



## **EXHIBIT at the OURA 2018 CONFERENCE!**

**February 15, 2018**

**Toronto Marriott Downtown Eaton Centre Hotel**

**(See Separate Sponsorship Package)**

**Promote your product and/or service and enhance your profile with decision-makers from all Ontario Universities by exhibiting at the OURA 2018 Conference.**

The Ontario University Registrars' Association (OURA) Annual Conference attracts university admissions (undergrad and graduate), recruitment, records and systems, financial assistance, scholarship/awards, academic advising, scheduling, examinations, convocation, and other postsecondary professionals for a comprehensive and diverse selection of presentations and plenary sessions along with effective networking opportunities in a focused 3-day format. A key focus of the Conference is the sharing of innovative ideas and initiatives among Ontario university colleagues – including the latest products and services available from vendors and suppliers to the university community. Take advantage of this unique opportunity to share your products, services, and expertise with university admissions decision-makers from across the province.

The Conference is scheduled for February 14-16, 2018 at the Toronto Marriott Downtown Eaton Centre Hotel. **The Exhibits will be held on Thursday, February 15<sup>th</sup> only.** This minimizes exhibitor costs while maximizing exposure to OURA 2018 delegates.

### **Conference Attendees:**

We've broken attendance records in the last three years and expect more than 280 delegates in 2018! OURA members from Ontario universities meet annually to discuss innovative practices and initiatives, and to share knowledge and ideas on administrative and marketing tools, enrolment management trends and business practices. Delegates from some of Ontario's college admissions offices also take part along with a small number of university/college representatives from across Canada.

### **Who Should Participate in the Trade Show?**

- Information Technology providers
- Service providers
- Administrative and marketing software companies
- Enrolment management companies
- Companies whose products or services are of interest to university admissions and enrolment management personnel

**OURA 2018 is an excellent opportunity to raise your company profile and connect with registrarial professionals. Plan now to exhibit at the OURA Conference in February 2018!**

**NEW!** Based on Exhibitor feedback, we've revamped the floorplan (attached) to maximize the number of booths in high traffic areas. (Booth locations are sold on a first-come, first-served basis).

**As an Exhibitor, your \$1,100 fee includes:**

- 8'x8' draped booth space (8' draped back wall and 3' draped side walls) in high traffic area (refreshment breaks and end-of day reception are in exhibit area).
- 2 chairs, one 6' table and electrical power (standard double outlet) per 8'x8' booth
- Exhibit area **is carpeted**.
- Complimentary Wi-Fi
- Up to TWO tickets for your booth personnel to attend the breakfast AND delegate lunch as well as the Plenary session on Thursday, February 15, 2018.
- Company listing, logo and 75-word description on the Conference APP and on the Conference website.
- 20 complimentary trade show passes to distribute to your external partners, customers, and prospects for admittance to the OURA Exhibition.
- Comprehensive electronic Exhibitor Handbook to assist in making your trade show experience hassle-free.
- General Security provided from move-in to move-out.
- A list of OURA 2018 delegates **available one-week prior to the Conference** (usage restrictions apply)
- **SPONSORSHIP opportunities are available for exhibitors including the opportunity to present a session in the VENDOR track of the OURA Conference Program** (see separate **SPONSORSHIP OPPORTUNITIES** document and note submission deadline of **November 20<sup>th</sup>** for Vendor Sessions to be included in the program).

## **Exhibit Schedule\*:**

### **Wednesday, February 14, 2018**

**Move-in:** 7:00 pm – 9:00 pm

### **Thursday, February 15, 2018**

**Move-in continues:** 6:30 am – 9:00 am

**Trade Show Open:** 10:00 am – 5:30 pm

**Plenary Session:** 9:00 am – 10:00 am

**Closing Exhibit Reception and Vendor Prize Draws:** 4:30 – 5:30 pm

**Move-out:** 5:30 pm – 6:30 pm

\*Subject to Change

**Refreshment breaks** and a **reception** will be held in the Exhibit area on Thursday, February 15. Exhibitors are welcome to meet with OURA delegates or other potential clients who may not be attending OURA (using free passes provided) at any other times throughout the day.

**Exhibitors will have an opportunity to participate in prize draws during the reception (optional).**

Your comprehensive *Exhibitor Handbook*, with details regarding final move-in times, show rules and regulations, Conference program and supplier order forms, will be sent by email to you in early January.

**Reserve today! Space is allotted on a first-come, first-served basis. OURA will reserve your space upon receipt of your signed contract and payment in full. The deadline to register as an exhibitor is December 15, 2017.**

For further information or to book your exhibit space, **contact [Jeannie Boyes](#)**, JB Productions, or complete and submit the attached registration form.