



Ontario University Registrars' Association

2018 Conference – February 14-16, 2018
Toronto Marriott Downtown Eaton Centre Hotel

SPONSORSHIP OPPORTUNITIES

Sponsor the OURA 2018 Conference and enhance your profile with decision-makers from Ontario universities!

The OURA Annual Conference attracts senior managers and decision-makers from universities across Ontario in this premier event where members meet to discuss innovative practices and initiatives, and to share knowledge and ideas on administrative and marketing tools, enrolment management trends and business practices. This annual Conference provides a unique opportunity for sponsors and exhibitors to share their products, services and expertise with senior representatives from the areas of admissions (undergraduate and graduate), scholarships and awards, records & systems, recruitment, academic advising, scheduling, examinations, convocation and other registrarial professionals involved in postsecondary education.

The 2018 Conference is scheduled for February 14-16, 2018 at the Toronto Marriott Downtown Eaton Centre Hotel. The theme of the 2018 Conference is *Collaborating in Changing Times*.

Conference Attendees:

We've broken attendance records in the last three years and expect more than 280 delegates in 2018, including delegates from all Ontario universities, some Ontario colleges, and others from postsecondary education across Canada.

Sponsorships Available:

We invite your company to enhance your profile and connect with OURA decision-makers in 2018 by sponsoring one of the following key aspects of the Conference.

Entitlements specific to a sponsorship are listed below each sponsorship option. In addition, every sponsor will receive the following:

- Company name and hyperlink on the Conference website once sponsorship is confirmed
- Recognition in the Conference App (**new for 2018!**)
- Logo signage at sponsored event (if applicable)
- Post-Conference attendee list (usage restrictions apply)
- One complimentary registration to the Conference (unless otherwise indicated)

The following sponsorship opportunities are available on a first-come, first-served basis. **Please complete the [Sponsorship/Exhibitor Form](#) and submit as soon as possible or by **December 15, 2017** to secure your sponsorship.** Please contact [Jeannie Boyes](#), JB Productions if you have questions or wish to discuss your potential sponsorship.

NEW for 2018: CONFERENCE APP

We're rolling out an OURA Conference APP for 2018. The following sponsorship options are available. If you choose the Exclusive option, you will be the only App sponsor! Book early to secure your sponsorship!

APP Sponsorship – Exclusive (one only) - \$3500

Get maximum exposure to delegates with this new and exciting opportunity to reach the 2018 delegates. Your company logo and link will appear on the App home screen seen by every delegate each time they access the app. We'll give your company banner ads on multiple App pages and you'll get top billing in the Exhibitor list with links to your company's website and profile. This is a new and exciting opportunity.

Entitlements:

- Logo and link on App home page
- Multiple banner ads throughout the App (final number and location TBC once App is finalized).
- Top Billing in Sponsor/Exhibitor List
- Key location for logo on Conference banner signage
- 2 minutes to speak to delegates prior to a Conference Plenary session
- All other entitlements as indicated.

APP Sponsorship – Shared (3 available) (available if Exclusive option above not already sold) – 3x\$900

Be one of three key sponsors to share sponsorship of the APP. You'll have top listings on the Exhibitor page and receive 1 rotating banner ad with a link, on a key App page.

- Prime listing on Exhibitor/Sponsor page
- Rotating banner ad with link to your company website located on key App page
- Prime location for logo on Conference banner signage
- One complimentary insert in delegate registration bag

Registration Bag – \$2,800

Get maximum exposure! We'll put your logo along with the OURA logo on the delegate carry-all given to each delegate so it's one of the first things delegates see. We'll package important Conference information in this carry-all used by attendees during the Conference and after.

- Your logo on the Conference bag
- Sponsor may include 1 promotional brochure in each Registration Bag
- Favourable placement of logo on Conference banner signage

Reception – \$2800

Your sponsorship will help provide delicious food and refreshments for the Reception in the Exhibit Area on February 15 (4:30pm – 5:30 pm).

- Logo signage at the reception
- Your representative can bring brief greetings (2 min) at the event
- Sponsor may distribute promotional material at the event
- Favourable logo placement on Conference banner signage

Opening Breakfast/Plenary Speaker – \$2,500

Give your company maximum exposure as the official sponsor of the Opening breakfast and Plenary Session speaker. The event features a delicious breakfast followed by the Plenary Speaker to kick-off the 2018 Conference. OR sponsor the Friday breakfast and Plenary Speaker (same entitlements apply).

- Logo signage at the event and on Conference banner signage
- Sponsor can place an insert in the Conference registration bag
- Sponsor may distribute one promotional item at the event (at Sponsor's expense)
- Sponsor may introduce the Plenary Speaker

Conference Badge Holder/Lanyard – \$2200

All attendees will be wearing this custom lanyard designed with your logo to hold their official Conference badge throughout the Conference.

- Custom lanyard with your logo that holds official Conference badge
- Favourable logo placement on Conference banner signage
- Acknowledgement on the Conference APP

Vendor Presentation in Vendor Track of Program – \$1200 per session*

*Due to significant interest, OURA is once again implementing a VENDOR TRACK in the Program. The fee includes a 60-minute timeslot for your company to present a session about your product/service on the Conference program. This opportunity allows the vendor to talk about their product/service and do a demo if applicable. Note that the session must be relevant for OURA delegates. **A limited number of timeslots are available on Thursday, February 15, 2018 only.** The fee includes:*

- 60-minute timeslot to make a presentation – available on a first-come, first-served basis
- 30% discount on exhibit booth in OURA Exhibit area with purchase of a vendor session.
- Session description included on Conference website and on Conference APP. Pre-registration for session will be part of the Registration process (minimum registration cannot be guaranteed). A list of attendees will be provided one week prior to the session.
- * Includes 1 one-day Conference registration (for the day of the presentation) – does not include Full Conference registration

Proposals for Vendor Track Sessions must be received no later than November 20, 2017 so that submissions may be evaluated, and approved sessions included in the on-line program advertised to potential delegates.

Refreshment Break* (5 sponsorships available) – \$1,600

Your sponsorship will include refreshments and specialty “thirst aid” in the form of upgraded beverages (ex: cider, lemonade, hot chocolate etc.) during one of the refreshment breaks on Wednesday, Thursday, or Friday.

- Logo signage at the sponsored break
- Acknowledgement on the Conference App

* Sponsorship does not include complimentary Conference registration

If you would like to sponsor something at OURA 2018 that does not appear on this list, or to discuss your sponsorship in detail, please contact: Jeannie Boyes, JB Productions by phone (519 725-1144) or [email](#).