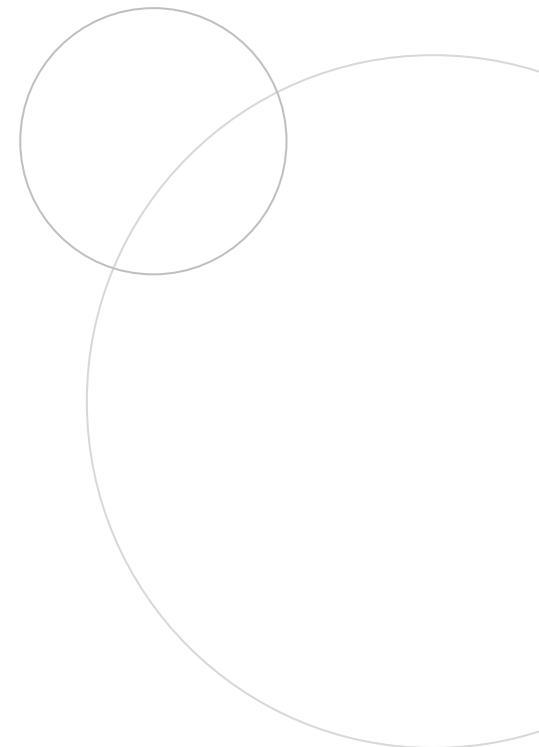


CBIE2021 SPONSORSHIP OPPORTUNITIES





ABOUT CBIE

The Canadian Bureau for International Education (CBIE) is a national, non-profit association dedicated to supporting Canadian education institutions in achieving their internationalization goals through advocacy, capacity building and partnerships.



ABOUT CBIE2021

The world has changed in profound ways over the last year. The global disruption that we are living through brings an opportunity to reshape lives, institutions, and communities while taking action on access, inclusion, and social justice issues. What does this look like from the lens of international education in Canada?

CBIE2021 will be a space for dialogue to reimagine community on a global scale. Considering the broad dimensions of internationalization, how do we responsibly create transformational educational experiences, connections and partnerships that serve to enrich our classrooms, campuses, and communities?

CBIE2021 will again take place virtually with greater breadth in session formats and themes to encourage broader participation and perspectives.





WHY SPONSOR AND/OR EXHIBIT?



Connect directly with
+1000 IE professionals



Build deeper relationships
with existing clients



Network with attendees
from +40 countries



Highlight your products &
services with video



Build brand awareness in
the Canadian IE sector



Demonstrate your
commitment to IE

●●● SPONSORSHIP PACKAGES

	PREMIER SPONSOR \$30 000	DIAMOND SPONSOR \$20 000	GOLD SPONSOR \$10 000	SILVER SPONSOR \$5 000
FEATURED ITEMS	World Pavilion <u>and</u> International Partners Bursary Program	INTL Bursary Program <u>or</u> Hosted Lunch	Excellence Awards <u>or</u> EDI Bursary Program <u>or</u> one Plenary Session	Social Activity <u>or</u> Accessibility <u>or</u> Photo Booth
FEATURED BRANDING	Homefeed Sidebar Ad Bottom Menu Ad	Login Page or App Bottom Menu Ad	Sidebar Ad	Bottom Menu Ad
PROMOTION OPPORTUNITY	Custom E-blast announcement	Custom E-blast announcement	E-newsletter announcement	E-newsletter ad
RECOGNITION OPPORTUNITY	Social Media, Website, Verbally	Social Media, Website, Verbally	Social Media, Website, Verbally	Social Media, Website, Verbally
PROFILE OPPORTUNITY	100 words on website <u>and</u> pre-conference webinar to CBIE audience	50 words on website	X	X
TARGET NOTIFICATIONS	5	3	X	X
EXHIBITOR PACKAGE	✓	✓	✓	✓
CONFERENCE PASSES	10	6	3	1



EXHIBITOR PACKAGES

Upgrade your exhibitor package and become a Featured Exhibitor to increase your visibility and stand out from the crowd!

BENEFITS	FEATURED EXHIBITOR	STANDARD EXHIBITOR
PINNED TO TOP OF EXHIBITOR LIST	✓	X
FEATURED BADGE	✓	X
EXHIBITOR PACKAGE	✓	✓
CONFERENCE PASSES	2	1
PACKAGE FEE	\$3,500	\$2,500



À LA CARTE OPPORTUNITIES

À LA CARTE	FEE
<u>CARBON OFFSET</u>	\$100
<u>EMAIL FOOTER</u>	\$300
<u>SIDEBAR ADVERTISEMENT</u>	\$500
<u>1 TARGETED NOTIFICATION</u>	\$500
<u>3 TARGETED NOTIFICATION</u>	\$1,200
<u>SESSION SPONSOR</u>	\$1,500

Add an à la carte promotional opportunity to amplify your profile at the conference!

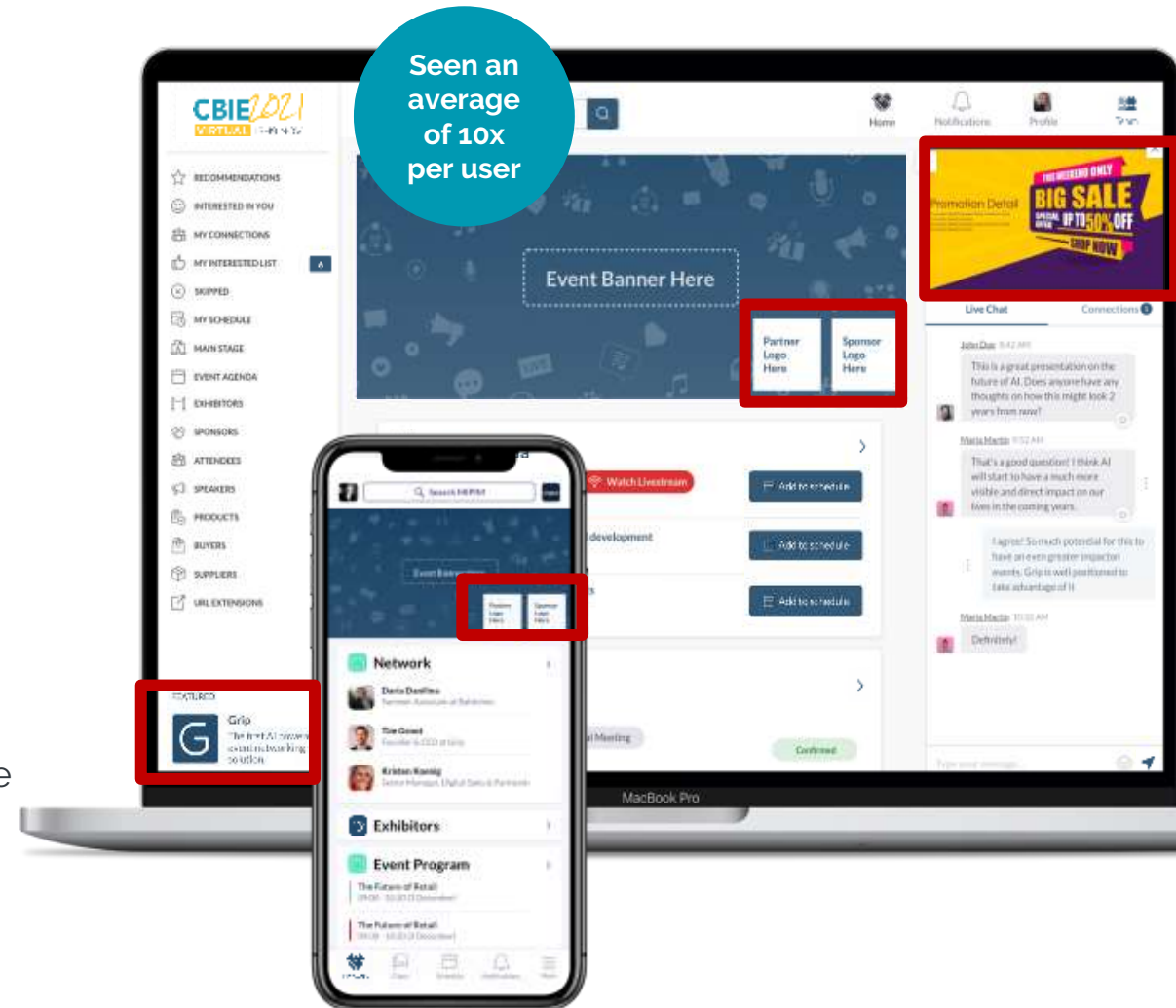


PREMIER – \$30 000

WORLD PAVILION

(SOLD!)

- ▶ Ten (10) virtual conference passes
- ▶ **Home Feed branding** on the virtual platform and app
- ▶ Sidebar and bottom menu ads
- ▶ Recognition as Premier Sponsor on the conference website
- ▶ Announcement of sponsorship on CBIE's social media
- ▶ Custom e-blast announcement of sponsorship (1 month prior)
- ▶ Pre-conference webinar hosted by CBIE (on approved topic)
- ▶ Sponsor profile (100 word) on CBIE2021 event website
- ▶ Logo and company name on all World Pavilion promotion
- ▶ Sponsorship of international delegates to attend the conference
- ▶ Sponsorship of International Partnership Speed Networking Event
- ▶ Opportunity to say Opening Remarks at the World Pavilion Event
- ▶ Custom email to World Pavilion participants prior to the conference
- ▶ Verbal sponsor recognition at conference as the Premier Sponsor
- ▶ Logo at the top of the World Pavilion webpage
- ▶ Five (5) Custom notifications to all participants (once a day)
- ▶ [Standard Exhibitor Profile Package](#) (virtual booth)



[> Back to Overview](#)

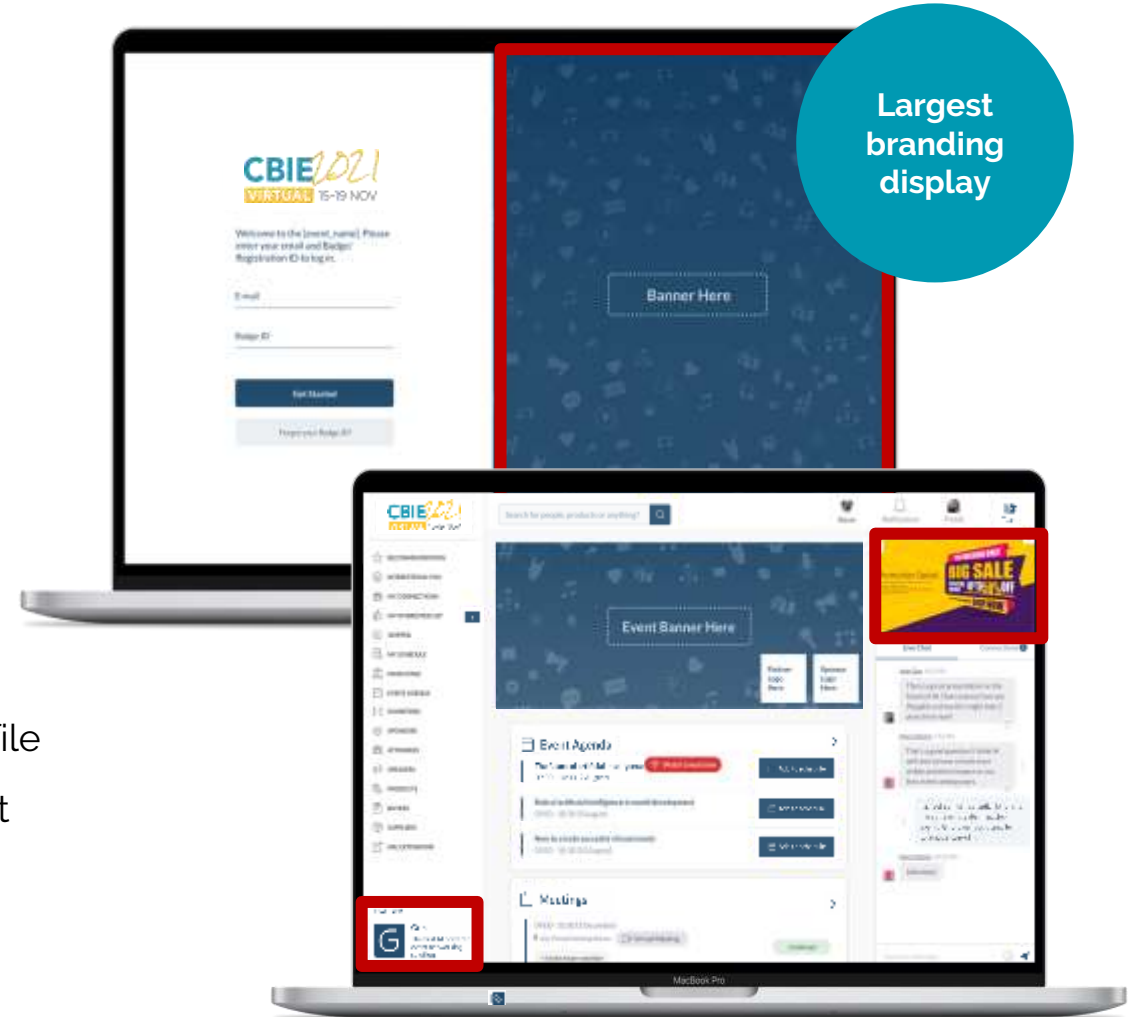


DIAMOND – \$20 000

INTERNATIONAL NETWORK OF TOMORROW'S LEADERS (INTL) BURSARY PROGRAM

(SOLD!)

- ▶ Six (6) virtual conference passes
- ▶ Branding on the **Login Page** of the virtual platform
- ▶ Sidebar and bottom menu ads
- ▶ Recognition as Diamond Sponsor on the conference website
- ▶ Announcement of sponsorship on CBIE's social media
- ▶ Announcement of sponsorship with a custom e-blast
- ▶ Verbal sponsor recognition at conference as the Diamond Sponsor
- ▶ Sponsorship of **25 INTL Bursaries** for conference attendance
- ▶ Logo and company name on all INTL Bursary Program promotion
- ▶ Custom email to INTL Bursary recipients prior to the conference
- ▶ Logo at the top of the INTL Speed Networking Event linked to Profile
- ▶ Logo in the 'waiting room' before the INTL Speed Networking Event
- ▶ Sponsor to say Opening Remarks at INTL Speed Networking Event
- ▶ Three (3) target notifications to all participants
- ▶ [Standard Exhibitor Profile Package](#) (virtual booth)



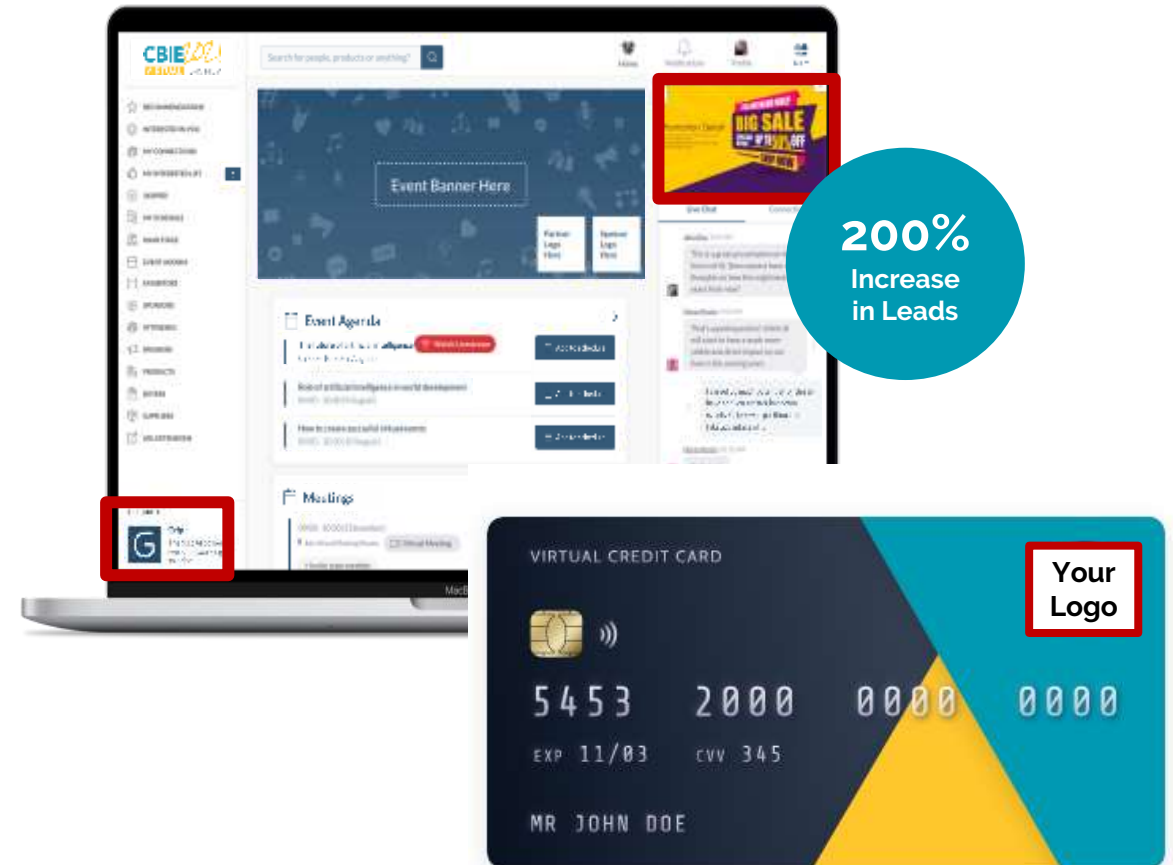


DIAMOND \$20 000

HOSTED LUNCH

(1 Opportunity)

- ▶ Six (6) virtual conference passes
- ▶ Sidebar and bottom menu ads
- ▶ Recognition as Diamond Sponsor on the conference website
- ▶ Announcement of sponsorship on CBIE's social media
- ▶ Announcement of sponsorship with a custom e-blast
- ▶ Verbal sponsor recognition at conference as the Diamond Sponsor
- ▶ Logo and company name on all Hosted Lunch promotion
- ▶ Logo on branded meal card for \$20 sent to all participants
- ▶ Opportunity to host dedicated session during one lunch hour
- ▶ Logo at the top of the Hosted Lunch with a link to Profile
- ▶ Logo in the 'waiting room' before the Hosted Lunch begins
- ▶ Three (3) target notifications to all participants
- ▶ [Standard Exhibitor Profile Package](#) (virtual booth)



[> Back to Overview](#)

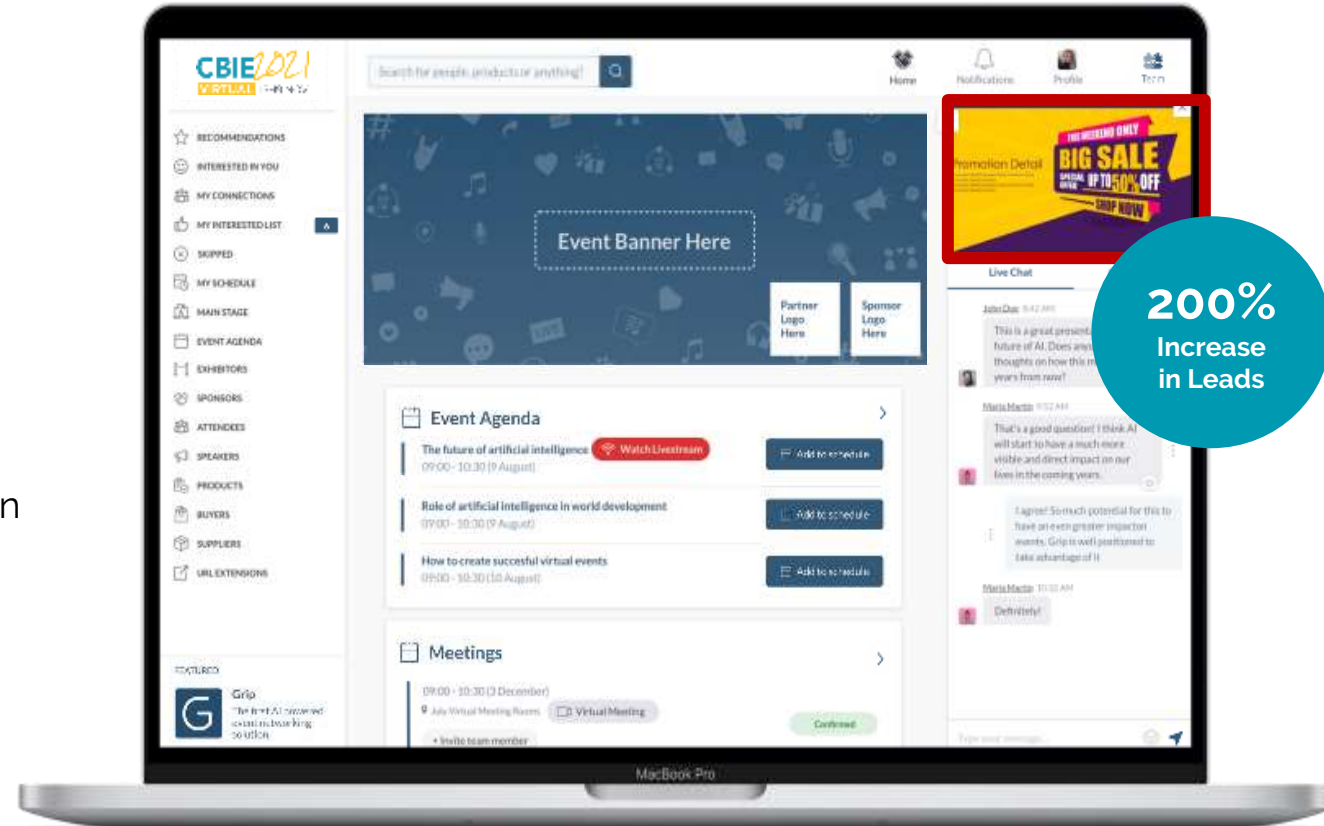


GOLD – \$10 000

PLENARY SESSION

(SOLD!)

- ▶ Three (3) virtual conference passes
- ▶ **Sidebar Ad** on homefeed
- ▶ Recognition as Gold Sponsor on the conference website
- ▶ Announcement of sponsorship on CBIE's social media
- ▶ Announcement of sponsorship in conference e-newsletter
- ▶ Logo and company name on all Plenary Session promotion
- ▶ Verbal sponsor recognition at the sponsored Plenary Session
- ▶ Logo at the top of the Plenary Session with a link to Profile
- ▶ Logo in the 'waiting room' before the Plenary Session
- ▶ One custom notification to all attendees
- ▶ [Standard Exhibitor Profile Package](#) (virtual booth)



[> Back to Overview](#)

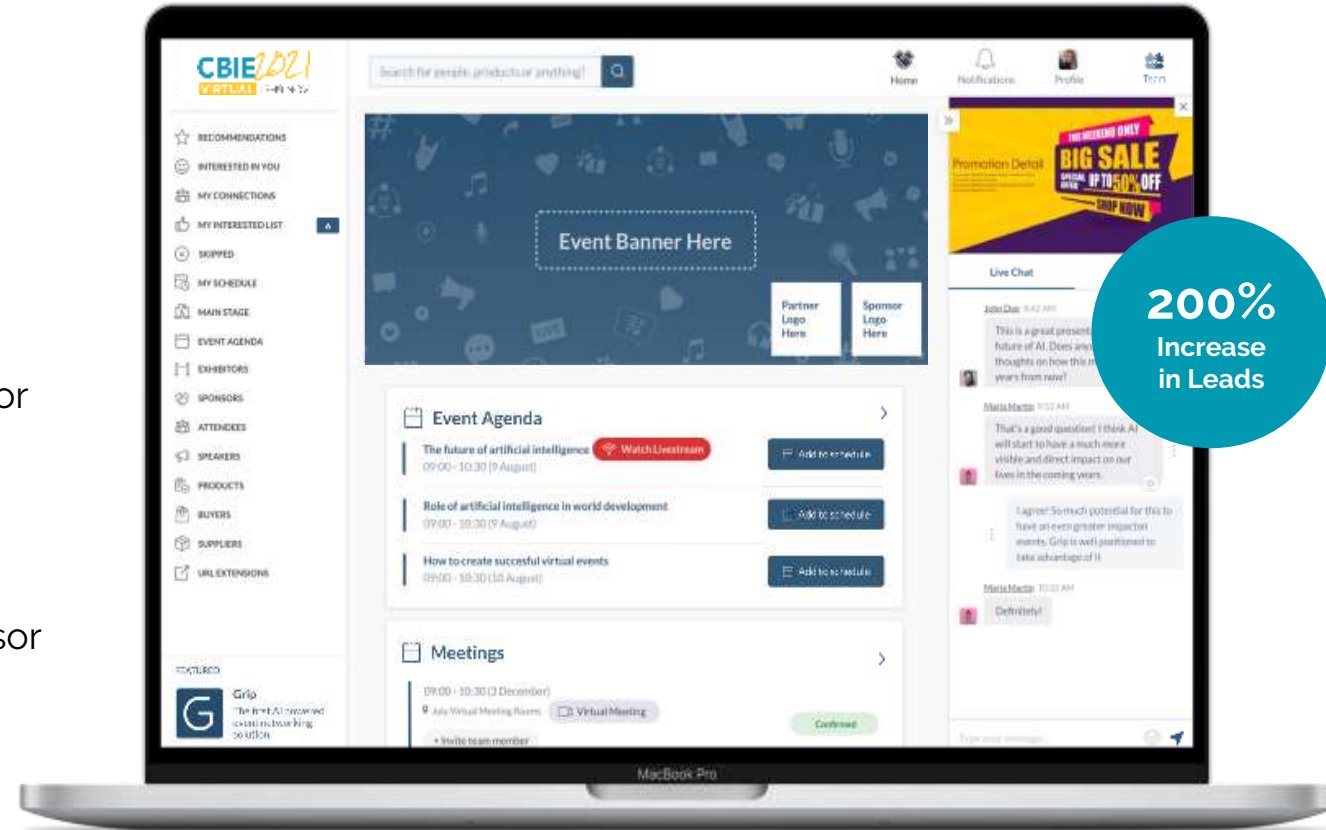


GOLD – \$10 000

EQUITY, DIVERSITY AND INCLUSION (EDI) BURSARY PROGRAM

(1 Opportunity Still Available)

- ▶ Three (3) virtual conference passes
- ▶ Sidebar and bottom menu ads
- ▶ Recognition as Gold sponsor on the Conference website
- ▶ Announcement of sponsorship on CBIE's social media
- ▶ Announcement of sponsorship in Conference e-newsletter
- ▶ Verbal sponsor recognition at conference as the Gold Sponsor
- ▶ Sponsorship of **15 EDI Bursaries** for conference attendance
- ▶ Logo on all EDI Bursary Program promotion as a co-sponsor
- ▶ Recognition on Company Profile as the EDI Bursary co-sponsor
- ▶ Three (3) target notifications to all participants
- ▶ [Standard Exhibitor Profile Package](#) (virtual booth)



[> Back to Overview](#)

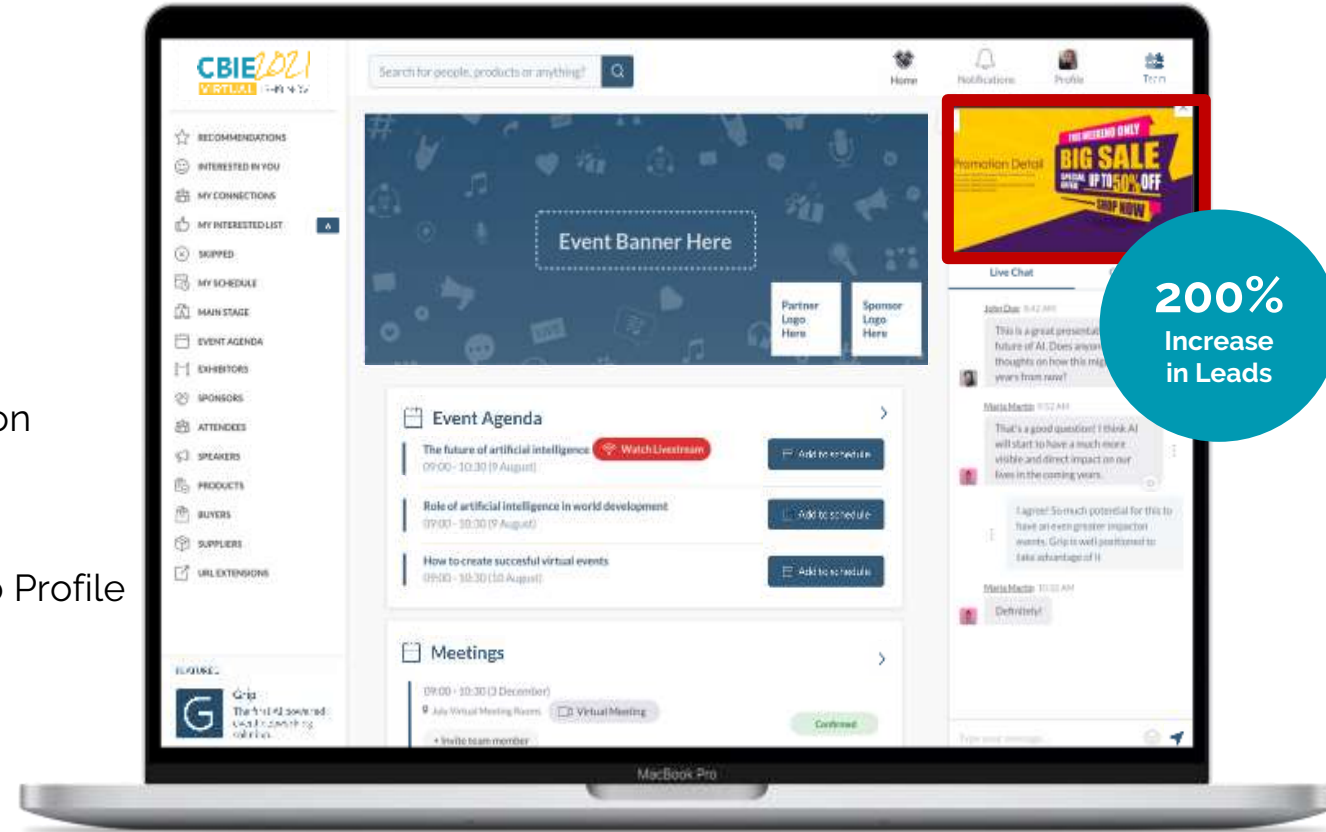


GOLD – \$10 000

EXCELLENCE AWARDS

(SOLD!)

- ▶ Three (3) virtual conference passes
- ▶ **Sidebar Ad** on homefeed
- ▶ Recognition as Gold Sponsor on the conference website
- ▶ Announcement of sponsorship on CBIE's social media
- ▶ Announcement of sponsorship in conference e-newsletter
- ▶ Logo and company name on all Excellence Awards promotion
- ▶ Verbal sponsor recognition at the Excellence Awards
- ▶ Logo at the top of the Excellence Awards Event with a link to Profile
- ▶ Logo in the 'waiting room' before the Excellence Awards
- ▶ One custom notification to all attendees
- ▶ [Standard Exhibitor Profile Package](#) (virtual booth)

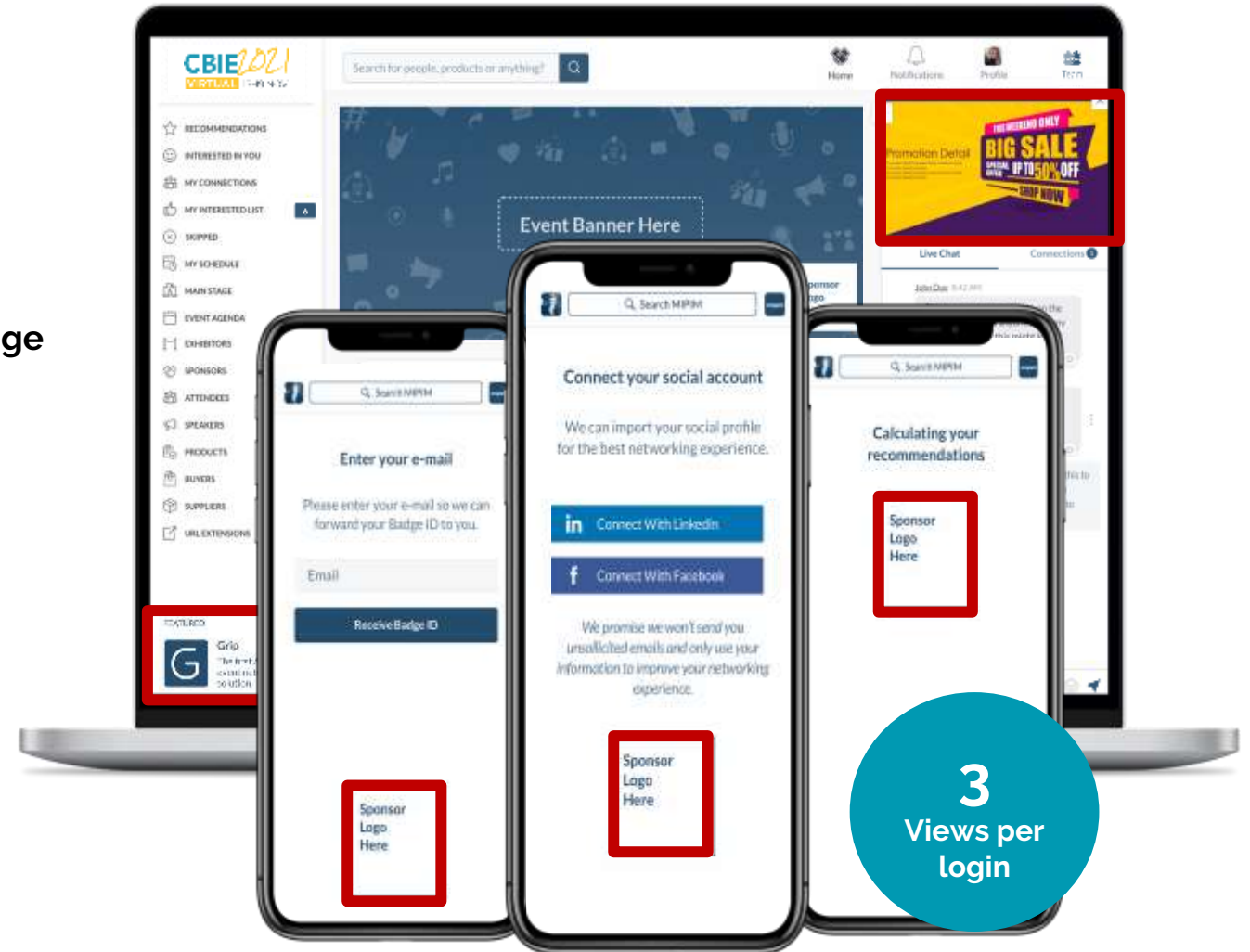


[> Back to Overview](#)

● ● ● ●
SILVER – \$5 000
APP LOGIN PAGE BRANDING

(1 Opportunity)

- ▶ One (1) virtual conference pass
- ▶ Branding opportunity on the virtual platform **App Login Page**
- ▶ Recognition as Silver Sponsor on the conference website
- ▶ [Standard Exhibitor Profile Package](#) (virtual booth)



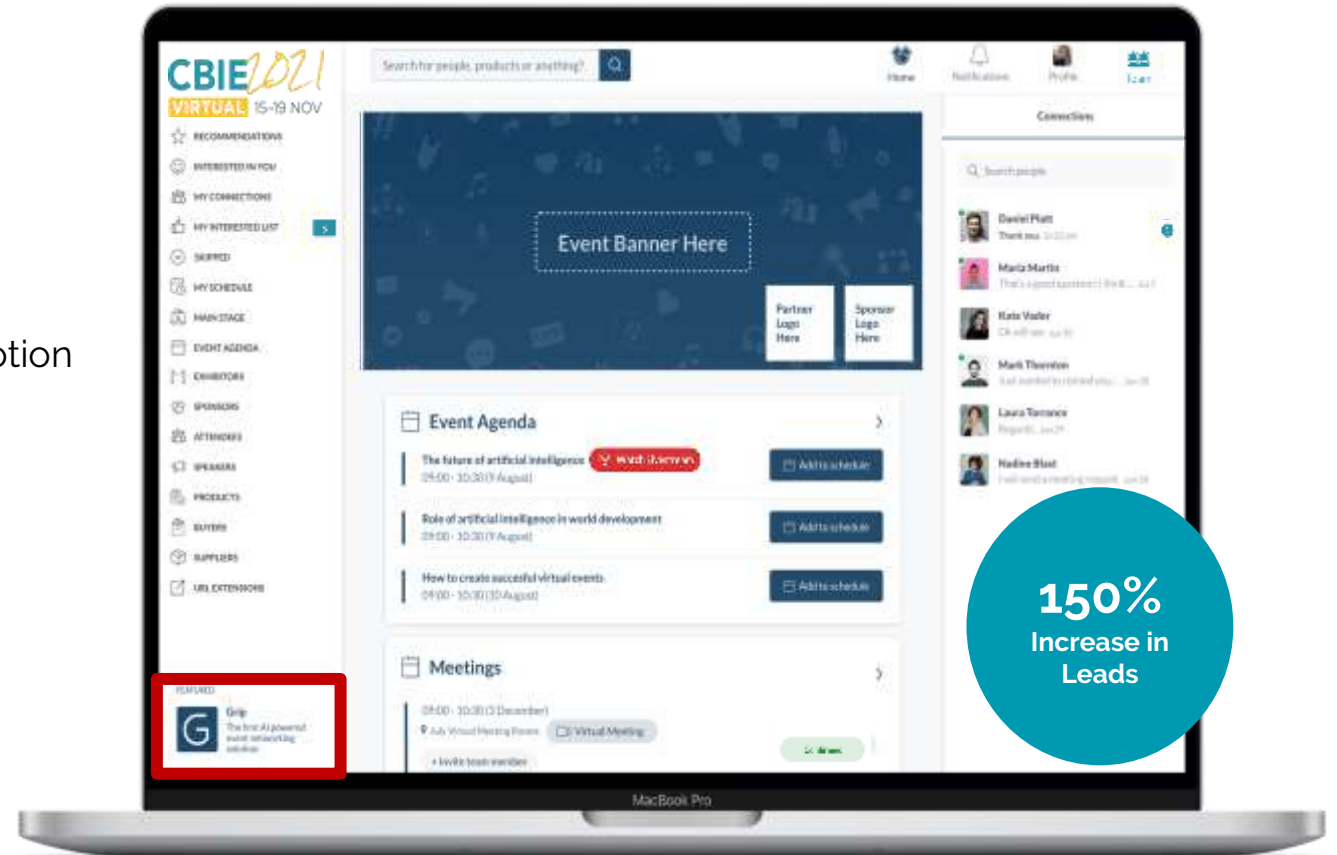


SILVER – \$5 000

SPEED NETWORKING EVENT

(1 Opportunity)

- ▶ One (1) virtual conference pass
- ▶ **Bottom menu** branding on homefeed
- ▶ Recognition as Silver Sponsor on the conference website
- ▶ Logo and company name on all Speed Networking promotion
- ▶ Verbal sponsor recognition at the beginning of the event
- ▶ Logo at the top of the event with a link to Profile
- ▶ Logo in the 'waiting room' before the event
- ▶ [Standard Exhibitor Profile Package](#) (virtual booth)



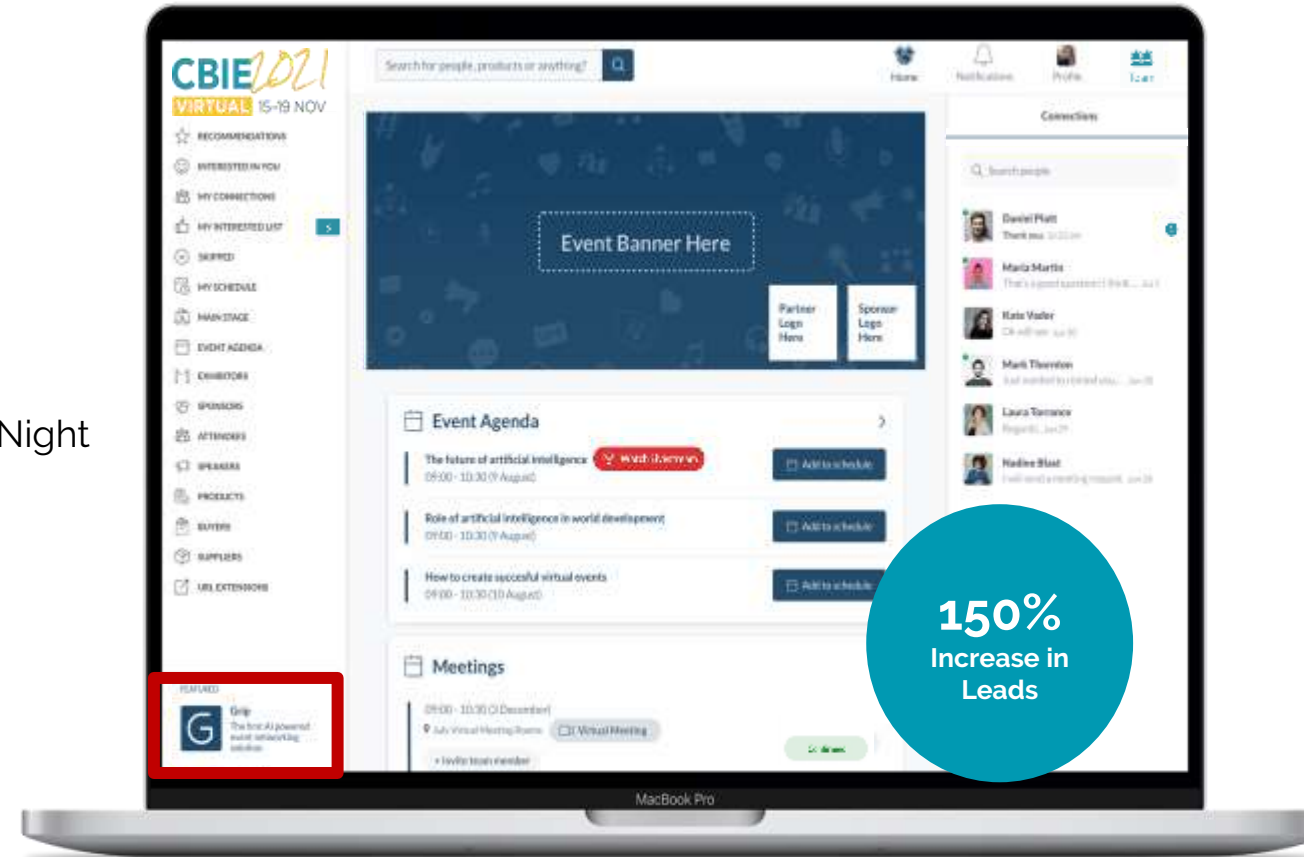


SILVER – \$5 000

VIRTUAL TRIVIA NIGHT

(SOLD!)

- ▶ One (1) virtual conference pass
- ▶ **Bottom menu** branding on homefeed
- ▶ Recognition as Silver Sponsor on the conference website
- ▶ Logo and company name on all Virtual Trivia Night promotion
- ▶ Verbal sponsor recognition at the beginning of the Virtual Trivia Night
- ▶ Logo at the top of the Virtual Trivia Night with a link to Profile
- ▶ Logo in the 'waiting room' before the Virtual Trivia Night
- ▶ [Standard Exhibitor Profile Package](#) (virtual booth)



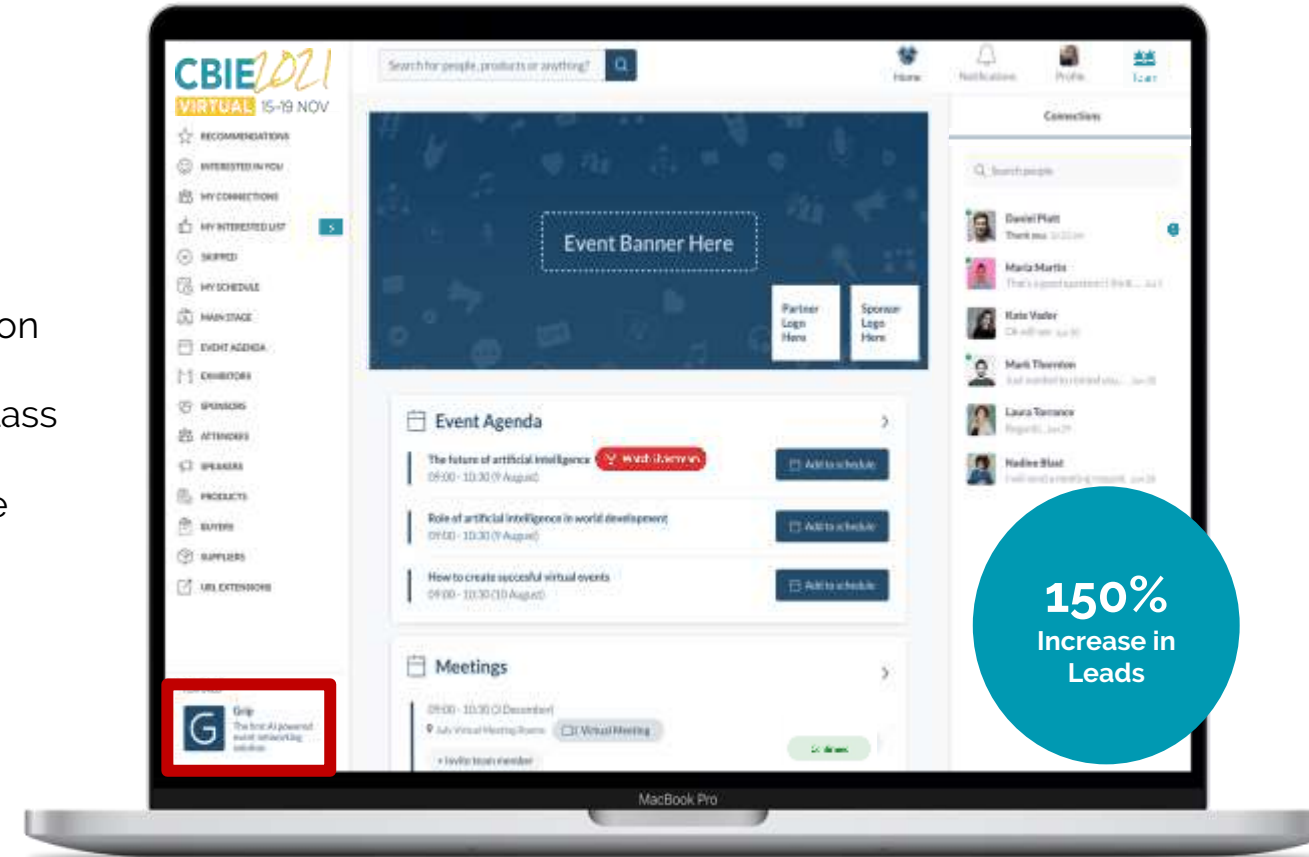


SILVER – \$5 000

VIRTUAL COOKING CLASS

(1 Opportunity)

- ▶ One (1) virtual conference pass
- ▶ **Bottom menu** branding on homefeed
- ▶ Recognition as Silver Sponsor on the conference website
- ▶ Logo and company name on the Virtual Cooking Class promotion
- ▶ Verbal sponsor recognition at the start of the Virtual Cooking Class
- ▶ Logo at the top of the Virtual Cooking Class with a link to Profile
- ▶ Logo in the 'waiting room' before the Virtual Cooking Class
- ▶ [Standard Exhibitor Profile Package](#) (virtual booth)



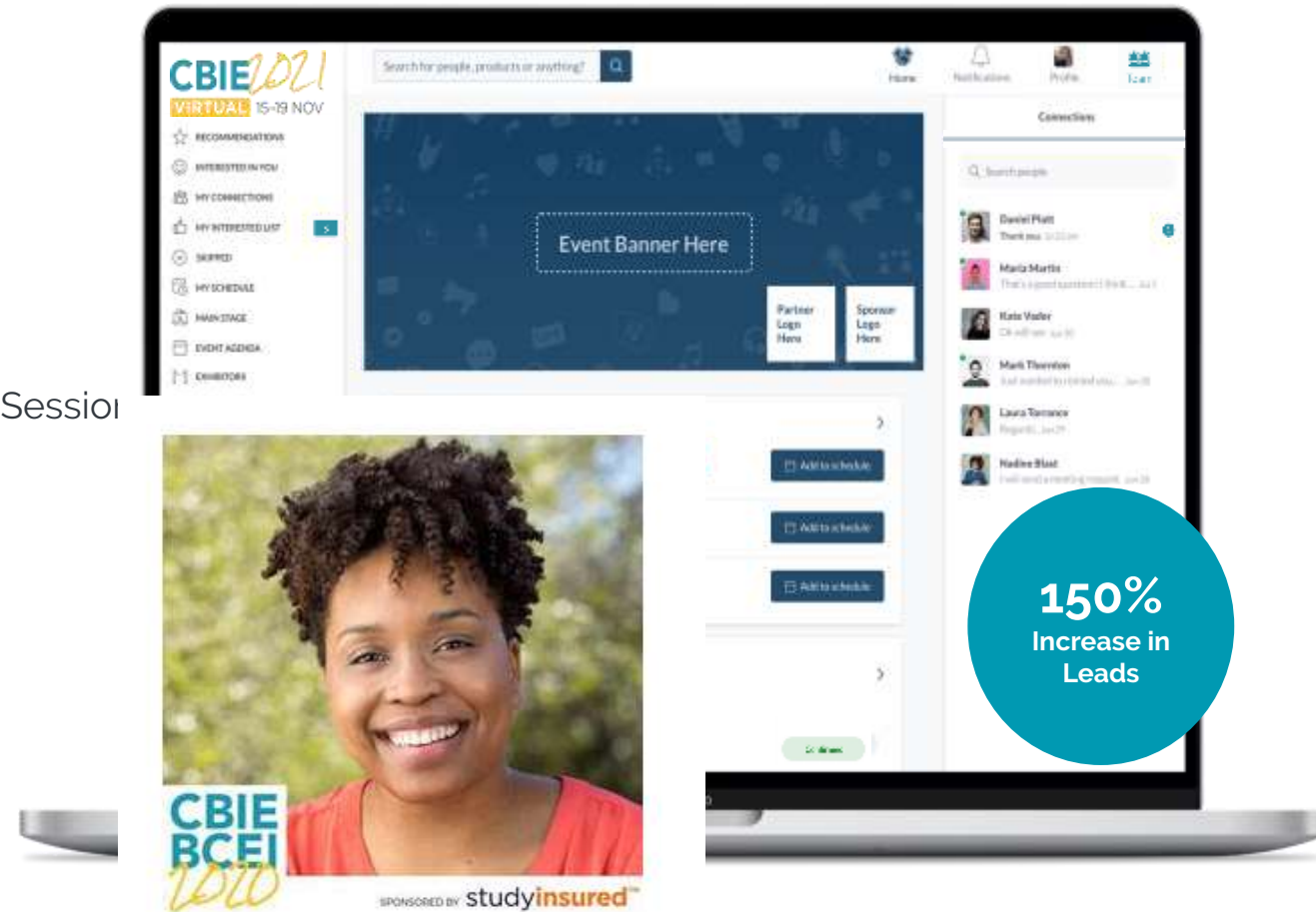


SILVER – \$5 000

VIRTUAL PHOTO BOOTH

SOLD!

- ▶ One (1) virtual conference pass
- ▶ **Bottom menu** branding on homefeed
- ▶ Recognition as Silver Sponsor on the conference website
- ▶ Verbal sponsor recognition at the beginning of every Plenary Session
- ▶ Four branding locations for your logo on the photo booth
- ▶ [Standard Exhibitor Profile Package](#) (virtual booth)



[> Back to Overview](#)

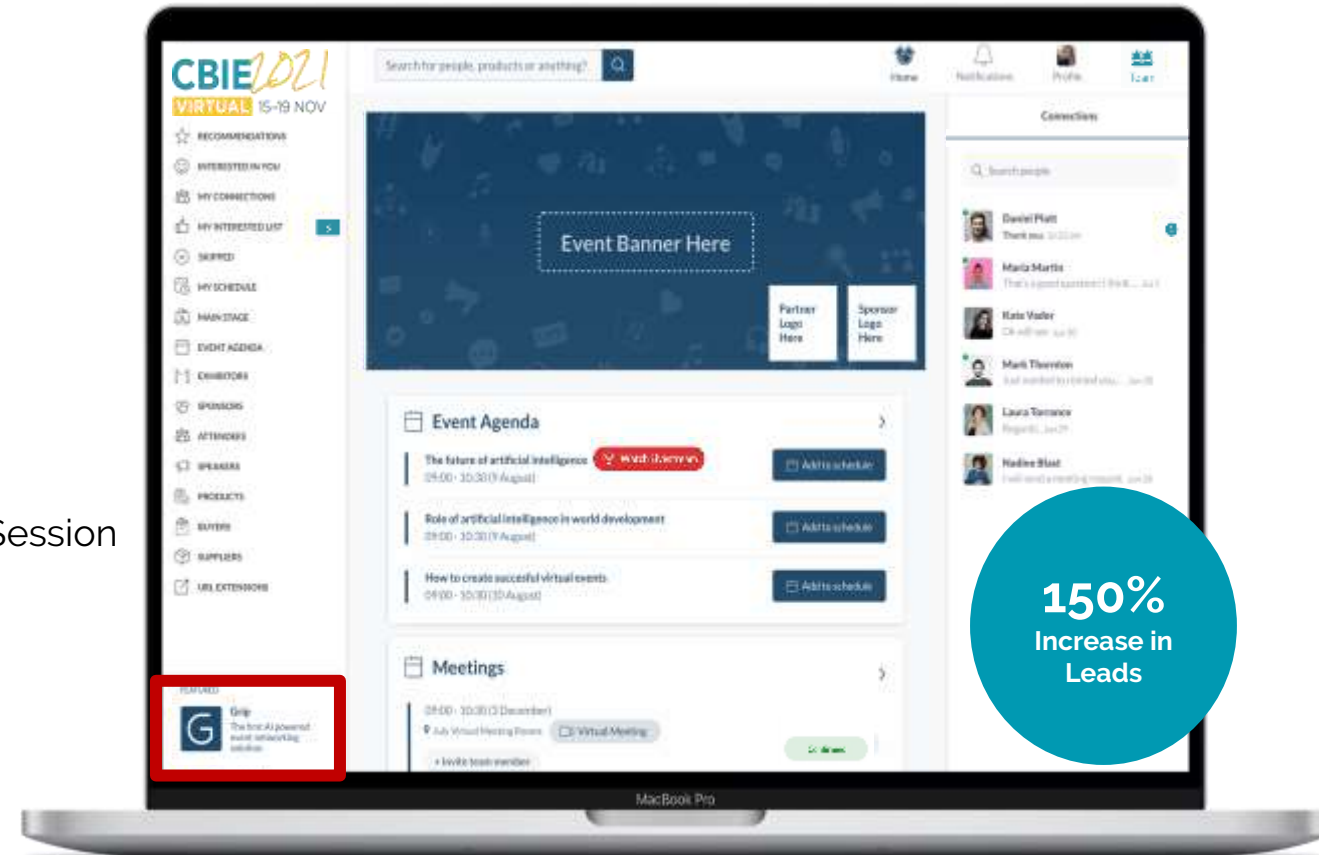


SILVER – \$5 000

ACCESSIBILITY

(1 Opportunities)

- ▶ One (1) virtual conference pass
- ▶ **Web Sidebar** branding on homefeed
- ▶ Recognition as Silver Sponsor on the conference website
- ▶ Logo and company name on all Accessibility promotion
- ▶ Verbal sponsor recognition at the beginning of every Plenary Session
- ▶ [Standard Exhibitor Profile Package](#) (virtual booth)

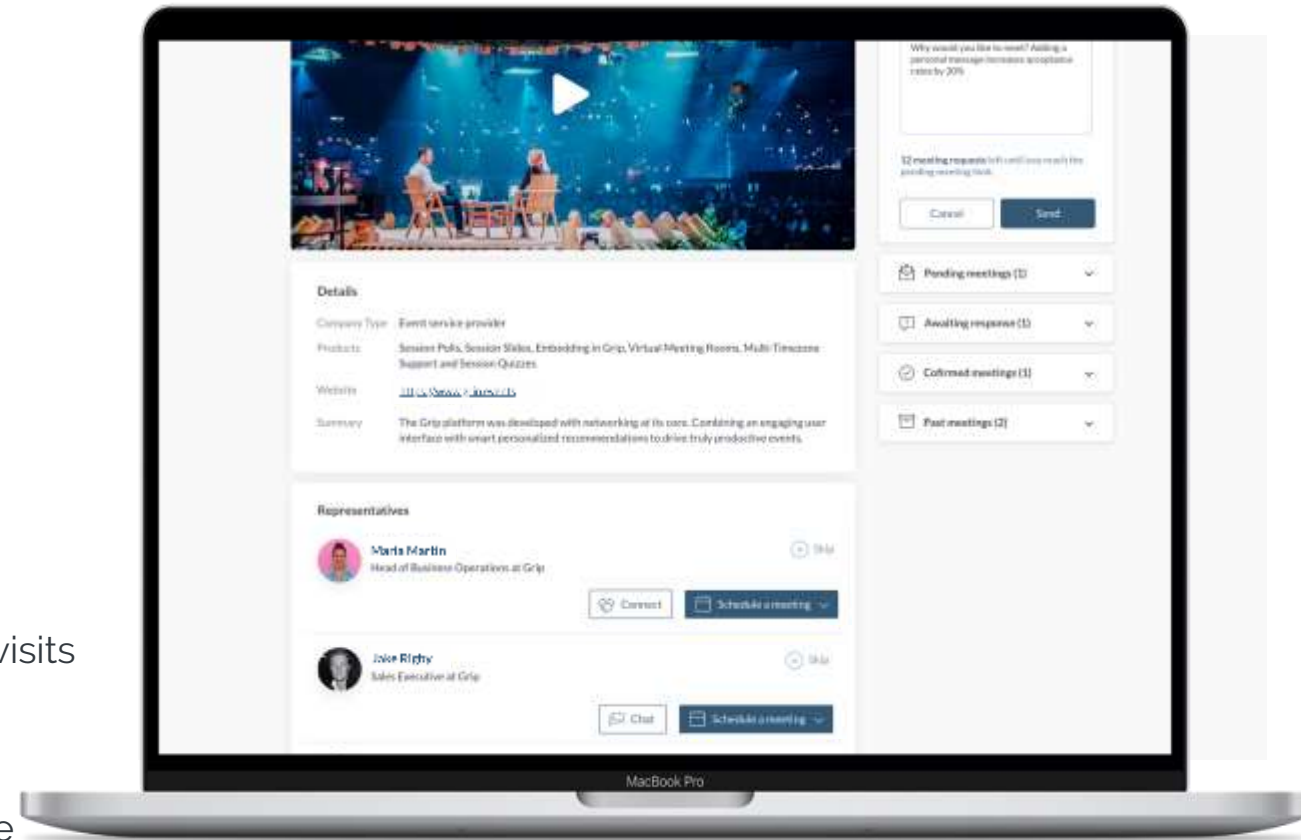




EXHIBITOR – \$2 500

STANDARD PACKAGE

- ▶ (1) virtual conference pass
- ▶ Recognition on CBIE2021 website as an Exhibitor
- ▶ Exhibitor Profile (virtual booth) with video and doc uploads w
- ▶ Opportunity to contribute to a Digital Swag Bag
- ▶ Teams feature with inbound leads function
- ▶ Direct messaging with participants
- ▶ Opportunity to set one-on-one meetings with participants
- ▶ Dedicated Exhibitor time - CBIE create an activity to encourage visits
- ▶ Listing in Exhibitor Directory
- ▶ Participant list shared 4 weeks & 2 weeks prior to the Conference

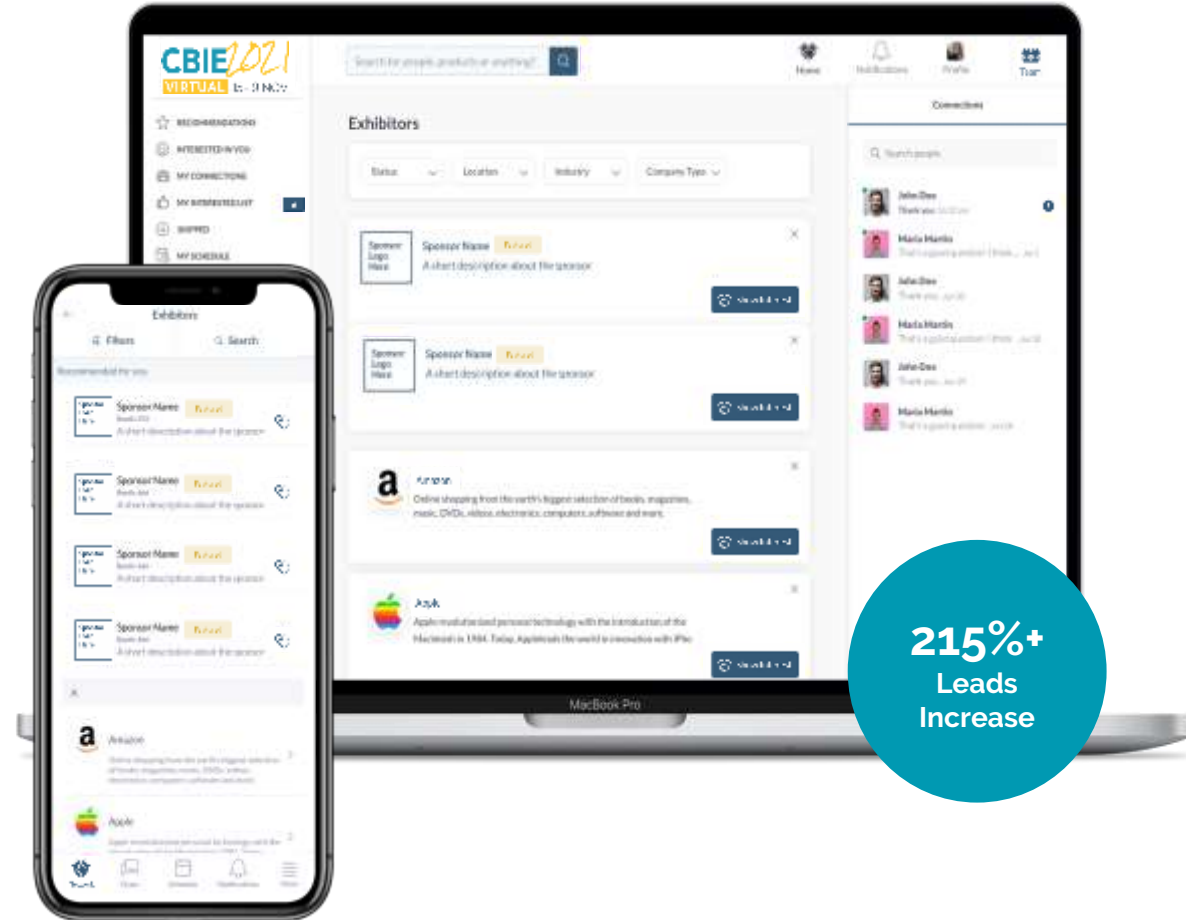




EXHIBITOR – \$3 500

FEATURED PACKAGE

- ▶ Pinned to top of exhibitor list
- ▶ Featured Badge in exhibitor list
- ▶ One (1) conference pass
- ▶ Recognition on CBIE2021 website as an Exhibitor
- ▶ Exhibitor Profile (virtual booth) with video and doc uploads
- ▶ Opportunity to contribute to a Digital Swag Bag
- ▶ Teams feature with inbound leads function
- ▶ Direct messaging with participants
- ▶ Opportunity to set one-on-one meetings with participants
- ▶ Dedicated Exhibitor time - CBIE create an activity to encourage visits
- ▶ Listing in Exhibitor Directory
- ▶ Participant list shared 4 weeks & 2 weeks prior to the Conference



215%+
Leads
Increase

[> Back to Overview](#)

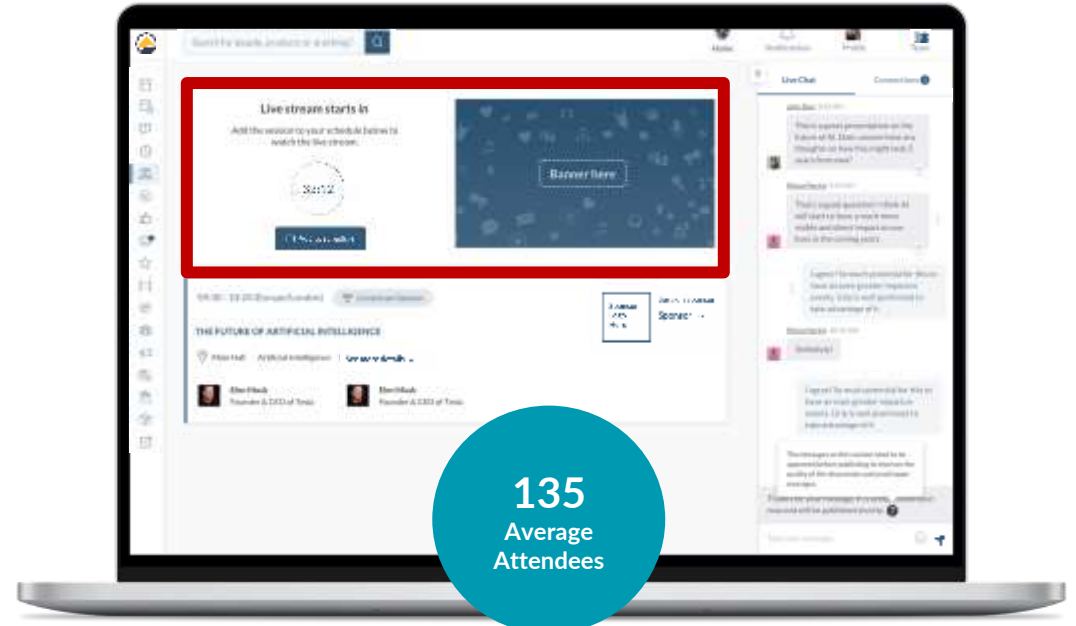
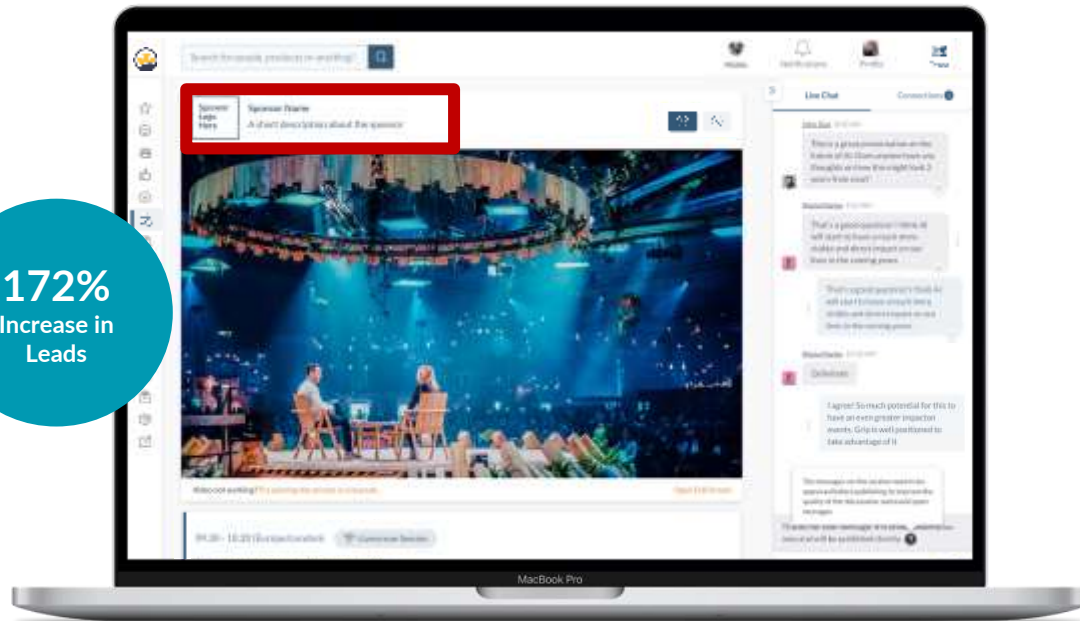


A LA CARTE – \$1 500

SESSION SPONSOR

- ▶ Logo at the top of sponsored session with a link to Profile
- ▶ Logo in the 'waiting room' before sponsored session
- ▶ Participants can express interest (leads) in the Sponsor while watching the session
- ▶ Sponsor will receive a list of the participants of sponsored session as leads

172%
Increase in
Leads



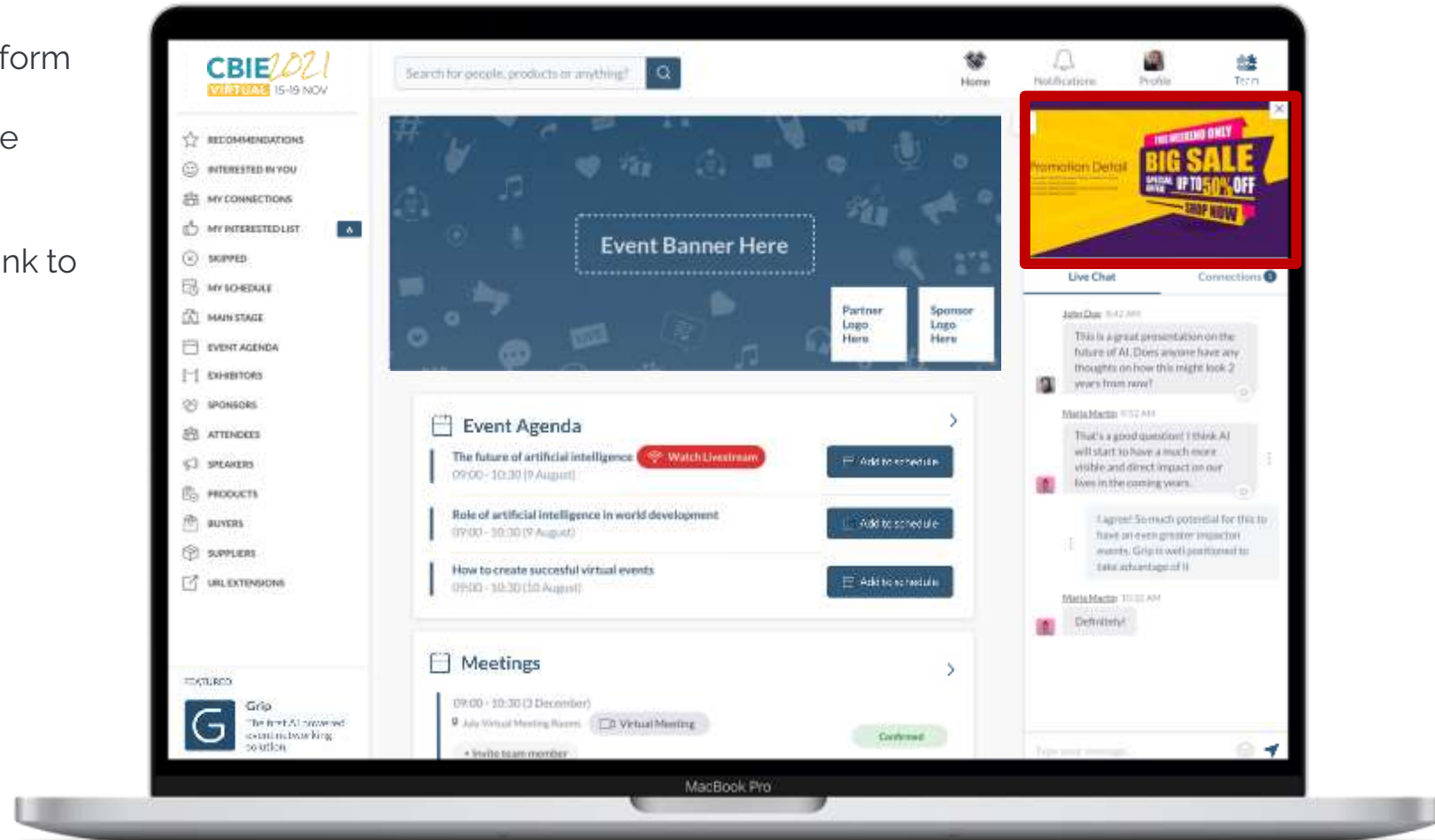
135
Average
Attendees



A LA CARTE – \$ 500

SIDEBAR ADVERTISEMENT

- ▶ Dedicated section at top right of the web platform
- ▶ The ad will change on a carousel every minute (maximum 10 ads)
- ▶ The ad consists of an image and an optional link to session, thing or external URL
- ▶ Web only functionality



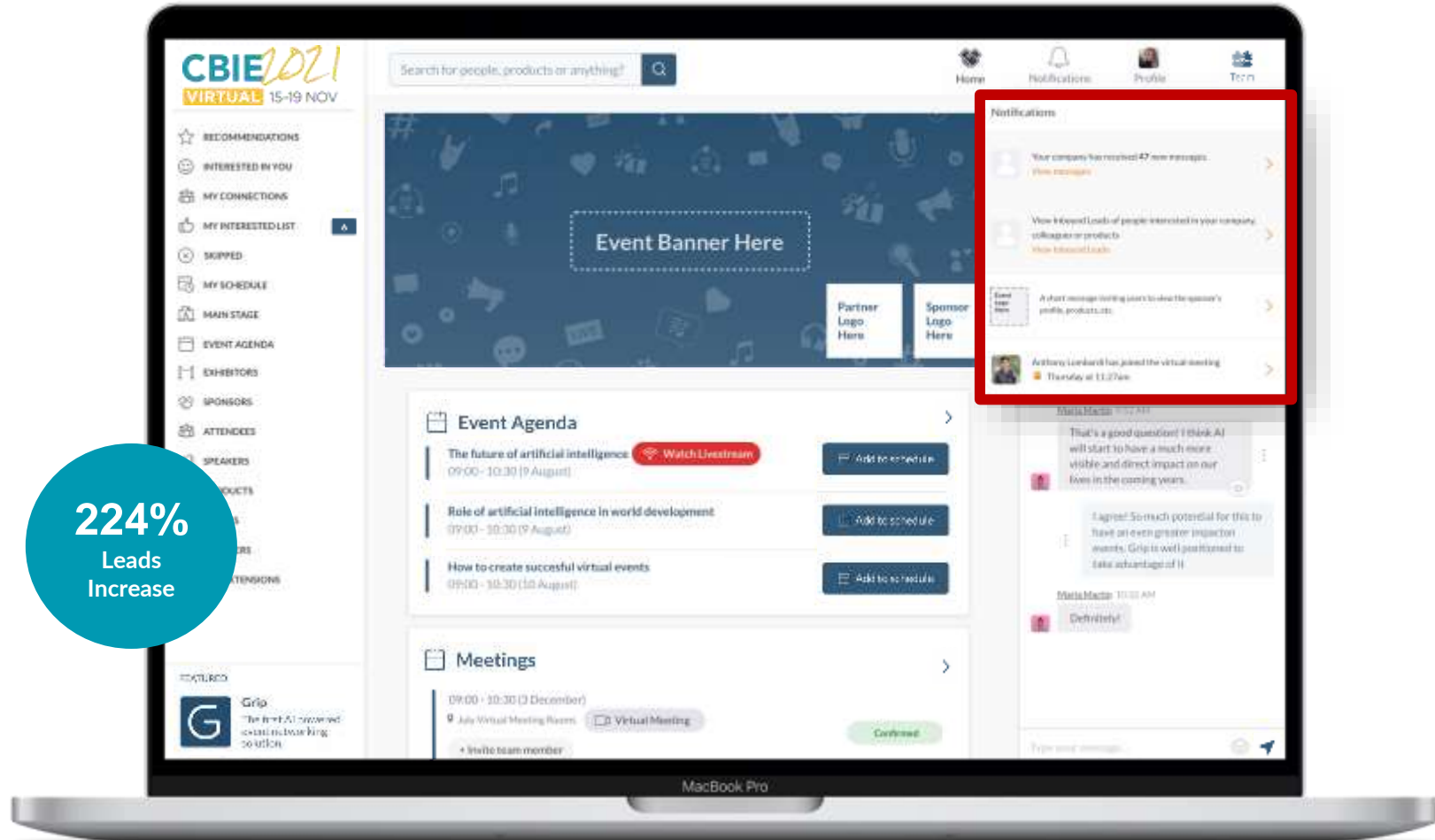


A LA CARTE – \$ 500

TARGETED NOTIFICATION

Bundle 3 target
notifications for \$1200!

- ▶ Custom notifications will be sent to all participants one time
- ▶ When clicked, the notification will take the users directly to the company profile or a website of their choice.



224%
Leads
Increase

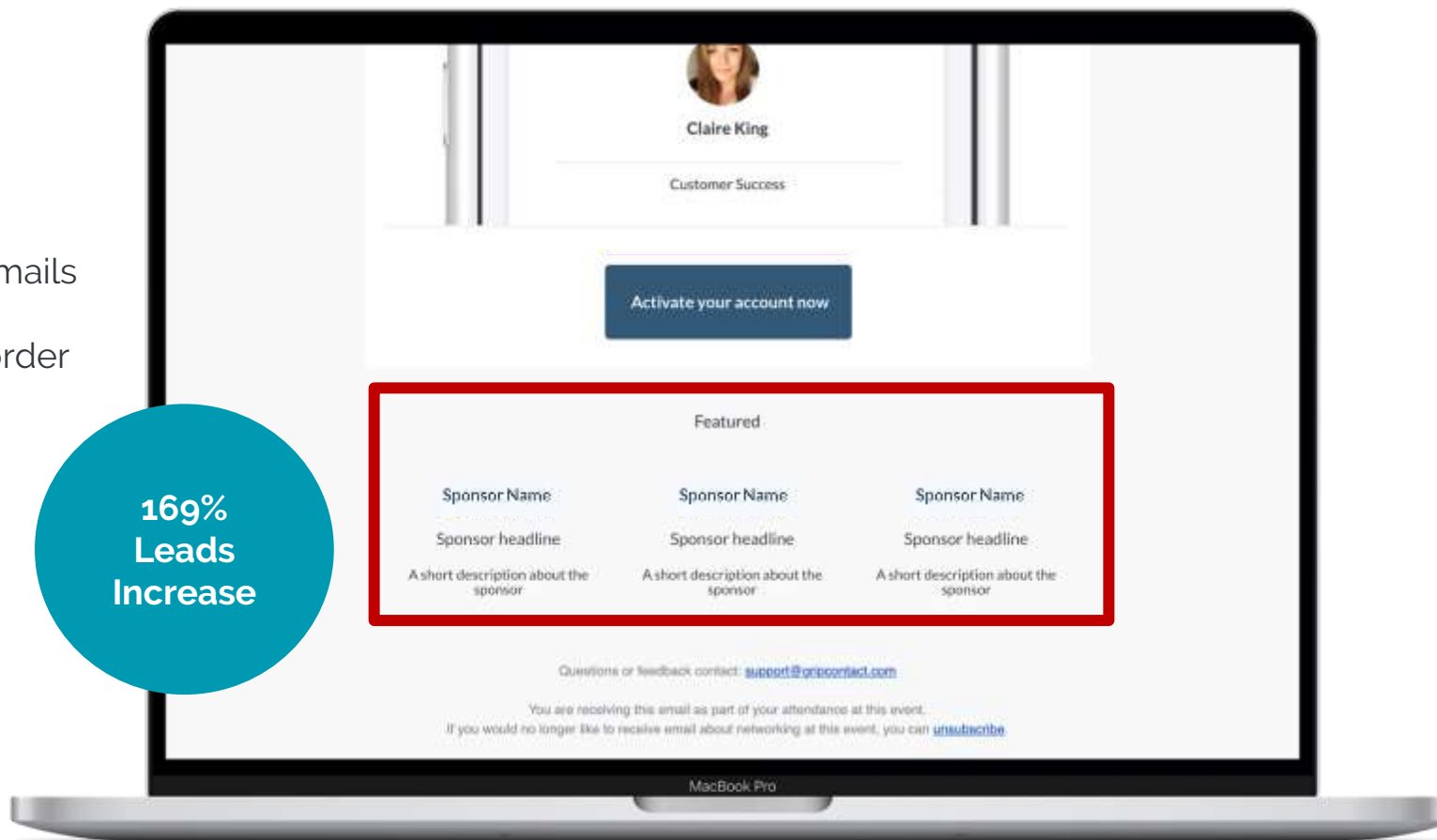


A LA CARTE – \$ 300

EMAIL FOOTER

- ▶ Dedicated listing at the bottom of all welcome emails
- ▶ Only three will show per email and in a random order
- ▶ No logo will be shown. It is name, headline, and summary only

169%
Leads
Increase





A LA CARTE – \$ 300


OFFSET YOUR FOOTPRINT


- ▶ Add a donation to your sponsorship or exhibitor package
- ▶ 50 trees are planted for every \$100 you donate
- ▶ Add the Carbone Boreal logo on your profile



Donation Amount (\$CAD)

Climate preventive™ option (compensate emissions from an intergenerational perspective)

 50 tree(s) will be planted with your donation

 7.14 tons of CO₂ eq. will be compensated by your donation

[> Back to Overview](#)

CBIE
2021
VIRTUAL
15-19 NOV

For questions on sponsorship
or exhibition at CBIE2021
please contact:

Alissar Hajjar, Event Planner
AHajjar@cbie.ca