

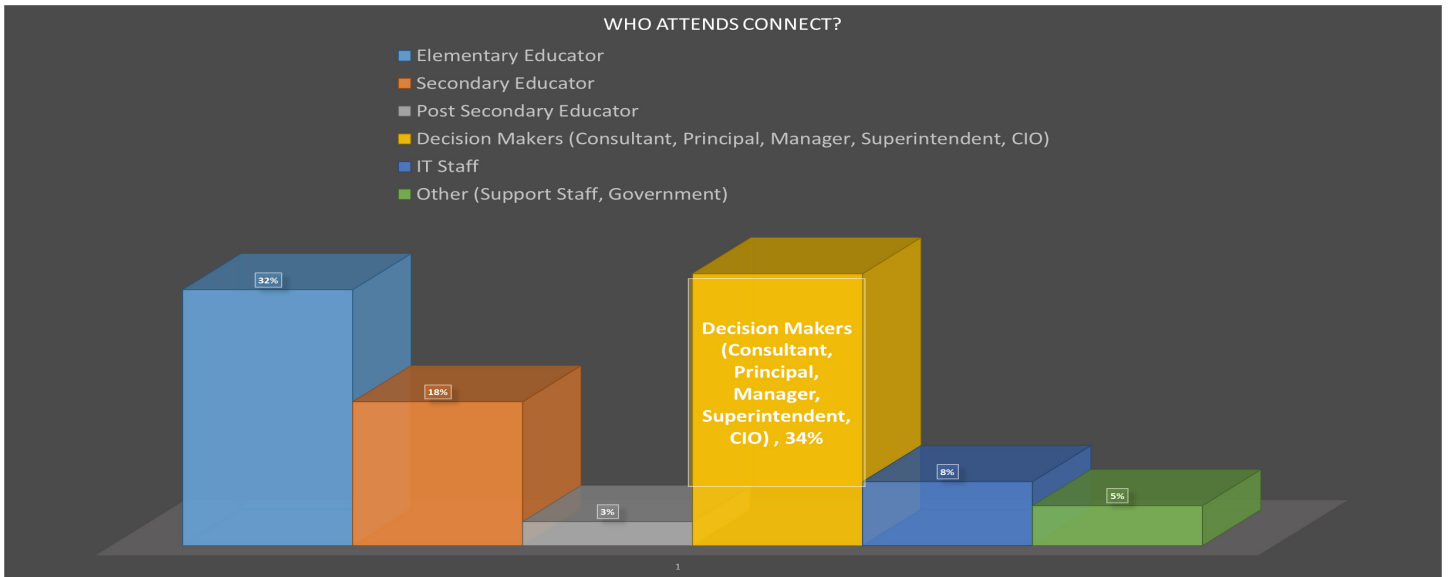
CONNECT 2020

Canada's Learning & Technology Conference



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April 28 - May 1, 2020
Scotiabank Convention Centre, Niagara Falls, Ontario
www.CanConnectEd.com

Welcome

Please Join us for CONNECT 2020!

It is with great pleasure to invite you to Canada's largest EdTech conference, CONNECT 2020, being held from April 28th to May 1st, 2020 in Niagara Falls, Ontario at the Scotiabank Convention Centre. Following the success of CONNECT 2019, attracting more than 1,900 attendees from over 15 countries, we are looking forward to celebrating our eighth anniversary with educators, administrators, industry leaders, and community organizations.

The four day conference will offer opportunities to address every attendee need including workshops, keynotes, presentations, roundtable sessions, panel discussions, private meeting areas, product demonstrations, interactive exhibits, prizes, meals, a notable exhibition floor, and so much more!

Sponsoring companies will benefit in a number of ways:

- Opportunities to meet and network with education and technology leaders and decision makers
- Collect organic feedback and insight into the education ecosystem
- Opportunities to promote your company/products through several of communication vehicles (PR, print, advertising, web, onsite) to the largest audience of leaders in the industry

Please join us again for this remarkable event that is located only 500 metres from the world-famous Canadian Horseshoe Falls. You'll have quick and easy access to more than 5,000 hotel rooms/suites, along with innumerable fun and lively entertainment, dining, and retail options in the Fallsview Tourist District – Niagara Falls' trendiest spot!

See you at CONNECT!

Steve Klimczuk
Interim CIO, District School Board of Niagara
CONNECT Conference Chair

EXHIBITOR EVENTS

TUESDAY, APRIL 28

12:00 p.m. - 9:00 p.m.

Exhibitor Set-up

WEDNESDAY, APRIL 29

7:00 a.m. - 8:30 a.m.

Exhibitor Set-up

8:30 a.m.

Exhibit Hall Opening

11:30 a.m. – 1:30 p.m.

Lunch and
Vendor Demonstrations

3:00 p.m. - 5:30 p.m.

Sponsored Reception and
Prizing

THURSDAY, APRIL 30

9:00 a.m.

Exhibit Hall Opening

11:30 a.m. – 1:30 p.m.

Lunch and
Vendor Demonstrations

3:00 p.m. - 5:30 p.m.

Conference Closing and
Prize giveaway

5:30 p.m.- 8:00 p.m.

Exhibitor Teardown

*exhibit hall hours subject to change

EXHIBITOR INFORMATION

95% of exhibitors plan to return in 2020! Sign up now, and make sure your company has a presence!

EXHIBITOR PACKAGE

\$3,500 CDN - (limited space available)

- 10' x 10' booth on showroom floor
- 2 x complimentary exhibit-only passes
- Company logo hyperlinked on event website*
- Company logo and description on event app*

All booths are 10' deep by 10' wide. Purchase of this package includes draped back and side walls, one 8' draped table, two chairs, wifi access, electrical accessibility, and lunch for the two representatives for 2 days. Additional booth items must be provided by exhibitor or purchased separately through the exhibit contractor(s).

After purchase, exhibitors receive The Exhibitor Service Kit. This will include the above information, as well as order forms, shipping instructions, deadlines, and other relevant information. Information about exhibitor services and booth furnishings will be provided to each exhibitor via email.

Vendor Demonstration - NO CHARGE! (optional)

- 30 minute presentations at your booth**
- Presentation listed in agenda

These presentations will be listed in the event agenda for attendees to register and attend. During a dedicated exhibit hall time, attendees will have lunch and attend the Vendor Demonstrations. Reserve now and don't miss your opportunity to host 30-minute presentations in your booth!

* Vendor must supply content/artwork

** Session content is subject to pre-approval by CONNECT 2020

SPONSORSHIP OPPORTUNITIES

Increase your presence and impact at CONNECT 2020!

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 company's goals. Don't miss out on these limited sponsorship packages!

CONNECT PLATINUM SPONSOR - \$25,000 CDN

- 20' x 20' booth on showroom floor; (4 x regular booths)
- Exclusive booth location selection
- 8 x complimentary exhibit-only passes
- 5 x company article/ad in attendee email*
- 1 x 50 minute presentation in meeting room
- 4 x featured Activity Feed posts on event app
- Dedicated web page on the event website
- Opportunity to present Vendor Demonstrations at your booth
- 8 x complimentary passes to associated social events
- Company logo and description on event app*
- Company logo hyperlinked on event website*
- Opportunity to include company promotional materials in the digital swag bags*

CONNECT GOLD SPONSOR - \$10,000 CDN

- 20' x 10' booth on showroom floor; (2 x regular booths)
- 4 x complimentary passes
- 2 x company article/ad in attendee email*
- Opportunity to present Vendor Demonstrations at your booth
- 2 x featured Activity Feed posts on event app
- 4 x complimentary passes to associated social events
- Company logo hyperlinked on event website*
- Company logo and description on event app*
- Opportunity to include company promotional materials in the digital swag bags*

CONNECT SILVER SPONSOR - \$5,000 CDN

- 10' x 10' booth on showroom floor
- 2 x complimentary exhibit-only passes
- 1 x company article/ad in attendee email*
- Opportunity to present Vendor Demonstrations at your booth
- 1 x featured Activity Feed posts on event app
- 2 x complimentary passes to associated social events
- Company logo hyperlinked on event website*
- Company logo and description on event app*
- Opportunity to include company promotional materials in the digital swag bags*

*Sponsor must supply content/artwork

Sponsor now at www.CanConnectEd.com/sponsor

ADDITIONAL VENDOR-EXCLUSIVE OPTIONS***

Reception Beverage Tickets

\$6 CDN – (Book of 10 for \$50 CDN)

Exhibitors can purchase beverage tickets in advance to distribute to attendees. When 2 or more books of 10 are purchased the tickets will be customized with your logo.

50 min Presentation

\$500 CDN – (limit 10 available)

Reserve a 50 minute breakout session **, and provide conference attendees with an educational presentation. This presentation should be focused on case studies or in-class examples of new or upgraded solutions and implementation. Your session will be promoted on the event website and the event app*.

Lead Retrieval System

\$200 CDN

Access to badge scanning feature on event app - Vendors can connect with prospects on the mobile app and continue the conversation to nurture that in-person connection in a virtual way.

Digital Conference Bag

\$250 CDN (included at no charge in Sponsorship packages)

Be sure to reach every single attendee! Take advantage of this unique opportunity to be effective, environmentally friendly and easily accessible. Use this opportunity to deliver information, drive traffic to your booth, engage attendees with an activity... the impact is yours to decide.

Passport to Prizes Program

\$500 CDN (included at no charge in Sponsorship packages, Vendor to donate a prize to CONNECT)

Drive engaged attendees to your booth! This attendee-requested program includes a virtual passport, with prizes awarded to those who collect the most virtual stamps. The stamps are awarded to attendees at the destination booths by scanning in on the event app. Make your booth a destination and leverage this gamified opportunity!

Custom Attendee E-Mail

\$500 CDN - (limited availability) (included at no charge in Sponsorship packages)

Reach out before, during, or after CONNECT with this direct email opportunity! Create content aligned with your sales and marketing goals, and make contact with every CONNECT inbox.

* Vendor must supply content/artwork

** Session content is subject to pre-approval by CONNECT 2020, speakers must be registered - fees may apply

*** Available to existing Sponsors and Exhibitors only

Reserve your booth at www.CanConnectEd.com/exhibit

TECH SPONSORSHIP OPTIONS

WiFi Sponsor

\$7,500 CDN extra over any vendor package

- Dedicated signage at event*
- 1 x Silver Sponsorship Package

Attendees will need to be connected at all times; both to each other and to the event-wide wifi. As Wifi sponsor, all access material and signage will feature your company as the provider of connections.

Mobile App Sponsor

\$7,500 CDN extra over any vendor package

- Verbal recognition at event app training sessions
- Dedicated signage at event*
- 1 x Silver Sponsorship Package

Put your company in the hands of every CONNECT 2020 attendee. This app navigates the attendee experience before, during, and after the show, and as the Mobile App sponsor, your company will be at the forefront of that experience.

Recharge Station Sponsor

\$3,000 CDN – (limited availability) - contact info@canconnected.com to sign up

- 1 x complimentary full conference registration pass
- Company logo and description on event app*
- 1 x featured Activity Feed posts on event app*
- Dedicated signage at event

This is a tech conference, and tech requires power! Your company will receive kudos as sponsor of the Recharge Stations. You have the power; now leverage it!

*Sponsor must supply content/artwork

Sponsor now at www.CanConnectEd.com/sponsor

GOODIES & GIVEAWAYS

Lanyards

\$4,000 CDN or supplies

- Exclusive branding of lanyards; must be worn at all times*
- Opportunity to include company promotional materials in the digital swag bag*



CONNECT Water Bottles

\$5,000 CDN or supplies – (limit 1 available)

- Exclusive branding of attendee reusable water bottles; distributed to every attendee
- Opportunity to include company promotional materials in the digital swag bag*

*Sponsor must supply content/artwork

Sponsor now at www.CanConnectEd.com/sponsor

SOCIAL EVENTS [Contact info@canconnected.com to sign up](mailto:info@canconnected.com)

VIP Reception Sponsor***

\$5,000 CDN – (limit 2 available)

- Company logo and description on event app*
- 5 minute speaking opportunity at reception
- 1 x complimentary full conference pass
- Dedicated signage at reception registration
- Company logo hyperlinked on event website*

An invite-only evening event that provides a unique, relaxing opportunity for guests to network and CONNECT with one another. Guests include senior education and business leaders from across Canada. As a sponsor of this event, you are provided the valuable opportunity of either welcoming or thanking guests personally from the front of the venue.

CONNECT with Tech event sponsor

\$8,000 CDN - Exclusive

\$6,500 CDN - (Limit 3 available)

- 1 x Silver Sponsorship Package
- 5 x passes to event
- 20 x complimentary beverage tickets
- Dedicated signage at event
- Company logo on invitation sent to techs

CONNECT with Tech is a networking event for IT staff in the education industry. Invitations will go out on your behalf.

CONNECT with Tech Beverage Tickets (available to existing Sponsors and Exhibitors)

\$6 CDN – (Book of 10 for \$50 CDN)

Sponsors of this event can purchase beverage tickets in advance to distribute to attendees. When 2 or more books of 10 are purchased the tickets will be customized with your logo.

*Sponsor must supply content/artwork