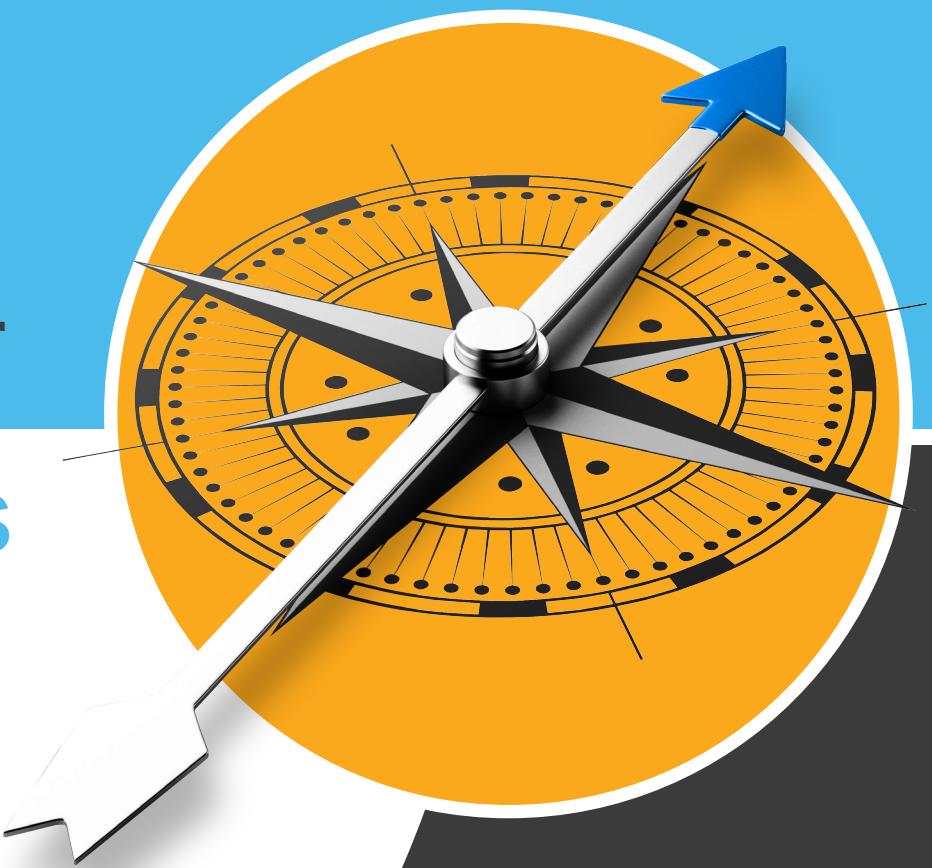




HIGHER EDUCATION SUMMIT  
SOMMET DE L'ÉDUCATION SUPÉRIEURE

# Sponsorship and Exhibitor Prospectus



**Now in its 34th year, the Higher Education Summit is one of North America's premier conferences on post-secondary education.**

**You are the most vital element of the Higher Education Summit.**

Colleges Ontario's annual conference, the Higher Education Summit, offers your organization the right opportunities to maximize your investment.

**More than 400 decision-makers and education leaders** from across the province attend the conference each year. These delegates represent the significant buying power of Ontario colleges – nearly \$4 billion in 2019/2020 – and are a qualified audience for your marketing spend. The event culminates with the Premier's Awards gala for outstanding college graduates, which attracts more than 800 attendees for a celebration that honours graduates who have had a significant impact in Ontario and beyond.

Sponsorship of this marquee event helps us bring key thinkers from around the world to Ontario to promote new ideas and stimulate important discussions about the future of higher learning.

For exhibitors, it is an opportunity to showcase their most innovative products, services and technologies to post-secondary leaders and other influencers from across Canada.

To make the best use of your marketing investment, Colleges Ontario has developed high-impact sponsorship packages to maximize visibility with key decision-makers. Details on these sponsorship opportunities are contained in this prospectus.

To our returning partners, we thank you for your continued support. To those of you joining this conference for the first time, I look forward to meeting you. Colleges Ontario will help you make the most of your investment.

Sincerely,

*Linda Franklin*

Linda Franklin

President & CEO, Colleges Ontario

## About the Higher Education Summit

The Higher Education Summit, Colleges Ontario's annual conference, attracts more than 400 participants including:

- College leaders (presidents, board chairs, board members, vice-presidents and senior administrators)
- Government representatives
- Education partners
- A wide array of business, industry and public sector organizations

These leaders from across Ontario will meet to discuss policy, strategy and issues in post-secondary education, as well as innovative ways of doing business in a more competitive economic climate.

Now in its 34th year, the annual conference will feature an exciting array of activities:

- Featured speakers addressing a wide range of topics
- Exhibit hall, showcasing the latest technologies and trends
- A networking reception, lunch and breaks in the exhibit hall
- Pre-conference sessions that deliver professional development to post-secondary leaders

For more information about the Higher Education Summit, please visit [www.highereducationsummit.ca](http://www.highereducationsummit.ca).

## About Colleges Ontario

Colleges Ontario is the advocacy voice for the province's 24 public colleges. The colleges offer 900 programs each year that prepare students for a wide range of careers, including careers in IT, advertising, health care, game development, animation, biotechnology, and much more.

Ontario's colleges are leaders in innovation, ensuring graduates have the professional and technical expertise to succeed in the rapidly evolving new economy. As the voice of the 24 colleges, Colleges Ontario uses research, communications and marketing initiatives to ensure government leaders, decision-makers and the public are aware of the essential role college graduates play – and will continue to play – in the province's long-term success.

For more information about Colleges Ontario,  
please visit [www.collegesontario.org](http://www.collegesontario.org).

For more information, contact

Loretta Piattelli | (647) 258-7684  
[piattelli@collegesontario.org](mailto:piattelli@collegesontario.org)

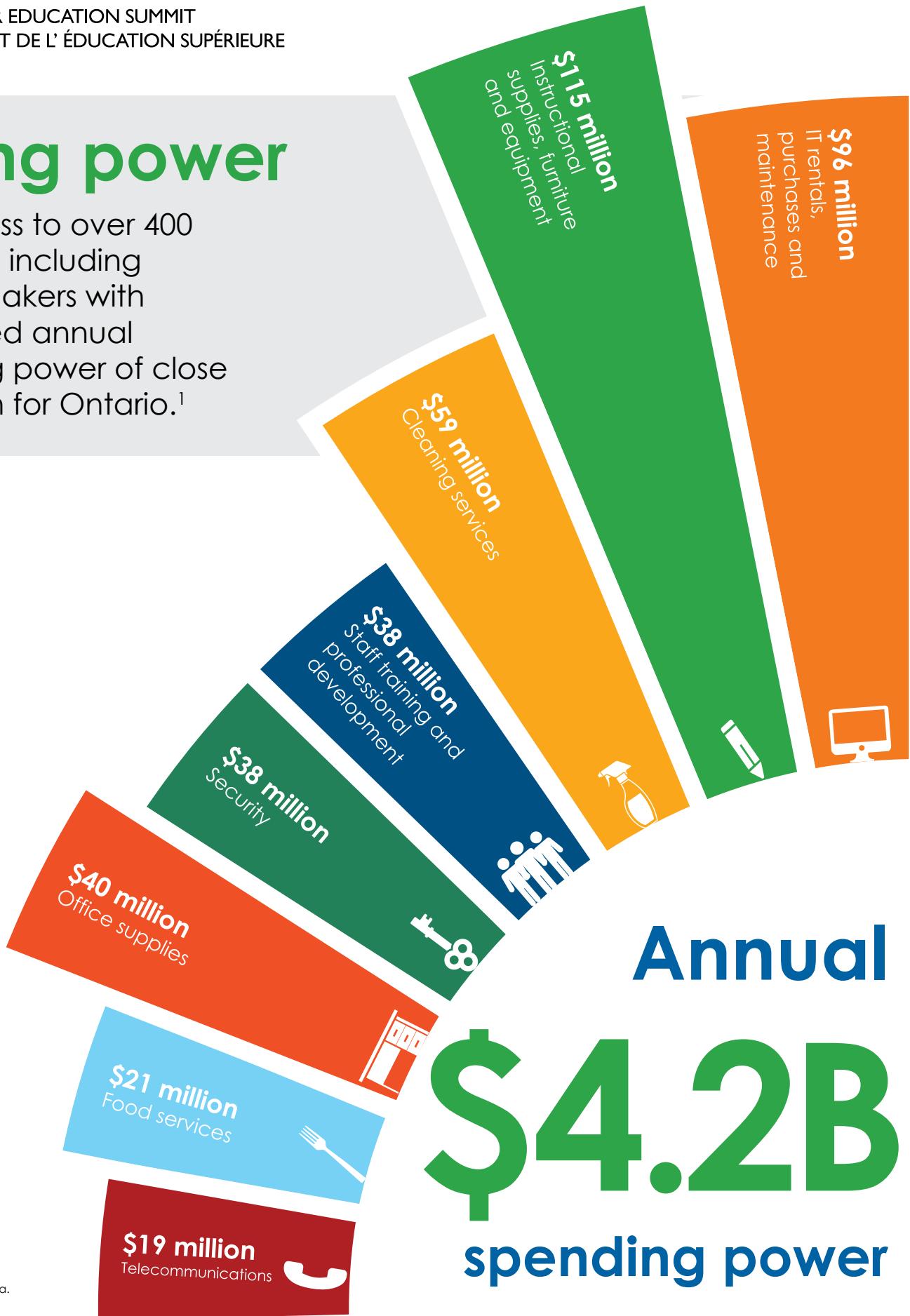


2022

HIGHER EDUCATION SUMMIT  
SOMMET DE L'ÉDUCATION SUPÉRIEURE

# Buying power

Gain access to over 400 attendees, including decision-makers with a combined annual purchasing power of close to \$4 billion for Ontario.<sup>1</sup>



**This event is the ideal learning ground for post-secondary leaders in Canada – there's nothing else like it.**



## Reasons to sponsor the 2022 Higher Education Summit:

**Excellent exposure:** This is a must-attend event for post-secondary influencers.

The Higher Education Summit provides opportunities to build and enhance your image with college system leaders.

**Approximately 500 delegates attend the conference each year.**

**Exhibit opportunity:** Increase awareness and showcase your products and services to hundreds of qualified delegates.

**Attract new clients:** The agenda is designed to promote and encourage one-on-one interaction with potential leads.

**Engage industry leaders:** It's never been more important to start a conversation and network face to face. This networking opportunity is key to aligning your brand with the mandates of Ontario's colleges. Realize ROI via your participation at the summit.

For more information, please contact:

Loretta Piattelli

Sponsorship and exhibit sales

(647) 258-7684 [piattelli@collegesontario.org](mailto:piattelli@collegesontario.org)



# SPONSORSHIP

The Higher Education Summit is an opportunity to meet your organization's marketing objectives. Whether your goals include promotion and awareness, lead/sales generation, product/service positioning, networking or advancement of corporate responsibility goals, we work together to help you meet your needs.

**For sponsorship inquiries, please contact:**  
**Loretta Piattelli, sponsorship and exhibit sales |**  
**(647) 258-7684 | piattelli@collegesontario.org**

**All sponsors will receive the following primary benefits package (unless specified):**

1. Verbal acknowledgment by the presiding chair of the event, thanking your organization
2. Sponsorship recognized on signage, screens and advertising, including an email teaser campaign, social media and on the conference app.  
Sponsorship materials need to be confirmed and submitted to Colleges Ontario by October 21, 2022
3. Company logo on the official website for an entire year following the event
4. Company logo with website link on the official website's sponsor page
5. Your company's branded item (no paper) placed in all delegate bags (500 pieces required)
6. "Sponsor" designation ribbon on your company delegates' registration badges



# SPONSORSHIP OPPORTUNITIES

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Diamond Sponsor (1 available) \$40,000

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Platinum Speaker Sponsor (2 available) \$20,000 **SOLD**

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Gold Speaker Sponsor (1 available) \$15,000 **SOLD**

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Elevator Wrap Sponsor (3 available) \$15,000

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Sunday Kick Off Lunch Sponsor \$15,000  
(1 available)

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Registration Sponsor \$10,000  
(1 available) **SOLD**

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Mobile App Sponsor \$10,000 **SOLD**

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Preconference Welcome Reception \$10,000  
Sponsor (1 available)

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Sunday Networking Reception Sponsor \$10,000  
(1 available)

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Keynote Private Breakfast/Lunch \$10,000  
Sponsor (1 available) **SOLD**

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Silver Speaker Sponsor (4 available) \$10,000 **1 SOLD**

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Delegate Bag Sponsor (1 available) \$10,000

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Wi-Fi Sponsor (1 available) \$8,000 **SOLD**

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Hotel Key Cards Sponsor (1 available) \$7,500

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Monday Breakfast Sponsor \$7,500  
(1 available) **SOLD**

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Coffee/Tea Sponsor\* (1 available) \$7,000

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Hydration Station Sponsor\* \$7,000  
(1 available)

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\*Discounted price for both refreshments sponsorship \$10,000

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Bronze Sponsor \$6,000

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Networking Break Sponsor \$5,000  
(2 available)

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Exhibitor (\$4000 plus HST) \$4,520

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Delegate bag insert (add-on) \$2,000

## Diamond Sponsor – Conference keynote speaker \$40,000 (1 available)

Whenever and wherever the event is promoted, your organization will be featured as the lead sponsor to get the highest possible visibility at lunch and the closing of the conference! (audience 500 plus). **In addition to the primary benefit package detailed on page 5, your sponsorship includes the following:**

### Exclusive closing keynote luncheon speaker sponsorship

- Remarks (2 min.) delivered to conference delegates on Monday, Nov. 28 (audience of approximately 500 plus)
- Keynote speaker introduction onstage (Nov. 28)
- Photo with featured speaker (subject to availability)
- One (1) dedicated email blast approved and sent from Colleges Ontario on behalf of the sponsor. Sponsor to provide content
- Guests (2) at VIP lunch table with keynote speaker, Fareed Zakaria
- Photo with plenary speaker on the main stage
- Presence at speaker's book-signing event
- Opportunity to provide branded bookmarks for distribution at book signing (if available)

2022 KEYNOTE SPEAKER



### Fareed Zakaria

Bestselling author and host of *Fareed Zakaria GPS* on CNN  
(Monday luncheon and closing keynote speaker)

For more information, contact

Loretta Piattelli | (647) 258-7684  
piattelli@collegesontario.org

### Logo and company recognition

- Most prominent company logo projected on ballroom wall and on screen
- Tent card featuring your company logo and message placed on each table (50)
- Company name and logo at the entrance of the ballroom, on-screen at the opening of the summit and during the keynote session
- Company brochures and promo items (approved by Colleges Ontario) at plenary session tables
- Company name posted with title of the sponsored session on app and official website programs, as well as on email teasers and social media
- 50-word company description and company logo with website link on the official website's sponsors page

### Conference exposure

- Prominent 8' x 20' exhibit space (location of choice)
- Registrations:
  - Ten (10) Higher Education Summit registration
  - Including Sunday networking reception and Monday lunch
    - Ten (10) Premier's Awards gala registration including reception
    - Five (5) exhibit personnel passes to sessions

To be included in materials, all graphic materials and your company's completed ad must be submitted by October 17, 2022

# SPONSORSHIP OPPORTUNITIES

SOLD

## Platinum Sponsor – Opening plenary speakers \$20,000 (2 available)

The platinum sponsor of the Higher Education Summit has the privilege of visibility at Sunday or Monday opening of the conference! Your organization will have the exposure of a logo backdrop and the opportunity for greetings at the beginning of the plenary session in the ballroom. **In addition to the primary benefit package detailed on page 5, your sponsorship includes the following:**

### One of two opening plenary speaker sponsorships includes

- Remarks (1 min.) delivered onstage to conference delegates at the opening of the presentation on Sunday or Monday (audience of approximately 500)
- Featured speaker introduction onstage
- Photo with plenary speaker on the main stage
- Presence at speaker's book-signing event
- Opportunity to provide branded bookmarks for distribution at book signing (if available)



### Bill McKibben

This year's opening speaker on Sunday, Nov. 27 is an internationally renowned environmentalist, author and educator

### Logo and company recognition

- Company logo projected on ballroom wall and on screen during the two days
- Company name and logo at the entrance of the ballroom, on-screen at the opening of the sponsored plenary session
- Company brochures placed at tables during sponsored session
- Company name posted with title of the sponsored session in the official website programs as well as on email teasers and social media
- 50-word company description and company logo with website link on the official website

### Conference exposure

- Prominent 10' x 8' exhibit space (location of choice)
- Registrations:
  - Ten (10) Higher Education Summit registrations including Sunday networking reception and Monday lunch
  - Five (5) exhibit personnel passes to sessions

To be included in materials, all graphic materials must be submitted by October 21, 2022

### Lynsey Addario

Our opening speaker on Monday is a Pulitzer Prize-winning photojournalist, New York Times bestselling author

For more information, contact

Loretta Piattelli | (647) 258-7684  
[piattelli@collegesontario.org](mailto:piattelli@collegesontario.org)

## SPONSORSHIP OPPORTUNITIES

SOLD

### Gold Sponsor – Plenary speaker \$15,000 (1 available)

Plenary session sponsorship is available on Sunday at the summit and is an opportunity for high exposure for your company with the full attendance of conference delegates. Your company will have the stage in the largest session hall for high-profile speakers. In addition to the primary benefit package detailed on page 5, your sponsorship includes the following:

#### Exclusive plenary speaker sponsorships

- Delivery of remarks (1 min.) and the introduction of the plenary speaker onstage (audience of approximately 500)

“Excellent and thought-provoking speakers are at the centre of this conference.”

**2022** Sheraton Centre Hotel November 26-28

#### Logo and company recognition

- Company name and logo at the entrance of the ballroom, on-screen at the opening of the sponsored plenary session
- Company name posted with title of the sponsored session on official website and app programs as well as on email teasers
- 50-word company description and company logo with website link on the official website

#### Conference exposure

- One (1) 10' x 8' exhibit space
- Registrations:
  - Five (5) Higher Education Summit registrations, including Sunday networking reception and Monday lunch
  - Three (3) exhibit personnel passes to sessions

To be included in materials, all graphic materials must be submitted by October 21, 2022. Sessions are assigned on a “first-sponsored, first-assigned” basis once the program becomes final.



**Amber Mac**

President, AmberMac Media Inc.

For more information, contact

Loretta Piattelli | (647) 258-7684

piattelli@collegesontario.org

## Elevator Wrap Sponsor \$15,000 (3 available)

Elevate your message. Captivate your audience. Elevators within the Sheraton Centre Toronto Hotel can be wrapped with your custom message, giving you broad brand exposure to both the summit delegates and other guests of the hotel. These attractive, professionally produced graphics (provided by sponsor) are central to the hotel guests' environment and get full exposure as guests await the elevator to their rooms. Thanks to technological advancements and an increasing ownership of smart devices, people can act instantly on advertising messages, making this opportunity even more relevant. It's the perfect solution to reach these busy audiences while they are on the move.<sup>1</sup> **In addition to the primary benefit package detailed on page 5, your sponsorship includes the following:**



### Logo and company recognition

- 50-word company description with linked logo on the official website

### Conference exposure

- One (1) 10' x 8' exhibit space
- Registrations:
  - Five (5) Higher Education Summit registrations, including Sunday networking reception and Monday lunch
  - Three (3) exhibit personnel passes to sessions

To be included in materials, all graphic materials and your company's completed ad must be submitted by October 21, 2022.

## Kickoff Sunday Lunch Sponsor Theme: Come Sail Away **\$15,000** **(1 available)**

What better welcome to the conference than a welcome aboard your sponsored nautical-themed adventure - a setting for sponsors to mingle, interact and reconnect with all the delegates (400 plus) during lunch.

**In addition to the primary benefit package detailed on page 5, your sponsorship includes the following:**



For more information, contact

Loretta Piattelli | (647) 258-7684

[piattelli@collegesontario.org](mailto:piattelli@collegesontario.org)

### Exclusive kickoff lunch sponsorship activation

- Two-minute welcome address during the function in Sheraton Hall
- Sponsor branded arch signage on exhibit hall stage
- Each person receives a (item TBD) with sponsor branded message

### Logo and company recognition

- Projected sponsor logo on the screens in the exhibit hall
- 50-word company description and company logo with link on the conference's website

### Conference exposure

- One (1) 10' x 8' exhibit space
- Registrations:
  - Five (5) Higher Education Summit registrations, including Sunday networking reception and Monday lunch
  - Three (3) exhibit personnel passes to sessions

To be included in materials, all graphic materials and your company's completed ad must be submitted by October 21, 2022.



# SPONSORSHIP OPPORTUNITIES

SOLD

## Registration Sponsor \$10,000 (1 available)

Our registration sponsorship category has always been popular. The sponsorship offers you exposure during the online registration process, on-site at the registration area, plus visibility in follow up communications. From the launch of registration through to the close of the event, you will get recognition of your valued contribution.

2022

Sheraton Centre Hotel  
November 26-28

In addition to the primary benefit package detailed on page 5, your sponsorship includes the following:

### Exclusive registration sponsorship

- Company logo incorporated in the design of the two pillar wraps and registration front decals and displayed for the entire conference
- Company logo on the confirmation email sent to each attendee after his/her registration is completed
- Opportunity to provide branded welcome gifts (no paper) to attendees at the registration desk
- Opportunity for two company representatives to greet attendees in front of the registration area during peak times

### Logo and company recognition

- Your company name and logo prominently placed in the registration area
- 50-word company description and logo on the official website

### Conference exposure

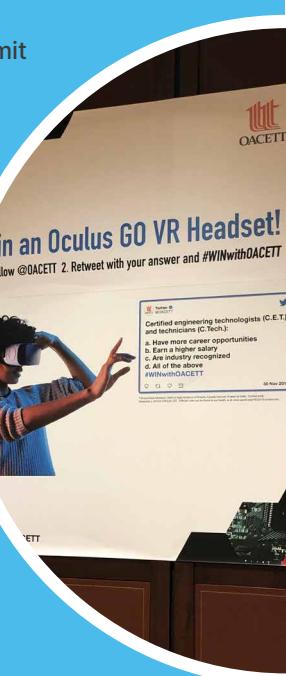
- One (1) 10' x 8' exhibit space
- Registrations:
  - Two (2) Higher Education Summit registrations, including Sunday networking reception and Monday lunch
  - Two (2) exhibit personnel passes to sessions

To be included in materials, all graphic materials and your company's completed description must be submitted immediately



For more information, contact

Loretta Piattelli | (647) 258-7684  
piattelli@collegesontario.org



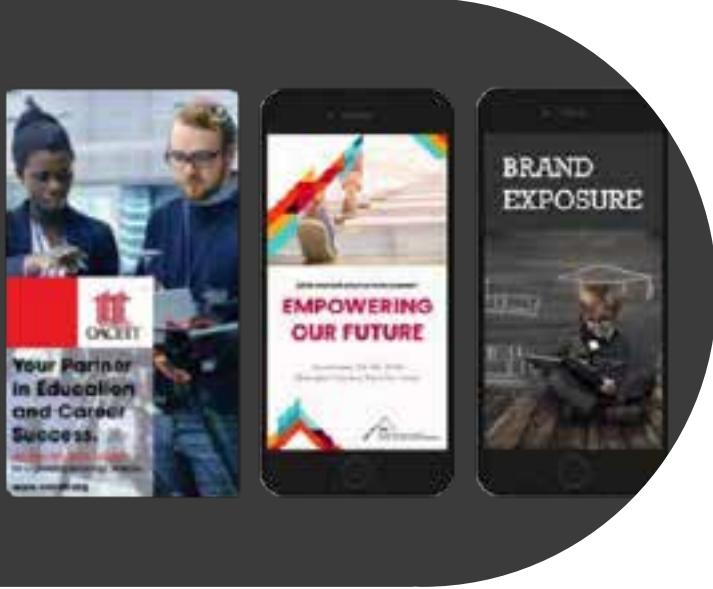
# SPONSORSHIP OPPORTUNITIES

SOLD

## Mobile App Sponsor \$10,000 (1 available)

With our mobile app, you will enjoy the recognition and support on-site at the conference. The app offers attendees an interactive way to connect to all aspects of the event and to each other. This valuable tool puts your company brand at the centre of the action for the entire conference. The sponsorship offers your company exposure with your company's ad on the app's splash page, reminders via app throughout the event. Visibility for this valuable sponsorship lasts throughout the duration of the summit to every attendee (500).

Note: This year, a print program will not be provided to the event. The conference program will only be available on the Higher Education Summit app.



**2022** Sheraton Centre Hotel  
November 26-28

In addition to the primary benefit package detailed on page 5, your sponsorship includes the following:

### Exclusive mobile app sponsorship

- Full-screen ad on mobile app, branded banner on all pages plus splash page logo

### Logo and company recognition

- Opportunity to send company messages thru reminders via app to attendees
- 50-word company description and logo on the official website

### Conference exposure

- One (1) 10' x 8' exhibit space
- Registrations:
  - Two (2) Higher Education Summit registrations, including Sunday networking reception and Monday lunch
  - Three (3) exhibit personnel passes to sessions

To be included in materials, all graphic materials and your company's completed ad must be submitted by October 21, 2022



For more information, contact

Loretta Piattelli | (647) 258-7684

piattelli@collegesontario.org

## SPONSORSHIP OPPORTUNITIES

2022

Sheraton Centre Hotel  
November 26-28

SOLD

### Featured Speaker Private Breakfast/ Lunch Sponsor **\$10,000**

This opportunity allows you exposure to the senior college participants, including presidents and board chairs in an intimate setting for breakfast or lunch with our featured speaker (subject to availability).

**In addition to the primary benefit package detailed on page 5, your sponsorship includes the following:**



For more information, contact

Loretta Piattelli | (647) 258-7684  
piattelli@collegesontario.org

#### Exclusive sponsorships

- Delivery of remarks (1 min.) and the introduction of the guest at breakfast or lunch (audience of approximately 60)
- Invite five (5) guest to breakfast or lunch
- Company may display own materials and banners (brochures and/or company promo items) during session time.

#### Logo and company recognition

- Your company name and logo prominently placed in the breakfast room
- Full-screen ad on mobile app, plus splash page logo recognition, as well as throughout the app
- 50-word company description and logo on the official website

#### Conference exposure

- One (1) 10' x 8' exhibit space
- Registrations:
  - Five (5) guest passes to the private breakfast/lunch
  - Two (2) Higher Education Summit registrations, including Sunday networking reception and Monday lunch
  - Two (2) exhibit personnel passes to sessions



# SPONSORSHIP OPPORTUNITIES

1 SOLD

## Silver Sponsor – Concurrent Sessions \$10,000 (4 available)

In addition to the primary benefit package detailed on page 5, your sponsorship includes the following:

### Exclusive sponsorship of one of the following sessions (of your choice):

- Pre-conference sessions (4): Governance, Orientation, Leadership symposium, Student governor workshop
- Conference sessions (6): Everyday Resiliency in Ever, Leading a hybrid world and more
- Sunday: Two (2) Governance sessions, Facilitator: Victoria Prince
- Delivery of remarks (1 min.) and the introduction of the speaker(s) on stage. (audience of approximately 100-150)



For more information, contact

Loretta Piattelli | (647) 258-7684  
piattelli@collegesontario.org

**2022** Sheraton Centre Hotel  
November 26-28

- Sunday: Company may display own materials (brochures and/or company promo items) during session time

### Logo and company recognition

- Company name and logo at the entrance and on-screen in session room
- Company name posted with title of the sponsored session on app and official website program
- 50-word company description and company logo with website link on the official website

### Conference exposure

- One (1) 10' x 8' exhibit space
- Registrations:
- Two (2) Higher Education Summit registrations
- Two (2) exhibit personnel passes to sessions

To be included in materials, all graphic materials and your company's completed ad must be submitted by October 21, 2022. Sessions are assigned on "first-sponsored, first-assigned" basis once the program becomes final.

### Victoria Prince

Partner, Borden Ladner Gervais



### Garry Watanabe

Principal trainer

### Robyne Hanley-Dafoe

Psychology and Education Instructor

## Delegate Bag Sponsor \$10,000 (1 available)

Make a strong impression at the Higher Education Summit. Each delegate will receive a delegate bag branded with your company logo. A great way to advertise - this bag with your logo will be used and seen throughout the two-day event and after the conference. **In addition to the primary benefit package detailed on page 5, your sponsorship includes the following:**

### Exclusive delegate bag sponsorship

- Company name and logo printed on the official Higher Education Summit bag (400)



For more information, contact

Loretta Piattelli | (647) 258-7684  
[piattelli@collegesontario.org](mailto:piattelli@collegesontario.org)

### Logo and company recognition

- Company name posted with title of the sponsored session on app and official website program

### Conference exposure

- One (1) 10' x 8' exhibit space
- Registrations:
  - Two (2) Higher Education Summit registrations, including Sunday networking reception and Monday lunch
  - Two (2) exhibit personnel passes to sessions

To be included in materials, all graphic materials and your company's completed ad must be submitted by October 21, 2022.

## Pre-conference Welcome Reception Sponsor \$10,000 (1 available)

The private welcome reception will be held in Club West on the 43rd floor of the Sheraton Centre Toronto Hotel on **Saturday, November 26 from 4 p.m. to 5:30 p.m.**

The reception will captivate your guests, the college board members and senior staff (90+) with the beautiful view of the city.

An assortment of appetizers, small plates, non-alcoholic and alcoholic beverages will be served.



For more information, contact

Loretta Piattelli | (647) 258-7684

[piattelli@collegesontario.org](mailto:piattelli@collegesontario.org)

### Exclusive welcome reception sponsorship

- Delivery of welcome remarks (1 min.) and the introduction of the guest at breakfast (audience of approximately 60)
- Sponsors will have the title to this event
- Ten (10) complimentary guest passes to the welcome reception
- Display your banner in the reception room
- Sponsor promoted throughout the Saturday sessions (good governance and board chairs/vice-chairs sessions), during the private welcome reception, in conference materials and at the venue
- Sponsor logo will be displayed on the screens for high visibility leading up to the reception and during the conference
- Add your company brochure in the delegates' session folder (100)\*
- Distribute your promo items (sponsor provided) to the senior-level college attendees at the Sunday sessions

BONUS: Confirm your sponsorship by October 21 and your sponsored reception will be posted on the College Board/Leadership Excellence program newsletters.

### Logo and company recognition

- Company name and logo at the entrance and in the room
- Company name posted with title of the sponsored session on app and official website program

### Conference exposure

- Registrations:
  - Ten (10) guest passes to the Saturday pre-conference welcome reception following the sessions
  - Two (2) Higher Education Summit registrations, including Sunday networking reception and Monday lunch

To be included in materials, all graphic materials and your company's completed ad must be submitted by October 21, 2022.

## Sunday Networking Reception Sponsor **\$10,000 (1 available)**

### Charity organization brand alignment

The Sunday networking reception will be held in the exhibit hall on the lower concourse of the Sheraton Centre Toronto Hotel on **Sunday, November 27 from 4:45 p.m. to 6:00 p.m.**

During the networking reception, we will announce that this year, The Higher Education Summit will be supporting Food4Kids, a charitable organization providing healthy food for kids with limited or no access to food on weekends or during the summer months. Conference participants will be encouraged to increase their expo participation, as a donation will be made to Food4Kids for each booth they visit. Sponsorship of this reception will showcase your company alongside a great cause.



For more information, contact

Loretta Piattelli | (647) 258-7684

[piattelli@collegesontario.org](mailto:piattelli@collegesontario.org)

The reception will allow guests a chance to relax and reconnect before heading out on the town.

An assortment of appetizers, small plates, nonalcoholic and alcoholic beverages will be served.

#### Exclusive networking reception sponsorship

- Sponsors will have the title to this event
- This reception will also highlight our fundraising endeavor in support of Food4Kids
- Ten (10) complimentary passes to the networking reception
- Display your banner in the exhibit hall entrance
- Sponsor promoted throughout the Sunday sessions, in conference materials and at the venue
- Sponsor logo will be displayed on in-room screens for high visibility during the reception
- Distribute your promo items (sponsor provided) to the all delegates of the Higher Education Summit

**BONUS:** Confirm your sponsorship by October 21 and your sponsored reception will be posted on the College Centre website.

#### Logo and company recognition

- Company name and logo at the entrance and in the room
- Company name posted with title of the sponsored session on app and official website program

#### Conference exposure

- Registrations:
- Ten (10) guest passes to your sponsored reception following the sessions
- Two (2) Higher Education Summit registrations, including Monday lunch

To be included in materials, all graphic materials and your company's completed ad must be submitted by October 21, 2022.

## SPONSORSHIP OPPORTUNITIES

2022

Sheraton Centre Hotel  
November 26-28

SOLD

### Wi-Fi Sponsor \$8,000 (1 available)

Gain great visibility and get everyone connected as the official Higher Education Summit Wi-Fi sponsor. Make valuable connections with this opportunity to build your brand by providing Wi-Fi access to all attendees throughout the event. **In addition to the primary benefit package detailed on page 5, your sponsorship includes the following:**

#### Exclusive Wi-Fi sponsorship

- Your corporate name used as the password on the splash page to access Wi-Fi
- Wi-Fi code signage with your company logo



For more information, contact

Loretta Piattelli | (647) 258-7684  
[piattelli@collegesontario.org](mailto:piattelli@collegesontario.org)

#### Logo and company recognition

- Company-branded Wi-Fi access information listed on the screen
- Logo on the display sponsor page, to be showcased on-site at the event

#### Conference exposure

- One (1) 10' x 8' exhibit space
- Registrations:
  - Two (2) Higher Education Summit registrations, including Sunday networking reception and Monday lunch
  - Two (2) exhibit personnel passes to sessions

To be included in materials, all graphic materials and your company's completed ad must be submitted by October 21, 2022.



## Hotel Key Cards Sponsor **\$7,500** **(1 available)**

A popular sponsorship opportunity, branded room key cards are distributed to all summit registrants staying at the hotel. Increase the brand recognition of your organization by placing your company name/logo on each room key. Every time the guest enters his or her room, the guest is reminded of your company. Give visitors vital information at their fingertips—right on their hotel key cards. Include your booth number, a marketing message or a special offer. Key cards are seen an average of five to eight times a day and are a powerful marketing tool.

In addition to the primary benefit package detailed on page 5, your sponsorship includes the following:

### Exclusive branded key card sponsorship

- Custom company-branded room key cards distributed to all summit registrants staying at the hotel (graphics provided by sponsor)

### Logo and company recognition

- Company logo with website link on the official website and app

### Conference exposure

- One (1) 10' x 8' exhibit space
- Registrations:
  - One (1) Higher Education Summit registration, including Sunday networking reception and Monday lunch
  - Two (2) exhibit personnel passes to sessions

To be included in materials, all graphic materials and your company's completed ad must be submitted by October 21, 2022.



For more information, contact

Loretta Piattelli | (647) 258-7684

piattelli@collegesontario.org

## SPONSORSHIP OPPORTUNITIES

SOLD

### Monday Breakfast Sponsor \$7,500 (1 available)

Breakfast is the most important meal of the day, so what better way to introduce your brand by getting attendees to think about your organization first thing in the morning! This unique breakfast opportunity is designed to drive traffic into the exhibit hall. Breakfast stations will be placed close to your company booth for added exposure. In addition to the primary benefit package detailed on page 5, your sponsorship includes the following:

#### Exclusive breakfast sponsorship

- Customized signage on breakfast tables (attendance 500)
- Customized signage in breakfast area



For more information, contact

Loretta Piattelli | (647) 258-7684

piattelli@collegesontario.org

2022

Sheraton Centre Hotel  
November 26-28

- Opportunity to provide company giveaways at the breakfast
- Opportunity to place collateral material and signage in this area during breakfast

#### Logo and company recognition

- Company logo with website link on the official website

#### Conference exposure

- One (1) 10' x 8' exhibit space
- Registrations:
  - One (1) Higher Education Summit registration, including Sunday networking reception and Monday lunch
  - Two (2) exhibit personnel passes

To be included in materials, all graphic materials and your company's completed ad must be submitted by October 21, 2022.

“  
**There are lots of opportunities for networking and meeting new people in the college environment.**  
”

## Coffee/Tea Station Sponsor (1 available)

## Hydration Station Sponsor (1 available)

**\$7,000 each**  
**\$10,000 for both**

One thing our delegates have in common is that they love coffee and staying hydrated. Stations are placed in the exhibit hall and are available throughout the day. The station is designed to drive traffic into the exhibit hall and to your booth. **In addition to the primary benefit package detailed on page 5, your sponsorship includes the following:**

### Exclusive coffee/tea or hydration station sponsorship

- Logo on coffee and tea dispenser or on hydration-station dispensers of naturally

flavoured water, available throughout the day

- Station will be placed close to your booth in the exhibit hall

### Logo and company recognition

- Company logo with website link on the official website

### Conference exposure

- One (1) 10' x 8' exhibit space
- Registrations:
  - One (1) Higher Education Summit registration, including Sunday networking reception and Monday lunch
  - Two (2) exhibit personnel passes to sessions

**Purchase both sponsorships (coffee/tea and hydration station) at the special price of \$10,000 and receive two (2) tickets to the Higher Education Summit, plus custom-branded water cups.**

To be included in materials, all graphic materials and your company's completed ad must be submitted by October 21, 2022



For more information, contact

Loretta Piattelli | (647) 258-7684  
piattelli@collegesontario.org

## **SPONSORSHIP OPPORTUNITIES**

# 2022 Sheraton Centre Hotel November 26-28

# Bronze Sponsor

## \$6,000

### (unlimited availability)

Enjoy the benefits of being a sponsor and an exhibitor at the summit. **Bronze sponsors will receive the following primary benefits package:**

## **Logo and company recognition**

- Verbal acknowledgment by the presiding chair, thanking your company
  - Sponsorship recognized on all signage and social media (email teasers)
  - Company logo on the official website sponsor page for an entire year following the event
  - Company logo with website link on the official website's sponsor page

## Conference exposure

- Your company branded item (no paper) placed in all delegate tote bags (500 pieces required)



- One (1) 10' x 8' exhibit space
  - Registrations:
    - One (1) Higher Education Summit registration, including Sunday networking reception and Monday lunch
    - Two (2) exhibit personnel pass

To be included in materials, all graphic materials and your company's completed ad must be submitted by October 21, 2022.

## Networking Break Sponsor \$5,000 (2 shared sponsorships available)

Gain increased exposure with delegates by sponsoring the networking breaks. Each break takes place outside the main conference room. Company signage is visible during this casual time when delegates mingle. The networking breaks take place **on Monday in the morning and afternoon.**

### Exclusive networking break sponsorship (2 shared)

- Signage displayed in the conference foyer before and during the break
- Signage with corporate logo displayed in food and serving areas
- Moderator of the session preceding the break will thank the networking break sponsor
- Opportunity for promotional material availability and/or giveaways to conference delegates

### Conference exposure

- Company logo on the official website sponsor page for an entire year following the event
- Registrations:
  - One (1) Higher Education Summit registration, including lunch (not included: Sunday networking reception, exhibit space and placement of promo item in delegate bag)



“  
**Great energy and activities; lots of good food, too.**  
”

For more information, contact

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piattelli@collegesontario.org

## Additional Opportunity Inserts for Delegate Bags **\$2,000**

Make sure that every attendee has your company's information. Have your promotional item placed in the conference tote bag distributed to each conference registrant.

It's a highly effective way to guide attendees to your booth in the exhibit hall. Simply provide us with the promotional item and we will insert it into each delegate bag and distribute the bags to all the delegates.



For more information, contact

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piattelli@collegesontario.org

Note: This is not considered a sponsorship opportunity — none of the primary benefits listed on page 5 apply to this opportunity.

Quantity required: 500 inserts

To be included in materials, your sponsorship must be submitted by October 21, 2022.

## EXHIBITS

Launch new products and services. Create demand by demonstrating your latest innovations and speaking face to face with the hard-to-reach decision-makers that the Higher Education Summit attracts.

Our main focus is driving attendees to your booth and into the exhibit hall. We design exhibit hall giveaways and prizes that are unique and exciting for conference participants. We are also bringing the delegates right in the exhibit hall for all breaks, the speakers' book signings, Sunday themed lunch and reception, Monday breakfast and breaks.

For more information, please contact:

Loretta Piattelli  
Sponsorship, advertising and exhibit sales  
(647) 258-7684  
[piattelli@collegesontario.org](mailto:piattelli@collegesontario.org)



For more information, contact

Loretta Piattelli | (647) 258-7684  
[piattelli@collegesontario.org](mailto:piattelli@collegesontario.org)

## Exhibitors will enjoy these benefits (and many more):

- Exhibit space – 8' x 10'
- One (1) draped and skirted table (6' x 30") and two (2) chairs
- One (1) electrical outlet provided
- One (1) wireless internet connection
- Two (2) badges for exhibit personnel
- One (1) Higher Education Summit registration
- Exhibitor listing on the official website, with a link to your company website that will remain posted online for an entire year
- Exhibitor listing on the official conference app

### Plus on Sunday!

Kickoff lunch

Networking evening reception

The lunch provides perfect networking opportunities for delegates and exhibitors. Please visit the Higher Education Summit website to view the details.

### The digital exhibitor passport

A creative way to encourage traffic to your booth and engage visitors while discussing your company's products and services.

Using their conference mobile app, participants will visit your booth and use their phones to take a scan of a provided QR code. At the close of the conference, the much-awaited prize draw (value \$500) takes place. The eligibility to win is based on participants having visited as many of our exhibitors as possible.

### Company listing on website

Your company listing with a link will remain posted on the conference's official website for the entire year following the event, to ensure that people who want to find you can do so.

### Free registration to all educational sessions

Network while learning by attending – free of charge – all presentations offered during Monday of the event.

To be included in materials, all graphic materials must be submitted by October 21, 2022 All prices are quoted in Canadian dollars and 13% HST applies to all prices.



For more information, contact

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piattelli@collegesontario.org

“Really well-chosen exhibitors. Most were very relevant to my interests. I spent more time speaking with them and learned more than I ever have at an event like this.”

## Rate - Exhibit space **\$4,000 (\$50/sq. ft.)**

### Key Information

#### Venue

Sheraton Centre Toronto Hotel  
123 Queen Street West Toronto, Ontario

#### Show hours

Sunday, November 27 - 11:30 a.m. to 6:30 p.m.  
Monday, November 28 - 7:00 a.m. to 3:00 p.m.

#### Move in

Sunday, November 27  
8:00 am. to 11:00 a.m.

#### Move out

Monday, November 28  
3:00 p.m. to 4:00 p.m.

For each 8'x10' exhibit space



For more information, contact

Loretta Piattelli | (647) 258-7684  
piattelli@collegesontario.org

To reserve your exhibit space, discuss a sponsorship package tailored to your organization's marketing goals, or to receive additional information, please contact:

Loretta Piattelli  
Sponsorship, advertising and exhibit sales  
(647) 258-7684  
piattelli@collegesontario.org

Exhibit pricing is quoted in Canadian dollars and 13% HST applies.



## Show Floor Traffic Builders

### Exclusive hours

Dedicated exhibit hours provide delegates ample opportunities to meet with you to learn about your products and services.

### Food functions

To increase traffic, the breakfast, networking breaks and lunch on the Monday of the event are situated within the exhibit hall. Be sure to use this time to network with delegates while they are on the floor.

### Draws and giveaways

Drive traffic to your booth and gather important attendee leads. Donate a prize and participate on stage during the draw in the exhibit hall. Delegates will be sure to visit your exhibit space to learn about the products or services you are showcasing in return for a chance to win.

**Notify us if you would like your donated prize to be entered in the draw. Your donated draw prize worth \$500 or more will be featured on the conference website, app and program. Confirmation needed by Oct. 2, 2021.**



The summit is a great place to meet people face to face and engage with them. This is the place to do it, because everybody's here and you've got two days. They come by your booth multiple times. You have a lot of opportunities to spend quality time with each client.

For more information, contact

Loretta Piattelli | (647) 258-7684  
[piattelli@collegesontario.org](mailto:piattelli@collegesontario.org)

**THANK YOU TO ALL RECENT  
SPONSORS AND EXHIBITORS OF  
THE HIGHER EDUCATION SUMMIT.**

**2022** Sheraton Centre Hotel  
November 26-28



# Sponsor and Exhibitor Participant Form

November 27 - 28, 2022 | Sheraton Centre Toronto Hotel



## Contact Information

Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Company name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ Province: \_\_\_\_\_ PC: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Fax: \_\_\_\_\_  
Email: \_\_\_\_\_  
Website: \_\_\_\_\_

## Payment Information

Total Amount Due: \$\_\_\_\_\_  
 Enclosed is my cheque made payable to Colleges Ontario  
 Visa     MasterCard     American Express  
 EFT (contact [finance@collegesontario.org](mailto:finance@collegesontario.org) for EFT info)

Credit card no. \_\_\_\_\_

Name on card: \_\_\_\_\_

Exp. date: \_\_\_\_\_ / \_\_\_\_\_ VAL code: \_\_\_\_\_

Billing address: \_\_\_\_\_

City: \_\_\_\_\_ Province: \_\_\_\_\_ PC: \_\_\_\_\_

Authorized signature: \_\_\_\_\_

Date: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_

I hereby allow Colleges Ontario to charge my credit card

\$\_\_\_\_\_ CAD.

## Opportunities

<input type="checkbox"/> Diamond Sponsor (keynote speaker)	\$40,000
<input type="checkbox"/> Platinum Sponsor (plenary opening session)	\$20,000
<input type="checkbox"/> Gold Sponsor (plenary session)	\$15,000
<input type="checkbox"/> Elevator Wrap Sponsor	\$15,000
<input type="checkbox"/> Kickoff Sunday Lunch Sponsor	\$15,000
<input type="checkbox"/> Sunday Networking Reception	\$10,000
<input type="checkbox"/> Registration Sponsor	\$10,000
<input type="checkbox"/> Mobile App Sponsor	\$10,000
<input type="checkbox"/> Keynote Private Breakfast/Lunch Sponsor	\$10,000
<input type="checkbox"/> Silver Sponsor (Concurrent session)	\$10,000
<input type="checkbox"/> Delegate Bag Sponsor	\$10,000
<input type="checkbox"/> Pre-Conference Welcome Reception Sponsor	\$10,000
<input type="checkbox"/> Wi-Fi Sponsor	\$8,000
<input type="checkbox"/> Hotel Key Cards Sponsor	\$7,500
<input type="checkbox"/> Monday Breakfast Sponsor	\$7,500
<input type="checkbox"/> Coffee/Tea Station* Sponsor	\$7,000
<input type="checkbox"/> Hydration Station* Sponsor	\$7,000
<input type="checkbox"/> *Discounted price for both refreshments	\$10,000
<input type="checkbox"/> Bronze Sponsor	\$6,000
<input type="checkbox"/> Networking Break Sponsor	\$5,000
<input type="checkbox"/> Exhibitor (\$4000 + HST)	\$4,520
<input type="checkbox"/> Delegate Bag Insert	\$2,000

Email/mail completed contract and credit card/cheque payment to:

Loretta Piattelli

Colleges Ontario, 130 Queens Quay East, Suite 606, Toronto, Ontario M5A 0P6

Phone: (647) 258-7684 | Fax: (647) 258-7699 | Email: [piattelli@collegesontario.org](mailto:piattelli@collegesontario.org)

### Disclaimer

Agreement: Sponsorship reservations are made on a first-come, first-served basis based on the date your reservation form is received.

Cancellations: All sponsor fees are non-refundable. Any monies due per contract are payable regardless of cancellation.

By signing below, I confirm I am authorized to place this order and agree to all terms and conditions stated on the pages of the contract form. I understand this is a non-refundable transaction.

In the event that a sponsor breaches contract or fails to pay as required, the sponsor will be liable for all attorney fees and court costs incurred by Colleges Ontario in recovering for breach of contract or failure to pay. By signing below, I acknowledge I have read and agree to the terms outlined above.

Authorized Representative Name: \_\_\_\_\_ Signature: \_\_\_\_\_

Title: \_\_\_\_\_ Date: \_\_\_\_\_

**For more information, contact:**

**LORETTA PIATTELLI**  
**[piattelli@collegesontario.org](mailto:piattelli@collegesontario.org)**  
**647.258.7684**