

CAUCE
Canadian Association for
University Continuing Education

2019 SPONSORSHIP OPPORTUNITIES

Canadian Association for University Continuing Education
66th Annual Conference and Meeting

F  **ORGING AHEAD**
TO A BRIGHTER FUTURE
DIVERSITY AND PARTNERSHIPS IN CONTINUING EDUCATION

CAUCE CONFERENCE | MAY 29 - 31 | 2019
HAMILTON

Sponsorship Overview

Your sponsorship of the Canadian Association for University Continuing Education (CAUCE) Annual Conference and Meeting in 2019 will support creativity, collaboration, and innovation in continuing education and workplace learning through the following:

- Networking with more than 150 key decision makers (including Deans and Directors), and stakeholders in learning and research, educational technology, and entrepreneurship
- New concepts in leadership and program management
- Best practices and innovation in learning and administrative technologies
- Educational resources and frameworks in Indigenous and decolonizing programming
- New and emerging marketing trends, enrolment strategies, and student services
- Research studies and projects including case studies, comparative analyses, literature reviews, and scholarly discussions
- Insightful exchanges of experiences and strategies needed to address the transformational changes occurring in academia and the workplace today
- Promotional events involving continuing education professionals and their institutions through pre- and post-event communication strategies including publications, media exposure, and social media activities

NOTE:

Our annual conference of thought-provoking keynote speakers, presentations, and sessions is a non-profit event.

Sponsorship and Exhibitor Opportunities

PRE-EVENT

- Logo on all conference promotional materials and link on conference website.
- Logo presence on the CAUCE website and promotion via social media.

AT-EVENT

- Option to place materials (brochures/ company products) in conference bags.
- “Sponsor” designation ribbon on registration badges of company delegates.

POST-EVENT

- Logo on all post-event publications.
- Logo presence on the CAUCE website.
- Acknowledgement via social media.

Questions can be directed to the CAUCE Secretariat, 306-966-5604, cauce.secretariat@usask.ca

Organizations and groups interested in sponsorship are asked to complete the online Sponsorship Participant Form: <http://cauce.wufoo.com/forms/sponsorship-opportunities-cauce-2019/>

| LEVEL | ADDITIONAL BENEFITS |
|---|---|
| <p>Tier 1 \$7500 (1 opportunity) Prominent recognition in conference agenda and website</p> | <ul style="list-style-type: none"> • Opportunity to address audience prior to keynote speaker for five minutes and introduce keynote speaker. CAUCE will provide some speaker tips and guidelines • Prominent exhibit space at the conference (2 skirted tables + 4 chairs) • Priority logo placement on signage at prominent locations throughout venue • Special verbal recognition during introductions, President’s address, or address made by President’s designate to all attendees • Four complimentary conference passes (includes all meals and events); Additional passes at a discount • Inclusion on stamp card for Exhibitor Bingo • Electronic copy of attendee mailing list 2 weeks before conference • Post-event bonus: Mention in interviews and/or social media using sponsor’s promotional materials |
| <p>Tier 2 \$5000 (2 opportunities)</p> | <ul style="list-style-type: none"> • Opportunity to address audience for three minutes prior to keynote speaker or panel presentation. CAUCE will provide some speaker tips and guidelines • Logo placement on signage at prominent locations throughout venue • Exhibit space at the conference (1 skirted table + 3 chairs) • Special verbal recognition during introductions, President’s address, or address made by President’s designate to all attendees • Three complimentary conference passes (includes all meals and events); Additional passes at a discount • Inclusion on stamp card for Exhibitor Bingo • Electronic copy of attendee mailing list 2 weeks before conference |
| <p>Tier 3 \$3850 (3 opportunities)</p> | <ul style="list-style-type: none"> • Tier 3 level includes sponsorship of one of the following: <ul style="list-style-type: none"> • Newcomer/Opening Reception • Awards Luncheon • Evening Dinner Event • Opportunity to welcome delegates at sponsored event • Sponsorship will include custom signage and placement/distribution of materials/handouts • Exhibit space at the conference (1 skirted table + 2 chairs) • Two complimentary conference passes (includes all meals and events); Additional passes at a discount • Inclusion on stamp card for Exhibitor Bingo • Electronic copy of attendee mailing list 2 weeks before conference |

| LEVEL | ADDITIONAL BENEFITS |
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| <p>Tier 4 \$3000 (several opportunities)</p> | <ul style="list-style-type: none"> • Tier 4 level includes sponsorship of one of the following: <ul style="list-style-type: none"> • name-tag lanyards • conference bags • a breakfast, a break • Sponsorship will include custom signage and placement/distribution of materials/handouts • Exhibit space at the conference (1 skirted table + 2 chairs) • Two complimentary conference passes (includes all meals and events); Additional passes at a discount • Inclusion on stamp card for Exhibitor Bingo • Electronic copy of attendee mailing list 2 weeks before conference |
| <p>Concurrent Session Sponsor \$500 (10 opportunities)</p> | <ul style="list-style-type: none"> • Opportunity to speak for three minutes before concurrent session • Opportunity to introduce presenters • Acknowledgement before and after the session • Opportunity to place materials at the CAUCE Collaboratory <p>The CAUCE Collaboratory CAUCE members and conference attendees are exceptional collaborators. Importantly, through CAUCE, individuals can reach out to others for guidance and idea sharing. As a result of this, the CAUCE Collaboratory, a new addition to the conference located in the exhibitors area, is a physical place where you can meet and engage with colleagues during breaks and throughout the conference.</p> |

This Year's Conference Theme

The theme of this year's conference is Forging Ahead to a Brighter Future through thoughtful celebration of human diversity and strong partnerships. More specifically, continuing education makes lives better and brighter through superior programs that advance careers and enable adult learners to explore areas of interest; inclusive and effective partnerships; and championship of human diversity. Importantly, diversity in continuing education exists at many levels including how we design courses and programs; who our students and teachers are; and how we tackle real life challenges and changes in the workplace. In short, conference attendees are invited to share their experiences of partnership and diversity as, together, we create a brighter future. We hope to see you at the conference.

Please complete the online Sponsorship Participant Form found here:

<http://cauce-conference.ca/2019/sponsorship-opportunities/>

Conference Overview

Each year, the Canadian Association for University Continuing Education (CAUCE) Annual Conference and Meeting brings together continuing education professionals, researchers, faculty members and adult learners from across Canada, the United States, and the United Kingdom. The conference themes are imaginative and relevant, and presenters share their innovative work to inspire leadership in lifelong learning. We celebrate and recognize innovation and excellence in marketing materials and program development through our program and marketing awards.

In 2019, McMaster University Continuing Education is proud to host CAUCE's 66th Annual Conference and Meeting. The CAUCE conference will be held in Hamilton, ON, from May 29 to 31, 2019. McMaster University is committed to the cultivation of human potential and believes that collaboration and partnership are how we improve people's lives, contribute to fair and ethical global economies, and advance the health and well-being of the world around us. CAUCE 2019 will be about how these same goals will help us forge ahead to a brighter future.

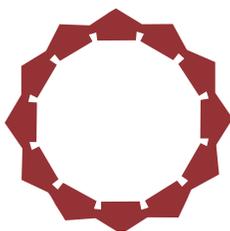
Approximately 150 continuing education leaders, administrative personnel, and practitioners from across Canada will gather at McMaster University for three days of networking and idea exchange. Keynote speakers, presenters, panelists and conference participants will engage in discussions around emerging trends in continuing education, the power of building strong and diverse partnerships, and engagement within communities to ensure individual and collective opportunity.

To learn more, visit www.cauce-conference.ca

About CAUCE

The Canadian Association for University Continuing Education is a professional association of academics, administrators, and practitioners. Advancing learning and workplace readiness in 21st century Canada, CAUCE's mission is dedicated to supporting the success of members in serving professional and adult learners and diverse learning communities by fostering best practices in lifelong teaching and learning, flexible learning models including online learning, and university community engagement.

Visit cauce-aepuc.ca



CAUCE

Canadian Association for
University Continuing Education

About McMaster University

Founded in 1887, McMaster University is one of only five Canadian universities (and one of only two in Ontario) consistently ranked among the top 100 in the world by the major global ranking systems.

A medical-doctoral, research-intensive university, McMaster is dedicated to teaching, learning, and service. In the 1960s, McMaster University pioneered the problem-based approach to learning that came to be known around the world as “the McMaster model.”

Home to more than 70 research centres and institutes, McMaster is composed of the DeGroote School of Business and the Faculties of Engineering, Health Sciences, Humanities, Science, and Social Sciences.

With a total full-time student population of more than 31,000, McMaster welcomes students from 107 countries as well as Canada.

Visit mcmaster.ca



About McMaster Continuing Education

McMaster University Continuing Education has inspired people to discover and achieve through lifelong learning since 1931.

Students value their instructors with substantive industry experience and the flexibility and convenience of courses offered at night, on weekends, and online. As one of Canada’s largest and leading providers of academic certificate and diploma programs, professional development opportunities, and corporate training, the purpose of McMaster University Continuing Education is to develop and realize the potential of individuals and society through education.

Students have the opportunity to take more than 200 courses and workshops that blend theoretical knowledge and practice-based learning in areas of focus such as Business & Management, Communication & Design, Health & Social Services and Metallurgy.

Visit mcmastercce.ca



**CONTINUING
EDUCATION**