

Sponsorship Package

Leaders of the PACK

Leadership & Advocacy in University Continuing Education

Program Innovation **A**dvocacy **C**hange **K**nowledge



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CAUCE
Canadian Association for
University Continuing Education



**UNIVERSITY OF
SASKATCHEWAN**

Centre for Continuing
& Distance Education

Leaders of the PACK

Leadership & Advocacy in University Continuing Education

Program Innovation **A**dvocacy **C**hange **K**nowledge



May 27–30, 2012

Delta Bessborough Hotel, Saskatoon, Saskatchewan

CAUCE 2012 offers a unique opportunity to communicate a company's message to conference delegates representing university continuing education units from across Canada.

Hosted by the Centre for Continuing & Distance Education at the University of Saskatchewan in Saskatoon, CAUCE 2012 is a national conference that is expected to attract 150 deans, directors, senior administrators and practitioners whose professional careers are in the field of university continuing education. The conference focuses on the leadership and advocacy roles of university continuing educators to draw the academy into new ways of teaching, learning and engaging with the community. The themes of the conference are Program Innovation, Advocacy, Change and Knowledge (PACK)—all factors that help us navigate the changing world of university continuing education.

CAUCE 2012 will be hosted at the Delta Bessborough Hotel in Saskatoon. Exhibitor booths are limited in number and will be located directly outside the keynote session room in order to maximize the exposure of conference delegates to exhibitor displays.

Exhibitor set-up will be the afternoon of Sunday, May 27, 2012.

Exhibitor Hall will be open Monday and Tuesday, May 28 & 29, 2012, from 8:00 am to 4:30 pm

Past CAUCE conferences have attracted support from:

- Registration and database management software and services
- Educational equipment, software and services
- Consulting, training and development services
- Educational program design
- Educational publishing
- Marketing and promotion services



Sponsorship Opportunities

2012 Sponsor Levels & Recognition

	GOLD \$5000 +	SILVER \$2500 +	BRONZE \$1000 +	OTHER
Opportunity for a brief presentation to delegates	✓			
High-profile recognition in conference program and website	✓			
Link to sponsor website from conference website	✓	✓		
Designated sponsor for major conference element	✓			
Verbal recognition at conference	✓	✓		
Company literature or gift item in delegate bags	✓			
Signage at the conference	✓	✓		
Complimentary conference passes	2	1		
Extra Banquet Tickets	2	1		
Exhibitor space, including internet access	✓	✓	✓	
Listing in conference program and website	✓	✓	✓	
Advertising in conference program	✓			✓
Sponsorship of major conference elements (fee negotiated individually)	✓			✓

2012 Advertising Opportunities

We are currently accepting advertisements to appear in our final conference program which will also be available for download on our conference website. Please contact us for details—shannon.sofko@usask.ca.

www.cauce-conference.ca





SPONSORSHIP APPLICATION

Yes, my organization would like to support CAUCE 2012 at the Delta Bessborough Hotel in Saskatoon (May 27 to 30) as a (choose one of the following categories):

Gold (\$5000+) Silver (\$2500+) Bronze (\$1000+)

Company Name (as to be shown on promotional material):

Address:

City: _____ Province: _____ Postal Code: _____

Phone: _____ Fax: _____

Email:

Company Contact: _____ Date: _____

Method of Payment

Do you require an invoice? Yes No

Name of Contact:

Cash Cheque/Money Order MasterCard VISA American Express

Card Number: _____ Expiry Date: _____

Name of Cardholder (please print):

Signature of Cardholder:

For more information or to return a completed application form, please contact:

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