

# SEMM FORUM 2018

## STRATEGIC ENROLMENT MARKETING & MANAGEMENT

### Sponsorship Opportunities

#### About the *SEMM Forum*

The *Strategic Enrolment Marketing & Management (SEMM) Forum* is a conference designed for professionals involved in education marketing, student recruitment, student success/engagement, and enrolment management at Canadian universities and colleges.

The *Forum* provides participants with an opportunity to explore post-secondary enrolment trends and challenges, learn strategies to create an effective brand, discover effective front-line recruiting tactics, examine emerging technologies, and share expertise and best practices through networking opportunities.

More than 220 professionals attended the 2017 SEMM Forum. An even larger group is expected for the 2018 *SEMM Forum* in Toronto on November 21<sup>st</sup> & 22<sup>nd</sup>. Additional details can be found at [www.SEMMForum.ca](http://www.SEMMForum.ca).

#### The Opportunity

The *SEMM Forum* provides an unparalleled opportunity to develop your relations with key contacts at Canada's universities and colleges.

Sponsors are given excellent exposure with delegates through a variety of recognition opportunities including branding on the *Forum* website and conference program, distributing materials in the registration packages, and participation in the networking breaks and a cocktail reception. Sponsors are also given the opportunity to provide special registration discounts to their clients and contacts.

A limited number of exhibitor opportunities are also available and restricted to sponsors only.

## Registration Included

The most effective way to communicate about your services with current and potential clients is through direct dialogue. Therefore all sponsorship options include at least one full registration to participate as a delegate at the *Forum*. Additional registrations can be purchased by sponsors at a discounted rate of \$550.

## Who Will Be There

**The *SEMM Forum* attracts participants from universities and colleges across Canada.** We anticipate more than 230 participants at the 2018 Forum.

Here are some of the job titles of those that attended the past *SEMM Forums*:

- Assistant Director, Student Recruitment
- Associate Director Marketing & Undergraduate Recruitment
- Associate Registrar
- Associate Vice-President, Student Affairs
- Chief Recruitment Officer
- Dean, Business School
- Director, Enrolment
- Director of Admissions
- Director of Marketing
- Director of Student Services
- Director, Office of the Dean, School of Graduate Studies
- Executive Coordinator, Enrolment Management Strategy
- International Student Recruiter
- Liaison Officer
- Manager of Student Services & Athletics
- Manager, Communications & Webmaster
- Marketing & Recruitment Manager
- Recruitment Coordinator
- Registrar
- Senior Recruitment Officer
- Student Enrolment Officer
- Student Recruitment Strategist

## Sponsor Branding/Recognition

The benefits for sponsors include the following: branding opportunities; promotional materials distribution; networking; and a value-add offering for your clients:

### Branding

- Logo with web link on the *Forum* website ([www.SEMMForum.ca](http://www.SEMMForum.ca))
- Logo on the printed program materials
- Logo signage at sponsored activity (as applicable)

### Materials Distribution

- Printed promotional materials can be included in the registration kits
- A premium giveaway item can be included among the door prize distribution at the cocktail reception

### Networking

- Opportunities for networking include multiple 15-minute networking breaks through the day, breakfasts, lunches, and the networking reception as well as participation in discussions during the sessions

### Discount Offer for Your Clients & Contacts

- Sponsors are entitled to provide their contacts and clients with a \$50 registration discount for the *Forum*; we will provide a special unique discount code and sample text that can be used to promote this.

## Sponsorship Levels & Rates

### Core Sponsorship - \$1500

The Basic Sponsorship level includes one full *Forum* registration (all sessions, continental breakfasts, lunches, reception, etc.). It also features:

- Logo with web link on the *Forum* website ([www.SEMMForum.ca](http://www.SEMMForum.ca))
- Logo in the on-site program materials
- Opportunity to include a printed promotional information piece in the delegate registration kits
- Registration for one representative to attend the full *Forum*. (\$895 value)
- Opportunity to offer your contacts a \$50 discount off of the registration fee. (To support this, you will be provided with sample text and a special discount code.)

### **Enhanced Sponsorship - \$2100**

All the benefits of Basic Sponsorship plus:

- Recognition as sole sponsor of one of the following:
  - Breakfast
  - Lunch
  - Networking Reception
- Includes opportunity to present a 2-minute message to delegates

### **Exhibitor Space - \$650 (in addition to sponsorship)**

- Exhibit space is only available to sponsors. A limit of 9 exhibit spaces are available.

### **Additional Registrants - \$550**

- Sponsorships include one registration. Additional registrations can be purchased for \$550 and are required for all attendees or exhibitors.

*For more information, custom opportunities, or to confirm your sponsorship, please contact Katrina Kozhuro at [katrina@brainstorm.ca](mailto:katrina@brainstorm.ca).*