



**CBIE** 2011  
TORONTO 13-16 NOV

# Sponsorship & Exhibition Opportunities

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[cbieconference.ca](http://cbieconference.ca)

# 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 CBIE2022



Canada's international education (IE) conference is back in-person this year at the Sheraton Center Toronto Hotel. With 70+ concurrent sessions, thought-provoking panel discussions, and meaningful networking opportunities, CBIE2022 is the space for IE professionals from Canada and around the world to learn, be inspired and connect.

**CBIE**  
*2022*  
**TORONTO**  
**13-16 NOV**





# WHY SPONSOR?



**Connect with 800+ IE Professionals**



**Build deeper relationships with existing clients**



**Network with attendees from over 40+ countries**



**Build brand awareness in the IE Sector**



**Highlight your products and services**



**Demonstrate your commitment to IE**



# OVERVIEW OF PACKAGES

	PREMIER SPONSOR \$50,000	PLATINUM SPONSOR \$35,000	DIAMOND SPONSOR \$20,000
ITEMS FEATURED	<ul style="list-style-type: none"> <li>Sponsorship of 15 INTL bursaries</li> <li>Volunteer t-shirt sponsor</li> <li>Confirmed concurrent session slot</li> <li>10 conference passes</li> </ul>	<ul style="list-style-type: none"> <li>Sponsorship of Reception <b>or</b> Gala</li> <li>Confirmed concurrent session slot</li> <li>6 conference passes</li> </ul>	<ul style="list-style-type: none"> <li>Sponsorship of a Panel Discussion, and Networking Break</li> <li>5 conference passes</li> </ul>
FEATURED BRANDING	<ul style="list-style-type: none"> <li>Co-branded SWAG item</li> <li>Escalator and elevator wraps</li> <li>Printed onsite signage</li> <li>Logo on main ballroom screens</li> <li>Profile or video on CBIE2022 website</li> </ul>	<ul style="list-style-type: none"> <li>Signage at sponsored event</li> <li>Branded items at event</li> <li>Printed onsite signage</li> <li>Logo on main ballroom screens</li> <li>Logo on CBIE2022 website</li> </ul>	<ul style="list-style-type: none"> <li>Signage at sponsored event</li> <li>Printed onsite signage</li> <li>Logo on main ballroom screens</li> <li>Logo on CBIE2022 website</li> </ul>
PROMOTION	<ul style="list-style-type: none"> <li>Logo on CBIE2022 website footer</li> <li>Logo on promotion of INTL Bursaries</li> <li>Logo on attendee welcome email</li> <li>Rotating logo on conference app</li> <li>Custom email to the CBIE mailing list</li> <li>Continuous promotion on social media</li> </ul>	<ul style="list-style-type: none"> <li>Rotating logo on conference app</li> <li>One (1) e-newsletter ad</li> <li>Continuous promotion on social media with posts about the event</li> </ul>	<ul style="list-style-type: none"> <li>Rotating logo on conference app</li> <li>One (1) e-newsletter ad</li> <li>Continuous promotion on social media posts associated with event</li> </ul>
PROFILE	<ul style="list-style-type: none"> <li>Opportunity to make welcome remarks and play video</li> <li>Cobranded virtual event portal welcome banner</li> <li>Verbal recognition of sponsorship</li> <li>Two (2) push notifications sent to delegates</li> </ul>	<ul style="list-style-type: none"> <li>Verbal recognition of sponsorship at event</li> <li>Opportunity to a play video at event</li> <li>One (1) push notification sent on the day of the event</li> </ul>	<ul style="list-style-type: none"> <li>Verbal recognition of sponsorship at Panel Discussion</li> <li>One (1) push notification sent on the day of the event</li> </ul>
EXHIBITOR PACKAGE	Exclusive Lounge Space (12' X 50')	10'W x 8'D Booth Included	10'W x 8'D Booth Included

	GOLD SPONSOR \$12,500	SILVER SPONSOR \$10,000	BRONZE SPONSOR \$5,000
ITEMS FEATURED	<ul style="list-style-type: none"> <li>Various opportunities</li> <li>3 conference passes</li> </ul>	<ul style="list-style-type: none"> <li>Breakfast sponsor</li> <li>2 conference passes</li> </ul>	<ul style="list-style-type: none"> <li>Various opportunities</li> <li>1 conference pass</li> </ul>
FEATURED BRANDING	<ul style="list-style-type: none"> <li>Printed onsite signage</li> <li>Logo on main ballroom screens</li> <li>Branding within chosen opportunity</li> </ul>	<ul style="list-style-type: none"> <li>Printed onsite signage</li> <li>Logo on main ballroom screens</li> <li>Branded signage at sponsored breakfast</li> </ul>	<ul style="list-style-type: none"> <li>Printed onsite signage</li> <li>Logo on main ballroom screens</li> <li>Branding within chosen opportunity</li> </ul>
PROMOTION	<ul style="list-style-type: none"> <li>Logo on the CBIE2022 website</li> <li>Announcement of sponsorship on social media</li> <li>Rotating logo on conference app</li> </ul>	<ul style="list-style-type: none"> <li>Logo on the CBIE2022 website</li> <li>Rotating logo on conference app</li> </ul>	<ul style="list-style-type: none"> <li>Logo on the CBIE2022 website</li> <li>Rotating logo on conference app</li> </ul>
EXHIBITOR PACKAGE	10'W x 8'D Booth Included	10'W x 8'D Booth Included	Not Included



# EXHIBITION INCLUSIONS

	INCLUSIONS
<b>BOOTH SPECIFICATIONS</b>	<ul style="list-style-type: none"> <li>• Exhibit booth space* 10'W X 8'D area</li> <li>• A skirted table and two chairs</li> <li>• An 8' draped back wall and 3' draped side walls</li> </ul>
<b>PROMOTION</b>	<ul style="list-style-type: none"> <li>• Recognition as an exhibitor on the CBIE2022 website</li> <li>• Exhibitor profile on the conference app</li> </ul>
<b>CONNECTION</b>	<ul style="list-style-type: none"> <li>• Delegate list shared 2 weeks prior to the conference</li> <li>• Wireless internet access</li> </ul>

Booth location selection is on a "first-come, first served" basis.

**Please Note:** Bronze sponsorship does not include an exhibit booth. You may purchase one in addition to your sponsorship.

# SPONSORSHIP PACKAGE DETAILS





# PREMIER SPONSOR SOLD

EXCLUSIVE



## INCLUSIONS

- Ten (10) conference passes, with gala.
- Speaking opportunity to welcome delegates on the first day of the conference in the main ballroom.
- Opportunity to play a 2-minute video during the conference.
- Exclusive lounge space (12' x 50') furnished by sponsor.
- Logo on the back of volunteer t-shirts. Volunteers will be visible throughout the conference space.
- Co-branded SWAG item with CBIE given to delegates upon registration.
- One concurrent session timeslot.
- One (1) escalator wrap (two sided) of the lower concourse escalator, co-branded with CBIE2022.
- One (1) elevator wrap on the main hotel lobby, co-branded with CBIE2022.
- Sponsorship of 15 conference bursaries for INTL new professionals.

## BURSARY SPONSORSHIP INCLUSIONS

- Logo and organization name on material and announcements promoting the bursaries.
- Sponsorship recognition on all CBIE INTL webpages relating to the bursary.
- Recognition at the conference during the announcement of bursary winners.



# PREMIER SPONSOR SOLD

EXCLUSIVE



## INCLUSIONS

- Recognition as the Premiere Sponsor within the attendee welcome email.
- Custom e-mail by sponsor to CBIE e-newsletter subscribers.
- Sponsor profile (100 words) or video on the conference website.
- Co-branded virtual event portal welcome banner.
- Sponsor profile on the conference app.
- Two (2) push announcements sent via the conference app.
- Delegate list, shared 4 weeks and 2 weeks prior to conference.

## CONTINUED

- Logo on footer of the conference website, beginning in July.
- Continuous promotion of sponsorship on CBIE social media channels.
- Dedicated slide thanking sponsor rotated on the main ballroom screens.
- Recognition as sponsor on printed signage at the conference.





# PLATINUM SPONSOR SOLD

2 OPPORTUNITIES



## OPTION 1: WELCOME RECEPTION

- Welcome Reception hosted at the Royal Ontario Museum.
- Your logo displayed next to the welcome reception within the app's conference program.
- Opening remarks acknowledging your sponsorship.
- Your logo displayed on the screens at the Welcome Reception.
- A signature drink promoted at the bar, with the name of your choice, approved by CBIE.
- Your logo printed on cocktail napkins, distributed at the bar.
- Branded signage printed by CBIE, and displayed at the Reception.

## INCLUSIONS

- Six (6) conference passes, with gala.
- One (1) exhibit booth space, 10'W x 8'D.
- Opportunity to play a one-minute video during the event.
- One concurrent session timeslot.
- Rotating logo on conference app.
- Recognition of sponsorship on CBIE's website and signage.
- Continuous promotion on social media posts associated with event.
- Dedicated slide thanking sponsor, rotating on the ballroom screens.
- Sponsor profile on the conference app.
- One (1) ad in the conference e-newsletter.
- Delegate list shared two (2) weeks prior to conference.





# PLATINUM SPONSOR SOLD

2 OPPORTUNITIES



## OPTION 2: GALA EVENING

- Gala evening hosted at the Sheraton Centre Toronto.
- Opening remarks acknowledging sponsorship.
- Your logo displayed on the screens at the Gala evening.
- Your logo printed on dinner menus, distributed at every place setting.
- Your logo printed on cocktail napkins, distributed at the bar.
- Branded signage recognizing sponsorship, printed by CBIE and displayed at the entrance to the Gala.
- Reserved seating in the Gala ballroom.

## INCLUSIONS

- Six (6) conference passes, with gala.
- One (1) exhibit booth space, 10'W x 8'D.
- Opportunity to play a one-minute video during the event.
- One concurrent session timeslot.
- Rotating logo on conference app.
- Recognition of sponsorship on CBIE's website and signage.
- Continuous promotion on social media posts associated with event.
- Dedicated slide thanking sponsor, rotating on the ballroom screens.
- Sponsor profile on the conference app.
- One (1) ad in the conference e-newsletter.
- Delegate list shared two (2) weeks prior to conference.



# DIAMOND SPONSOR \$20,000

3 OPPORTUNITIES



## CHOOSE ONE OPTION

**Monday Morning Panel & Networking Break**  
**Tuesday Morning Panel & Networking Break**  
**Wednesday Morning Panel & Networking Break**

Includes:

- Your organization's logo exclusively on the main ballroom screens prior to and at the end of the plenary panel discussion.
- Recognition as the panel sponsor in the opening welcome remarks.
- Two (2) social media posts recognizing your sponsorship of the panel discussion.
- Printed signage recognizing sponsorship at the networking break food tables.
- Sponsor recognition within the event program (app and website) for the panel discussion & networking break.

## INCLUSIONS

- One (1) exhibit booth space (10' W x 8' D).
- Five (5) conference passes, with gala.
- Dedicated slide thanking sponsor, rotating on the ballroom screens.
- Recognition of sponsorship on CBIE's website and onsite printed signage.
- One (1) advertisement in the conference e-newsletter, linked to your website.
- Sponsor profile on conference app.
- Continuous promotion on social media posts associated with event.
- Rotating logo on the conference app.
- One (1) push notification sent on the day of event.
- Delegate list shared two (2) weeks prior to conference.



# GOLD SPONSOR \$12,500

7 OPPORTUNITIES



## INCLUSIONS

- One (1) exhibit booth space, 10'W x 8'D.
- Three (3) conference passes, with gala.
- Rotating logo within the conference app.
- Recognition of sponsorship on CBIE's website and signage.
- Recognition of sponsorship on social media channels.
- Dedicated slide thanking sponsor, rotating on the ballroom screens.
- Sponsor profile on the conference app.
- Rotating logo within the conference app.
- Delegate list shared two (2) weeks prior to conference.

<b>OPTION 1</b> <b>CHARGING STATION</b>	<p>Provide the power to reconnect at CBIE2022 with a fully branded charging station set on the main floor of the conference.</p> <ul style="list-style-type: none"> <li>• Your organization's branding featured on the charging station.</li> </ul>
<b>OPTION 2</b> <b>CONFERENCE LANYARD</b>	<p>Worn by all delegates for the duration of the conference, this high visibility item will put your organization front and centre. Conference badges are provided by CBIE.</p> <ul style="list-style-type: none"> <li>• Your organization logo or name printed in colour on conference lanyards.</li> </ul>
<b>OPTION 3</b> <b>EXCELLENCE AWARDS</b>	<p>Be recognized for celebrating accomplishments and excellence within the sector.</p> <ul style="list-style-type: none"> <li>• Printed signage with your logo welcoming delegates to the celebration and onscreen at the awards.</li> <li>• Announcement of sponsorship within the promotion of the Excellence Awards in the CBIE newsletter and on social media.</li> <li>• Announcement of sponsorship by the EMCEE at the Excellence Awards event.</li> </ul>



# GOLD SPONSOR \$12,500

7 OPPORTUNITIES



## INCLUSIONS

- One (1) exhibit booth space, 10'W x 8'D.
- Three (3) conference passes, with gala.
- Rotating logo within the conference app.
- Recognition of sponsorship on CBIE's website and signage.
- Recognition of sponsorship on social media channels.
- Dedicated slide thanking sponsor, rotating on the ballroom screens.
- Sponsor profile on the conference app.
- Rotating logo within the conference app.
- Delegate list shared two (2) weeks prior to conference.

<b>OPTION 4 PHOTO BOOTH</b>	<p>Delegates love to commemorate their conference experience by striking a pose at the photobooth. Have delegates smiling all night long and posing in front of your logo.</p> <ul style="list-style-type: none"> <li>• Your logo co-branded with CBIE2022 on a white step-and-repeat photo backdrop displayed at the Gala evening.</li> <li>• Your logo co-branded with CBIE2022 on printed photos.</li> </ul>
<b>OPTION 5 WI-FI SPONSOR</b>	<p>Help our delegates stay connected and be the exclusive wi-fi sponsor of CBIE2022.</p> <ul style="list-style-type: none"> <li>• Customize the CBIE2022 wi-fi password with your organization's name.</li> <li>• Delegates are redirected to your organization's web page upon connecting to wi-fi.</li> <li>• Wi-fi information and your logo displayed at the registration area.</li> <li>• Wi-fi login information, with your logo, displayed on the screen of the main ballroom.</li> </ul>
<b>OPTION 6 AFTERNOON NETWORKING BREAKS (MONDAY TO WEDNESDAY)</b>	<p>Help delegates recharge between sessions during the afternoon networking breaks.</p> <ul style="list-style-type: none"> <li>• Sponsor recognition at the afternoon networking breaks from Monday to Wednesday.</li> <li>• Sponsor recognition next to the networking breaks within the event program on the conference app.</li> </ul>
<b>OPTION 7: SOCIAL SPACE</b>	<p>In the Social Space, delegates may choose to connect with peers or get some work done. This lounge workspace is a co-branding opportunity with another organization. Two opportunities available for purchase.</p> <ul style="list-style-type: none"> <li>• Co-branded lounge and working space.</li> <li>• Optional branding opportunity to provide pens, notepads, or sweets with your organization's branding (eco-friendly and provided by sponsor).</li> </ul>

# SILVER SPONSOR \$10,000

3 OPPORTUNITIES



## INCLUSIONS

- One (1) exhibit booth space (10' W x 8' D).
- Two (2) conference passes, with gala.
- Recognition of sponsorship on CBIE's website and onsite printed signage.
- Dedicated slide thanking sponsor, rotating on the ballroom screens.
- Sponsor profile on conference app and within the program.
- Rotating logo within the conference app.
- Delegate list shared two (2) weeks prior to conference.

## CHOOSE ONE OPTION

**Monday Breakfast Sponsor**

**Tuesday Breakfast Sponsor**

**Wednesday Breakfast Sponsor**

Includes:

- Your organization logo displayed around the breakfast buffet.
- Your organization logo printed on signage, displayed at the buffet, provided by CBIE.



# BRONZE SPONSOR

## \$5000

7 OPPORTUNITIES



### INCLUSIONS

- One (1) conference pass, with gala.
- Rotating logo within the conference app.
- Recognition of sponsorship on CBIE's website and signage.
- Dedicated slide thanking sponsor, rotating on the ballroom screens.
- Sponsor profile on the conference app.
- Delegate list shared two (2) weeks prior to conference.

#### OPTION 1 COAT CHECK

Provide delegates with the comfort of coat check during the cold winter.

- Signage with organization logo directing delegates to the coat check, displayed throughout the duration of the conference.

#### OPTION 2 KEY CARDS

Put your organization in the hands of delegates staying at the Sheraton Toronto Hotel.

- Your logo on the Sheraton Toronto key cards. Distributed to up to 500 delegates within the CBIE2022 room block.

#### OPTION 3 WELCOME RECEPTION TRANSPORTATION

Transport delegates to and from the Welcome Reception.

- Signage with your logo displayed at the Sheraton and ROM
- Signage on the buses that transport delegates to and from the Welcome Reception.

#### OPTION 4 SUNDAY PD WORKSHOPS (4 OPPORTUNITIES)

Be the first organization to interact with delegates and further learning at CBIE2022.

- Printed signage with your logo at the workshop.
- Your logo next to the session information within the conference app.
- Opportunity to welcome participants at the beginning of the workshop.



# SPONSORSHIP & EXHIBITION ADDITIONS

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# À LA CARTE

À LA CARTE	INCLUSIONS & PRICING
<p><b>One (1) Targeted in-App Notification</b> Place your message directly in the hands of delegates with a push-notification sent to their devices.</p>	<p><b>\$600</b></p> <ul style="list-style-type: none"> <li>One (1) push notification sent via the conference app. Sponsor may choose their own language.</li> </ul>
<p><b>Carbon Offset</b> Add your donation and offset your carbon footprint with Carbone Boréal. For every \$100, 25 trees will be planted and 3.57 tons of CO2 eq. will be compensated.</p>	<p><b>Minimum donation of \$100</b></p> <ul style="list-style-type: none"> <li>Logo on an exclusive slide rotating in the main ballroom, recognizing your contribution.</li> </ul>



PURCHASE AN

# EXHIBITOR PACKAGE

**\$3,500**

	INCLUSIONS
<b>BOOTH SPECIFICATIONS</b>	<ul style="list-style-type: none"> <li>• One (1) standard exhibit booth space* 10'W X 8'D area</li> <li>• A skirted table and two chairs</li> <li>• An 8' draped back wall and 3' draped side walls</li> </ul>
<b>PROMOTION</b>	<ul style="list-style-type: none"> <li>• Recognition as an exhibitor on CBIE2022 website</li> <li>• Exhibitor profile on the CBIE2022 conference app</li> </ul>
<b>CONNECTION</b>	<ul style="list-style-type: none"> <li>• One (1) conference pass with gala ticket</li> <li>• Delegate list shared 2 weeks prior to the conference</li> <li>• Wireless internet access</li> </ul>

Booth location selection is on a "first-come, first served" basis.

**Please Note:** Bronze sponsorship does not include an exhibit booth. You may purchase one in addition to your sponsorship.





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FOR QUESTIONS AND INQUIRIES

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