

# WORLD CONFERENCE ON ONLINE LEARNING icde2017

**THE WORLD CONFERENCE ON ONLINE LEARNING:**  
TEACHING IN A DIGITAL AGE - RE-THINKING TEACHING & LEARNING  
27<sup>TH</sup> INTERNATIONAL COUNCIL FOR OPEN AND DISTANCE EDUCATION (ICDE) WORLD CONFERENCE

**OCTOBER 16-19, 2017**  
SHERATON CENTRE TORONTO  
TORONTO, ONTARIO, CANADA

## 2017 CONFERENCE SPONSORSHIP SALES PROSPECTUS

Become a sponsor of the World Conference on Online Learning and connect with delegates from North America, Europe, Asia, Australia and Pacific Nations, Latin America, the Caribbean, Africa, Arab States and around the world.

[WWW.ONLINELEARNING2017.CA](http://WWW.ONLINELEARNING2017.CA)

Proudly Hosted by:

**CONTACT** **NORTH**  
**NORD** Online Learning  
Apprentissage en ligne



INTERNATIONAL  
COUNCIL FOR OPEN AND  
DISTANCE EDUCATION

## ABOUT THE WORLD CONFERENCE ON ONLINE LEARNING, OCTOBER 2017

**The World Conference on Online Learning: Teaching in The Digital Age – Re-Thinking Teaching & Learning** provides an excellent opportunity for delegates to connect, engage, and exchange with colleagues from around the world to focus on how online, open, and flexible learning is being used to respond to the current and future needs of students and the challenge of meeting the United Nations sustainable development goal of quality education for all.

### Conference Highlights:

- 1,000+ Faculty & Instructors, Practitioners, Experts, Instructional Technology and Media Professionals, Training Providers, Researchers, Consultants, Start-Ups, Policy Makers, Academic Decision-Makers and Educational Technology Industry Leaders
- 300 Plenaries, Practical Workshops, Interactive Panels, Hands-On Demonstrations, Academic Paper Presentations, and Labs
- 95 Countries
- 5 Continents
- An Impressive Array of Recognized Industry Vendors that are Supporting the Conference as Sponsors and Exhibitors offering Next-Generation Innovation, New Educational Technologies, Latest Online Learning Platforms, Software, and Solutions

The World Conference on Online Learning is the 27th edition of the International Council for Open and Distance Education (ICDE) World Conference, which is proudly organized and hosted by Contact North | Contact Nord. The 26th edition of the ICDE World Conference was organized and hosted by the University of South Africa (UNISA) in October 2015 in Sun City, South Africa.

The World Conference on Online Learning: Teaching in The Digital Age – Re-Thinking Teaching & Learning is designed to be highly interactive, challenging and, yes, fun!



## AT THE WORLD CONFERENCE ON ONLINE LEARNING - DELEGATES:

**DISCOVER** new modes of teaching, learning, course delivery, and assessment in higher education.

**FIND OUT** about new strategies to improve student-learning outcomes.

**NETWORK** with other educators from North America, Europe, Asia, Australia, New Zealand and Pacific Nations, Latin America, the Caribbean, Africa, and the Arab States.

**DIALOGUE** with private sector providers of leading-edge technologies and creative applications of technology in learning.

**SHARE** best practices.

**HEAR** from student leaders, doctoral students and young scholars on how open and flexible learning can meet the needs of today's and future students.

**ATTEND** an active expo of emerging technologies in education, view live demonstrations, and test prototypes from leading technology providers and start-ups.

**LEARN** about research and practices related to institutional change, quality assurance, international collaboration, lifelong learning and the latest trends in online, open and flexible learning.

**FIND** partners and collaborators for projects and research.

## WHO WILL BE ATTENDING THE WORLD CONFERENCE ON ONLINE LEARNING?

- Faculty and Instructors
- Teachers and tutors
- Instructional designers
- Course developers
- Faculty development professionals
- Student support professionals
- Student leaders
- Doctoral students
- Academic decision makers
- Start-ups and edtech providers
- Association board members, executives and staff
- Technology developers and providers
- Academic researchers
- Institutional leaders and academic decision-makers
- Quality assurance experts
- Consultants
- Industry leaders
- Policy makers
- Government officials
- Funders
- Media professionals
- Leaders of quality assurance agencies and accreditation bodies
- Members of the boards of governors of higher education institutions

## THE WORLD CONFERENCE ON ONLINE LEARNING PROGRAM

The program for the World Conference on Online Learning integrates concepts such as applications of technology, quality assurance, and presentations of new applications and models as central components of the conference.

### Five tracks highlight the key areas in which the Conference seeks to explore:

1. Emerging Pedagogies and Designs for Online Learning
2. Expanding Access, Openness and Flexibility
3. Changing Models of Assessment
4. New Delivery Tools and Resources for Learning
5. Re-designed Institutional Business Models

Throughout the four days of this World Conference, you will participate in focused discussions, breakthrough technology showcases, interactive panel presentations, innovation labs, workshops, research sharing, hands-on demonstrations, ideas exchanges, presentations of academic papers, as well as plenaries featuring world-renowned experts.

To discover best practices from around the world, find out about transformative developments and new trends, tackle cutting edge topics, exchange with international colleagues, and dialogue with provocative thinkers in the world of online, open and flexible learning all focused on Re-thinking Teaching & Learning in the context of Teaching in a Digital Age, this is the conference to attend.



## ABOUT THE ICDE

The International Council for Open and Distance Education (ICDE) is the leading global membership organization for open, distance, flexible and online education, including e-learning, and draws its membership from institutions, educational authorities, commercial actors, and individuals.



ICDE has consultative partner status with UNESCO and shares UNESCO's key value – the universal right to education for all. ICDE further derives its position from the unique knowledge and experience of its members throughout the world in the development and use of new methodologies and emerging technologies.

ICDE was founded in 1938 in Canada as the International Council for Correspondence Education and today has members from over 60 countries worldwide.

ICDE's Permanent Secretariat is in Oslo, Norway, and has been hosted by this country on a permanent basis since 1988. ICDE is supported by the Norwegian Ministry of Education and Research and by membership fees.

### More on the ICDE

- Enabling change to technology enhanced quality education across the globe.
- Advocating for access, equity and quality learning through online, open and flexible learning.
- A dynamic platform for cooperation on innovation and development, featuring key regional actors and leading experts.
- Access to thousands of higher education institutions, networks and systems.
- A key partner for UNESCO.
- Part-funded by the Government of Norway.

## ABOUT CONTACT NORTH | CONTACT NORD

Canada's Contact North | Contact Nord is the organizer and host of **The World Conference on Online Learning: Teaching in a Digital Age - Re-Thinking Teaching & Learning.**



Contact North | Contact Nord provides five core services for Ontario's students, faculty & instructors, colleges, universities, literacy and basic skills and training providers.

### 1. Supporting 4 million Ontarians

Over 4 million Ontarians in 600 small, remote, rural, Aboriginal and Francophone communities across the province can participate in online and distance programs and courses from Ontario's 24 public colleges, 22 public universities and 250 literacy and basic skills and training providers at 112 local online learning centres without having to leave their community by accessing the services available from Contact North | Contact Nord. Students have free use of computers with high-speed Internet at local centres to connect to their online courses and complete their course work.

### 2. [www.studyonline.ca](http://www.studyonline.ca)

Information on available online and distance programs and courses and student support services from Ontario's public colleges, universities and literacy and basic skills and training providers is available 24/7 at [www.studyonline.ca](http://www.studyonline.ca).

Studyonline.ca supports 256,000 visitors and growing.

### 3. e-Channel Portal

Information on available literacy and basic skills training and student support services from public literacy and basic skills providers is available 24/7 on the e-Channel Portal at [e-channel.ca](http://e-channel.ca). e-Channel.ca supports 5,000 visitors and growing.

### 4. [teachonline.ca](http://teachonline.ca)

Teachonline.ca provides up-to-date information for faculty and instructors teaching online and at a distance with trends and directions, tips and tools, information on training and professional development programs, game changers in online and distance learning and the Pockets of Innovation Series that showcases 125 examples of innovations and developments taking place at Ontario's public colleges and universities. [teachonline.ca](http://teachonline.ca) supports more than 250,000 visitors and growing.

### 5. Student Information Hotline

Students and prospective students can connect live via phone, e-mail or chat with staff who provide information on online and distance programs and courses, assistance with the registration process and other student services via Contact North | Contact Nord's **Student Information Hotline at 1-877-999-9149.**

### Contact North | Contact Nord Outcomes

Since its creation in 1986, Contact North | Contact Nord has delivered significant outcomes for Ontario's students/prospective students, Ontario's 24 public colleges, 22 public universities, and 250 literacy and basic skills and training providers, 600 small, remote, rural, Aboriginal and Francophone communities and the Government of Ontario.

## THE WORLD CONFERENCE ON ONLINE LEARNING SPONSORSHIP PROGRAM

Welcome to our World Conference on Online Learning Sponsorship Program. There is no doubt many aspects of marketing have changed, especially over the past several years. Trade shows and conferences were forced to change their overall format and purpose and trade magazines were affected by electronic and social media and in many cases, taking products to market today can be simple as clicking a mouse. Beyond the significant changes to events and media products, marketing budgets are being closely reviewed and in some cases even scrutinized in order to justify marketing program costs for optimal ROI.

Keeping all of this in mind, the sponsor levels you are about to see inside this prospectus were strategically developed to provide each sponsor with as much creative exposure as possible; before, during and after the World Conference on Online Learning. We are proud of our sponsor program and are very much looking forward to your opinions and your participation. We are confident you will find what has been developed to be comprehensive, creative, strategic, cost-effective and most importantly, effective.

If you have any questions or would like to reserve your sponsor position, please contact:  
Chuck Nervick at [chuckn@mediaedge.ca](mailto:chuckn@mediaedge.ca) or 416-512-8186 x 227

## THE 2017 ICDE WORLD CONFERENCE ON ONLINE LEARNING SCHEDULE OF EVENTS (TENTATIVE)

Please note the Main Ballroom is located inside the Toronto Sheraton Hotel and hosts all Conference meals and Plenaries

### SUNDAY, OCTOBER 15, 2017

8:00 pm – 12:00 am Trade floor mark-up, carpet, rigging, etc.

### MONDAY, OCTOBER 16, 2017

8:00 am – 10:00 pm Exhibitor set up/move in

10:00 am – 12:00 pm Delegate Pre-Conference Workshops

12:00 pm – 1:00 pm Lunch

1:00 pm – 4:30 pm Delegate Pre-Conference Workshops

6:00 pm – 8:00 pm Dine-Around Dinner Receptions

### TUESDAY, OCTOBER 17, 2017

7:30 am – 8:30 am Booth Visitation and Breakfast

8:30 am – 10:00 am Opening Ceremony, Remarks and Plenary Session

10:00 am – 10:30 am Booth Visitation and Coffee Break

10:30 am – 12:45 pm Delegate Workshop Sessions

12:45 pm – 1:45 pm Booth Visitation and Lunch

1:45 pm – 2:45 pm Delegate Workshop Session

2:45 pm – 3:15 pm Booth Visitation and Coffee Break

3:15 pm – 4:15 pm Delegate Workshop Session

6:30 pm – 8:30 pm Opening Reception

### WEDNESDAY, OCTOBER 18, 2017

7:30 am – 8:30 am Booth Visitation and Breakfast

8:30 am – 9:30 am Plenary Session

9:45 am – 12:00 pm Delegate Workshop Sessions

12:00 pm – 1:00 pm Booth Visitation and Lunch

1:00 pm – 2:00 pm Delegate Workshop Session

2:00 pm – 2:30 pm Booth Visitation and Coffee Break

2:30 pm – 4:30 pm Delegate Workshop Sessions

8:00 pm – 10:00 pm Pub Crawl

### THURSDAY, OCTOBER 19, 2017

7:30 am – 8:30 am Booth Visitation and Breakfast

8:30 am – 9:30 am Plenary Session

9:45 am – 12:00 pm Delegate Workshop Sessions

12:00 pm – 1:00 pm Closing Ceremony Luncheon



## THE WORLD CONFERENCE ON ONLINE LEARNING GOLD LEVEL SPONSORSHIP PROGRAM

**Available for \$50,000 Canadian Funds per (only two sponsor positions are available at this level)**

Each Gold Level Sponsor receives significant billing as one of the Conference's highest sponsors, creating an excellent opportunity to present itself as a leader in the online education space. The Gold Level sponsorship position includes the following, impressive list of sponsor benefits, all available at no additional cost:

### Event Delegate Portfolio Pad

- Company logo and Gold Level Sponsor recognition placed on all paper pads included in the Conference delegate portfolio and distributed at the main registration desk to all delegates

### Sponsor of the Half Day Conference Workshops

(Monday, October 16, 2017)

- Your firm is positioned as a sponsor of two of the four, half day Pre-Conference Workshops
- Each Gold Level Sponsor has an opportunity to select the two, half day Pre-Conference Workshops they wish to sponsor
- The Workshops are presented by industry experts delivering excellent content for all attending delegates
- Conference Guide and website sponsor recognition near the Workshop references)
- Verbal sponsor recognition before each opening Workshop Session and on conclusion
- Company logo and sponsor recognition on signage placed near the Workshop Session rooms
- Company logo and sponsor recognition on table tent cards placed inside the Workshop Session rooms

### Sponsor of One Conference Educational Track

(The Track sessions occur from Tuesday, October 17 to Thursday, October 19, 2017)

- Your firm is positioned as the lead sponsor for one of the five Conference Education Tracks occurring throughout the Conference
- Each Gold Level Sponsor has an opportunity to select the Conference Education Track they wish to sponsor
- A minimum of 10 total Educational Sessions comprise each of the five Tracks over three days of the Conference
- The five Education Tracks for the 2017 Conference include (first come first serve):
  - Emerging Pedagogies and Designs for Online Learning
  - Expanding Access, Openness and Flexibility
  - Changing Models of Assessment
  - New Delivery Tools and Resources for Learning
  - Re-designed Institutional Business Models
- The Conference sessions are presented by industry experts delivering excellent content for all attending delegates
- Conference Guide and website sponsor recognition near the Conference Track references)
- Verbal sponsor recognition before each Track Session
- Company logo and sponsor recognition on signage placed near the Track Session rooms
- Company logo and sponsor recognition on table tent cards inside the Track Session rooms

### Overarching Sponsor of all Conference Breakfasts

- There are three breakfasts planned for the Conference; Tuesday, October 17, Wednesday, October 18 and Thursday, October 19, 2017
- All breakfasts are served in the main Conference Plenary Room
- Placement of your company logo and sponsor recognition in the Conference Guide and website near the Workshop and Conference breakfast references
- Verbal sponsor recognition prior to all three breakfasts once the delegates have been seated
- Two, reserved "VIP" tables positioned near the main stage for all breakfasts and lunches (capable of holding 16 individuals in total) for your staff and clients
- Company logo and sponsor recognition signage near the breakfast serving stations
- Company logo and sponsor recognition on table tent cards

### Conference Plenary Speaker Sponsor

- The Conference is a significant opportunity to promote your firm's involvement and funding of one of the Conference Plenary Speakers before, during and after the Conference
- Each Gold Level Sponsor has the opportunity of selecting either the Plenary on Wednesday, October 18, 2017 or the Plenary on Thursday, October 19, 2017 based on a first come, first served basis
- Once the Plenary Speaker has been selected and prior to their speech, your has the opportunity of welcoming delegates to the Plenary session, say a few words about your organization and introduce the Plenary Speaker
- Once the Plenary Speaker has concluded their presentation, your firm thanks the speaker, provides them with a gift and provides attending delegates with a brief overview of what lies ahead at the Conference that day and night

### One, 60 minute company presentation

- Your firm has the opportunity to present one 60-minute session during the Conference
- This session can occur on either Tuesday, October 17, Wednesday, October 18 or Thursday, October 19, 2017 (exact day and time TBC)
- The Conference effectively promotes your presentation to all attending delegates before, during and after the Conference to further enhance your profile and exposure

## THE WORLD CONFERENCE ON ONLINE LEARNING GOLD LEVEL SPONSORSHIP PROGRAM

### One, 10' x 20' or 8' x 20' booth space (please see attached floor plan for options)

- This option exists for sponsors at the Gold Level to have a physical presence at the Conference on the trade show floor
- This on-floor area does not necessarily have to contain large equipment or product and could be used for items such as displaying new product(s), on-screen videos, press releases, engaging delegates, handing out literature and more
- The Conference effectively promotes your booth space to all attending delegates before, during and after the Conference to further enhance your profile and exposure
- Booth space promotions include: Conference Guide, Conference Website, Conference App, and On-site signage
- This offer includes the space only and does not include any additional requirements such as electricity, tables, chairs, booth shipping, materials handling, etc.

### One, private meeting room throughout the entire Conference

- Your firm receives a complimentary private meeting room for all four days of the Conference inside the main hotel (Toronto Sheraton)
- This room can include a company sign outside the room, A/V, telephone, tables, chairs and light beverages such as coffee/tea and soft drinks. Any additional F&B orders or special requests are an additional cost
- This room can be set up in any fashion you prefer and could be used for PowerPoint presentations, new product presentations, staff meetings, training sessions and client entertaining
- The room is available throughout the normal Conference hours and even after hours if you'd like to conduct client and/or staff entertaining
- All appointments are organized by the Gold Level Sponsor

### Conference Guide

- One complimentary, full page/four-colour company advertisement positioned on either the IFC (inside front cover) or IBC (inside back cover)
- Company logo and sponsor recognition on the Trade Floor plan
- Booth location reference and colour highlight on Trade Floor plan
- Sponsor recognition advertisement – company logo and recognition as a Gold Level sponsor as well as other references to all Gold Level sponsored events
- Enhancement of company's alphabetical listing

### 2017 Conference App

- Full page, pop over company advertisement on one of four Conference App navigation tabs. Your choice of either of these navigation tabs – Program, Attendees, Exhibitors, My Delegate Tab
- Rotating banner advertisement positioned on the top portion of each Conference App navigation tab landing page
- Company logo and description and links to your company url, PDFs and videos on various Conference App navigation tab menu landing pages
- All Conference delegates are able to book appointments with your organization via the Conference App. All booked appointments end up in your Conference App calendar (similar to Outlook)
- Company name and logo present on all items your firm is sponsoring to be present in the Conference App (i.e. Conference events, Conference sessions, etc.)
- Company profile including contact information and links to your website appear in the Conference App profile section
- Permission to use the Conference App's group chat function (your schedule and messaging to be confirmed by the organizers)
- Company name, logo, company description and booth number reference available in the Trade Show section of the Conference App
- Company name present on various announcements the organizers send to Conference delegates

### Additional Sponsor Benefits

- Hyperlinked company logo and sponsor recognition on 2017 Conference website, including positioning near the references to all Gold Level sponsored events
- Company logo and sponsor recognition on all pre-Conference delegate promotional materials (printed and digital)
- Company logo and sponsor recognition on signage positioned near the Conference main registration area, the Trade Floor entrance and in other locations throughout the Conference
- Verbal sponsor recognition at the Conference Workshops, Opening Ceremony, at all Morning Plenary Sessions and at the Closing Ceremony Luncheon
- Prominent booth sign indicating your sponsorship level
- Entitled to receive full Conference delegate registration list (post-event)
- Seven, complimentary Conference delegate registrations
- Seven, complimentary Opening Reception and Closing Ceremony Luncheon tickets
- Permission to use this sponsor level reference in your firm's marketing materials



# THE WORLD CONFERENCE ON ONLINE LEARNING

## SILVER LEVEL SPONSORSHIP PROGRAM

### Available for \$25,000 Canadian Funds per (only two sponsor positions are available at this level)

Each Silver Level Sponsor receives billing as a Conference sponsor, creating an excellent opportunity to present itself as a leader in the online education space. The Silver Level sponsorship position includes the following, impressive list of sponsor benefits, all available at no additional cost:

#### Co-Sponsor of Two Conference Educational Tracks

(The Track sessions occur from Tuesday, October 17 to Thursday, October 19, 2017)

- Your firm is positioned as a sponsor of one of the five Conference Education Tracks that occur throughout the Conference
- A minimum of 10 total Educational Sessions comprise each of the five Tracks over three days of the Conference
- Your firm has an opportunity to select one of the following Tracks for the Conference (first come first serve):
  - Emerging Pedagogies and Designs for Online Learning
  - Expanding Access, Openness and Flexibility
  - Changing Models of Assessment
  - New Delivery Tools and Resources for Learning
  - Re-designed Institutional Business Models
- The Conference sessions are presented by industry experts delivering excellent content for all attending delegates
- Conference Guide and website sponsor recognition (near the Conference Track references)
- Verbal sponsor recognition before each Track Session
- Company logo and sponsor recognition on signage placed near the Track Session rooms
- Company logo and sponsor recognition on table tent cards inside the Track Session rooms

#### Overarching Sponsor of all 2017 Conference Coffee Breaks

- Multiple coffee breaks are planned throughout the entire Conference; Monday, October 16 to Thursday, October 19, 2017
- The Coffee Breaks occur outside of the Conference session rooms
- Placement of your company logo and sponsor recognition in the Conference Guide and website near the Coffee Break references
- Verbal sponsor recognition prior to the Coffee Breaks inside of each session room
- Company logo and sponsor recognition signage near the Coffee Break serving stations
- Company logo and sponsor recognition on table tent cards

#### One, 10' x 10' or 8' x 10' booth space (please see attached floor plan for options)

- This option exists for sponsors at the Silver Level to have a physical presence at the Conference on the trade show floor
- This on-floor area does not necessarily have to contain large equipment or product and could be used for items such as displaying new product(s), on-screen videos, press releases, engaging delegates, handing out literature and more
- The Conference effectively promotes your booth space to all attending delegates before, during and after the Conference to further enhance your profile and exposure
- Booth space promotions include: Conference Guide, Conference Website, Conference App, and On-site signage
- This offer includes the space only and does not include any additional requirements such as electricity, tables, chairs, booth shipping, materials handling, etc.

#### 2017 Conference Guide

- One complimentary, full page/four-colour company advertisement
- Company logo and sponsor recognition on the Trade Floor plan
- Booth location reference and colour highlight on Trade Floor plan
- Sponsor recognition advertisement – company logo and recognition as a Silver Level sponsor as well as near references to all other Silver Level sponsored events
- Enhancement of company's alphabetical listing

#### 2017 Conference App

- Full page, pop over company advertisement on one of four Conference App navigation tabs. Your choice of either of these navigation tabs – Program, Attendees, Exhibitors, My Delegate Tab
- Rotating banner advertisement positioned on the top portion of each Conference App navigation tab landing page
- Company logo and description and links to your company url, PDF's and videos on various Conference App navigation tab menu landing pages
- All Conference delegates are able to book appointments with your organization via the Conference App. All booked appointments end up in your Conference App calendar (similar to Outlook)
- Company name and logo present on all items your firm is sponsoring to be present in the Conference App (i.e. Conference events, Conference sessions, etc.)
- Company profile including contact information and links to your website appear in the Conference App profile section
- Permission to use the Conference App's group chat function (your schedule and messaging to be confirmed by the organizers)
- Company name, logo, company description and booth number reference available in the Trade Show section of the Conference App
- Company name present on various announcements the organizers send to Conference delegates

#### Additional Sponsor Benefits

- One, reserved "VIP" table positioned near the main stage for all breakfasts and lunches (capable of holding 8 individuals in total) for your staff and clients
- Hyperlinked company logo and sponsor recognition on 2017 Conference website, including positioning near the references to all Silver Level sponsored events
- Company logo and sponsor recognition on all pre-Conference delegate promotional materials (printed and digital)
- Company logo and sponsor recognition on signage positioned near the Conference main registration area, the Trade Floor entrance and in other locations throughout the Conference
- Verbal sponsor recognition at the Conference Workshops, Opening Ceremony, at all Morning Plenary Sessions and at the Closing Ceremony Luncheon
- Prominent booth sign indicating your sponsorship level
- Entitled to receive full 2017 Conference delegate registration list (post-event)
- Five, complimentary Conference delegate registrations
- Five, complimentary Opening Reception and Closing Ceremony Luncheon tickets
- Permission to use this sponsor level reference in your firm's marketing materials

## THE WORLD CONFERENCE ON ONLINE LEARNING BRONZE LEVEL SPONSORSHIP PROGRAM

**Available for \$10,000 Canadian Funds per (ten sponsor positions are available at this level)**

Each Bronze Level Sponsor receives billing as a Conference sponsor, creating an excellent opportunity to present itself as a leader in the online education space. The Bronze Level sponsorship position includes the following, impressive list of sponsor benefits, all available at no additional cost:

### One, 10' x 10' or 8' x 10' booth space (please see attached floor plan for options)

- This option exists for sponsors at the Bronze Level to have a physical presence at the Conference on the trade show floor
- This on-floor area does not necessarily have to contain large equipment or product and could be used for items such as displaying new product(s), on-screen videos, press releases, engaging delegates, handing out literature and more
- The Conference effectively promotes your booth space to all attending delegates before, during and after the 2017 Conference to further enhance your profile and exposure
- Booth space promotions include: Conference Guide, Conference website, Conference App, and On-site signage
- This offer includes the space only and does not include any additional requirements such as electricity, tables, chairs, booth shipping, materials handling, etc.

### 2017 Conference Guide

- One complimentary, half page/four-colour company advertisement
- Company logo and sponsor recognition on the Trade Floor plan
- Booth location reference and colour highlight on Trade Floor plan
- Sponsor recognition advertisement – company logo and recognition as a Bronze Level sponsor as well as near references to all other Bronze Level sponsored events
- Enhancement of company's alphabetical listing

### 2017 Conference App

- All Conference delegates are able to book appointments with your organization via the Conference App. All booked appointments end up in your Conference App calendar (similar to Outlook)
- Company name and logo present on all items your firm is sponsoring and are included in the Conference App (i.e. Conference events, Conference sessions, etc.)
- Company profile including contact information and links to your website appear in the Conference App profile section
- Permission to use the Conference App's group chat function (your schedule and messaging to be confirmed by the organizers)
- Company name, logo, company description and booth number reference available in the Trade Show section of the Conference App
- Company name present on various announcements the organizers send to Conference delegates

### Additional Sponsor Benefits

- Hyperlinked company logo and sponsor recognition on 2017 Conference website
- Company logo and sponsor recognition on all pre-Conference delegate promotional materials (printed and digital)
- Company logo and sponsor recognition on signage positioned near the Conference main registration area, the Trade Show Floor entrance and in other locations throughout the Conference
- Prominent booth sign indicating your sponsorship level
- Entitled to receive full 2017 Conference delegate registration list (post-event)
- Three, complimentary Conference delegate registrations
- Three, complimentary Opening Reception and Closing Ceremony Luncheon tickets
- Permission to use this sponsor level reference in your firm's marketing materials



# ADDITIONAL 2017 CONFERENCE SPONSORSHIP OPPORTUNITIES

## THE 2017 CONFERENCE OPENING RECEPTION SPONSORSHIP (TUESDAY, OCTOBER 17, 2017 FROM 6:00 PM TO 9:00 PM)

Available for \$10,000 Canadian Funds per (only four sponsor positions are available at this level)

Each Opening Reception sponsor receives significant billing as a Conference sponsor, creating an excellent opportunity to present itself as a leader in the online education space. The Opening Reception sponsorship position includes the following, impressive list of sponsor benefits, all available at no additional cost:

### Opening Reception (on-site)

- Company logo and sponsorship recognition on Opening Reception table tent cards
- Verbal sponsor recognition during the Reception
- Interior and exterior sponsor recognition signage

### One, 10' x 10' or 8' x 10' booth space (please see attached floor plan for options)

- This option exists for sponsors of the Opening Reception interested in having a physical presence at the Conference on the trade show floor
- This on-floor area does not necessarily have to contain large equipment or product and could be used for items such as displaying new product(s), on-screen videos, press releases, engaging delegates, handing out literature and more
- The Conference effectively promote your booth space to all attending delegates before, during and after the 2017 Conference to further enhance your profile and exposure
- Booth space promotions include: Conference Guide, Conference website, Conference App, and On-site signage
- This offer includes the space only and does not include any additional requirements such as electricity, tables, chairs, booth shipping, materials handling, etc.

### 2017 Conference Guide

- One complimentary, half page/four-colour company advertisement
- Company logo and sponsor recognition on the Trade Show Floor plan
- Booth location reference and colour highlight on Trade Show Floor plan
- Sponsor recognition advertisement – company logo and recognition as an Opening Reception sponsor
- Enhancement of company's alphabetical listing

### 2017 Conference App

- All Conference delegates are able to book appointments with your organization via the Conference App. All booked appointments end up in your Conference App calendar (similar to Outlook)
- Company name and logo present on all items your firm is sponsoring and are included in the Conference App (i.e. Conference events, Conference sessions, etc.)
- Company profile including contact information and links to your website appears in the Conference App profile section
- Permission to use the Conference App's group chat function (your schedule and messaging to be confirmed by the organizers)
- Company name, logo, company description and booth number reference available in the Trade Show section of the Conference App
- Company name present on various announcements the organizers send to Conference delegates

### Additional Sponsor Benefits

- Hyperlinked company logo and sponsor recognition on 2017 Conference website, including positioning near references to the Opening Reception
- Company logo and sponsor recognition on all pre-Conference delegate promotional materials (printed and digital)
- Company logo and sponsor recognition on signage positioned near the Conference main registration area, the Trade Floor entrance and in other locations throughout the Conference
- Prominent booth sign indicating your sponsorship level
- Entitled to receive full 2017 Conference delegate registration list (post-event)
- Three, complimentary Conference delegate registrations
- Three, complimentary Opening Reception and Closing Ceremony Luncheon tickets
- Permission to use this sponsor level reference in your firm's marketing materials



## THE 2017 CLOSING CEREMONY LUNCHEON SPONSORSHIP (THURSDAY, OCTOBER 19, 2017 FROM 12:30 TO 2:30 PM)

**Available for \$15,000 Canadian Funds per (only one sponsor position is available at this level)**

The Closing Ceremony Luncheon sponsor receives significant billing as a Conference sponsor, creating an excellent opportunity to present itself as a leader in the online education space. This sponsorship position includes the following, impressive list of sponsor benefits, all available at no additional cost:

### On-site

- Company logo and sponsorship recognition on table tent cards
- Verbal sponsor recognition during the Closing Ceremony Luncheon
- Interior and exterior sponsor recognition signage
- Opportunity of addressing the delegates, introducing the award winners, kicking off the Closing Ceremony Luncheon, closing remarks and thanks to delegates for attending the 2017 Conference

### One, 10' x 10' or 8' x 10' booth space (please see attached floor plan for options)

- This option exists if you are interested in having a physical presence at the Conference on the trade show floor
- This on-floor area does not necessarily have to contain large equipment or product and could be used for items such as displaying new product(s), on-screen videos, press releases, engaging delegates, handing out literature and more
- The Conference effectively promotes your booth space to all attending delegates before, during and after the 2017 Conference to further enhance your profile and exposure
- Booth space promotions include: Conference Guide, Conference website, Conference App, and On-site signage
- This offer includes the space only and does not include any additional requirements such as electricity, tables, chairs, booth shipping, materials handling, etc.

### 2017 Conference Guide

- One complimentary, full page/four-colour company advertisement
- Company logo and sponsor recognition on the Trade Show Floor plan
- Booth location reference and colour highlight on Trade Show Floor plan
- Sponsor recognition advertisement – company logo and recognition as the Closing Ceremony Luncheon Sponsor
- Enhancement of company's alphabetical listing

### 2017 Conference App

- All Conference delegates are able to book appointments with your organization via the Conference App. All booked appointments end up in your Conference App calendar (similar to Outlook)
- Company name and logo present on all items your firm is sponsoring and are included in the Conference App (i.e. Conference events, Conference sessions, etc.)
- Company profile including contact information and links to your website appears in the Conference App profile section
- Permission to use the Conference App's group chat function (your schedule and messaging to be confirmed by the organizers)
- Company name, logo, company description and booth number reference available in the Trade Show section of the Conference App
- Company name present on various announcements the organizers send to Conference delegates

### Additional Sponsor Benefits

- Hyperlinked company logo and sponsor recognition on 2017 Conference website, including positioning near references to the Closing Ceremony Luncheon
- Company logo and sponsor recognition on all pre-Conference delegate promotional materials (printed and digital)
- Company logo and sponsor recognition on signage positioned near the Conference main registration area, the Trade Show Floor entrance and in other locations throughout the Conference
- Prominent booth sign indicating your sponsorship level
- Entitled to receive full 2017 Conference delegate registration list (post-event)
- Five, complimentary Conference delegate registrations
- Five, complimentary Opening Reception and Closing Ceremony Luncheon tickets
- Permission to use this sponsor level reference in your firm's marketing materials



## THE 2017 DINE-A-ROUND F&B SPONSORSHIP (MONDAY, OCTOBER 16, 2017 FROM 6:00 TO 8:00 PM)

### Available for \$7,500 Canadian Funds per (only ten sponsor positions are available at this level)

The Conference is selecting ten restaurants in close proximity to the Toronto Sheraton (main Conference hotel) to provide Conference delegates with an opportunity of booking a dinner reservation on the evening of Monday, October 16. This evening poses an excellent opportunity for delegates to experience some of Toronto's best restaurants compliments of your firm. Each participating sponsor selects one of the ten restaurants where they are present and act as the evening host. The Dine-a-Round F&B Sponsor receives significant billing as a Conference sponsor, creating an excellent opportunity to present itself as a leader in the online education space. This sponsorship position includes the following, impressive list of sponsor benefits, all available at no additional cost:

#### On-site (at the restaurant you select)

- Opportunity to welcome and speak with the attending Conference delegates
- Company logo and sponsorship recognition on table tent cards
- Each sponsor has the opportunity of selecting up to 20 clients and internal staff for their hosted dinner. An additional 20 Conference delegates are given an opportunity of selecting your restaurant in advance of Conference on a first come, first served basis. Only the sponsors, their invited guests and Conference delegates directly involved with online learning are allowed to RSVP for the Dine-a-Round Program. In other words, no industry suppliers other than sponsors of the Dine-a-Round Program can attend the dinners. If a sponsor has less than 20 clients and staff interested in attending, the Conference can open up more space to Conference delegates
- Each Dine-a-Round F&B Sponsor provides their guests two drinks, appetizers and a pre-set three course dinner at one of the ten available restaurants the sponsor selects
- This sponsorship presents a great opportunity for your firm to host a number of clients or client prospects in an intimate environment

#### One, 10' x 10' or 8' x 10' booth space (please see attached floor plan for options)

- This option exists if you are interested in having a physical presence at the Conference on the trade show floor
- This on-floor area does not necessarily have to contain large equipment or product and could be used for items such as displaying new product(s), on-screen videos, press releases, engaging delegates, handing out literature and more
- The Conference effectively promotes your booth space to all attending delegates before, during and after the 2017 Conference to further enhance your profile and exposure
- Booth space promotions include: Conference Guide, Conference website, Conference App, and On-site signage
- This offer includes the space only and does not include any additional requirements such as electricity, tables, chairs, booth shipping, materials handling, etc.

#### 2017 Conference Guide

- One complimentary, quarter page/four-colour company advertisement
- Company logo and sponsor recognition on the Trade Floor plan
- Booth location reference and colour highlight on Trade Floor plan

- Sponsor recognition advertisement – company logo and recognition as a Conference Dine-a-Round F&B Sponsor
- Enhancement of company's alphabetical listing

#### 2017 Conference App

- All Conference delegates are able to book appointments with your organization via the Conference App. All booked appointments end up in your Conference App calendar (similar to Outlook)
- Company name and logo present on all items your firm is sponsoring and included in the Conference App (i.e. Conference events, Conference sessions, etc.)
- Company profile including contact information and links to your website appear in the Conference App profile section
- Permission to use the Conference App's group chat function (your schedule and messaging to be confirmed by the organizers)
- Company name, logo, company description and booth number reference available in the Trade Show section of the Conference App
- Company name present on various announcements the organizers send to Conference delegates

#### Additional Sponsor Benefits

- Hyperlinked company logo and sponsor recognition on 2017 Conference website, including positioning near references to the Conference Dine-a-Round Program
- Company logo and sponsor recognition on all pre-Conference delegate promotional materials (printed and digital)
- The Conference provides company name and logo exposure on all RSVP correspondence
- The Conference provides your firm with a customized invitation to send to their clients
- All menu, space and overall event logistics are managed by the Conference Operations team (you only need to show up and enjoy a beautiful evening)
- Prominent booth sign indicating your sponsorship level
- Entitled to receive full 2017 Conference delegate registration list (post-event)
- Two, complimentary Conference delegate registrations
- Two, complimentary Opening Reception and Closing Ceremony Luncheon tickets
- Permission to use this sponsor level reference in your firm's marketing materials

**If you have any questions or would like to reserve your sponsor position, please contact:**

Chuck Nervick at [chuckn@mediaedge.ca](mailto:chuckn@mediaedge.ca) or 416-512-8186 x227

# SHERATON CENTRE TORONTO

TORONTO, ONTARIO, CANADA

