

# CBIE'S 50TH ANNUAL CONFERENCE

Canada's International Education Conference

## INTERNATIONALIZATION FOR ALL

Spotlight on internationalization at home

November 13-16 2016  
Ottawa, ON

## PROSPECTUS FOR SPONSORS AND EXHIBITORS



Canadian  
Bureau for  
International  
Education

Bureau  
canadien de  
l'éducation  
internationale

[cbie-bcei.ca](http://cbie-bcei.ca)  
#cbie2016

## WHO WE ARE

The Canadian Bureau for International Education (CBIE) is Canada's only national organization dedicated exclusively to the promotion of international education. We are a non-profit, membership organization engaged in international education policy, practice, development and advocacy.

### 150+ MEMBERS

Our pan-Canadian membership includes more than 150 universities, colleges, institutes, school boards and language schools representing the full spectrum of education in Canada.

Our mission is to mobilize expertise, knowledge, opportunity and leadership to promote Canadian international education.

### 50 YEARS

Over the last 50 years, CBIE has developed a deep knowledge of academic programs by working alongside member universities and colleges in Canada and with partner institutions abroad.

## 2016 CONFERENCE

CBIE's 50<sup>th</sup> Annual Conference will take place November 13-16 at the Westin Ottawa in the heart of the nation's capital.

This year's theme, *Internationalization for All*, looks at how we can reframe internationalization to engage all members of the learning community. Traditionally, the internationalization of education has been associated with mobility, including study, research and internships abroad; research collaboration conducted across borders; and international events, promotion and recruitment. However, despite best efforts, it is not possible for all students, faculty and international education professionals to undertake mobility experiences. This year's theme looks at how we can rethink internationalization so that it has a wider reach and benefit for all.

## HIGHLIGHTS OF THIS YEAR'S CONFERENCE

Special **50<sup>th</sup>**  
anniversary celebrations

New  
sponsorship  
opportunities

Extended **3** full days  
of Conference activities

**35+**  
exhibit spaces

**World-class**  
keynote speakers

**70+**  
concurrent sessions

**800+** delegates from Canada and around the world



# JOIN US FOR OUR 50<sup>TH</sup> ANNIVERSARY!

Leaders in international education from across Canada and around the world will be in Ottawa November 13-16, 2016 attending Canada's International Education Conference. Don't miss this opportunity to **highlight your organization** as a leader and innovator in the field.

## WHY SPONSOR?

- ▶ The CBIE Annual Conference is Canada's International Education Conference and THE meeting place for international educators and decision-makers from across Canada and around the world.
- ▶ Expose your brand and showcase your services to those who matter in international education.
- ▶ Build new contacts and develop new partnerships.
- ▶ Drive increased traffic to your exhibit space.
- ▶ Get the most recent intelligence, trends and developments in international education.
- ▶ Expand your knowledge of the sector.
- ▶ Grow your business.

## WHO WILL BE THERE?

- ▶ Over 800 delegates from over 30 countries.
- ▶ Presidents, vice-presidents and directors of international offices from schools, colleges, institutes and universities.
- ▶ Student advisors, researchers and faculty, ESL/FSL language instructors, recruitment and marketing professionals, and other international education practitioners.
- ▶ Canadian and foreign government officials.
- ▶ Private sector representatives.
- ▶ Influential and renowned Canadian and international speakers.

## DO YOU HAVE AN IDEA YOU WOULD LIKE TO PROPOSE?

CBIE can customize a sponsorship package to suit your needs. Contact Erica Stewart at **EStewart@cbie.ca** for more information.

# SPONSORSHIP OPPORTUNITIES

## ANNIVERSARY SPONSOR

**\$25,000 (EXCLUSIVE)**

### SPONSORSHIP UNIQUE TO OUR 50<sup>TH</sup> ANNIVERSARY YEAR!

Be the Host with the Most. Entertain your guests in a private room next to your exhibit space. The room can accommodate up to 15 people and will be available exclusively to your company for the duration of the Conference. Make it a lounge space open to all delegates or arrange it as a boardroom to host invite-only meetings. The option is yours! Light snacks and beverages included.

- ▶ Reserved seating in the main ballroom for plenary sessions, lunches, and evening gala. (A table reserved exclusively for your company).
- ▶ Access to an exclusive meeting room for the duration of the Conference. Snacks and beverages provided. (Upgrades to food and beverage available at sponsor's cost).
- ▶ Complimentary exhibit space at the exhibition (premium location).
- ▶ Invitation to the Conference hospitality suite for a reception in honour of CBIE's major sponsors.
- ▶ Your logo on a unique slide rolling on screens in the main ballroom before morning plenary sessions and during lunch.
- ▶ Recognition as a sponsor on CBIE's website, in the Conference program guide and on the on-site sponsor recognition board.
- ▶ One (1) full-page colour advertisement on the inside front cover of the Conference program guide.
- ▶ Company profile on CBIE's Conference App.
- ▶ Announcement of sponsorship through CBIE's social media channels.
- ▶ Attendee list shared 2 weeks and 1 week prior to the Conference and after the Conference.
- ▶ Five (5) regular Conference passes. Discount code for additional passes upon request.

**“ I HAVE COME TO DEPEND ON CBIE TO HELP POSITION ME WITHIN A RECOGNIZED PROFESSION AND TO ESTABLISH INTERNATIONAL EDUCATION AS AN INTEGRAL PART OF POST-SECONDARY EDUCATION. ”**

— 2015 Conference exhibitor

## DIAMOND SPONSOR

### \$15,500

- ▶ Your logo on a slide recognizing Diamond and Gold sponsors rolling on screens in the main ballroom before plenary sessions and during lunch.
- ▶ Recognition as a sponsor on CBIE's website, in the Conference program guide and on the on-site sponsor recognition board.
- ▶ Complimentary exhibit space (prime location).
- ▶ Invitation to the Conference hospitality suite for a reception in honour of CBIE's major sponsors.
- ▶ One (1) full-page colour advertisement in the Conference program guide.
- ▶ Profile on CBIE's Conference App (includes company description, link to company website, and social media links).
- ▶ Announcement of sponsorship through CBIE's social media channels.
- ▶ Attendee list shared 1 week prior to the Conference and after the Conference.
- ▶ Four (4) regular Conference passes. Discount code for additional passes upon request.

## GOLD SPONSOR

### \$10,500

- ▶ Your logo on a slide recognizing Diamond and Gold sponsors rolling on screens in the main ballroom before plenary sessions and during lunch.
- ▶ Recognition as a sponsor on CBIE's website, in the Conference program guide and on the on-site sponsor recognition board.
- ▶ Complimentary exhibit space (prime location).
- ▶ Invitation to the hospitality suite for a reception in honour of CBIE's major sponsors.
- ▶ One (1) half-page colour advertisement in the Conference program guide.
- ▶ Profile on CBIE's Conference App (includes company description, link to company website, and social media links).
- ▶ Announcement of sponsorship through CBIE's social media channels.
- ▶ Attendee list shared 1 week prior to the Conference and after the Conference.
- ▶ Three (3) regular Conference passes. Discount code for additional passes upon request.

## SILVER SPONSOR

### \$5,500

- ▶ Your logo on a slide recognizing all sponsors rolling on screens in the main ballroom before plenary sessions and during lunch.
- ▶ Recognition as a sponsor on CBIE's website, in the Conference program guide and on the on-site sponsor recognition board.
- ▶ Complimentary exhibit space.
- ▶ One (1) quarter-page colour advertisement in the Conference program guide.
- ▶ Profile on CBIE's Conference App (includes company description, link to company website, and social media links).
- ▶ Attendee list shared 1 week prior to the Conference and after the Conference.
- ▶ Two (2) regular Conference passes. Discount code for additional passes upon request.

# ITEMS AND EVENTS

For the sponsorship of items and events, your company logo will be featured as a Gold, Silver, or Bronze-level sponsor, based on the value of the sponsorship item. The sponsorship benefits include those identified under each item or event. The benefits of the traditional Silver or Gold Sponsor packages on page 5 are not applied.

## HOME FOR THE HOLIDAYS SPONSOR

### \$10,000

Help a deserving international student travel home for the holidays, an experience many international students are unable to afford. The sponsorship will be promoted by a short video and your company will be front and centre as the student shares his/her excitement about this amazing opportunity.

- ▶ Video featuring the recipient and the sponsor, including interview with sponsoring company.
- ▶ Logo and verbal recognition of the sponsor in the video.
- ▶ Possible video footage at company location (depending on location).
- ▶ Video will be posted on CBIE's website and rolled out through CBIE's social media channels for 6 months after the Conference.
- ▶ Sponsor recognition and video played at the Conference.
- ▶ Initial call for interest promoted to students through CBIE's social media channels and the CBIE Student Centre website.
- ▶ Sidebar advertising space on all secondary pages of CBIE's Student Centre website for a period of 3 months.
- ▶ Recognition as a Gold-level\* sponsor on CBIE's website, in the Conference program guide and on the on-site sponsor recognition board.
- ▶ Company profile on CBIE's Conference App.

## GALA EVENING SPONSOR

### \$7,500 (2 OPPORTUNITIES)

Delegates will be looking forward to unwinding with amazing food, drinks and music. Showcase your company at one of the Conference's biggest events!

- ▶ Your sponsorship acknowledged in the opening remarks at the Gala.
- ▶ A sign with your logo at the entrance to the ballroom, provided by CBIE.
- ▶ Reserved seating in the main ballroom for the gala dinner.
- ▶ Your logo on a rolling screen in main ballroom during the gala evening.
- ▶ Recognition as a Silver-level\* sponsor on CBIE's website, in the Conference program guide and on the on-site sponsor recognition board..
- ▶ Company profile on CBIE's Conference App.
- ▶ Two (2) regular Conference passes.

**“GREAT 3 DAYS WITH MANY OPPORTUNITIES TO MEET FAMILIAR FACES AND MAKE NEW ACQUAINTANCES.”**

— 2015 Conference sponsor

\* Based on the value of the sponsorship item, your company logo will be featured as a Gold, Silver, or Bronze-level sponsor. The sponsorship benefits include those identified under each item or event. The benefits of the traditional Silver or Gold Sponsor packages on page 5 are not applied.

## DELEGATE BAG SPONSOR

**\$6,000**

Delegate bags are distributed to all attendees upon check-in at the registration kiosk and are carried throughout the 3-day Conference. A great opportunity for brand promotion and high visibility! *Delegate bags provided by CBIE.*

- ▶ Your company logo (one colour) printed on the Conference bag.
- ▶ Recognition as a Silver-level\* sponsor on CBIE's website, in the Conference program guide and on the on-site sponsor recognition board.
- ▶ Company profile on CBIE's Conference App.

## CONFERENCE APP SPONSOR

**\$6,000**

The Conference app is a central hub for delegates to connect, build their schedule, and stay up to date on conference events throughout the week.

- ▶ Recognition as the official sponsor of the app with your logo appearing on the app splash page.
- ▶ Logo and ad placement within the app itself and on signage during the Conference.
- ▶ Recognition as a Silver-level\* sponsor on CBIE's website, in the Conference program guide and on the on-site sponsor recognition board.
- ▶ Company profile on CBIE's Conference App.

## OPENING RECEPTION SPONSOR

**SUNDAY, NOVEMBER 13, 2016**

**\$6,000**

Help kick-off CBIE's 50<sup>th</sup> Annual Conference and make a great first impression by sponsoring the official opening reception of the 2016 Conference.

- ▶ Your sponsorship acknowledged in the opening remarks of the Conference.
- ▶ A specialty drink named after your company.
- ▶ A sign with your logo at the entrance to the reception hall, provided by CBIE.
- ▶ Recognition as a Silver-level\* sponsor on CBIE's website, in the Conference program guide and on the on-site sponsor recognition board.
- ▶ Company profile on CBIE's Conference App.

**“ THE CONFERENCE GETS BETTER AND BETTER EVERY YEAR. ”**

— 2015 Conference sponsor

\* Based on the value of the sponsorship item, your company logo will be featured as a Gold, Silver, or Bronze-level sponsor. The sponsorship benefits include those identified under each item or event. The benefits of the traditional Silver or Gold Sponsor packages on page 5 are not applied.

## KEYNOTE/PLENARY SPONSOR

### \$5,500 (3 OPPORTUNITIES)

Get noticed in 2016! There is no better way to increase your company's profile than by associating your company name with one or more of the amazing keynote speakers/plenary sessions we are featuring in 2016.

- ▶ Your logo exclusively on main ballroom screens prior to the keynote address announcing you as the keynote/plenary sponsor.
- ▶ Your sponsorship acknowledged in remarks introducing the speaker(s).
- ▶ Option for exclusive branding — flyer or corporate gift on every table or on every chair during the plenary (provided by sponsor).
- ▶ Recognition as a Silver-level\* sponsor on CBIE's website, in the Conference program guide and on the on-site sponsor recognition board.
- ▶ Your logo next to the sponsored keynote/plenary in the Conference program guide.
- ▶ Company profile on CBIE's Conference App.
- ▶ One (1) regular Conference pass.

“THE NETWORKING AND WILLINGNESS TO SHARE WAS REMARKABLE.”

— 2015 Conference participant

## LANYARD SPONSOR

### \$5,000

Worn by all delegates for the duration of the Conference, this high visibility item will put your brand front and center! *Lanyards provided by CBIE.*

- ▶ Your company name and logo printed on the Conference lanyard.
- ▶ Company profile on CBIE's Conference App.
- ▶ Recognition as a Silver-level\* sponsor on CBIE's website, in the Conference program guide and on the on-site sponsor recognition board.

## PHOTO CONTEST SPONSOR

### \$5,000

CBIE's annual photo contest is a visual portrayal of the personal and professional transformative experience of learning in a new country. Promoted to students and institutions across the country, Conference delegates vote on their favourite photo live during the Conference with the winner announced at the Conference's Gala Evening.

- ▶ Your logo on signage on-site advertising the photo contest and voting opportunity, provided by CBIE.
- ▶ Promotion of the contest through CBIE's social media channels, website and Student Centre.
- ▶ Recognition as a Silver-level\* sponsor on CBIE's website, in the Conference program guide and on the on-site sponsor recognition board.
- ▶ One (1) quarter-page colour advertisement in the Conference program guide.
- ▶ Company profile on CBIE's Conference App.

\* Based on the value of the sponsorship item, your company logo will be featured as a Gold, Silver, or Bronze-level sponsor. The sponsorship benefits include those identified under each item or event. The benefits of the traditional Silver or Gold Sponsor packages on page 5 are not applied.

## WI-FI SPONSOR

**\$5,000**

Help delegates stay connected – be the Conference's exclusive Wi-Fi sponsor. A critical, must-have element of the Conference, over 800 delegates will be typing in your company name to connect to the Conference's Wi-Fi.

- ▶ The password for CBIE's Conference Wi-Fi at the hotel is your company name.
- ▶ Delegates re-directed to your company's web page after logging in.
- ▶ Recognition in the Conference program guide under 'General Information' and Wi-Fi login information.
- ▶ Information about the Wi-Fi login and sponsor recognition on large projection screens before the morning plenary sessions.
- ▶ Company profile on CBIE's Conference App.
- ▶ Recognition as a Silver-level\* sponsor on CBIE's website, in the Conference program guide and on the on-site sponsor recognition board.

## BREAKFAST SPONSOR

**\$3,000 (3 OPPORTUNITIES)**

Help delegates start their day off on the right foot. Be the exclusive sponsor of a breakfast and have your promotional material and your team ready to greet delegates.

- ▶ Sponsorship announced at that morning's opening session.
- ▶ Your logo on signage at the breakfast stations, provided by CBIE.
- ▶ Recognition as a Bronze-level\* sponsor on CBIE's website, in the Conference program guide and on the on-site sponsor recognition board.
- ▶ Company profile on CBIE's Conference App.

## HOTEL KEY CARD SPONSOR

**\$2,500**

Promote your company to every delegate by branding the host hotel key cards with your logo. An opportunity to introduce your company to delegates before the conference even begins! *Cost of key cards included in price.*

- ▶ Your company name and logo, along with CBIE's logo, will be printed in colour on the host hotel key cards.
- ▶ Sponsor to submit their own artwork for the key card (with CBIE approval).
- ▶ Recognition as a Bronze-level\* sponsor on CBIE's website, in the Conference program guide and on the on-site sponsor recognition board.
- ▶ Company profile on CBIE's Conference App.

## NETWORKING BREAK SPONSOR

**\$2,000 (5 OPPORTUNITIES)**

Be recognized as the sponsor who provides an extra boost by sponsoring a networking break where delegates can network, take a break, or grab a coffee to recharge.

- ▶ Sponsorship announced prior to the networking break.
- ▶ Your logo on signage in the break area, provided by CBIE.
- ▶ Recognition as a Bronze-level\* sponsor on CBIE's website, in the Conference program guide and on the on-site sponsor recognition board.
- ▶ Company profile on CBIE's Conference App.

\* Based on the value of the sponsorship item, your company logo will be featured as a Gold, Silver, or Bronze-level sponsor. The sponsorship benefits include those identified under each item or event. The benefits of the traditional Silver or Gold Sponsor packages on page 5 are not applied.

# ADVERTISING

Add a colour advertisement to the Conference program guide to help increase your visibility and drive traffic to your exhibit space.

All advertisements are in colour. Full page (trim size 8.5" x 11" plus 1/8" bleed on all sides).  
Ads to be submitted as high resolution pdf files.

Position and Size	Specifications	Price
Centerfold double-page spread	8.5" x 11" (x2)	\$3,500
Outside back cover	8.5" x 11"	\$2,500
Inside back cover	8.5" x 11"	\$2,000
Front of centerfold	8.5" x 11"	\$2,000
Back of centerfold	8.5" x 11"	\$2,000
Full page	8.5" x 11"	\$1,500
Half page (horizontal)	8" x 5.375"	\$1,250
Quarter page (vertical)	3.875" x 5.375"	\$1,050

# EXHIBITION

**NOVEMBER 13–16, 2016**

The exhibition takes place during the CBIE Annual Conference. Gaining in popularity year over year, the exhibition now features over 35 exhibitors.

Located in the foyer and hallways of the main Conference floor, your company will be front and centre as delegates mingle and move around the Conference space. [Reserve your space today!](#)

## WHY EXHIBIT?

- ▶ Expose your brand and showcase your services.
- ▶ Launch new products and services.
- ▶ Build new contacts and networks.
- ▶ Meet decision makers face-to-face.
- ▶ Break into a new market.

## THIS YEAR

- ▶ Exhibitors will be located in the hallway/foyer of the main Conference hotel floor to maximize high-volume traffic and visibility.
- ▶ More hours will be dedicated specifically to exhibitors and networking.
- ▶ Exhibitors and sponsors will have increased access to Conference sessions.
- ▶ Exhibitors and sponsors will be invited to join delegates for breakfasts, lunches, the opening reception, and the evening gala.

## EXHIBIT PACKAGE

**\$3,250**

Network face-to-face with Conference delegates and showcase your company's services and products by participating in this year's exhibition.

- ▶ One (1) standard exhibit booth space (8' x 8' area) — includes a table and two chairs.
- ▶ Recognition as an exhibitor on CBIE's website and in the Conference program guide.
- ▶ Profile on CBIE's Conference App (includes company description, link to company website, and social media links).
- ▶ Attendee list shared 1 week after the Conference.
- ▶ One (1) regular Conference pass.

## BECOME A SPONSOR: BOOST YOUR VISIBILITY AND BRAND RECOGNITION.

Are you interested in other opportunities to showcase your organization at our event? There are a variety of sponsorship opportunities available that will help your company stand out amongst the rest.

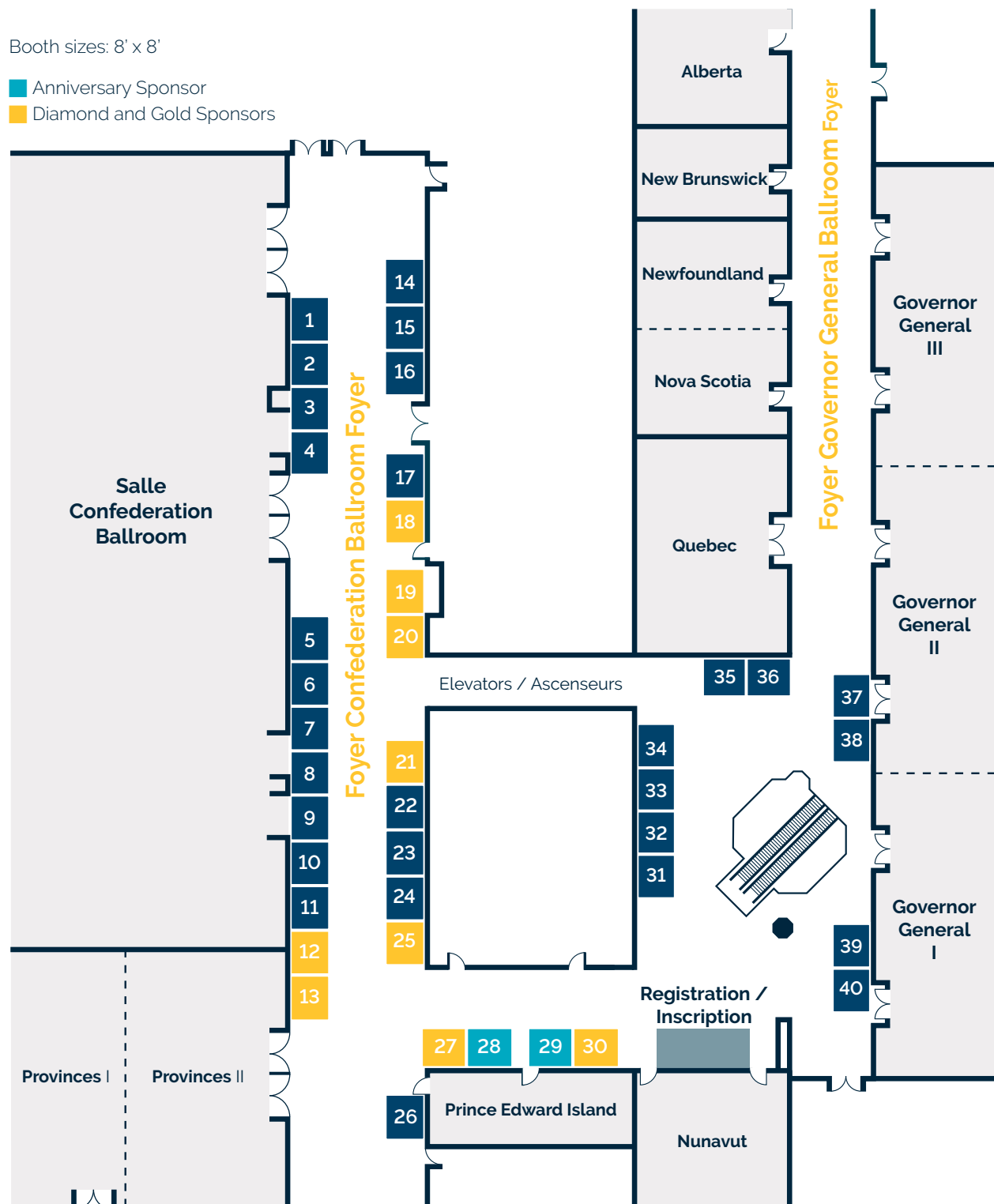
# EXHIBITOR FLOOR PLAN

## WESTIN OTTAWA

Please note, exhibitor space is limited and selection of spaces is available on a first-come, first-served basis.  
Exhibitor space can be reserved by paying in full.

Booth sizes: 8' x 8'

- Anniversary Sponsor
- Diamond and Gold Sponsors



Visit CBIE's website for additional details on important dates, shipping guidelines, and staging options.

# TERMS AND CONDITIONS

- ▶ A regular Conference pass includes access to all plenary and concurrent sessions, the opening reception, the evening gala, and all breakfasts and lunches. Passes are non-transferable and must be used by the individual whose name appears on the pass.
- ▶ It is expected that all exhibit booths be staffed during the designated exhibit hours.
- ▶ CBIE reserves the right to review exhibitor applications to ensure the products and/or services are relevant to the theme of the Conference and CBIE's mandate.
- ▶ Exhibitors are responsible to carry insurance on their exhibits and its content. Security will not be provided at the exhibition, therefore exhibitors are responsible for securing their own materials and equipment. CBIE is not responsible for any loss or theft of exhibitors' materials or other property during the Conference.
- ▶ Exhibitors are responsible for arranging their own shipment of materials and exhibit content, to and from the Conference venue.

## DATES TO REMEMBER

- ▶ Last day to submit your advertisement design  
(if applicable) for final Conference program ..... October 14, 2016
- ▶ Enter your company profile on the Conference app ..... Starting June 1, 2016
- ▶ Last day to request delegate substitution for sponsors and exhibitors  
(request must be emailed to AHajjar@cbie.ca) ..... October 31, 2016
- ▶ Shipping date for exhibitor materials to Conference venue ..... November 10 – 12, 2016
- ▶ Exhibit set-up ..... Sunday, November 13, 1:30 – 4:30 PM
- ▶ Exhibit tear-down ..... Wednesday, November 16, 1:30 – 4:00 PM

**95%** OF INTERNATIONAL STUDENTS RECOMMEND CANADA  
AS A STUDY DESTINATION. — CBIE's *A World of Learning 2015*

# CONTACT US

Contact us to find out how CBIE can help you deliver your brand and services at Canada's largest international education conference.

## SPONSORSHIP OPPORTUNITIES

Contact: Erica Stewart  
EStewart@cbie.ca  
613-237-4820, ext. 311

## THE CBIE EXHIBITION

Contact: Alissar Hajjar  
AHajjar@cbie.ca  
613-237-4820, ext. 210

## ADVERTISING OPPORTUNITIES

Contact: Alissar Hajjar  
AHajjar@cbie.ca  
613-237-4820, ext. 210

## CBIE'S 2016 CONFERENCE AND ONLINE PROSPECTUS

[www.cbie-bcei.ca/50th-annual-conference](http://www.cbie-bcei.ca/50th-annual-conference)

## GENERAL INFORMATION ABOUT CBIE

[www.cbie-bcei.ca](http://www.cbie-bcei.ca)

## CBIE OFFICE:

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Ottawa, Ontario, Canada K1P 5Z9

## CONNECT WITH US

 [facebook.com/cbie.ca](https://facebook.com/cbie.ca)

 [twitter.com/CBIE\\_BCEI](https://twitter.com/CBIE_BCEI)

 [lnkd.in/cbie-bcei](https://lnkd.in/cbie-bcei)

 [instagram.com/cbiebcei](https://instagram.com/cbiebcei)



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