

SEMM FORUM 2019

STRATEGIC ENROLMENT
MARKETING & MANAGEMENT

SPONSORSHIP & EXHIBIT OPPORTUNITIES

Canada's Largest Conference
on Post-Secondary Marketing,
Recruitment & Enrolment
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.

Close to 300 professionals attended the 2018 SEMM Forum. With a larger venue and additional programming, an even larger group is expected for the 2019 *SEMM Forum* in Toronto on November 13th & 14th. Additional details can be found at 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.

Exhibits will set up in the central foyer of the conference where meals and refreshment breaks are held. Attendees will be incented to tour the booths.

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Registration Included

The most effective way to communicate about your services with current and potential clients is through direct dialogue. Therefore all sponsorship and exhibit options include at least one full registration to participate as a delegate at the *Forum*.

Who Will Be There

The *SEMM Forum* attracts participants from universities and colleges across Canada. We anticipate more than 350 participants at the 2019 Forum. Here are some of the job titles of those that attended the past *SEMM Forums*:

Associate Director, Strategic Enrolment Management
Assistant Director, Student Recruitment
Associate Registrar, Admissions & Recruitment
Associate Registrar
Associate Vice-President, Student Affairs
Chief Recruitment Officer
Dean
Director, Enrolment
Director of Admissions
Director of Marketing
Director of Student Services
Director, Office of the Dean, School of Graduate Studies
International Student Recruiter
Manager of Student Services & Athletics
Marketing & Recruitment Manager
Registrar
Student Recruitment Strategist

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Sponsor Branding & Recognition

ALL sponsorships include the following benefits: 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)
- Logo on the printed program materials
- Logo in the conference app with link to your website
- Logo signage at sponsored activity (as applicable)

Promotional 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.

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Sponsorship Levels & Rates

PLATINUM SPONSOR

\$5,000 (4 available)

Features:

- Branding as the sole sponsor of 1 keynote presenter or the cocktail reception
- 2 full registrations (\$1,890 value)
- Opportunity to present a 2-minute promotional presentation to all attendees
- 1 complimentary exhibit booth
- Logo featured on the *SEMM Forum* website, printed program, and presentation screens
- Logo, organizational description, and link to website featured in the conference app
- Opportunity to include printed promotional materials in each registration kit
- A special \$50 discount code to share with clients and contacts
- Additional registrations (optional): \$600

GOLD SPONSOR

\$4,000 (2 available)

Features:

- Branding as the sole sponsor of 1 lunch
- 1 full registration (\$945 value)
- Opportunity to present a 2-minute promotional presentation to all attendees
- 1 complimentary exhibit booth
- Logo featured on the *SEMM Forum* website, printed program, and presentation screens
- Logo, organizational description, and link to website featured in the conference app
- Opportunity to include printed promotional materials in each registration kit
- A special \$50 discount code to share with clients and contacts
- Additional registrations (optional): \$600

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SILVER SPONSOR

\$3,000 (5 available)

Features:

- Branding as the sole sponsor of 1 breakfast, refreshment breaks for 1 day, or the conference app lead sponsor (featured on app launch page and home page)
- 1 full registration (\$945 value)
- 1 complimentary exhibit booth
- Logo featured on the *SEMM Forum* website and printed program
- Logo, organizational description, and link to website featured in the conference app
- Opportunity to include printed promotional materials in each registration kit
- A special \$50 discount code to share with clients and contacts
- Additional registrations (optional): \$600

BRONZE SPONSOR with Exhibit Booth

\$1,450 (12 available)

Features:

- 1 full registration (\$945 value)
- 1 complimentary exhibit booth
- Logo featured on the *SEMM Forum* website and printed program
- Logo, organizational description, and link to website featured in the conference app
- Opportunity to include printed promotional materials in each registration kit
- A special \$50 discount code to share with clients and contacts
- Fee for additional booth reps; includes meals but no presentations (optional): \$350

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BRONZE SPONSOR without Exhibit Booth

\$1,150

Features:

- 1 full registration (\$945 value)
- Logo featured on the *SEMM Forum* website and printed program
- Logo, organizational description, and link to website featured in the conference app
- Opportunity to include printed promotional materials in each registration kit
- A special \$50 discount code to share with clients and contacts

For more information, custom opportunities, or to confirm your sponsorship, please contact Katrina Kozhuro at katrina@brainstorm.ca.

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SEMM Forum 2018 Participating Institutions:



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