



## Sponsorship & Exhibitor Information Guide

### 2018 CASSA Conference


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July 4 - 6, 2018  
Westin Ottawa



**Supporting**  
*each* **Student**

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 JULY 4 - 6, 2018 • OTTAWA

## **PARTNERSHIP PROGRAM**

### **2018 CASSA Conference**

The 2018 CASSA (Canadian Association of School System Administrators) Conference will be hosted in Ottawa, ON July 4 - 6 and will provide delegates with three days of education and networking.

#### **Who Attends?**

This conference will see approximately 200 school system decision makers, from publicly funded school districts, come together to connect with each other and suppliers from across the country. CASSA is the Canadian organization of school system leaders that promotes and supports quality education for the success of each student. CASSA includes school system leaders from all ten provinces and three territories.

#### **Why sponsor this event?**

Increase your presence and impact on the industry during the 2018 CASSA Conference! Whether you are a new company hoping to spread awareness, or an industry veteran looking to drive sales, our sponsorship packages are customized to help you achieve your goals. If you have another opportunity in mind that you don't see listed here, please reach out and we can create something for you.

This event is an excellent opportunity for your organization:

- To connect with senior level decision makers and influencers across the country.
- Align your products/services with educators that are making a difference.
- Demonstrate your support for each student across Canada.



**SPONSOR & EXHIBITOR BENEFITS**

- Network with more than 200 Canadian school system decision makers
- Be recognized as a leader in the provision of products and services for Canadian schools
- Showcase new products and services
- Be provided with a list of conference attendees (opt-in list). No emails.
- Strengthen existing relationships
- Have your organization, including company logo and description, listed on our conference app
- Have your company name and logo appear on all relevant conference signage

**AS AN EXHIBITOR, YOU WILL RECEIVE**

- 8’x 10’ Exhibit Space
- 8’ high back wall drapes
- 3’ high side drapes
- Carpeted floor
- One complimentary conference registration
- One skirted table (6’) and two chairs
- Electrical – 750 Watts
- Company name and logo in the final printed program

Notes:

- Exhibit spaces will be assigned on a first-come, first-served basis based on preference requested. Location will be confirmed on or around May 22nd.
- Exhibit spaces will be set up in the Confederation Ballroom, a shared space that will host the keynote presentations, breakfasts, lunches and breaks.

**EXHIBIT SPACE INVESTMENT**

Standard Space (8’x10’): \$925

**TRADESHOW SCHEDULE**

(subject to change)

DATE	TIME	ACTIVITY
Wed. July 4th	12:00pm - 4:00pm	Exhibitor Set up
	5:00pm - 6:30pm	Welcome Reception & Tradeshow Opening
Thurs. July 5th	8:00am - 9:00am	Breakfast with Exhibitors
	10:30am - 11:00am	Break with Exhibitors
	12:00pm - 12:45pm	Lunch with Exhibitors
	3:00pm - 3:30pm	Break with Exhibitors
Fri. July 6th	8:00am - 8:45am	Breakfast with Exhibitors
	9:45am - 10:15am	Break with Exhibitors
	12:15pm - 1:00pm	Lunch with Exhibitors
	3:30pm - 5:30pm	Exhibitor Tear-Down

Not included in your fee: Audio-visual equipment, janitorial services, booth set-up, and material handling.

## SPONSORSHIP OPPORTUNITIES

It is through the generous support of our many suppliers that make it possible for CASSA to continue to provide this annual event to our members. As a sponsor, your company will be recognized during the convention, on signage as well as through various pre-event promotions.

The following opportunities are provided to showcase your company among CASSA convention delegates before, during and after the event.

Benefits	Platinum \$4,500	Gold \$3,000	Silver \$2,000	Bronze \$800
<b>Pre-Event</b>				
Your logo on all event material				name only
Logo and link on CASSA conference webpage				name only
<b>During Event</b>				
Opportunity to introduce or thank Keynote Speakers				
Opportunity to present during a session at the conference				
Present a 2-minute promotional video during break				
Recognition in event program				
Complimentary registration(s)	3	2	1	0
Company literature or giveaway in delegate bag				
Exhibit space (value of \$925)				
Logo on signage and event app				name only
<b>Post Event</b>				
Recognition in Leader & Learners Magazine				

## ADDITIONAL OPPORTUNITIES AVAILABLE

### Welcome Reception (1 available)- \$3,000

Drink tickets will be branded with the your logo. This sponsorship also includes an exhibit space in the tradeshow and one (1) complimentary conference registration.

### Key cards (1 available)- \$2,000

Your custom design will appear on everyone's room key. Don't miss out on this chance to be the company attendees will tuck into their pockets again and again (host hotel only).

### Elevator Door Wrap - \$1,500

Provide us with a design and let us wrap the outside of elevator door on 4th floor.

### Lanyards (1 available) - \$1,000

Sponsorship of the lanyards will ensure visibility of your company logo throughout the conference.

### Conference bag insert - \$ 450

### Conference bags (1 available) - \$1,200

### Reception Beverage Tickets - \$75/10 tickets

Sponsors and Exhibitors (only) can purchase beverage tickets in advance to distribute to attendees to use during the Welcome Reception. When 20 or more are purchased, the tickets will be customized with your logo.

## Key Dates

Reserve your exhibit space and secure your sponsorships	March 1, 2018
Complete the registration form and submit payment	March 15, 2018
Submit your company link, profile and logo	April 1, 2018
Registration	May 1, 2018

All approved exhibitor/sponsor representatives will be required to register. Please contact [rachel@laineconsulting.ca](mailto:rachel@laineconsulting.ca) for registration information.

## TERMS AND CONDITIONS

### Terms – Exhibitor

#### EXHIBIT SPACE ALLOCATION/ ACCEPTANCE POLICIES

Exhibit space will be confirmed once the exhibit application form and payment have been received and the application has been verified. Booths will be assigned on a “first-come- first paid” basis. The required signature of an authorizing officer shall be binding on the Exhibitor and shall express acceptance of the conditions of the Exhibition. All efforts will be made to accommodate requested exhibit space locations.

#### PAYMENT CONDITIONS

All rates are quoted in Canadian dollars. All applications for exhibit space must be accompanied by full payment of the exhibit space. Upon acceptance and approval of application and payment for exhibit space, assignment of booth space will be confirmed in writing by CASSA.

#### CANCELLATION POLICY

Notice of cancellation of exhibitor agreement must be received no later than April 1, 2018 for which 50% will be refunded. There will be NO refunds for cancellations after April 1, 2018.

#### EXHIBIT SPACE DOES NOT INCLUDE:

Material handling and drayage costs, individual booth lighting, transportation, warehousing, brokerage services, special materials, carpet or furnishings beyond those already specified, the movement, transfer, removal storage, set-up and dismantling of customer exhibits.

### Terms – Sponsor

#### PAYMENT CONDITIONS

All rates are quoted in Canadian dollars. A 50% deposit required upon signing of contract. Benefits will not commence until the contract and deposit is received. Balance of payment is due on or before April 1, 2018. If full amount is not received by CASSA by this date, sponsorship privileges will be revoked and the deposit will be retained by CASSA.

#### CANCELLATION POLICY

Sponsorships are non-cancellable and non-transferable.

#### PRINT

All print and online advertising benefits are based on final material supplied by the sponsor. CASSA reserves the right to determine inclusion and placement of Sponsor's name and/or logo. Sponsor to provide logo upon signing of contract in an eps file, 300 dpi or greater. Logo will be reproduced in black/white at CASSA discretion.

#### ATTENDEE LIST

Attendee list to include first and last name, title, company and mailing address. List to be provided to sponsors two weeks prior to the conference. CASSA will not be providing email addresses.

NAME

SIGNATURE

DATE

## PARTNERSHIP AGREEMENT

Company name:

Mailing address:

City:

Prov/State:

Postal/Zip:

Key Contact:

Tel:

Email:

LEVEL	INVESTMENT	QUANTITY	TOTAL
Platinum	\$4,500		
Gold	\$3,000		
Silver	\$2,000		
Bronze	\$800		
Welcome Reception	\$3,000		
Keycards	\$2,000		
Elevator Wrap	\$1,500		
Conference Bags	\$1,200		
Lanyards	\$1,000		
Bag Insert	\$450		
Exhibit Space	\$925		
Beverage Tickets	\$75/10 Tickets		
		TAX 13% (on exhibit space only)	
		SUBTOTAL	
		TOTAL	

If you are reserving an exhibit space, please provide your preferred choice of space by #:

1st Choice    2nd Choice    3rd Choice

### PAYMENT METHOD

Please make cheque payable to CASSA and mail to 1123 Glenashton Drive, Oakville ON L6H 5M1.

\*\*Please send a copy of page 5 &6 to [rachel@laineconsulting.ca](mailto:rachel@laineconsulting.ca).

Exhibit spaces and sponsorships will be confirmed once payment is received and processed. \*\*