CAUCE
Canadian Association for University Continuing Education

May 12-14 Victoria

Sustainable Futures Coast to Coast

CAUCE 2027 CONFERENCE

Sponsorship Opportunities

73rd Annual CAUCE Conference

Victoria, British Columbia
May 12-14, 2027

Connect with Canada's continuing education community

Showcase your organization, build relationships with decision-makers and practitioners, and demonstrate your commitment to lifelong learning.

CONTINUING STUDIES @UVIC | UVIC

Hosted by the Division of Continuing Studies, University of Victoria

Why sponsor CAUCE 2027?

CAUCE 2027 brings together leaders, educators, administrators, and practitioners from continuing education units across Canada and beyond. Sponsorship provides direct access to this national community through conference programming, networking, digital visibility, and on-site recognition.

Sponsor experience highlights

Sponsor Spotlight Sessions: Share expertise, demonstrate a product or service, or highlight a successful collaboration in a dedicated sponsor session.

Networking 90: Selected sponsors can lead an activity or discussion during a structured networking experience designed to encourage meaningful delegate interaction.

Concurrent Session Moderation: Introduce the presenter, moderate the question period, and receive logo recognition on the session-room sign.

Central Exhibitor Experience: Exhibitors are placed in a high-traffic area, with scheduled breaks and networking activities encouraging delegate visits.

Opening Keynote Meet-and-Greet: Eligible sponsors can send representatives to an exclusive meet-and-greet with the opening keynote speaker. Subject to speaker availability and contractual approval.

Smart Connect: Use NFC-enabled digital networking to exchange contact information and support follow-up conversations.

How to use this package

Start with the comparison tables to identify the right level. Then review the detailed description for exact inclusions, timing, and conditions. Additional opportunities appear at the end.

At-a-glance

Level	Investment	Available	Best suited to
Diamond (SOLD OUT)	$15,000	1	Maximum visibility and conference-wide engagement
Platinum	$10,000	2	High-impact event sponsorship and presenting opportunities
Gold	$7,000	3	Strong exhibitor presence and delegate follow-up
Silver	$5,000	3	Targeted visibility and an on-site presence
Bronze	$1,800	10	Essential brand recognition and a focused activation

Sponsorship comparison: core inclusions

A check mark indicates that the benefit is included. A dash indicates that it is not included.

Benefit	Diamond	Platinum	Gold	Silver	Bronze
Investment	$15,000	$10,000	$7,000	$5,000	$1,800
Number available	1	2	3	3	10
Full conference passes	4	3	2	1	-
Exhibitor-only passes	2	2	1	1	-
Exhibitor booth	✓	✓	✓	✓	-
Smart Connect NFC networking	✓	✓	✓	✓	✓
Moderate a concurrent session	✓	✓	✓	✓	✓
Logo on CAUCE website	✓	✓	✓	✓	✓
Social media recognition	✓	✓	✓	✓	✓
Logo on conference sponsor banner	✓	✓	✓	✓	✓
Sponsor ribbon on name badge	✓	✓	✓	✓	✓
Dedicated Social Media Post	3	2	2	2	1
Virtual booth in conference app	✓	✓	✓	✓	*Choice
Promotional uploads in conference app	✓	✓	✓	✓	*Choice
Conference-app banner ads	✓	✓	✓	✓	-
Recognition in a CAUCE eblast	✓	✓	✓	✓	-

*Bronze sponsors choose either the conference-app activation or the exhibitor-area activation described in the Bronze package.

Sponsorship comparison: enhanced benefits

Benefit	Diamond	Platinum	Gold	Silver	Bronze
Designated sponsored event	✓	✓	✓	✓	-
Signage at sponsored event	✓	✓	✓	✓	-
Lead tracking in conference app	✓	✓	✓	✓	-
Dedicated sponsor-content eblast	2	1	1	1	-
Conference attendee list	Pre- and post-event	Pre- and post-event	Post-event	Post-event	-
Spotlight Demo Session	✓	✓	✓	-	-
Present a concurrent session	✓	✓	-	-	-
Lead a Networking 90 activity	✓	✓	-	-	-
Present an Industry Insight Webinar	✓	✓	Add-on ($)	Add-on ($)	-
Promotional material at sponsored event	✓	✓	-	-	-
Opening keynote welcome	✓	-	-	-	-
Introduce opening keynote speaker	✓	-	-	-	-
Logo on delegate badges	✓	-	-	-	-
Co-facilitate a Focused Hot Topic Session	-	-	✓	-	-
First right of refusal: check-in desk sponsorship	✓ ($)	-	-	-	-
Opening keynote speaker meet-and-greet	Private introduction + 4 representatives	3 representatives	2 representatives	1 representative	-

Attendee information

Any attendee list will be provided only in accordance with applicable privacy requirements and CAUCE contact guidelines. Permitted use and timing will be confirmed with the sponsor.

Diamond Sponsor (SOLD OUT)

$15,000 | One exclusive opportunity

For an organization seeking the highest level of visibility, direct delegate engagement, and a conference-wide presence.

- **Opening Keynote Meet-and-Greet:** Receive a private introduction to the opening keynote speaker, followed by access to the exclusive sponsor meet-and-greet for up to four representatives. Subject to speaker availability and contractual approval.

Signature conference presence

- Five-minute welcome address and introduction of the opening keynote speaker on May 12.
- Opening keynote sponsorship, including host-produced custom signage and the opportunity to place promotional materials at the venue.
- Company logo featured on delegate badges and prime logo placement on the conference sponsor banner.
- Prominent exhibitor booth with a skirted table on May 12 and 13.
- Four full conference passes and two exhibitor-only passes.
- First right of refusal to sponsor the check-in and registration desk for an additional $1,000, available until the early-bird deadline.

Program and networking engagement

- Opportunity to present a concurrent session, featured on the conference-app home screen.
- Opportunity to host a Spotlight Demo Session.
- Opportunity to moderate a concurrent session.
- Opportunity to lead an activity or discussion during Networking 90 on May 13.
- Smart Connect NFC networking.

Digital reach and follow-up

- Conference attendee list pre- and post-event, subject to applicable privacy requirements and CAUCE contact guidelines.
- Opportunity to present an Industry Insight Webinar for CAUCE members in fall 2027 or winter 2028.
- Conference-app splash screen using sponsor-supplied artwork. Recommended size: 1080 x 1920 pixels.
- Customizable virtual booth with promotional uploads, banner advertising, and lead tracking.
- Linked logo and company description on the CAUCE website.
- Social media recognition from CAUCE and the conference host (x3)
- Two sponsor-content eblasts, planned for spring and fall, subject to CAUCE approval.
- One recognition mention in a CAUCE eblast.

Platinum Sponsor

$10,000 | Two opportunities

For organizations seeking prominent event sponsorship, presenting opportunities, and strong delegate engagement.

- **Opening Keynote Meet-and-Greet:** Access to the exclusive sponsor meet-and-greet with the opening keynote speaker for up to three representatives. Subject to speaker availability and contractual approval.

Sponsored event

- Exclusive sponsorship of either the opening reception on May 11 or the Thursday evening event on May 13.
- Host-produced custom signage at the sponsored event.
- Opportunity to place promotional materials at the sponsored event.

On-site and program engagement

- Opportunity to present a concurrent session.
- Opportunity to host a Spotlight Demo Session.
- Opportunity to moderate a concurrent session.
- Opportunity to lead an activity or discussion during Networking 90 on May 13.
- Exhibitor booth with a skirted table on May 12 and 13.
- Smart Connect NFC networking.
- Sponsor ribbon on name badges and logo on the conference sponsor banner.
- Three full conference passes and two exhibitor-only passes.

Digital reach and follow-up

- Conference attendee list pre- and post-event, subject to applicable privacy requirements and CAUCE contact guidelines.
- Opportunity to present an Industry Insight Webinar for CAUCE members in fall 2027 or winter 2028.
- Conference-app banner placement on the schedule or attendee page.
- Customizable virtual booth with promotional uploads, banner advertising, and lead tracking.
- Linked logo on the CAUCE website.
- Social media recognition from CAUCE and the conference host (x2)
- One sponsor-content eblast, subject to CAUCE approval.
- One recognition mention in a CAUCE eblast.

Gold Sponsor

$7,000 | Three opportunities

For organizations seeking a strong exhibit presence, Hot Topic sponsorship, and structured post-conference follow-up.

- **Opening Keynote Meet-and-Greet:** Access to the exclusive sponsor meet-and-greet with the opening keynote speaker for up to two representatives. Subject to speaker availability and contractual approval.

Sponsored event

- Sponsorship of a Focused Hot Topic on May 13 (11:15 am – 12:15 pm).
- Host-produced custom signage at the sponsored session.

On-site engagement

- Exhibitor booth with a skirted table on May 12 and 13.
- Opportunity to co-facilitate the sponsored Hot Topic Session (topics TBD).
- Opportunity to host a Spotlight Demo Session.
- Opportunity to moderate a concurrent session.
- Smart Connect NFC networking.
- Sponsor ribbon on name badges and logo on the conference sponsor banner.
- Two full conference passes and one exhibitor-only pass.

Digital reach and follow-up

- Conference attendee list post-event, subject to applicable privacy requirements and CAUCE contact guidelines.
- Customizable virtual booth with promotional uploads, banner advertising, and lead tracking.
- Linked logo on the CAUCE website.
- Social media recognition from CAUCE and the conference host (x2)
- One sponsor-content eblast, subject to CAUCE approval.
- One recognition mention in a CAUCE eblast.

Silver Sponsor

$5,000 | Three opportunities

For organizations seeking a cost-effective combination of on-site visibility, exhibiting, or coffee/networking break sponsorship, and digital promotion.

- **Opening Keynote Meet-and-Greet:** Access to the exclusive sponsor meet-and-greet with the opening keynote speaker for one representative. Subject to speaker availability and contractual approval.

Sponsored event

- Sponsorship of one scheduled coffee/networking break: May 12 morning, May 13 afternoon, or May 14 morning.
- Host-produced custom signage at the coffee/networking break.

On-site engagement

- Exhibitor booth with a skirted table on May 12 and 13.
- Opportunity to moderate a concurrent session.
- Smart Connect NFC networking.
- Sponsor ribbon on name badges and logo on the conference sponsor banner.
- One full conference pass and one exhibitor-only pass.

Digital visibility

- Conference attendee list post-event, subject to applicable privacy requirements and CAUCE contact guidelines.
- Customizable virtual booth with promotional uploads and conference-app banner advertising, and lead tracking
- Linked logo on the CAUCE website.
- Social media recognition from CAUCE and the conference host (x2).
- One sponsor-content eblast, subject to CAUCE approval.
- One recognition mention in a CAUCE eblast.
- Permission to use the CAUCE 2027 logo in accordance with visual identity guidelines.

Bronze Sponsor

$1,800 | Ten opportunities

For organizations seeking essential brand recognition with one focused activation, without a full exhibitor booth.

Included with every Bronze sponsorship

- Opportunity to moderate a concurrent session.
- Opportunity to purchase one full conference pass at a 20% discount.
- Smart Connect NFC networking.
- Sponsor ribbon on name badges.
- Logo on the conference sponsor banner.
- Linked logo on the CAUCE website.
- Social media recognition from CAUCE and the conference host (x1).
- Permission to use the CAUCE 2027 logo in accordance with visual identity guidelines.

Choose one activation

Exhibitor-area activation	Conference-app activation
Display one rack card or promotional card, up to 4 x 8 inches, on a shared table in the exhibitor area; and inclusion on the Exhibitor Passport card.	Customizable virtual booth in the conference app, with the ability to upload promotional content.
Please note Bronze sponsorship does not include an exhibitor booth or full conference pass.	

Additional sponsorship opportunities

Academic Member Sponsor

$4,500 | Four opportunities

For CAUCE academic member institutions seeking event visibility and recognition among academic and professional peers.

Included benefits

- Sponsorship of one event: grab bag lunch on May 13 or breakfast on May 12, May 13, or May 14.
- Host-produced custom signage at the sponsored event.
- Opportunity to moderate a concurrent session.
- Sponsor ribbon on name badges and logo on the conference sponsor banner.
- Two full conference passes.
- Customizable virtual booth with promotional uploads and conference-app banner advertising.
- Linked logo on the CAUCE website
- Social media recognition from CAUCE and the conference host (x1).
- One dedicated eblast to CAUCE members, subject to CAUCE approval.
- One recognition mention in a CAUCE eblast.

Concurrent Session Sponsor

$500 | Ten opportunities

Support a peer-led concurrent session and connect your organization with the ideas and innovations shaping continuing education.

Included benefits

- Opportunity to moderate one selected concurrent session.
- Host-produced custom signage outside the session room.
- Opportunity to place promotional material on delegate seats during the sponsored session.
- Logo on the conference sponsor banner.
- Linked logo on the CAUCE website.
- Permission to use the CAUCE 2027 logo in accordance with visual identity guidelines.

This opportunity does not include a conference pass.

Charging Station Sponsor

$750 | One opportunity

Keep delegates connected while gaining visibility at a practical, high-traffic conference hub.

Included benefits

- Exclusive signage at the charging station.
- Opportunity to place promotional material at the charging station.
- Logo on the conference sponsor banner.
- Linked logo on the CAUCE website.
- Permission to use the CAUCE 2027 logo in accordance with visual identity guidelines.

This opportunity does not include a conference pass.

Optional add-ons

Opportunity	Price	Details
Check-in and registration desk sponsorship	$1,000	• **Branded signage** at the desk and registration area • **Logo placement** on the registration page and confirmation emails • **Early brand exposure** as the first sponsor delegates see on arrival Diamond Sponsor receives first right of refusal until the early-bird deadline.
Industry Insight Webinar	$500	Opportunity to present an Industry Insight Webinar for CAUCE members in fall 2027 or winter 2028. Abstract approval by the CAUCE Professional Development Committee.

Benefit details and conditions

Concurrent session moderation: The sponsor representative introduces the presenter or presenters, moderates the question period, and receives logo recognition on the session-room sign.

Exhibitor-only pass: Provides access for booth staffing and exhibitor functions. It does not provide full delegate access unless specifically stated by CAUCE.

Full conference pass: Provides delegate access to conference programming and included conference functions, subject to the final registration terms.

Custom Signage: Custom signage prepared by host at sponsored event. Sponsors supply logos and other required brand assets by the stated deadline.

Sponsor-content eblast: CAUCE distributes sponsor-provided content to the identified audience. All content, timing, and links are subject to CAUCE approval.

Recognition in a CAUCE eblast: The sponsor is acknowledged as part of a broader conference communication. This is different from a dedicated sponsor-content eblast.

Conference attendee list: Any list is provided only as permitted by applicable privacy requirements and CAUCE contact guidelines. Permitted uses will be communicated to eligible sponsors.

Conference app: The event platform used for schedules, virtual booths, promotional content, advertising, and eligible lead-tracking features.

Opening Keynote Meet-and-Greet: A hosted opportunity for eligible sponsor representatives to meet the opening keynote speaker. The meet-and-greet is expected to be approximately 20 minutes and will take place before or after the keynote presentation. Timing, format, photography, and attendance are subject to the speaker's availability and contractual arrangements. The meet-and-greet is intended for introductions and informal conversation and does not include speaking time, endorsement, or individual promotional activities.

Visual identity: Use of the CAUCE 2027 name and logo must follow CAUCE visual identity guidelines and any approval requirements.

Ready to discuss sponsorship?

Let us help you select the right opportunity

Contact the CAUCE Secretariat at events@cauce-aepuc.ca to discuss availability, fit, and customization options.

All opportunities are subject to availability and final confirmation. Program timing, event locations, platform features, and production specifications may change as conference planning is finalized.

CAUCE reserves the right to decline any sponsorship that does not align with the Association's mission, values, or the nature and objectives of the conference. Acceptance of a sponsorship does not constitute CAUCE endorsement of the sponsor, its products, services, or views.