campaign, social media and on the conference app. Sponsorship materials need to be confirmed and submitted to Colleges Ontario by **Nov. 12, 2021**
3. Company logo on the official website for an entire year following the event
4. Company logo with website link on the official website's sponsor page
5. Your company's branded item (no paper) placed in all delegate bags (400 pieces required)
6. "Sponsor" designation ribbon on your company delegates' registration badges

For sponsorship inquiries, please contact:

Loretta Piattelli, sponsorship and exhibit sales | (647) 258-7684 | piattelli@collegesontario.org





SPONSORSHIP OPPORTUNITIES

Diamond Sponsor (1 available) **\$20,000**

Platinum Sponsor (2 available) **\$20,000**

Registration and Mobile App Sponsor (1 available) **\$15,000**

Gold Speaker Sponsor (3 available) **\$15,000**

Monday Dinner Sponsor **\$15,000**

Monday Lunch Sponsor (1 available) **\$15,000**

Sunday Welcome Reception Sponsor (1 available) **\$10,000**

Silver Speaker Sponsor (2 available) **\$10,000**

Delegate Bag Sponsor (1 available) **\$10,000**

Wi-Fi Sponsor (1 available) **\$8,000**

Charging Station Sponsor (NOT available) **\$8,000**

Hotel Key Cards Sponsor (1 available) **\$7,500**

Monday Breakfast Sponsor (1 available) **\$7,000**

Coffee/Tea Sponsor* (1 available) **\$7,000**

Hydration Station Sponsor* (1 available) **\$7,000**

***Discounted price for both refreshment sponsorship** **\$10,000**

Bronze Sponsor **\$5,000**

Networking Break Sponsor (2 available) **\$4,000**

Exhibitor **\$3,390**

Delegate bag insert (add-on) **\$2,000**

SOLD

SOLD

SOLD



SPONSORSHIP OPPORTUNITIES

Diamond Sponsor – Opening keynote speaker \$30,000 (1 available)

Whenever and wherever the event is promoted, your organization will be featured as the lead sponsor to get the highest possible visibility. In addition to the primary benefit package detailed on page 6, your sponsorship includes the following:

Exclusive opening keynote speaker sponsorship

- Remarks (2 min.) delivered to conference delegates at the opening on Monday, Nov. 29 (audience of approximately 400)
- keynote speaker introduction onstage (Nov. 29)
- Photo with featured speaker (subject to availability)
- One (1) dedicated email blast approved and sent from Colleges Ontario on behalf of the sponsor. Sponsor to provide content

Logo and company recognition

- Largest and most prominent company logo spotlight (gobo) on ballroom wall
- Tent card featuring your company logo and message placed on each table (50)
- Company name and logo at the entrance of the ballroom, on-screen at the opening of the summit and during the keynote session
- Company brochures and promo items (approved by sponsor) at plenary session tables
- Company name posted with title of the sponsored session on app and official website programs, as well as on email teasers and social media¹
- 50-word company description and company logo with website link on the official website's sponsors page

Conference exposure

- Prominent 8' x 20' exhibit space (location of choice)
- Registrations:
 - Ten (10) Higher Education Summit registration
 - Including Sunday welcome reception, Monday lunch and networking dinner
 - Five (5) exhibit personnel passes to sessions

2021 Keynote speaker



Masai Ujiri
President and Vice-Chairman,
Toronto Raptors, Founder,
Giants of Africa



Moderator:
Tyrone Edwards
Anchor of *etalk*

¹To be included in materials, all graphic materials and your company's completed ad must be submitted by November 12, 2021



SPONSORSHIP OPPORTUNITIES

Platinum Sponsor – Lunch and closing speakers \$20,000

(2 available)

The platinum sponsor of the Higher Education Summit has the privilege of visibility at lunch and the closing of the conference! Your organization will have the exposure of a logo backdrop and the opportunity for greetings at the beginning of the plenary session in the ballroom. **In addition to the primary benefit package detailed on page 6, your sponsorship includes the following:**

One of two opening plenary speaker sponsorships

- Remarks (1 min.) delivered onstage to conference delegates at the opening of the presentation on Monday (audience of approximately 400)
- Featured speaker introduction onstage
- Photo with plenary speaker on the main stage
- Presence at speaker's book-signing event
- Opportunity to provide branded bookmarks for distribution at book signing (if available)



Craig Foster

Filmmaker, naturalist,
2021 Academy Award
recipient for *My Octopus
Teacher*

Logo and company recognition

- Company logo spotlight (gobo) on ballroom wall during the two days
- Company name and logo at the entrance of the ballroom, on-screen at the opening of the sponsored plenary session
- Company brochures placed at tables during sponsored session
- Company name posted with title of the sponsored session in the app and official website programs as well as on email teasers and social media¹
- 50-word company description and company logo with website link on the official website

Conference exposure

- Prominent 10' x 8' exhibit space (location of choice)
- Registrations:
 - Ten (10) Higher Education Summit registrations including Sunday welcome reception, Monday lunch and networking dinner
 - Five (5) exhibit personnel passes to sessions



Tanya Talaga

Award-winning Anishinaabe
journalist, bestselling author

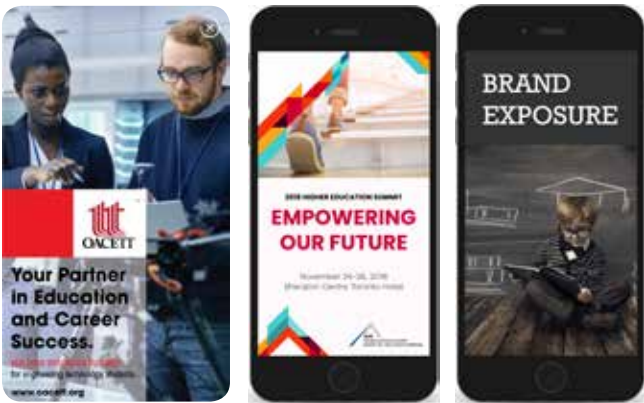
¹To be included in materials, all graphic materials and your company's completed ad must be submitted by Nov. 12, 2021

For more information, contact
Loretta Piattelli | (647) 258-7684 | piattelli@collegesontario.org



SPONSORSHIP OPPORTUNITIES

Registration (\$10,000) and Mobile App Sponsor (\$10,000) \$15,000 for both (1 available)



Our registration sponsorship category has always been popular. This year, we are taking it to a whole new level. With the addition of our mobile app, you will enjoy the recognition and support on-site at the registration area AND on the conference app! The app offers attendees an interactive way to connect to all aspects of the event and to each other. It is highly anticipated for this year's summit, putting your company brand at the centre of the action for the entire conference.

The sponsorship offers you exposure during the online registration process, on-site at the registration area, and on the app's splash page, throughout the app, plus visibility for a full-screen ad! Visibility for this valuable sponsorship lasts throughout the duration of the summit.

In addition to the primary benefit package detailed on page 6, your sponsorship includes the following:

Exclusive registration sponsorship

- Company logo incorporated in the design of the two pillar wraps and registration front decals and displayed for the entire conference
- Company logo on the confirmation email sent to each attendee after his/her registration is completed
- Opportunity to provide branded welcome gifts (no paper) to attendees at the registration desk
- Opportunity for two company representatives to greet attendees in front of the registration area during peak times

Logo and company recognition

- Your company name and logo prominently placed in the registration area
- Full-screen ad on mobile app, plus splash page logo recognition, as well as throughout the app
- 50-word company description and logo on the official website

Conference exposure

- One (1) 10' x 8' exhibit space
- Registrations:
 - Ten (10) Higher Education Summit registrations, including Sunday welcome reception, Monday lunch and networking dinner
 - Five (5) exhibit personnel passes to sessions



¹To be included in materials, all graphic materials and your company's completed ad must be submitted by **November 12, 2021**.



SPONSORSHIP OPPORTUNITIES

REFOCUS
2021 Higher Education Summit
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Gold Sponsor – Plenary speaker \$15,000 (3 available)

Plenary session sponsorship is available on Monday at the summit and is an opportunity for high exposure for your company with the full attendance of conference delegates. Your company will have the stage in the largest session hall for high-profile speakers.² In addition to the primary benefit package detailed on page 6, your sponsorship includes the following:

Exclusive plenary speaker sponsorships

- Delivery of remarks (1 min.) and the introduction of the plenary speaker onstage (audience of approximately 400)



Chantal Hébert
National affairs columnist
at the Toronto Star



Excellent and thought-provoking speakers are at the centre of this conference.



Logo and company recognition

- Company name and logo at the entrance of the ballroom, on-screen at the opening of the sponsored plenary session
- Company name posted with title of the sponsored session on official website and app programs as well as on email teasers
- 50-word company description and company logo with website link on the official website

Conference exposure

- One (1) 10' x 8' exhibit space
- Registrations:
 - Five (5) Higher Education Summit registrations, including Sunday welcome reception, Monday lunch and networking dinner
 - Three (3) exhibit personnel passes to sessions



Martin Ford
Futurist, author

¹To be included in materials, all graphic materials must be submitted by **November 12, 2021**.

Sessions are assigned on a “first-sponsored, first-assigned” basis once the program becomes final.



SPONSORSHIP OPPORTUNITIES

Elevator Wrap Sponsor – NEW! \$15,000 * Not available in 2021 (3 available)

Elevate your message. Captivate your audience. Elevators within the Sheraton Centre Toronto Hotel can be wrapped with your custom message, giving you broad brand exposure to both the summit delegates and other guests of the hotel. These attractive, professionally produced graphics (provided by sponsor) are central to the hotel guests' environment and get full exposure as guests await the elevator to their rooms. Thanks to technological advancements and an increasing ownership of smart devices, people can act instantly on advertising messages, making this opportunity even more relevant. It's the perfect solution to reach these busy audiences while they are on the move.¹ In addition to the primary benefit package detailed on page 6, your sponsorship includes the following:

Logo and company recognition

- 50-word company description with linked logo on the official website

Conference exposure

- One (1) 10' x 8' exhibit space
- Registrations:
 - Five (5) Higher Education Summit registrations, including Sunday reception, Monday lunch and dinner.
 - Three (3) exhibit personnel passes to sessions



Sample



Sample

¹To be included in materials, all graphic materials and your company's completed ad must be submitted by Nov. 12, 2021.



SPONSORSHIP OPPORTUNITIES

SOLD

Monday Lunch Sponsor Theme: Garden Party \$15,000 (1 available)



What better welcome to the conference than a welcome to the garden party! Our vibrant garden will provide a comfortable setting for sponsors to mingle and interact with all the delegates safely in one room. It's time to reconnect and bring warm thoughts of summer days to the conference.

Just like a picnic, we will have plenty of different comfort foods and favourites to explore while staying in one location – our exhibit hall!

In addition to the primary benefit package detailed on page 6, your sponsorship includes the following:

Exclusive kickoff lunch sponsorship activation

- Two-minute welcome address during the function
- Entrance arch signage into exhibit hall
- Each person receives a foldable carrying lunch basket with sponsor branded message

Logo and company recognition

- Projected sponsor logo on the walls in the exhibit hall
- 50-word company description and company logo with link on the conference's website

Conference exposure

- One (1) 10' x 8' exhibit space
- Registrations:
 - Five (5) Higher Education Summit registrations, including Sunday welcome reception, Monday lunch and networking dinner
 - Three (3) exhibit personnel passes to sessions



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SPONSORSHIP OPPORTUNITIES

Monday Networking Dinner Sponsor Theme: Bon Voyage

\$15,000

(1 available)

Our journey to a far away destination begins at the entrance of the grand ballroom foyer. Guests receive a company branded passport holder containing a ravel ticket to a special destination soon to be discovered. A dinner party that transports you to cities with so many culinary directions and festivities.

In addition to the primary benefit package detailed on page 6, your sponsorship includes the following:

Exclusive evening reception sponsorship activation

- Two-minute welcome address during the function
- Decor-affixed company logo
- Branded signature beverage

Logo and company recognition

- Projected sponsor logo on the walls in the exhibit hall
- Each delegate receives a sponsor company branded passport holder
- 50-word company description and company logo with link on the conference's website

Conference exposure

- One (1) 10' x 8' exhibit space
- Registrations:
 - Five (5) Higher Education Summit registrations, including Sunday welcome reception, Monday lunch and dinner
 - Three (3) exhibit personnel passes to sessions

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SPONSORSHIP OPPORTUNITIES

Silver Sponsor – Sessions \$10,000 (2 available)



Steve Paikin, host of *The Agenda*

In addition to the primary benefit package detailed on page 6, your sponsorship includes the following:

Exclusive sponsorship of one of the following two sessions (of your choice):

Sunday: Two (2) Governance sessions, Facilitator: Lyn McDonell

Monday: The Life and Legacy of Ontario Premier Bill Davis, speaker: Steve Paikin

Sponsor provides welcome remarks and introduces the session and speaker

Company may display own materials (brochures and/or company promo items) during session time

Logo and company recognition

- Company name and logo at the entrance and on-screen in session room
- Company name posted with title of the sponsored session on app and official website program
- 50-word company description and company logo with website link on the official website

Conference exposure

- One (1) 10' x 8' exhibit space
- Registrations:
 - Two (2) Higher Education Summit registrations
 - Two (2) exhibit personnel passes to sessions



Lyn McDonell, Chartered Director (C. Dir), Certified Management Consultant and a Fellow of CMC-Ontario.

To be included in materials, all graphic materials and your company's completed ad must be submitted by Nov. 12, 2021.

Sessions are assigned on "first-sponsored, first-assigned" basis once the program becomes final.



SPONSORSHIP OPPORTUNITIES

SOLD

Delegate Bag Sponsor \$10,000

(1 available)

Make a strong impression at the Higher Education Summit. Each delegate will receive a delegate bag branded with your company logo. A great way to advertise - this bag with your logo will be used and seen throughout the two-day event and after the conference. **In addition to the primary benefit package detailed on page 6, your sponsorship includes the following:**

Exclusive delegate bag sponsorship

- Company name and logo printed on the official Higher Education Summit bag (400)

Logo and company recognition

- Company name posted with title of the sponsored session on app and official website program



Conference exposure

- One (1) 10' x 8' exhibit space
- Registrations:
 - Two (2) Higher Education Summit registrations, including Sunday welcome reception, Monday lunch and networking dinner
 - Two (2) exhibit personnel passes to sessions

Wi-Fi Sponsor \$8,000

(1 available)

Gain great visibility and get everyone connected as the official Higher Education Summit Wi-Fi sponsor. Make valuable connections with this opportunity to build your brand by providing Wi-Fi access to all attendees throughout the event. **In addition to the primary benefit package detailed on page 6, your sponsorship includes the following:**

Exclusive Wi-Fi sponsorship

- Your corporate name used as the password on the splash page to access Wi-Fi
- Wi-Fi code signage with your company logo

Logo and company recognition

- Company-branded Wi-Fi access information listed on the screen
- Logo on the display sponsor page, to be showcased on-site at the event

Conference exposure

- One (1) 10' x 8' exhibit space
- Registrations:
 - Two (2) Higher Education Summit registrations, including Sunday pre-conference welcome reception, Monday luncheon and networking dinner
 - Two (2) exhibit personnel passes to sessions



Sample

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SPONSORSHIP OPPORTUNITIES

SOLD

Pre-conference Welcome Reception Sponsor – NEW! \$10,000, Theme: "Everything Old is New Again" (1 available)

The private welcome reception will be held in the Pinnacle room on the 43rd floor of the Sheraton Centre Toronto Hotel on **Sunday, November 28 from 3 p.m. to 4:30 p.m.**

The reception will captivate your guests, the college board members and senior staff (90+) with the beautiful view of the city.

An assortment of appetizers, small plates, non-alcoholic and alcoholic beverages will be served.

Exclusive welcome reception sponsorship

- Sponsors will have the title to this event
- Ten (10) complimentary passes to the welcome reception
- Display your banner in the reception room
- Sponsor promoted throughout the Saturday sessions (good governance and board chairs/vice-chairs sessions), during the private welcome reception, in conference materials and at the venue
- Sponsor logo will be displayed on the screens for high visibility leading up to the reception and during the conference
- Add your company brochure in the delegates' session folder (100)*
- Distribute your promo items (sponsor provided) to the senior-level college attendees at the Sunday sessions

BONUS: Confirm your sponsorship by October 22 and your sponsored reception will be posted on the College Centre website.

Logo and company recognition

- Company name and logo at the entrance and in the room
- Company name posted with title of the sponsored session on app and official website program

Conference exposure

- Registrations:
 - Ten (10) guest passes to the Saturday welcome reception following the sessions
 - Two (2) Higher Education Summit registrations, including Monday lunch and networking dinner



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SPONSORSHIP OPPORTUNITIES

Charging Station Sponsor

\$8,000

***Not available in 2021**

(1 available)

Charging stations for mobile devices are now essential to a successful conference. The branded charging stations can be placed throughout the conference area. Guests can come charge their devices, chat and make real connections with other guests. Sponsors get their logo and customized message on these very useful tools that are used by almost everyone – they are valuable marketing tools for the sponsor and a beneficial value-add for everyone at the event. **In addition to the primary benefit package detailed on page 6, your sponsorship includes the following:**

Exclusive branded charging station sponsorship

- Branded access cards, printed and dropped in delegate bags to use with devices
- Two (2) company-branded cell phone charging stations that can be grouped together or can be used in various locations at the event for more impact
 - Each charging station is able to accommodate 18 devices at one time

Logo and company recognition

- Logo on the display sponsor page, to be showcased on-site at the event

Conference exposure

- One (1) 10' x 8' exhibit space
- Registrations:
 - One (1) Higher Education Summit registration, including Sunday welcome reception, Monday lunch and networking dinner
 - Two (2) exhibit personnel passes



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SPONSORSHIP OPPORTUNITIES

Hotel Key Cards Sponsor – NEW!

\$7,500

(1 available)

A popular sponsorship opportunity, branded room key cards are distributed to all summit registrants staying at the hotel. Increase the brand recognition of your organization by placing your company name/logo on each room key. Every time the guest enters his or her room, the guest is reminded of your company. Give visitors vital information at their fingertips—right on their hotel key cards. Include your booth number, a marketing message or a special offer. Key cards are seen an average of five to eight times a day and are a powerful marketing tool. In addition to the primary benefit package detailed on page 6, your sponsorship includes the following:



Exclusive branded key card sponsorship

- Custom company-branded room key cards distributed to all summit registrants staying at the hotel (graphics provided by sponsor)

Logo and company recognition

- Company logo with website link on the official website and app

Conference exposure

- One (1) 10' x 8' exhibit space
- Registrations:
 - One (1) Higher Education Summit registration, including Sunday welcome reception, Monday lunch and networking dinner
 - Two (2) exhibit personnel passes to sessions

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SPONSORSHIP OPPORTUNITIES

Monday Breakfast Sponsor \$7,000 (1 available)

Breakfast is the most important meal of the day, so what better way to introduce your brand by getting attendees to think about your organization first thing in the morning! This unique breakfast opportunity is designed to drive traffic into the exhibit hall. Breakfast stations will be placed close to your company booth for added exposure. In addition to the primary benefit package detailed on page 6, your sponsorship includes the following:

Exclusive breakfast sponsorship

- Customized signage on breakfast tables (attendance 400)
- Customized signage in breakfast area
- Opportunity to provide company giveaways at the breakfast
- Opportunity to place collateral material and signage in this area during breakfast

Logo and company recognition

- Company logo with website link on the official website

Conference exposure

- One (1) 10' x 8' exhibit space
- Registrations:
 - One (1) Higher Education Summit registration, including Sunday welcome reception, Monday lunch and networking dinner
 - Two (2) exhibit personnel passes



There are lots of opportunities for networking and meeting new people in the college environment.



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SPONSORSHIP OPPORTUNITIES

Coffee/Tea Station Sponsor (1 available)
Hydration Station Sponsor (1 available)
\$7,000 each
\$10,000 for both



One thing our delegates have in common is that they love coffee and staying hydrated. Stations are placed in the exhibit hall and are available throughout the day (except the Monday dinner). The station is designed to drive traffic into the exhibit hall and to your booth. In addition to the primary benefit package detailed on page 6, your sponsorship includes the following:

Exclusive coffee/tea or hydration station sponsorship

- Logo on coffee and tea dispenser or on hydration-station dispensers of naturally flavoured water, available throughout the day
- Station will be placed close to your booth in the exhibit hall



Purchase both sponsorships (coffee/tea and hydration station) at the special price of \$10,000 and receive two (2) tickets to the Higher Education Summit, plus custom-branded water cups.

Logo and company recognition

- Company logo with website link on the official website

Conference exposure

- One (1) 10' x 8' exhibit space
- Registrations:
One (1) Higher Education Summit registration, including Sunday welcome reception, lunch and networking dinner
- Two (2) exhibit personnel passes to sessions



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SPONSORSHIP OPPORTUNITIES

Bronze Sponsor \$5,000 (unlimited availability)

Enjoy the benefits of being a sponsor and an exhibitor at the summit. **Bronze sponsors will receive the following primary benefits package:**

Logo and company recognition

- Verbal acknowledgment by the presiding chair, thanking your company
- Sponsorship recognized on all signage and social media (email teasers)¹
- Company logo on the official website sponsor page for an entire year following the event
- Company logo with website link on the official website's sponsor page

Conference exposure

- Your company branded item (no paper) placed in all delegate tote bags (600 pieces required)
- One (1) 10' x 8' exhibit space
- Registrations:
 - One (1) Higher Education Summit registration, including Sunday welcome reception, Monday lunch and networking dinner
 - One (1) exhibit personnel pass to sessions



The Higher Education Summit is less than three weeks away. Register today!

REGISTER >>

Don't miss the value-packed 2017 Higher Education Summit! Proudly hosted by Colleges Ontario, this premier Canadian conference explores the trends, challenges and best practices affecting post-secondary education. This year's conference takes place November 26 and 27 at the Sheraton Centre Toronto Hotel.

Here are three reasons you can't miss this dynamic event:

Endless networking opportunities

The Higher Education Summit offers the best opportunities for networking with North American peers in post-secondary education, as well as influencers in business and government. A new kickoff Sunday lunch event provides a valuable chance to check in with fellow leaders in a friendly and stimulating environment, while the best 40-60+ Ecol will arm you with the information you need to get ahead.



Pre-eminent business thinker Daniel H. Pink

A world-leading authority on business, happiness and motivation, Daniel Pink will explore the importance of looking beyond traditional rewards and tapping into intrinsic motivators of staff and students to achieve success. Translated into 26 languages, Pink's provocative books have worldwide appeal and his talks are inspiring and practical.



Renowned scientist and climate change expert Dr. Ellen Stofan

Ellen Stofan, the former chief scientist at NASA, brings several decades of pioneering space-related science to her discussion of innovation and the strategies we can use to fight climate change.



Online registration continues this week until Friday, November 10. After November 10, registrations must be done by email at registrations@highereducationsummit.ca. The last day to register by email is Friday, November 24.



Want to learn more about Colleges Ontario? Visit our website and follow us on Facebook and Twitter. Also, be sure to check out YouTube to see videos from our past conferences.



Colleges Ontario is located at 200 The Green, Suite 100 Toronto, ON M5G 1S6
Website: www.collegesontario.ca and www.collegesontario.com



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SPONSORSHIP OPPORTUNITIES

Networking Break Sponsor \$4,000 (2 shared sponsorships available)

Gain increased exposure with delegates by sponsoring the networking breaks. Each break takes place outside the main conference room. Company signage is visible during this casual time when delegates mingle. The networking breaks take place on Monday in the morning and afternoon.

Exclusive networking break sponsorship (2 shared)¹

- Signage displayed in the conference foyer before and during the break
- Signage with corporate logo displayed in food and serving areas
- Moderator of the session preceding the break will thank the networking break sponsor
- Opportunity for promotional material availability and/or giveaways to conference delegates

Conference exposure

- Company logo on the official website sponsor page for an entire year following the event
- Registrations:
 - One (1) Higher Education Summit registration, including lunch (not included: Sunday welcome reception, Monday dinner, exhibit space and placement of promo item in delegate bag)

Additional Opportunity Inserts for Delegate Bags \$2,000

Make sure that every attendee has your company's information. Have your promotional item placed in the conference tote bag distributed to each conference registrant.

It's a highly effective way to guide attendees to your booth in the exhibit hall. Simply provide us with the promotional item and we will insert it into each delegate bag and distribute the bags to all the delegates.

Note: This is not considered a sponsorship opportunity — none of the primary benefits listed on page 6 apply to this opportunity.

Quantity required: 400 inserts

¹To be included in materials, your sponsorship must be submitted by Nov. 12, 2021.



Great energy and activities; lots of good food, too.





EXHIBITS



Launch new products and services. Create demand by demonstrating your latest innovations and speaking face to face with the hard-to-reach decision-makers that the Higher Education Summit attracts.

Our main focus is driving attendees to your booth and into the exhibit hall. We design exhibit hall giveaways and prizes that are unique and exciting for conference participants. We are also bringing the delegates right in the exhibit hall for all breaks, the speakers' book signings, the Monday breakfast and themed lunch.

For more information, please contact:

Loretta Piattelli

Sponsorship, advertising and exhibit sales

(647) 258-7684

piattelli@collegesontario.org



EXHIBITS

Exhibitors will enjoy these benefits (and many more):

- Exhibit space – 8' x 10'
- One (1) draped and skirted table (6' x 30") and two (2) chairs
- One (1) electrical outlet provided
- One (1) wireless internet connection
- Two (2) badges for exhibit personnel
- One (1) Higher Education Summit registration
- Exhibitor listing on the official website, with a link to your company website that will remain posted online for an entire year
- Exhibitor listing on the official conference app



PLUS

..on Monday!

- Garden party lunch
- Networking dinner

The themed lunch and dinner provide perfect networking opportunities for delegates and exhibitors. Please visit the Higher Education Summit website to view the details.



Really well-chosen exhibitors. Most were very relevant to my interests. I spent more time speaking with them and learned more than I ever have at an event like this.



NEW! – The digital exhibitor passport

A creative way to encourage traffic to your booth and engage visitors while discussing your company's products and services.

Using their conference mobile app, participants will visit your booth and use their phones to take a scan of a provided QR code. At the close of the conference, the much-awaited prize draw (value \$500) takes place. The eligibility to win is based on participants having visited as many of our exhibitors as possible.

Company listing on website

Your company listing with a link will remain posted on the conference's official website for the entire year following the event, to ensure that people who want to find you can do so.

Free registration to all educational sessions

Network while learning by attending – free of charge – all presentations offered during Monday of the event.

To be included in materials, all graphic materials must be submitted by Nov. 12, 2021 All prices are quoted in Canadian dollars and 13% HST applies to all prices.

For more information, contact

Loretta Piattelli | (647) 258-7684 | piattelli@collegesontario.org



EXHIBITS

Key Information

Venue

Sheraton Centre Toronto Hotel
123 Queen Street West
Toronto, Ontario

Show hours

Monday, November 29
7 a.m. to 4 p.m.

Move in

Sunday, November 28
3 p.m. to 7 p.m.

Move out

Monday, November 29
3 p.m. to 4 p.m.

Rate - Exhibit space \$3,000 (\$30/sq. ft.)

For each 8'x10' exhibit space



To reserve your exhibit space, discuss a sponsorship package tailored to your organization's marketing goals, or to receive additional information, please contact:

Loretta Piattelli
Sponsorship, advertising and exhibit sales
(647) 258-7684
piattelli@collegesontario.org

All prices are quoted in Canadian dollars and 13% HST applies to all prices.



EXHIBITS



The summit is a great place to meet people face to face and engage with them. This is the place to do it, because everybody's here and you've got two days. They come by your booth multiple times. You have a lot of opportunities to spend quality time with each client.



Show Floor Traffic Builders

Exclusive hours

Dedicated exhibit hours provide delegates ample opportunities to meet with you to learn about your products and services.

Food functions

To increase traffic, the breakfast, networking breaks and lunch on the Monday of the event are situated within the exhibit hall. Be sure to use this time to network with delegates while they are on the floor.

Draws and giveaways

Drive traffic to your booth and gather important attendee leads. Donate a prize and participate on stage during the draw in the exhibit hall. Delegates will be sure to visit your exhibit space to learn about the products or services you are showcasing in return for a chance to win. Notify us if you would like your donated prize to be entered in the draw. Your donated draw prize worth \$500 or more will be featured on the conference website, app and program. Confirmation needed by Nov. 12, 2021.





November 28-29, 2021
Sheraton Centre Toronto Hotel
www.highereducationsummit.ca

Thank you to all the recent sponsors and





November 28-29, 2021
Sheraton Centre Toronto Hotel
www.highereducationsummit.ca

exhibitors of the Higher Education Summit!



For more information, contact
Loretta Piattelli | (647) 258-7684 | piattelli@collegesontario.org

Sponsor and Exhibitor Participant Form



November 28-29,
2021 Sheraton
Centre Toronto
Hotel

Contact Information

Name: _____

Title: _____

Company name: _____

Address: _____

City: _____ Province: _____ PC: _____

Phone: _____

Fax: _____

Email: _____

Website: _____

Payment Information

Total Amount Due: \$ _____

Enclosed is my cheque made payable to Colleges Ontario

Visa MasterCard American Express

Credit card no. _____

Name on card: _____

Exp. date: _____ / _____ VAL code: _____

Billing address: _____

City: _____ Province: _____ PC: _____

Authorized signature: _____

Date: _____ / _____ / _____

I hereby allow Colleges Ontario to charge my credit card

\$ _____ CAD.

Opportunities

- | | |
|---|----------|
| <input type="checkbox"/> Diamond Sponsor | \$40,000 |
| <input type="checkbox"/> Platinum Sponsor | \$20,000 |
| <input type="checkbox"/> Registration and Mobile App Sponsor Gold | \$20,000 |
| <input type="checkbox"/> Gold Speaker Sponsor | \$15,000 |
| <input type="checkbox"/> | |
| <input type="checkbox"/> Monday Lunch Sponsor | \$15,000 |
| <input type="checkbox"/> Monday Dinner Sponsor | \$15,000 |
| <input type="checkbox"/> Silver Speaker Sponsor | \$10,000 |
| <input type="checkbox"/> Delegate Bag Sponsor | \$10,000 |
| <input type="checkbox"/> Wi-Fi Sponsor | \$8,000 |
| <input type="checkbox"/> Pre-Conference Welcome Reception | 10,000 |
| <input type="checkbox"/> | |
| <input type="checkbox"/> Hotel Key Cards Sponsor | \$7,500 |
| <input type="checkbox"/> Monday Breakfast Sponsor | \$7,000 |
| <input type="checkbox"/> Coffee/Tea Station* Sponsor | \$7,000 |
| <input type="checkbox"/> Hydration Station* Sponsor | \$7,000 |
| <input type="checkbox"/> *Discounted price for both sponsorships | \$10,000 |
| <input type="checkbox"/> Bronze Sponsor | \$5,000 |
| <input type="checkbox"/> Networking Break Sponsor | \$4,000 |
| <input type="checkbox"/> Exhibitor (\$3000 + HST) | \$3,390 |
| <input type="checkbox"/> Delegate Bag Insert | \$2,000 |

Email/mail completed contract and credit card/cheque payment info to:

Loretta Piattelli

Colleges Ontario, 130 Queens Quay East, Suite 606, Toronto, Ontario M5A 0P6

Phone: (647) 258-7684 | Fax: (647) 258-7699 | Email: piattelli@collegesontario.org

Disclaimer

Agreement: Sponsorship reservations are made on a first-come, first-served basis based on the date your reservation form is received.

Cancellations: All sponsor fees are non-refundable. Any monies due per contract are payable regardless of cancellation.

By signing below, I confirm I am authorized to place this order and agree to all terms and conditions stated on the pages of the contract form. I understand this is a non-refundable transaction. In the event that a sponsor breaches contract or fails to pay as required, the sponsor will be liable for all attorney fees and court costs incurred by Colleges Ontario in recovering for breach of contract or failure to pay. By signing below, I acknowledge I have read and agree to the terms outlined above.

Authorized Representative Name: _____ Signature: _____

Title: _____ Date: _____





REFOCUS

2021 Higher Education Summit

NOVEMBER 28 - 29, 2021

SHERATON CENTRE TORONTO



For more information, contact:

LORETTA PIATTELLI

piattelli@collegesontario.org

647.258.7684