



CEWL 2024

CALGARY, AB

REACHING NEW HEIGHTS

50 years of leading quality WIL in Canada



CONFERENCE INFORMATION

DATE:

June 24 - 27, 2024

LOCATION:

Westin Hotel, Downtown Calgary

CONTACT:

Jennie Nilsson
Conference Organizer
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#CEWIL2023

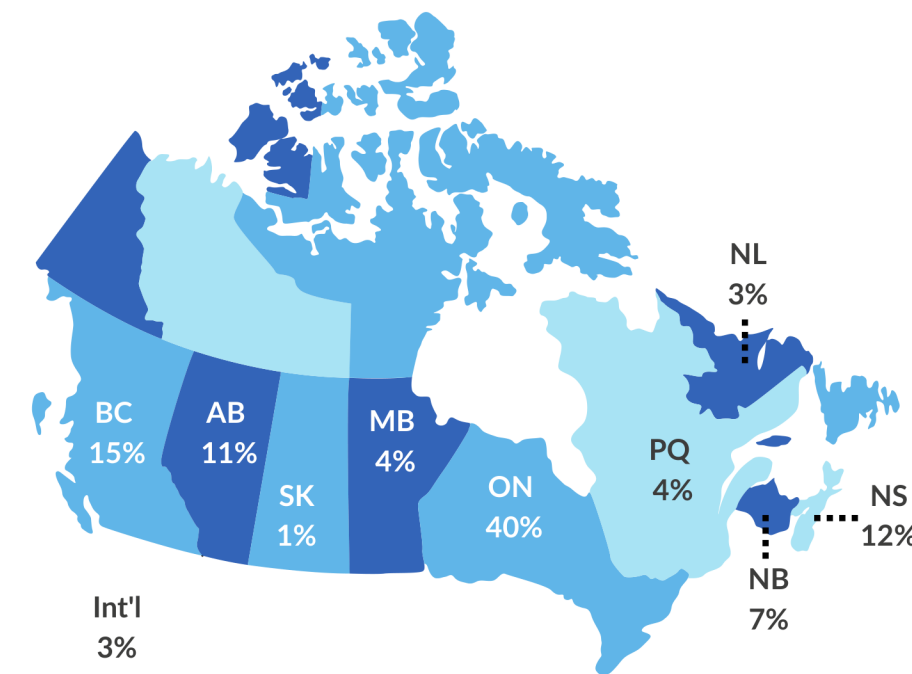
INFORMATION

The **CEWIL 2023 Conference**, WIL: A Sea of Opportunity, organized by the **Co-operative Education and Work-Integrated Learning Canada** (CEWIL Canada) association, took place from June 18 to 21 in Halifax, NS at the Marriott Harbor front Hotel in downtown Halifax.

Who attended CEWIL2023?

435 attendees

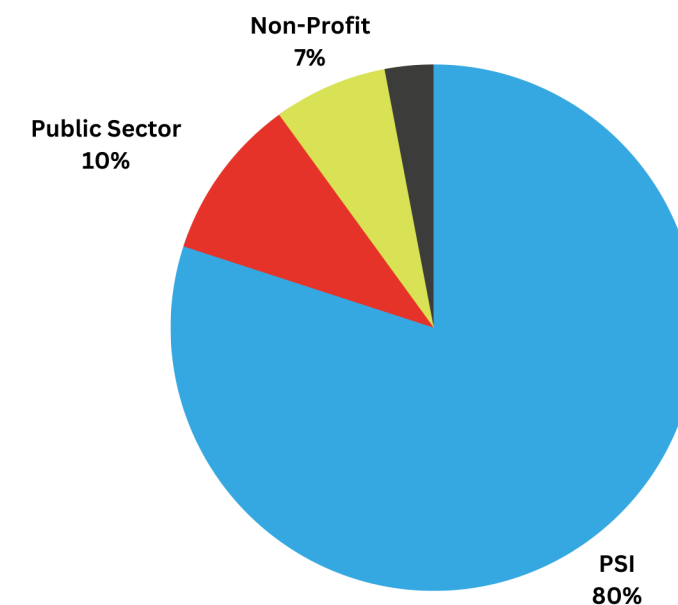
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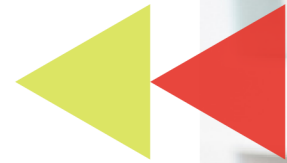


By Profession:

Vice presidents
Faculty Members/instructors
WIL practitioners
Co-op Coordinators
Deans & Associate Deans
Directors and Managers
Career and Recruitment
Specialists
WIL Staff
Employer Relations Officers
Business Development
Officers

By sector:





ABOUT CEWIL

Co-operative Education and Work-Integrated Learning Canada (CEWIL Canada) is the lead organization for work-integrated learning in Canada. CEWIL Canada's mission is to build the capacity to develop future-ready students and graduates through quality work-integrated learning. CEWIL Canada partners with post-secondary institutions, community members, employers, government, and students to champion work-integrated learning (WIL).





WORK-INTEGRATED LEARNING

CEWIL Canada partners with post-secondary institutions, community members, employers, government, and students to champion work-integrated learning (WIL). WIL is a model and process of experiential education which formally and intentionally integrates a student's academic studies with learning in a workplace or practice setting. CEWIL 2024 will bring together co-operative education and work-integrated learning practitioners from institutions across Canada, for an exceptional learning and networking opportunity. Attracting and retaining talent is quickly becoming a top priority for organizations, and co-op or work-integrated learning is a direct pipeline to your future workforce.





ABOUT THE CONFERENCE

- 50+ sessions
- 400+ delegates
- Presenters from across the country and post-secondary landscape
- Networking opportunities and activities
- Engage with people and organizations that can help you in your practice
- Exhibitor showcase





Your contribution and participation is a prime opportunity to engage, connect, and establish strategic partnerships with Co-op and WIL Programs at institutions across Canada.

WHY CEWIL 2024

The conference will inspire attendees to expand the possibilities for the field of work-integrated learning. Since 1973, CEWIL Canada members from post-secondary institutions across the country have worked in partnership to develop resources to promote the highest quality of post-secondary work-integrated learning programs. This is achieved through a national forum of professional WIL practitioners by establishing national standards and promoting the value of postsecondary work-integrated learning and by delivering opportunities for learning and sharing of best practices.

- Network with faculty and WIL Practitioners;
- Expand your circle of influence and grow your stakeholder base;
- Provide thought leadership;
- Position your organization as a partner of choice;
- Showcase programs, services, products;



SPONSOR BENEFITS:

- Pre-conference Visibility: Logo and Company Profile on the Conference Website and Mobile APP with hyperlink to your chosen URL, with a company profile
- Event Participation: Allotted number of Conference Registrations, guaranteeing access to the full conference experience.
- Attendee List: The Delegate list will be provided once 2 weeks prior to the event (approx. June 7th), and once again 1 week after the event. (**Note due to PIPEDA, list will have participant name, title and organization only)
- Sponsorship Branding on Site: Four days of continuous on-site exposure of your logo featured on Sponsorship and Exhibitor signage at various locations throughout the event venue
- Participation in gamification elements that promote your brand and push notifications to all delegates via the Mobile APP
- Additional benefits are listed per opportunity, where applicable

[APPLY NOW FOR SPONSORSHIP](#)

All sponsorships are on a first-come, first-served basis by category. Sponsorship payments must be received in full within 30 days or will be released.





SPONSORSHIP OPPORTUNITIES

<div>Diamond</div> <div>\$20,000</div> <div>one available</div>	<div>Platinum</div> <div>\$15,000</div> <div>one available</div>	<div>Gold</div> <div>\$10,000</div> <div>two available</div>	<div>Silver</div> <div>\$7,500</div> <div>two available</div>
3 Conference Registrations	2 Conference Registrations	1 Conference Registration	1 Conference Registration
8'x10' Booth Space - Exhibitor booth in a high-prominence location	8'x10' Booth Space - Exhibitor booth in a high-prominence location	8'x10' Booth Space - Exhibitor booth in a high-prominence location	8'x10' Booth Space- Exhibitor booth in a high-prominence location
<ul style="list-style-type: none">• Primary sponsor for the conference which includes branding for all conference events and materials CEWIL Canada Conference website and mobile app, with the highest level of prominence• (3) minute speaking opportunity - script to be approved by CEWIL in advance• Company logo recognition: prior to the conference on eblasts, promotional material and CEWIL Canada Conference website• One pre-conference E-Blast (content to be approved by CEWIL in advance)• One dedicated push notification through the conference app during the conference• Recognition through all of CEWIL Canada social media channels (Instagram, LinkedIn)• Opportunity to provide information to all delegates via a dedicated e-mail blast• Opportunity to participate in the gamification elements of the conference, promoting your brand to conference delegates• Exposure to 400+ delegates	<ul style="list-style-type: none">• Primary sponsor for the welcome reception, taking place Monday, June 24, 2024• Exclusive event signage during the Welcome Reception, and branding for all conference events and materials on CEWIL Canada Conference website and mobile app• One dedicated push notification through the conference app during the conference• Company logo recognition: Prior to the conference on eblasts, promotional material and CEWIL Canada Conference website• Recognition through all of CEWIL Canada social media channels (Instagram, LinkedIn), and via conference communications e-mails• Opportunity to participate in the gamification elements of the conference, promoting your brand to conference delegates• Exposure to 400+ delegates	<ul style="list-style-type: none">• Option to choose between being the primary sponsor for the Gala Dinner or Closing Keynote, with exclusive signage and logo prominence• Includes branding for all conference events and materials on CEWIL Canada Conference website and mobile app• Company logo recognition: Prior to the conference on eblasts, promotional material and CEWIL Canada Conference website• Recognition through all of CEWIL Canada social media channels (Facebook, Instagram, LinkedIn) and via conference communications e-mails• Opportunity to participate in the gamification elements of the conference, promoting your brand to conference delegates• Exposure to 400+ delegates	<ul style="list-style-type: none">• Option to choose between being the primary sponsor for the speaker gifts or photo booth, with exclusive signage and logo prominence• Includes branding for all conference events and materials on CEWIL Canada Conference website and mobile app• Recognition through all of CEWIL Canada social media channels (Facebook, Instagram, LinkedIn) and via conference communications e-mails• Opportunity to participate in the gamification elements of the conference, promoting your brand to conference delegates• Exposure to 400+ delegates

NOTE: Should you require additional registrations, they are available at the sponsor rate of \$700 each for the full three days, or \$350 for a one-day registration - subject to availability



PROMOTIONAL OPPORTUNITIES

Event Mobile App \$5,000	Networking Suite \$5,000	Registration Table \$5,000	Lanyards \$5,000
1 Conference Registration	1 Conference Registration	1 Conference Registration	1 Conference Registration
<ul style="list-style-type: none">• High visibility on the app home page before and during the conference while delegates are engaged with their mobile devices• Company logo recognition: Prior to the conference on eblasts, promotional material and CEWIL Canada Conference website• Recognition through all of CEWIL Canada social media channels (Instagram, LinkedIn)• Exposure to 400+ delegates	<ul style="list-style-type: none">• Primary sponsor of the Networking Suite, taking place Tuesday evening, June 25• Exclusive event signage during the Networking Suite, and branding for all conference events and materials on CEWIL Canada Conference website and mobile app• Company logo recognition: Prior to the conference on eblasts, promotional material and CEWIL Canada Conference website• Recognition through all of CEWIL Canada social media channels (Instagram, LinkedIn)• Exposure to 400+ delegates	<ul style="list-style-type: none">• Exclusive sponsor of the Registration table, with your signage displayed at the registration/information desk throughout the entire conference• Possibility to have promotional materials for delegates available at the registration/information desk• Recognition through all of CEWIL Canada social media channels (Instagram, LinkedIn)• Exposure to 400+ delegates	<ul style="list-style-type: none">• Exclusive sponsor of the name tag lanyards, with your branded logo on all lanyards• Recognition through all of CEWIL Canada social media channels (Instagram, LinkedIn)• Company logo recognition: Prior to the conference on eblasts, promotional material and CEWIL Canada Conference website• Exposure to 400+ delegates

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OTHER PROMOTIONAL OPPORTUNITIES

Exhibitor Booth

\$4,000 early bird/ \$4,500 after February 29th, 2024
4 - 6 booths available

- 8' X 10' Exhibitor Booth space just outside the plenary space, in a prime open area of the conference venue; 12 booths available
- Opportunity to network during lunches and breaks, attend sessions, and provide information materials to delegates; exhibitor booths will be open during the entirety of the conference
- Exhibitor booth space includes two (2) full conference registrations, including meals and nutrition breaks and access to keynotes, plenary, and concurrent conference sessions (additional registrations can be purchased at a discounted price)
- Company logo recognition: Prior to the conference on eblasts, promotional material and CEWIL Canada Conference website
- Recognition through all CEWIL Canada social media channels (Instagram, LinkedIn)
- Exposure to 400+ delegates

Meals & Nutrition Breaks

Meals:

\$2,500 each

Nutrition Breaks:

\$1,500 each

- Co-sponsorship of meal and nutrition break
- Company logo recognition: Prior to the conference on eblasts, promotional material and CEWIL Canada Conference website
- Recognition through all of CEWIL Canada social media channels (Instagram, LinkedIn)

Accepted exhibitor applicants will be contacted to select their booth space on a first-come, first served basis, once sponsorship fees have been paid in full.

All confirmed exhibitors will have access to the Exhibitor Services Kit in March 2024, which includes set-up schedules and procedures, additional conference information, and information for shipping and handling (available from the venue contractor for a fee).



OTHER PROMOTIONAL OPPORTUNITIES

Student Bursaries

\$2,500

- Sponsor a student to attend and present at CEWIL 2024, including their conference registration
- Company logo recognition: Prior to the conference on eblasts, promotional material and CEWIL Canada website
- Recognition through all of CEWIL Canada social media channels (Instagram, LinkedIn)
- Opportunity to include a branded item in the delegate bag
- Exposure to 400+ delegates

Supporting Organization

\$500

- Recognition through all of CEWIL Canada social media channels (Instagram, LinkedIn)
- Logo on CEWIL Canada website



IMPORTANT DATES TO REMEMBER

- **October 1, 2023** - Public launch of bookings for Sponsors & Exhibitors
- **March, 2024** - Exhibitor Services Kit available
- **Until February 13, 2024** - Early Bird Booth Fee
- **After February 13, 2024** - Regular Booth Fee
- **June 1, 2024** - Last day to submit Booth Personnel prior to arrival on-site
- **June 24 - 27, 2024** - See you in Calgary!



#CEWIL2023 SPONSORS

