

CBIE'S 51ST ANNUAL CONFERENCE

PATHWAYS IN INTERNATIONAL EDUCATION:
CHARTING THE COURSE

NOVEMBER 19 – 22, 2017
HALIFAX, NOVA SCOTIA

CBIECONFERENCE.CA



Canadian Bureau for
International Education
Bureau canadien de
l'éducation internationale

**PROSPECTUS FOR
SPONSORS AND
EXHIBITORS**



Canadian Bureau for
International Education
Bureau canadien de
l'éducation internationale

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.

2017 CONFERENCE

CBIE's 51st Annual Conference will take place November 19–22 at the World Trade and Convention Centre in Halifax, Nova Scotia.

This year's theme, *Pathways in International Education: Charting the Course*, looks at the mechanisms that enable collaboration and opportunities in international education. The term 'Pathways' can be interpreted in many ways: the student path from K-12 to post-secondary education; the path for students arriving to and departing from Canada for study; opportunities after language studies; the transition to the workforce; and possibly permanent residency. Pathways may be formal or informal, direct or indirect and lead in multiple directions, connecting diverse members of the learning community. The success of pathways rests on the collaborative efforts of those involved to identify and strengthen those pathways to create opportunities in international education. At CBIE's 51st Annual Conference we will work together to ensure that the necessary tools are available to chart the various courses in international education.

HIGHLIGHTS OF THIS YEAR'S CONFERENCE

NEW!

Extended dedicated
exhibit time

70+

concurrent sessions

Revamped
exhibitor
floor layout

35+

exhibit spaces

World-class

keynote speakers

New sponsorship
opportunities

850+

 delegates from Canada and around the world

JOIN US IN HALIFAX FOR #CBIE2017!



Leaders in international education from across Canada and around the world will be in Halifax November 19 – 22, 2017 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 850 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.

“ [WHAT I LIKED MOST WAS] THE DIVERSITY OF PARTICIPANTS COMING FROM ALL EDUCATION LEVELS AS WELL AS THE PARTICIPATION OF INTERNATIONAL ATTENDEES. ”

— 2016 Conference participant

SPONSORSHIP OPPORTUNITIES

PACKAGES

Premier Sponsor.....	5
Diamond Package	6
Gold Package	6
Silver Package	6

ITEMS & EVENTS

Home For The Holidays (Lead).....	7
Home For The Holidays (Supporting).....	8
Social Evening.....	8
Games Lounge	9
CBIE Awards.....	9
Conference App.....	10
Opening Reception	10
Delegate Bag.....	11
Keynote/Plenary.....	11
Lanyard.....	12
Delegate Lounge.....	12
Photo Contest.....	12
Wi-Fi.....	13
Water Bottle.....	13
Photo Booth.....	13
Hotel Key Card.....	13
Notepad.....	14
Breakfast.....	14
Networking Break.....	14

ADVERTISING	16
--------------------------	----

EXHIBITION	17
Exhibitor Floor Plan	18

CONTACT US	20
-------------------------	----



SPONSORSHIP OPPORTUNITIES

PREMIER SPONSOR

\$25,000 (EXCLUSIVE)

As the Premier Sponsor, receive the highest level of exposure at CBIE's 51st Annual Conference. Connect with delegates at the new exhibit floor lounge, through an education session in a private boardroom, and with a lunch speaking opportunity.

- ▶ Five (5) regular Conference passes (with social evening). Discount code for additional passes upon request.
- ▶ Complimentary double exhibit space (premium location).
- ▶ Sponsorship of the new lounge space in the exhibition hall. Delegates will really appreciate this conveniently located lounge space in the middle of the exhibit hall. Includes branded overhead signage and floor decals promoting the lounge.
- ▶ Complimentary 1-hour slot in the new Customer Connections Boardroom to host demos, meetings, education sessions, or meet and greets with delegates.
- ▶ Press release by CBIE announcing premier sponsor, sent to CBIE members.
- ▶ A two (2) minute speaking opportunity or video played at the Monday lunch (*script/video to be approved by CBIE*).
- ▶ Announcement of sponsorship in opening remarks at the Conference.
- ▶ A table reserved exclusively for your company and guests in the main ballroom for plenary sessions, lunches, and the social evening.
- ▶ Invitation to the Conference hospitality suite for a reception in honour of CBIE's major sponsors.
- ▶ Dedicated slide thanking sponsor rotating on screens in main ballroom.
- ▶ One (1) full-page colour advertisement on the inside front cover of the Conference program guide.
- ▶ Announcement of sponsorship through CBIE's social media channels.
- ▶ Recognition as a sponsor on CBIE's website, in the Conference program guide and on-site.
- ▶ Company profile on CBIE's Conference App.
- ▶ Attendee list shared 2 weeks and 1 week prior to the Conference and after the Conference.

“ THE CONFERENCE WAS FANTASTIC THIS YEAR. I FELT IT TRULY REFLECT THE MULTI-CULTURALISM, WARM WELCOME AND STRONG ACADEMIC OFFER THAT MAKES CANADA ONE OF THE TOP DESTINATIONS FOR INTERNATIONAL STUDENTS. ”

— 2016 Conference participant

DIAMOND PACKAGE

\$15,500

- ▶ Four (4) regular Conference passes (with social evening). Discount code for additional passes upon request.
- ▶ Complimentary exhibit space (prime location).
- ▶ One (1) full-page colour advertisement in the Conference program guide.
- ▶ Invitation to the Conference hospitality suite for a reception in honour of CBIE's major sponsors.
- ▶ Slide thanking sponsor rotating on screens in main ballroom.
- ▶ Announcement of sponsorship through CBIE's social media channels.
- ▶ Recognition as a sponsor on CBIE's website, in the Conference program guide and on-site.
- ▶ Company profile on CBIE's Conference App.
- ▶ Attendee list shared 1 week prior to the Conference and after the Conference.

GOLD PACKAGE

\$10,500

- ▶ Three (3) regular Conference passes (with social evening). Discount code for additional passes upon request.
- ▶ Complimentary exhibit space (prime location).
- ▶ One (1) half-page colour advertisement in the Conference program guide.
- ▶ Invitation to the hospitality suite for a reception in honour of CBIE's major sponsors.
- ▶ Slide thanking sponsor rotating on screens in main ballroom.
- ▶ Announcement of sponsorship through CBIE's social media channels.
- ▶ Recognition as a sponsor on CBIE's website, in the Conference program guide and on-site.
- ▶ Company profile on CBIE's Conference App.
- ▶ Attendee list shared 1 week prior to the Conference and after the Conference.

SILVER PACKAGE

\$5,500

- ▶ Two (2) regular Conference passes (with social evening). Discount code for additional passes upon request.
- ▶ Complimentary exhibit space.
- ▶ One (1) quarter-page colour advertisement in the Conference program guide.
- ▶ Slide thanking sponsor rotating on screens in main ballroom.
- ▶ Recognition as a sponsor on CBIE's website, in the Conference program guide and on-site.
- ▶ 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.



ITEMS AND EVENTS

For the sponsorship of items and events, your company logo will be featured as a Diamond, 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 Diamond, Gold or Silver Sponsor Packages on page 6 are not applied.

CBIE'S HOME FOR THE HOLIDAYS

LEAD SPONSOR: PROMOTIONAL VIDEO & STUDENT FLIGHT

\$16,000 (EXCLUSIVE)

Sponsorship available until June 1st, 2017

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.

- ▶ Exclusive 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).
- ▶ Sponsor recognition and video played at the Conference.
- ▶ Video will be posted on CBIE's website and rolled out through CBIE's social media channels for 3 months after the Conference.
- ▶ One (1) regular Conference pass (with social evening).
- ▶ Company logo featured prominently on CBIE's Home for the Holidays webpage.
- ▶ Company logo on contest material and promotion sent by CBIE to member institutions.
- ▶ Company profile on CBIE's Conference App.
- ▶ Recognition as a Diamond-level* sponsor on CBIE's website, in the Conference program guide and on-site.

" I HAD AN AMAZING TRIP BACK HOME. I MET UP WITH MY FRIENDS AND SPENT MOST OF MY TIME WITH MY FAMILY. THANK YOU AGAIN FOR LETTING ME HAVE SUCH A GREAT HOLIDAY. "

— Faye (winner of 2016's Home for the Holidays)



* Based on the value of the sponsorship item, your company logo will be featured as a Diamond, Gold, Silver, or Bronze. The sponsorship benefits include those identified under each item or event. The benefits of the traditional Silver, Gold, or Diamond Packages on page 6 are not applied.

CBIE'S HOME FOR THE HOLIDAYS

NEW

SUPPORTING SPONSOR: STUDENT FLIGHT

\$5,500 (UNLIMITED)

Sponsorship available until June 1st, 2017

Help a deserving international student travel home for the holidays, an experience many international students are unable to afford. Your sponsorship will support the purchase of a roundtrip ticket for one student to travel to his/her home country. The student will be selected through CBIE's video contest.



- ▶ Company logo next to the winning student's profile on CBIE's Home for the Holidays webpage.
- ▶ Company logo on contest material and promotion sent by CBIE to member institutions.
- ▶ Company profile on CBIE's Conference App.
- ▶ Recognition as a Silver-level* sponsor on CBIE's website, in the Conference program guide and on-site.

SOCIAL EVENING: AN EAST COAST CELEBRATION

\$10,000

TUESDAY, NOVEMBER 21

This year we are switching things up a bit. Rather than the traditional gala evening, CBIE is hosting an East Coast Celebration, kitchen party style. An informal and casual evening, delegates will come to mingle and relax around great food and an assortment of entertainment. Showcase your company at one of the Conference's biggest evenings – east coast style!

- ▶ Opportunity to address delegates at the evening event with a two (2) minute video and/or speech (approved by CBIE).
- ▶ One (1) regular Conference pass (with social evening ticket).
- ▶ Five (5) additional social evening tickets.
- ▶ Your sponsorship acknowledged in the opening remarks of the evening.
- ▶ A sign with your logo at the entrance to the ballroom, provided by CBIE.
- ▶ Reserved seating in the main ballroom for the social evening.
- ▶ Your logo on a rolling screen in main ballroom throughout the evening.
- ▶ Company profile on CBIE's Conference App.
- ▶ Recognition as a Gold-level* sponsor on CBIE's website, in the Conference program guide and on-site during the conference.



* Based on the value of the sponsorship item, your company logo will be featured as a Diamond, Gold, Silver, or Bronze. The sponsorship benefits include those identified under each item or event. The benefits of the traditional Silver, Gold, or Diamond Packages on page 6 are not applied.

GAMES LOUNGE

NEW

\$8,500

This fun and interactive games area, located in the exhibition hall, is a great space for delegates to unwind and have some fun between sessions. Delegates will love the chance to try their hand at games like foosball, Pac-Man and table hockey. This new activity is sure to be a highlight for delegates!

- ▶ Games lounge named after your company.
- ▶ Your logo on banners outside the lounge area, provided by CBIE.
- ▶ One (1) regular Conference pass (with social evening).
- ▶ Opportunity to put banners or promotional material in the games lounge (provided by sponsor).
- ▶ Sponsor recognition in the Conference program, promoting the games lounge.

- ▶ Push notification sent via the Conference App to delegates promoting the games lounge.
- ▶ Company profile on CBIE's Conference App.
- ▶ Recognition as a Gold-level* sponsor on CBIE's website, in the Conference program guide and on-site during the conference.



CBIE AWARDS LUNCHEON

NEW

\$7,500 (EXCLUSIVE)

(TUESDAY, NOVEMBER 21)

Be the lead sponsor to celebrate and recognize the amazing work being done in the field of international education.

- ▶ Two (2) regular conference passes (with social evening).



- ▶ Reserved seating in the main ballroom for the luncheon.
- ▶ Opportunity to present an award.
- ▶ Your logo exclusively on main ballroom screens prior to the start of the luncheon.
- ▶ Your sponsorship acknowledged during the luncheon remarks.
- ▶ Option for exclusive branding — flyer or corporate gift on every table or on every chair during the luncheon (provided by sponsor).
- ▶ Company profile on CBIE's Conference App.
- ▶ Recognition as a Silver-level* sponsor on CBIE's website, in the Conference program guide and on-site.

* Based on the value of the sponsorship item, your company logo will be featured as a Diamond, Gold, Silver, or Bronze. The sponsorship benefits include those identified under each item or event. The benefits of the traditional Silver, Gold, or Diamond Packages on page 6 are not applied.

CONFERENCE APP

\$7,000

The Conference app is the central hub for delegates to connect, build their schedule, stay up to date on conference events, and receive important updates throughout the week. Put your company logo in the palms of over 800 delegates.

- ▶ 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.
- ▶ Table sign with sponsor logo at the app help desk.
- ▶ Recognition as a Silver-level* sponsor on CBIE's website, in the Conference program guide and on-site.
- ▶ Company profile on CBIE's Conference App.

OPENING RECEPTION

\$6,500

SUNDAY, NOVEMBER 19, THE CANADIAN MUSEUM OF IMMIGRATION AT PIER 21

Help kick-off CBIE's 51st Annual Conference and make a great first impression by sponsoring the official opening reception of the 2017 Conference.

- ▶ One (1) regular Conference pass (with social evening).
- ▶ Push notification and welcome message from sponsor sent to delegates via CBIE's Conference app the day of the reception.
- ▶ Your sponsorship acknowledged in the opening remarks of the reception.
- ▶ Three (3) poster boards placed throughout the venue featuring graphics of your choice (design provided by sponsor, boards provided by CBIE).
- ▶ Sponsor-branded cocktail napkins on tables throughout the venue.
- ▶ A signature drink promoted at the bar, with the name of your choice (approved by CBIE).
- ▶ Opportunity to hand out branded swag items to delegates at the reception (provided by sponsor).
- ▶ A sign with your logo at the entrance to the reception hall, provided by CBIE.
- ▶ Company profile on CBIE's Conference App.
- ▶ Recognition as a Silver-level* sponsor on CBIE's website, in the Conference program guide and on-site during the conference.



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DELEGATE BAG

\$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 co-branded (with CBIE) Conference bag.
- ▶ Opportunity to include the exclusive promotional insert in the delegate bag (provided by sponsor). No other sponsor inserts will be included.
- ▶ Company profile on CBIE's Conference App.
- ▶ Recognition as a Silver-level* sponsor on CBIE's website, in the Conference program guide and on-site.

“ I CAN'T BELIEVE WHAT GREAT CONTACTS I MADE — SUPER NETWORKING EXPERIENCE! ”

— 2016 Conference participant

KEYNOTE/PLENARY

\$6,000 (3 OPPORTUNITIES)

Get noticed in 2017! There is no better way to increase your company's profile than by associating your name with one or more of the amazing keynote speakers/plenary sessions we are featuring in 2017.

- ▶ One (1) regular Conference pass (with social evening).
- ▶ 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).
- ▶ Company profile on CBIE's Conference App.
- ▶ Your logo next to the sponsored keynote/plenary in the Conference program guide.
- ▶ Recognition as a Silver-level* sponsor on CBIE's website, in the Conference program guide and on-site.



LANYARD

\$5,500

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, co-branded with CBIE.
- ▶ Company profile on CBIE's Conference App.
- ▶ Recognition as a Silver-level* sponsor on CBIE's website, in the Conference program guide and on-site.

PHOTO CONTEST

\$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, this is a fun and easy way to get your company's brand in front of hundreds of Canadian and international students in Canada.

- ▶ Sponsor featured prominently on CBIE's contest webpage.
- ▶ Logo featured in the promotion of the contest through CBIE's social media channels, website and membership networks.
- ▶ One (1) quarter-page colour advertisement in the Conference program guide.
- ▶ Company profile on CBIE's Conference App.
- ▶ Recognition as a Silver-level* sponsor on CBIE's website, in the Conference program guide and on-site during the conference.



DELEGATE LOUNGE

NEW

\$5,000

Get maximum exposure by sponsoring the Delegate Lounge area where attendees can relax, check in with the office, charge their devices, and meet with others between sessions. This large, sectioned off area on the third floor of the World Trade and Convention Centre, offers a quiet retreat for delegates.

- ▶ Signage outside lounge entrance promoting sponsorship and lounge benefits.
- ▶ Opportunity to display company pop-up banners.
- ▶ Opportunity to display/distribute company brochures and/or take-aways.
- ▶ Sponsor recognition in the Conference program, promoting the new lounge.
- ▶ Signage throughout the venue promoting the lounge.
- ▶ One (1) regular conference pass (with social evening).
- ▶ Company profile on CBIE's Conference App.
- ▶ Recognition as a Silver-level* sponsor on CBIE's website, in the Conference program guide and on-site.

* Based on the value of the sponsorship item, your company logo will be featured as a Diamond, Gold, Silver, or Bronze. The sponsorship benefits include those identified under each item or event. The benefits of the traditional Silver, Gold, or Diamond Packages on page 6 are not applied.

WI-FI

\$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.

- ▶ Customize the password for CBIE's Conference Wi-Fi, e.g. your company name.
- ▶ Delegates are re-directed to your company's web page after logging in.
- ▶ Wi-Fi information cards with password (business card size) available at registration desk (optional and provided by sponsor).
- ▶ Recognition in the Conference program guide for Wi-Fi login information.
- ▶ Information about the Wi-Fi login and sponsor recognition on large projection screens in 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-site.

WATER BOTTLE

NEW

\$5,000

Get in on the action by having your brand front and center on our delegate water bottles. Each delegate will receive one as they check in at the Conference. Great visibility and a sustainable way to keep your brand in front of delegates even after the Conference is over. (Water bottles provided by CBIE).

- ▶ Your logo (co-branded with CBIE) in one colour on the water bottle.
- ▶ Company profile on CBIE's Conference App.
- ▶ Recognition as a Silver-level* sponsor on CBIE's website, in the Conference program guide and on-site.

PHOTO BOOTH

NEW

\$4,500

AT THE SOCIAL EVENING

This high visibility item is sure to have delegates smiling and posing all night long in front of your logo. A popular and interactive element of the evening, delegates love getting creative and goofy in front of the camera. Print copies are made onsite and will be posted in cubicles and offices across the country long after the conference.

- ▶ Your logo (co-branded with CBIE) on the backdrop of the photo booth.
- ▶ Company profile on CBIE's Conference App.
- ▶ Recognition as a Silver-level* sponsor on CBIE's website, in the Conference program guide and on-site.

HOTEL KEY CARD

\$3,000

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, co-branded with CBIE's logo, will be printed in colour on the host hotel key cards (one-sided).
- ▶ Sponsor to submit their own artwork for the key card (approved by CBIE).
- ▶ Company profile on CBIE's Conference App.
- ▶ Recognition as a Bronze-level* sponsor on CBIE's website, in the Conference program guide and on-site.

* Based on the value of the sponsorship item, your company logo will be featured as a Diamond, Gold, Silver, or Bronze. The sponsorship benefits include those identified under each item or event. The benefits of the traditional Silver, Gold, or Diamond Packages on page 6 are not applied.

NOTEPAD

\$3,000

Placed at every seat in the opening plenary session, the notepad is a great way to provide marketing material while providing a useful tool for attendees.

- ▶ Your logo (co-branded with CBIE) on the notepad.
- ▶ Provided to over 800 delegates at the opening plenary.
- ▶ Company profile on CBIE's Conference App.
- ▶ Recognition as a Bronze-level* sponsor on CBIE's website, in the Conference program guide and on-site.

BREAKFAST

\$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.
- ▶ Company profile on CBIE's Conference App.
- ▶ Recognition as a Bronze-level* sponsor on CBIE's website, in the Conference program guide and on-site.

OTHER IDEAS TO TALK TO US ABOUT

- ▶ Delegate thought wall (think markers!)
- ▶ Escalator branding
- ▶ Warm-up video

Contact Erica Stewart at ESTewart@cbie.ca.

NETWORKING BREAK

\$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.
- ▶ Company profile on CBIE's Conference App.
- ▶ Recognition as a Bronze-level* sponsor on CBIE's website, in the Conference program guide and on-site.

CUSTOMER CONNECTIONS BOARDROOM

NEW

BOOK A MEETING TIME TODAY!

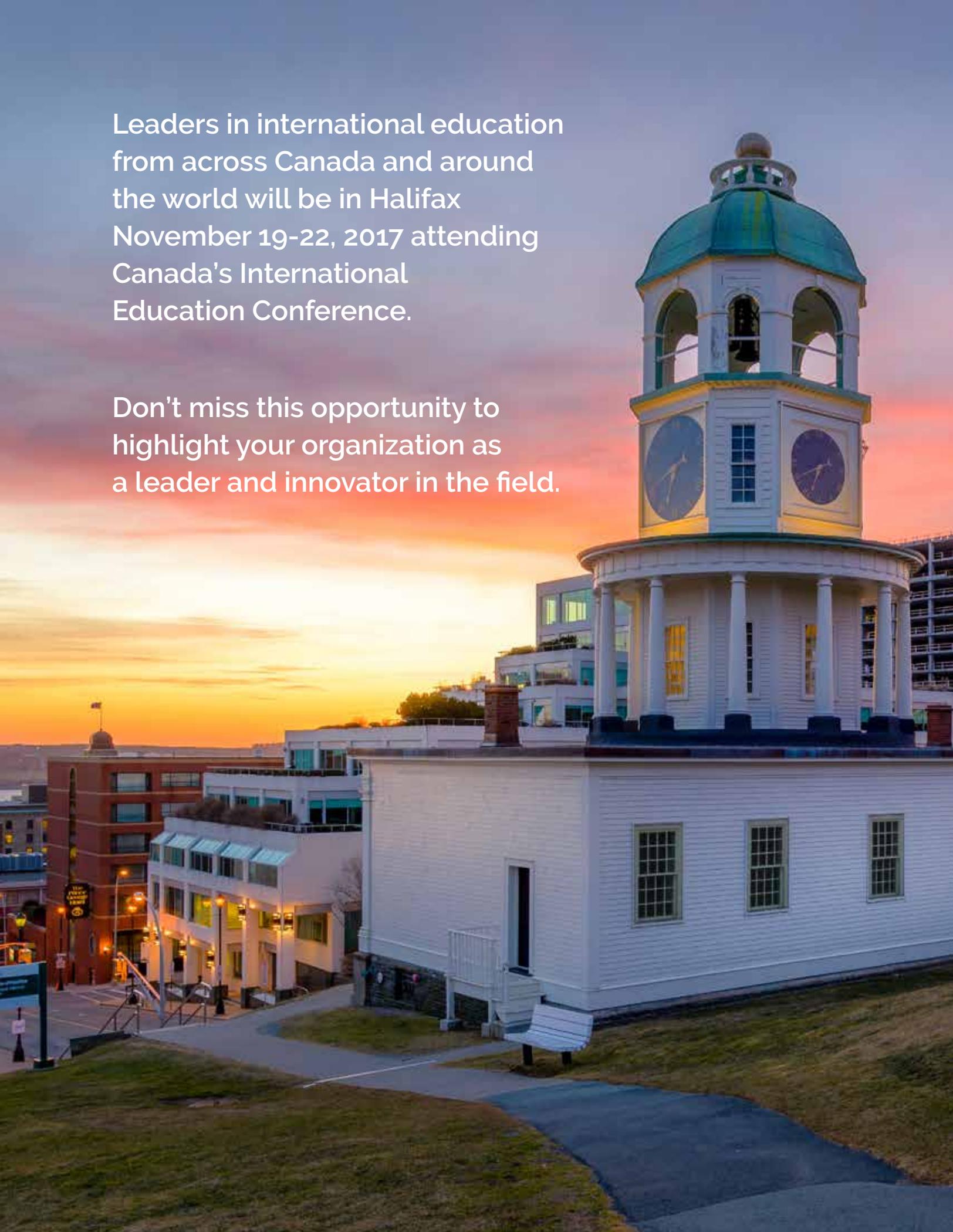
\$500 (5 OPPORTUNITIES)

Looking for an opportunity to speak one-on-one with key delegates? Do you have a new product or service you are looking to launch? Reserve a **one-hour customer outreach session** during CBIE's new extended networking breaks and provide conference attendees with an educational presentation. Your session will be promoted on the Conference website and app or can be by invite only. (Session content is subject to pre-approval by CBIE, speakers must be registered).



Leaders in international education from across Canada and around the world will be in Halifax November 19-22, 2017 attending Canada's International Education Conference.

Don't miss this opportunity to highlight your organization as a leader and innovator in the field.



ADVERTISING

Add a colour advertisement to the Conference program guide to help increase your visibility and drive traffic to your exhibit space. Can't be there in person, be sure to still get the word out!

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

Floor Sticker



FLOOR DECAL

NEW

\$1,000

Increase awareness of your company by displaying your message or logo on a floor decal on the main pathways of the conference venue. Help drive traffic to your booth; share your hashtag; or reinforce your logo. Attendees will be reminded of your company each time they walk past your logo.

- ▶ Your logo or approved message on a 24" x 24" square floor decal.

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.

EXHIBITION

NOVEMBER 20–22, 2017

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

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

- ▶ Extended hours dedicated to exhibitors and networking. **A full hour in the morning and afternoon.**
- ▶ A new exhibition lounge space and games room will help draw delegates to the exhibit hall.
- ▶ Revamped exhibit floor layout.
- ▶ Exhibitors and sponsors have access to all regular Conference sessions.
- ▶ Exhibitors and sponsors are invited to join delegates for breakfasts, lunches, the opening reception, and the social evening.



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 (10' W x 8' D area) — includes a table and two chairs.
- ▶ One (1) regular Conference pass (with social evening).
- ▶ 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.

“ **ALL THE KEY PLAYERS WERE THERE.** ”

— 2016 Conference participant

EXHIBITOR FLOOR PLAN

WORLD TRADE AND CONVENTION CENTRE, LEVEL 100

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.

- Premium 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 social evening, 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

- ▶ Enter your company profile on the Conference app Starting July 3, 2017
- ▶ Last day to submit your advertisement design
(if applicable) for final Conference program October 20, 20167
- ▶ Last day to request delegate substitution for sponsors and exhibitors
(request must be emailed to AHajjar@cbie.ca) November 3, 2017
- ▶ Shipping date for exhibitor materials to Conference venue November 17 – 19, 2017 (TBC)
- ▶ Exhibit set-up Sunday, November 19, 1:30 – 4:30 PM
- ▶ Exhibit tear-down Wednesday, November 22, 1:30 – 4:00 PM

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CBIE'S 2017 CONFERENCE AND ONLINE PROSPECTUS

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GENERAL INFORMATION ABOUT CBIE

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