

Exhibitor and Sponsorship Prospectus

INVITATION TO SUPPORT
AND PARTNER

Calgary, Alberta



CIGan 2024

CONNECTION

Conference

APRIL 29 - MAY 1, 2024

Growing Talent

Hosted by:



COLLEGES &
INSTITUTES
CANADA

COLLÈGES &
INSTITUTS
CANADA



The Event

CICan's annual conference is the only event of its kind in Canada. It provides an opportunity for college and institute leaders and stakeholders from across the country and around the world to network, share best practices, and be inspired. This unique event features keynote addresses, panels, and workshops, in a variety of streams that speak to all levels of leaders in the system.

Over 1200 participants will gather to reflect and discuss on how higher education is growing talent for a resilient future.

Growing talent for a resilient future is a critical part of building a workforce that involves cultivating skills, knowledge, and abilities to adapt and thrive in uncertain times, disruption, and evolving industry needs. The future is unpredictable, and resilience is a key attribute to ensure a graduate's success in a rapidly changing world.

This theme resonates with our host institutions, Bow Valley College and SAIT, and with our amazing host city Calgary, renowned as a hub attracting and growing talent into areas like high tech, agriculture, energy, and tourism.

Supporting our overall theme are the streams that work together to round out the experience at the 2024 Connection Conference:



Transforming
Leadership and
Governance



Advancing
Teaching, Learning
and Student
Success



Leading
Sustainability



Embracing
Equity, Diversity,
Inclusion and
Accessibility



Cultivating Global
Collaborations



Strengthening
Indigenous
Education
(Tuesday)



Innovating through
Applied Research
(Wednesday)

The Location

WELCOME TO CALGARY | Calgary is a dynamic blend of warm western hospitality and big-city energy. It's a destination that's full of extraordinary experiences and unexpected adventures.

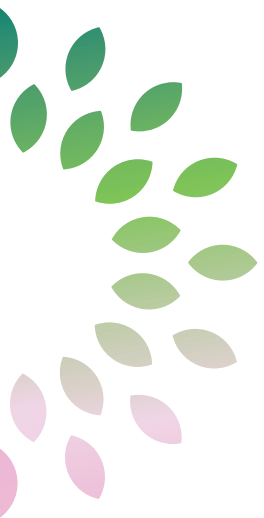
Visitors are sure to feel safe and comfortable strolling the city's vibrant and compact downtown and bustling, character-filled neighbourhoods. From fly-fishing amongst the skyscrapers to sipping a pint in one of the city's 40+ craft microbreweries, there's an experience suited for every type of traveler. Plus, Banff National Park and the Canadian Rocky Mountains are just an hour drive to the west, right in our backyard!



Who We Are

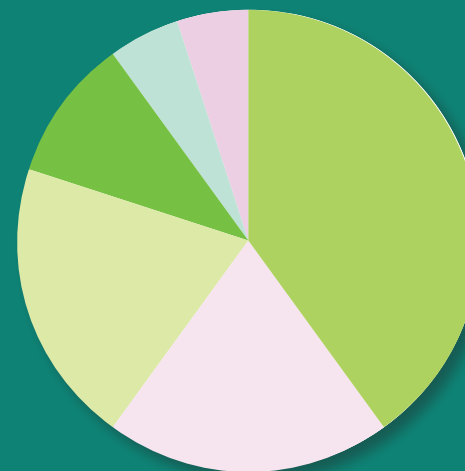
Colleges and Institutes Canada (CICan)

CICan is the voice of Canada's publicly supported colleges, institutes, cégeps and polytechnics, and an international leader in education for employment with ongoing programs in over 25 countries.





- 40% CEOs and VPs
- 20% Governors
- 20% Deans and Directors
- 10% Faculty and Staff
- 5% Students
- 5% Others: Government Officials, International Partners, Business and Industry Partners



Why Sponsor and/or Exhibit

The CIGan 2024 Connection Conference offers sponsors and exhibitors the opportunity to not only educate and influence leaders, influencers and decision makers within Canadian colleges and institutes to expand their network and reach internationally.

Who Attends

More than 1200 influential leaders in post-secondary education from across the country and internationally will be in attendance including CEOs and VPs, Governors, Deans, Directors, Students and others.

Corporate Partners



Sponsorship Opportunities & Benefits

As a CICan 2024 Connection Conference sponsor, you'll have the opportunity to promote your organization to Conference attendees, develop relationships, showcase your products and services, and network with key contacts. The Connection Conference offers sponsorships of Keynote Sessions, Program Streams, a variety of Food & Beverage events, and much more.

Our Marketplace is also an opportunity for you to raise awareness, build your brand, interact and network with Conference attendees and demonstrate your commitment to Colleges and Institutes across Canada and elsewhere.

Contact Rozanne Lyons, CMP
c/o Intertask Conferences
Tel: 613-238-4075 x221
Email:
cicanexhibits@intertaskconferences.com

OPTION 1: SPONSORSHIP Benefits

Pre-Conference Visibility:

- Logo and Company Profile on the Conference Website and Mobile APP with hyperlink to your chosen URL, with a company profile (will be visible for 6 months post event)

Event Participation:

- Allotted number of Conference Registrations (*full access except for C/Can Business Meetings*)

Attendee List:

- The Delegate list will be provided once 2 weeks prior to the event (approx. April 15th), and once again 1 week after the event approx. May 10th) (**Note due to PIPEDA, list will have participant name, title and organization only)

Sponsorship Branding on Site:

- Three days of continuous on-site exposure of your logo featured on Sponsorship and Exhibitor signage at various locations throughout the event venue
- Push notifications to all delegates via the Mobile APP.
- Dependent on your Sponsorship Level, you may be entitled to an exhibit space – please see booth details below – when booking your sponsorship, you will be asked to confirm if you are taking advantage of this opportunity, as booths are on a first come, first served basis.

Additional Visibility:

- Exclusive benefit for Sponsors: Ability to submit a video for the Presentation Gallery (up to 60 minutes) – hosted for 6 months on the Conference Website. Note: Must be a downloadable MP4 file, no larger than 2MB

Additional benefits are listed per opportunity, where applicable.

Sponsorship Opportunities

GOLD
\$15,000

3 CONFERENCE REGISTRATIONS

10' x 10' Booth Space

Sponsor booths receive the following, based on your Sponsorship Level

- Your Allotted Number of CONFERENCE REGISTRATIONS as per above (*full access except for CICan and WFCP Business Meetings*)
- One (1) draped and skirted 6 ft table with two (2) chairs per 10 x 10 booth space
- One (1) electrical outlet with three plug-ins per 10 x 10 booth space
- Wireless internet

NOTE: Should you require additional CONFERENCE REGISTRATIONS, they are available for \$300 each and are non-transferable up to a maximum of 4 per booth. Additional fees apply for the Closing Gala Tickets.

Select ONE of the following:

KEYNOTE SPONSOR

(4 AVAILABLE)

Lights! Camera! Brand! The Connection Conference brings some of the biggest names from Canada and elsewhere to its many members and stakeholders.

Gold Benefits

- In addition to "Option 1 Benefits" listed above
- 3-minute speaking opportunity at the beginning of the Keynote of your choice.
- Logo included in the Keynote Bio section on the Conference website and Mobile APP.
- 100-word profile on the Sponsors Page of the Conference website & the Mobile APP.

OPENING RECEPTION

(1 AVAILABLE)

Monday, April 29

The Opening Reception is a chance for attendees to reconnect and meet new attendees.

Gold Benefits

- In addition to "Option 1 Benefits" listed above
- Your logo displayed at the entrance
- Your logo displayed in the description of the Event on the Conference website and the Mobile APP.
- Verbal Recognition at the Opening Reception
- 100-word profile on the Sponsors Page of the Conference website & the Mobile APP

CLOSING GALA

(1 AVAILABLE)

Wednesday, May 1

The Closing Gala is the last Networking Event of the Conference, where participants get together one last time to form lasting bonds and say their goodbyes.

Gold Benefits

- In addition to "Option 1 Benefits" listed above
- Your logo displayed at the entrance of the Dinner Venue
- Your logo displayed in the description of the Event on the Conference website and the Mobile APP.
- Verbal recognition at the Closing Dinner
- 100-word profile on the Sponsors Page of the Conference website & the Mobile APP.

Sponsorship Opportunities

SILVER
\$10,000

2 CONFERENCE REGISTRATIONS

50% off 10' x 10' Booth

Apply Now for Sponsorship

All Sponsorships are on a first-come, first-served basis by category. A Sponsorship will be confirmed upon receipt of a **completed on-line application and a 50% deposit**. Sponsorships are not guaranteed until full payment is received. Costs are quoted in Canadian funds and are tax exempt.

BOOK NOW

Contact Rozanne Lyons, CMP
c/o Intertask Conferences
Tel: 613-238-4075 x221
Email:

cicanexhibits@intertaskconferences.com

Select ONE of the following:

BREAKFAST IN MARKETPLACE (2 AVAILABLE)

1 on Tuesday | 1 on Wednesday

Help us Wake up the delegates with Breakfast in Marketplace.

Silver Benefits

- In addition to "Option 1 Benefits" listed above
- Your logo displayed at the entrance of Marketplace for the Breakfast Selected
- Your logo displayed in the description of the Event on the Conference website and the Mobile APP.
- 100-word profile on the Sponsors Page of the Conference website & the Mobile APP.

LUNCH IN MARKETPLACE (1 AVAILABLE)

Wednesday, May 1

Full bellies lead to full minds. Feed our guests' bellies AND feed their minds!

Silver Benefits

- In addition to "Option 1 Benefits" listed above
- Your logo displayed at the entrance of Marketplace for the Lunch Selected
- Your logo displayed in the description of the Event on the Conference website and the Mobile APP.
- 100-word profile on the Sponsors Page of the Conference website & the Mobile APP.

MARKETPLACE RECEPTION (1 AVAILABLE)

Tuesday, April 30

The Marketplace Reception is a chance for attendees to continue networking and meet our event sponsors and exhibitors.

Silver Benefits

- In addition to "Option 1 Benefits" listed above
- Your logo displayed at the entrance of Marketplace
- Your logo displayed in the description of the Event on the Conference website and the Mobile APP.
- Verbal Recognition at the Marketplace Reception
- 100-word profile on the Sponsors Page of the Conference website & the Mobile APP

CONFERENCE WI-FI (1 AVAILABLE)

Be the name the attendees see when they pull out their phone or laptop and connect to the Conference Wi-Fi.

Silver Benefits

- In addition to "Option 1 Benefits" listed above
- Company name included in the Conference Password login for each delegate (based on final selection of the Conference Mobile APP)
- 100-word profile on the Sponsors Page of the Conference website & the Mobile APP.

Sponsorship Opportunities

BRONZE
\$5,000

2 CONFERENCE REGISTRATIONS

10' x 10' Booth not included
Available for purchase as an add on

**NETWORKING
REFRESHMENT BREAK** (4 AVAILABLE)

Bronze Benefits

- In addition to "Option 1 Benefits" listed above
- Your logo displayed on the chosen Break's Refreshment Stations
- 75-word profile on the Sponsors Page of the Conference website & the Mobile APP.

Select ONE of the following:

STREAM SPONSOR
6 ON EACH DAY (12 AVAILABLE)

Bronze Benefits

- In addition to "Option 1 Benefits" listed above
- Deliver a 3-minute introduction to one (1) session within the stream of your choice on the day of your choice
- Your logo displayed outside the Stream Room of your chosen Stream on Tuesday and Wednesday
- 75-word profile on the Sponsors Page of the Conference website & the Mobile APP

CHARGING STATIONS TBC (1 AVAILABLE)

Throughout the Conference, two personalized charging stations will be strategically placed in high traffic areas, making your brand visible to attendees wishing to stay connected.

Bronze Benefits

- In addition to "Option 1 Benefits" listed above
- Your logo displayed on the Charging Stations
- 75-word profile on the Sponsors Page of the Conference website & the Mobile APP.

OTHER* Sponsorship opportunities

*Add-on to a sponsorship opportunity only

| Private Corporate Receptions* \$7,500 | Conference Mobile APP* \$5,000 (1 AVAILABLE) | Simultaneous Interpretation Partner* \$5,000 (1 AVAILABLE) |
|---|--|--|
| Are you planning a Corporate Reception or dinner around the Conference Schedule and wish for a direct email invitation to be sent out to the attendees, please reach out to Gail Mulhall gmulhall@cican.org to request approval. Please note, you are responsible for booking your own venue and all costs associated with the event. | Your brand at our attendee's fingertips! Hold the keys to the Conference and make your brand part of every login. Other Benefits <ul style="list-style-type: none"> ■ In addition to "Option 1 Benefits" listed above ■ Logo included on the Landing Page of the Mobile APP ■ 100-word profile on the Sponsors Page of the Conference website & the Mobile APP. | Your partnership will allow for attendees to listen to the session in English or French. Other Benefits <ul style="list-style-type: none"> ■ In addition to "Option 1 Benefits" listed above ■ Your logo on the Signage at the Headset Booth in a prime location ■ 100-word profile on the Sponsors Page of the Conference website & the Mobile APP |

Exhibit Booth Application

To secure your booth in the Marketplace, please fill in the online Application form found on our website at <https://conference.collegesinstitutes.ca/exhibitors-sponsors/become-exhibitor-sponsor/>. Please note: Full payment for Exhibit Space is required to complete the application and receive booth confirmation.

Intertask will allocate the Exhibit Booths on a first-come, first-served basis. An Exhibit Booth will be placed on a tentative hold upon receipt of the completed on-line application. Exhibit Booths are not guaranteed until full payment is received. Costs are quoted in Canadian funds and are HST exempt.

BOOK NOW

Schedule:

| DATE | HOURS | DETAILS |
|-------------------|---|---|
| Sunday, April 28 | | Show Company Set-up in the AM Exhibitor Set-up in the PM |
| Monday, April 29 | 08:00 – 10:00 10:00 – 12:00 14:30 – 15:00 17:00 – 19:00 | Final Exhibitor Set-up Closed for Refreshment Break Set-up Refreshment Break in Marketplace Opening Reception for All |
| Tuesday, April 30 | 07:00 – 08:00 09:30 – 10:00 12:30 – 13:45 15:00 – 15:30 15:45 – 17:30 | Breakfast in Marketplace Refreshment Break in Marketplace Marketplace closed for Awards Luncheon – All welcome Refreshment Break in Marketplace Marketplace Reception Free evening |
| Wednesday, May 1 | 07:30 – 08:30 09:30 – 10:00 12:30 – 13:45 14:00 – 18:00 19:00 | Breakfast in Marketplace Refreshment Break in Marketplace Lunch in Marketplace Tear-Down Closing Gala (ticket included in complimentary Conference Registration) |

Please note: Exhibitors are not permitted to supply food or beverages to attendees.

OPTION 2: EXHIBITION ONLY

**Benefits
deliverable to
all Exhibitors**

Marketplace Exhibit booths include the following:

- Exhibit Space – 10' x 10'
- One (1) draped and skirted 6 ft table with two (2) chairs
- One (1) electrical outlet
- Wireless internet
- Two (2) complimentary CONFERENCE REGISTRATIONS (*full access except for CIGan Business Meetings*)
- Exhibitor Listing on the Conference website, with corporate logo and hyperlink of your choosing that will remain posted online for 6 months post event
- A 50-word company description on Conference website and Mobile APP
- Exhibitor listing on Marketplace signage.

NOTE: Additional CONFERENCE REGISTRATIONS are available for \$300 each and are non-transferable up to a maximum of 4 per booth. Additional fees apply for the Closing Gala Tickets.

Marketplace Booth Rates

Standard Booth Early Bird:

on or before February 14, 2024 - \$3,250

Regular:

after February 14, 2024 – \$3,600

Attendee List:

- The Delegate list will be provided once 2 weeks prior to the event (approx. April 15th), and once again 1 week after the event approx. May 10th) (**Note due to PIPEDA, list will have participant name, title and organization only)

2024 CIGan Conference Marketplace

Opportunities for Corporate Partnership

The annual conference is not your only chance to engage with leaders in the college and institute system. CIGan also holds annual symposiums and offers opportunities for corporate partnership to help extend your reach. Please see our website for more information:

<https://www.collegesinstitutes.ca/what-we-do/about/corporatepartnerships/>



SPONSOR AND EXHIBITOR EXPERIENTIAL ACTIVATION:

Our main focus is driving attendees to your booth. As such, we have arranged for most Refreshment Breaks, lunches and breakfasts to be held in Marketplace. We encourage you to add a fun activation to your booth space, such as a photo op, facepainting, incorporate a contest, have a Plinko Board, etc. This makes the visit more memorable for the attendees and adds an element of entertainment. **BE CREATIVE!**

Previous CIGan Connection Sponsors & Exhibitors

| | | | | | | | |
|---|---|---|--|--|---|-------------------------------------|---|
| Aboriginal Affairs and Northern Development Canada | Campus Living Centres | CIGan's Impact Project | Enrollment Resources | International Experience Canada | Natural Sciences and Engineering Research Council | Shaw Direct | World Education Services (WES) |
| Academica | Canadian Association of College and University Student Services | CMC Microsystems | ERP Connex | International SOS | Nelson | Siemens Canada | WUSC (World University Service of Canada) |
| ACBSP – Accreditation Council for Business Schools and Programs | Canadian Construction Association | Cohort Go | Flywire | Intuit | OCAS | Steelcase | Yorkville Asset Management |
| ACBSP – Accreditation Council for Business Schools & Programs (ACBSP) | Canadian Forces Recruiting Group | Compass Group Canada – Chartwells | Food Allergy Canada | Kivuto Solutions Inc. | Paragon Testing Enterprises | StudyInsured by Ingle International | |
| ACF Technologies | CANARIE | CSA Group | Forest Products Association of Canada | Lincoln Electric Company of Canada | Pearson Canada | TalentMap | |
| Akran Marketing | Career-Launcher Internships | D2L | guard.me | LinkedIn | PTE Academic (Pearson Test of English Academic) | TD Bank | |
| Aramark | Centennial College | Deloitte | International Insurance | Mark's Commercial | Public Services and Procurement Canada | TD Insurance | |
| BGIS | CIBC Capital Markets | Department of National Defence / Government of Canada | Honeywell | Mental Health Commission of Canada | Q-nomy Canada Inc. | TestOut Corp. | |
| Filed Effect | CIGan Clean Tech Internships | Destiny Solutions | ICEF | Mitacs | RESEARCH MONEY | Thompson Rivers University | |
| Camosun College | | Discoverly | IDEaS (Department of National Defence) | Morneau Shepell | Royal Roads University | Thoughtexchange | |
| | | Elections Canada | IDP: Hotcourses Canada | National Aboriginal Achievement Foundation | Scotiabank | UNEVOC Network | |
| | | Emsi | Indspire | | | Unit4 | |
| | | | | | | VitalSource Technologies Inc. | |
| | | | | | | Vretta Inc. | |

Important Dates to Remember

Assignment of Exhibitor Booths

Application forms will be date-stamped and numbered upon receipt. Accepted exhibitor applicants whose fees have been paid in full will be then contacted to select their booth.

Exhibitor Services Kit and Information Package

All confirmed exhibitors will have access to the Exhibitor Services Kit in February 2024, which includes set-up schedules and procedures, additional show information, and order forms for official show services provided.

| | |
|--------------------------------|--|
| November 22, 2023 | Launch of online bookings for Sponsors & Exhibitors |
| January 17, 2024 | Last day to cancel your booth for a full refund (minus \$200 administrative fee) |
| February 7, 2024 | Exhibitor Services Kit available |
| Until February 14, 2024 | Early Bird Booth Fee |
| After February 14, 2024 | Regular Booth Fee |
| February 14, 2024 | Last day to cancel your booth for a 50% refund |
| March 20, 2024 | Last day to provide information in order to appear in the Final Program |
| April 17, 2024 | Last day to submit Booth Personnel prior to arrival on-site (if not, badges will be printed on-site) |

Cancellation

Cancellation requests must be submitted in writing. If an exhibitor whose application has been processed and accepted wishes to cancel, our policy is as follows:

- **Prior to January 17, 2024:** A refund of the full amount paid, less a \$200 administration fee
- **Between January 18 and February 14, 2024:** A refund of 50% of the full amount paid
- **After February 14, 2024:** No refunds

Covid Refund Policy

Cancellation Required by CICan: Should the Conference need to be fully cancelled, Intertask Conferences will reach out to all Sponsors and Exhibitors to discuss options.

Contact Information

2024 CICan Conference | Sponsorships and Exhibits

Rozanne Lyons, CMP

c/o Intertask Conferences

Tel: 613-238-4075 x221

Email: cicanexhibits@intertaskconferences.com

The following contacts will be on the Conference website once available and included in the Exhibitor Services Kit and Information Package in February 2024:

- Service Contractor
- Shipping and Handling Information
- Customs Broker