



## Conference Information

### Date

June 18-21, 2023

### Location

Marriott Harbourfront Hotel  
Halifax, Nova Scotia

### Contact

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## 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 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.

## About the Conference

- ✓ 50+ sessions
- ✓ 300+ 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

## Work Integrated Learning

CEWIL 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. 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. CEWIL 2023 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.



## Why CEWIL 2023?

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.

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.

- ✓ 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

## Major Sponsor Opportunities

### DIAMOND SPONSORSHIP PACKAGE:

\$15,000

- Primary sponsor for the conference, with an opportunity to present information to the full delegation
- Includes branding for all conference events and materials on our website and mobile app, with the highest level of prominence
- Recognition through all of CEWIL's social media channels (Facebook, Instagram, LinkedIn)
- Opportunity to provide information to all delegates via a dedicated e-mail blast
- Access to the conference with three (3) full registrations
- Opportunity to include a branded item in the delegate bag
- Exhibitor booth in a premium location in the exhibition space for all three days of the conference
- Exposure to 300+ delegates

### PLATINUM SPONSORSHIP PACKAGE:

\$10,000

- Primary sponsor for the welcome reception, taking place Sunday June 18, with an opportunity to provide information during this event
- Exclusive event branding during the welcome reception, and branding for all conference events and materials on our website and mobile app
- Recognition through all of CEWIL's social media channels (Facebook, Instagram, LinkedIn), and via conference communications e-mails
- Access to the conference with two (2) full registrations

**SOLD**



- Opportunity to include a branded item in the delegate bag
- Exhibitor booth in a premium location in the exhibition space for all three days of the conference
- Exposure to 300+ delegates

**GOLD SPONSORSHIP PACKAGE:**

**\$7,500**

- Primary sponsor for the opening keynote speaker, with the opportunity to introduce the keynote and moderate the Q and A
- Includes branding for all conference events and materials on our website and mobile app
- Recognition through all of CEWIL's social media channels (Facebook, Instagram, LinkedIn) and via conference communications e-mails
- Access to the conference with one (1) full registration
- Opportunity to include a branded item in the delegate bag
- Exhibitor booth in a premium location in the exhibition space for the first two days of the conference
- Exposure to 300+ delegates

**SILVER SPONSORSHIP PACKAGE:**

**\$5,000**

- Primary sponsor for the closing keynote speaker, with the opportunity to introduce the keynote and moderate the Q and A
- Includes branding for all conference events and materials on our website and mobile app
- Recognition through all of CEWIL's social media channels (Facebook, Instagram, LinkedIn) and via conference communications e-mails
- Access to the conference with one (1) full registration
- Opportunity to include a branded item in the delegate bag
- Exhibitor booth in the exhibition space for the first two days of the conference
- Exposure to 300+ delegates

**SOLD**

**PROMOTIONAL OPPORTUNITIES**

**EVENT MOBILE APP:**

**\$5,000**

- High visibility on the app home page before and during the conference while delegates are engaged with their mobile devices.
- Recognition through all of CEWIL's social media channels (Facebook, Instagram, LinkedIn)
- Access to the conference with one (1) full registration
- Opportunity to include a branded item in the delegate bag
- Exhibitor booth in the exhibition space for one full conference day
- Exposure to 300+ delegates



**NETWORKING SUITE:**

**\$5,000**

- Primary sponsor of the Networking Suite, taking place Monday evening, June 19.
- Exclusive event signage during the Networking Suite, and branding for all conference events and materials on our website and mobile app
- Recognition through all of CEWIL's social media channels (Facebook, Instagram, LinkedIn)
- Access to the conference with one (1) full registration
- Opportunity to include a branded item in the delegate bag
- Exhibitor booth in the exhibition space for one full conference day
- Exposure to 300+ delegates

**REGISTRATION TABLE:**

**\$3,000**

- Exclusive sponsor of the Registration table, with your signage displayed at the registration/information desk throughout the conference
- You can have promotional materials for delegates available at the registration/information desk
- Recognition through all of CEWIL's social media channels (Facebook, Instagram, LinkedIn)
- Access to the conference with one (1) full registration
- Opportunity to include a branded item in the delegate bag
- Exposure to 300+ delegates

**SOLD**

**DELEGATE BAGS:**

**\$3,000**

- Exclusive sponsor of the reusable delegate bag, with branded logo bag that all delegates receive and may carry throughout the conference
- Recognition through all of CEWIL's social media channels (Facebook, Instagram, LinkedIn)
- Access to the conference with one (1) full registration
- Opportunity to include a branded item in the delegate bag
- Exposure to 300+ delegates

**SPEAKER GIFTS:**

**\$2,500**

- Exclusive sponsor of the speaker gift, with branded logo on gifts that all speakers receive
- Recognition through all of CEWIL's social media channels (Facebook, Instagram, LinkedIn)
- Access to the conference with one (1) full registration
- Opportunity to include a branded item in the delegate bag
- Exposure to 300+ delegates

**LIVE CONCURRENT SESSIONS:**

**\$1,500**

- Opportunity to introduce a concurrent session speaker and moderate the Q and A
- Table-top signage during the session
- Access to the conference with one (1) full registration
- Recognition through all of CEWIL's social media channels (Facebook, Instagram, LinkedIn)
- Opportunity to include a branded item in the delegate bag
- Exposure to 300+ delegates

**EXHIBITOR BOOTH:**

**\$2,000**

- 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 one (1) full conference registration, including meals and nutrition breaks and access to keynotes, plenary, and concurrent conference sessions
- Recognition through all CEWIL's social media channels (Facebook, Instagram, LinkedIn)
- Opportunity to include a branded item in the delegate bag
- Exposure to 300+ delegates

**MEALS AND NUTRITION BREAKS:**

- Exclusive table-top signage during breaks
- Recognition through all of CEWIL's social media channels (Facebook, Instagram, LinkedIn)

**Breakfasts (2 Sold | 1 Remaining):** \$2,000 each

**Lunches (2 Sold | 0 Remaining):** \$2,000 each

**Nutrition Breaks (1 Sold | 4 Remaining):** \$1,000 each

**SUPPORTING ORGANIZATION:**

**\$500**

- Recognition through all of CEWIL's social media channels (Facebook, Instagram, LinkedIn)
- Logo on our website

