



## **2017 CANeLearn Symposium & BC Digital Learning Conference**

*Blending Boundaries: Leading Digital Disruption,  
Innovation & Equitable Learning*

<http://CANeLearn.net/symposium/>

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# **SPONSORSHIP OPPORTUNITIES**

**APRIL 5 – 7, 2017**

**WESTIN BAYSHORE HOTEL**  
*Gateway to Stanley Park*

**VANCOUVER, BC**

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# 2017 CANeLearn Symposium & BC Digital Learning Conference

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The Canadian eLearning Network (CANeLearn), in partnership with the BC Partners in Online Learning, invites you to join us in Vancouver at CANeLearn's inaugural annual Symposium April 5 – 7, 2017. This year the event will be held at the [Westin Bayshore Hotel](#), Vancouver BC, in conjunction with the annual Digital Learning Conference. Enjoy the opportunity to connect with educators and leaders in technology-based learning from BC and across Canada.

The Canadian eLearning Network is a Canadian registered not-for-profit society whose mission is to provide leadership that champions student success in online and blended learning. CANeLearn provides members with networking, collaboration, and research opportunities. The BC Partners in Online Learning have been offering an annual Digital Learning Conference for over a decade and are joining CANeLearn in a shared event for educators and leaders in BC and across Canada.

The focus of the 3-day Symposium is on applying flexible learning models, environments and instructional approaches. The organizing committee is planning a program that will include many opportunities for networking and sessions that will inspire and provoke conference delegates. The event is designed to attract educators, technology coordinators, curriculum developers and administrators largely from K-12 but also from post-secondary faculty. Those attending will be educators and leaders on the cutting edge of technology integration in teaching and learning.

In the past, up to 500 delegates from BC, Alberta, and across Canada have participated in the Digital Learning Conference, and now in combination with the CANeLearn inaugural Symposium we are anticipating upwards of 600 in attendance. In the past exhibit space has sold out quickly. Throughout the event there will be many opportunities for delegates to interact with sponsors and for sponsors to showcase their message and value to delegates. Sponsorship options range from a logo and link on the Symposium website to an exhibit table or a keynote introduction. No matter what level of sponsorship you choose, networking opportunities abound in the exhibit foyer where meals and social events will occur.

Contact Randy LaBonte, CEO of the Canadian eLearning Network, at [rlabonte@CANeLearn.net](mailto:rlabonte@CANeLearn.net) if you have questions. Check out information on our website <http://CANeLearn.net/symposium/>. To register, please complete the application form found on page 12 of this document, or online at: <https://goo.gl/forms/dgxygZ92uHZ7u4Cg2>

**We look forward to seeing you in April!**

## Sponsor Networking Opportunities

In addition to providing a high traffic exhibit space designed for maximum exposure (see map on page 10), the Symposium program has been deliberately designed to encourage delegates to visit exhibits between workshops, during meals and nutrition breaks. The program also includes two scheduled social receptions to provide you the opportunity to build one-on-one relationships with delegates, fellow exhibitors and sponsors, and high-level decision makers.

### **Opening Night Reception: *Wednesday, April 5<sup>th</sup>, 5:00 - 6:30 pm***

Don't miss your opportunity to converse with delegates at the Symposium's Opening Night Reception. The Symposium kicks off with networking in a casual and lively environment in the Sea Walk area. Everyone is welcome - delegates, keynotes, exhibitors, and sponsors. The reception will include catered hors d'oeuvres and no-host bar.

### **Main Reception: *Thursday, April 6<sup>th</sup>, 4:30 - 6:30 pm***

Enjoy a casual drink, hors d'oeuvres and great conversation at the main networking event of the Symposium. Join delegates, presenters, other sponsors and Symposium organizers in the Main Reception in the pre-function foyer and exhibit area outside the main ballrooms.

## Exhibitor Hours

### *Wednesday, April 5, 2017 (Pre-Conference)*

|                   |                                    |
|-------------------|------------------------------------|
| Exhibitor Set Up  | 4:00pm – 7:00pm (Conference Foyer) |
| Opening Reception | 5:00pm – 6:30pm                    |

### *Thursday, April 6, 2017 (Symposium)*

|                       |                                       |
|-----------------------|---------------------------------------|
| Continental Breakfast | 7:30am – 8:30am                       |
| Plenary Keynote       | 8:30am – 10:00am                      |
| Breaks                | 10:00am – 10:30am & 11:30am – 11:45am |
| Lunch                 | 12:30pm – 1:30pm                      |
| Breaks                | 2:30pm – 2:45pm & 3:30pm – 3:45pm     |
| Main Reception        | 4:30pm – 6:30 pm                      |

### *Friday, April 7, 2017 (Symposium)*

|                            |                                     |
|----------------------------|-------------------------------------|
| Breakfast                  | 7:30am – 8:15am                     |
| Plenary Keynote            | 8:15am – 9:00am                     |
| Breaks                     | 9:00am – 9:30am & 10:45am – 11:15am |
| Lunch                      | 12:30pm – 1:00pm                    |
| Conference Closing Plenary | 1:00pm – 2:30pm                     |
| Exhibitor Take Down        | 3:00pm                              |

## 2017 CANeLEARN SYMPOSIUM SPONSORSHIP OPPORTUNITIES

### PLATINUM SPONSOR - \$10,000

INCLUDES ADVERTISING, NETWORKING, PRESENTATION AND EXHIBITOR OPPORTUNITIES

#### ***Official Symposium and Keynote Speaker Sponsor***

- Introduction as “*Official Symposium and Keynote Sponsor*” at three plenary sessions
- Option for company representative to introduce a keynote speaker to conference delegates
- Company/organization banner on display in ballroom at plenary sessions
- Company representative introduced at two receptions to Symposium delegates
- Inclusion in the official conference prize draw
- Two 10-foot exhibit booth spaces – prime location (*first choice*)
- Four complimentary conference registrations and invitations to Conference receptions
- Two complimentary workshop presentations (one in Pre-Conference)
- Acknowledgement in program, on website, at plenary sessions and on signs in foyer

#### **YOU WILL NEED TO PROVIDE THE FOLLOWING:**

- A brief statement about your company/organization or value proposition (25 words max)
- Names and contact information for each Symposium attendee
- Two door prizes at a value over \$250.00 for draw at receptions
- Two logo formats: a JPG and an EPS (high resolution) for digital and print production
- Signage for display in the ballroom, and first choice of exhibit location

### GOLD SPONSOR - \$7,500

INCLUDES ADVERTISING, NETWORKING, PRESENTATION AND EXHIBITOR OPPORTUNITIES

#### ***Official Symposium and Reception Sponsor***

- Introduction as “*Official Symposium and Reception Sponsor*” at two receptions
- Company/organization banner on display in ballroom at plenary sessions
- Company representative introduced at two receptions to Symposium delegates
- Inclusion in the official conference prize draw
- One 10-foot exhibit booth space – prime location (*second choice*)
- Three complimentary conference registrations and invitations to Conference receptions
- One complimentary workshop presentation
- Acknowledgement in program, on website, at plenary sessions and on signs in foyer

#### **YOU WILL NEED TO PROVIDE THE FOLLOWING:**

- A brief statement about your company/organization or value proposition (25 words max)
- Names and contact information for each Symposium attendee
- Two door prizes at a value over \$250.00 for draw at receptions
- Two logo formats: a JPG and an EPS (high resolution) for digital and print production
- Signage for display in the ballroom, and second choice of exhibit location

## 2017 CANeLEARN SYMPOSIUM SPONSORSHIP OPPORTUNITIES

### SILVER SPONSOR - \$5,000

INCLUDES ADVERTISING, NETWORKING, PRESENTATION AND EXHIBITOR OPPORTUNITIES

#### *Official Symposium Sponsor*

- Introduction as “*Official Symposium Sponsor*” at the Main Reception
- Option for company representative to be introduced at the reception to Symposium delegates
- Inclusion in the official conference prize draw
- One complimentary workshop presentation
- One 10-foot exhibit booth space – prime location (third choice)
- Two complimentary conference registrations and invitations to Conference receptions
- Acknowledgement in program, on website, at plenary sessions and on signs in foyer

#### **YOU WILL NEED TO PROVIDE THE FOLLOWING:**

- A brief statement about your company/organization or value proposition (25 words max)
- Names and contact information for each Symposium attendee
- Door prize at a value over \$250.00 for draw at main reception
- Two logo formats: a JPG and an EPS (high resolution) for digital and print production

### BRONZE SPONSOR - \$2,500

INCLUDES ADVERTISING, NETWORKING, PRESENTATION AND EXHIBITOR OPPORTUNITIES

#### *Symposium Sponsor*

- Acknowledgement as “*Symposium Sponsor*” at Opening Reception
- Inclusion in the official conference prize draw
- One 6-foot exhibit table space (no backdrop, option for one pull-up banner)
- Two complimentary conference registrations and invitations to Conference receptions
- Acknowledgement in program, on website, at plenary sessions and on signs in foyer

#### **YOU WILL NEED TO PROVIDE THE FOLLOWING:**

- A brief statement about your company/organization or value proposition (25 words max)
- Names and contact information for each Symposium attendee
- Door prize at a value over \$250.00 for draw at main reception
- Two logo formats: a JPG and an EPS (high resolution) for digital and print production

### NAME TAG LANYARD SPONSOR - \$4000

- Delegates are required to wear name badges throughout the event
- Supply lanyards with your brand for each delegate and presenter

## 2017 CANeLEARN SYMPOSIUM SPONSORSHIP OPPORTUNITIES

### VENDOR EXHIBIT LEVELS

#### LEVEL 1 - \$795.00

- One assigned 6-foot exhibit table space (no backdrop, option for one pull-up banner)
- One complimentary conference registration and invitation to Conference reception (*additional registrations available at \$250*)
- Acknowledgement in program, on website, and at plenary sessions

#### YOU WILL NEED TO PROVIDE THE FOLLOWING

- Name and contact information for one conference attendee
- Two logo formats: a JPG and an EPS (high resolution) for digital and print production

#### LEVEL 2 - \$495.00

- Your exhibit materials displayed on a common table
- Logo and link to your website from conference website

#### YOU WILL NEED TO PROVIDE THE FOLLOWING

- Two logo formats: a JPG and an EPS (high resolution) for digital and print production
- Exhibit materials for common table

#### LEVEL 3 - \$295.00

- Logo and link to your website from conference website

#### YOU WILL NEED TO PROVIDE THE FOLLOWING

- Two logo formats: a JPG and an EPS (high resolution) for digital and print production

#### ADDITIONAL SPONSOR DELEGATE - \$250 (*Level 3 Exhibitor or above only*)

- One delegate conference attendance (discounted rate)

**Sponsor & Exhibitor Comparison Matrix**

|                                     | <b>Exhibitor Level 3</b> | <b>Exhibitor Level 2</b> | <b>Exhibitor Level 1</b>   | <b>Bronze Sponsor</b>    | <b>Silver Sponsor</b>   | <b>Gold Sponsor</b>      | <b>Platinum Sponsor</b> |
|-------------------------------------|--------------------------|--------------------------|----------------------------|--------------------------|-------------------------|--------------------------|-------------------------|
|                                     | <i>Non-attending</i>     | <i>Non-attending</i>     | <i>Attending Exhibitor</i> | <i>Attending Sponsor</i> | <i>Official Sponsor</i> | <i>Reception Sponsor</i> | <i>Keynote Sponsor</i>  |
|                                     | \$295                    | \$495                    | \$795                      | \$2,500                  | \$5,000                 | \$7,500                  | \$10,000                |
| Logo/link on website                | X                        | X                        | X                          | X                        | X                       | X                        | X                       |
| Logo on PPT                         | X                        | X                        | X                          | X                        | X                       | X                        | X                       |
| Materials displayed                 |                          | X                        | X                          | X                        | X                       | X                        | X                       |
| Symposium registrations             |                          |                          | 1                          | 2                        | 2                       | 3                        | 4                       |
| Listed on program/web               |                          |                          | X                          | X                        | X                       | X                        | X                       |
| 6 foot table (no backdrop)          |                          |                          | 1                          | 1                        |                         |                          |                         |
| Choice on display space area        |                          |                          | Assigned                   | 4 <sup>th</sup>          | 3 <sup>rd</sup>         | 2 <sup>nd</sup>          | 1 <sup>st</sup>         |
| Conference Prize Draw (\$250 value) |                          |                          |                            | 1                        | 1                       | 2                        | 2                       |
| Logo on foyer signage               |                          |                          |                            | X                        | X                       | X                        | X                       |
| 10 foot space; 8' table & backdrop  |                          |                          |                            |                          | 1                       | 1                        | 2                       |
| Concurrent workshop in program      |                          |                          |                            |                          | 1                       | 1                        | 2                       |
| Intro as Official Symposium Sponsor |                          |                          |                            |                          | X                       | X                        | X                       |
| Company banner in ballroom          |                          |                          |                            |                          |                         | X                        | X                       |
| Welcome and Introduction to Keynote |                          |                          |                            |                          |                         |                          | X                       |

**Lanyard Sponsor (one only)      \$4,000** Please email [rlabonte@CANeLearn.net](mailto:rlabonte@CANeLearn.net) to check availability

## Additional Exhibitor Information

### Display Regulations

No displays may be attached to walls or hung from the ceiling. The use of thumbtacks, double-sided tape, scotch tape, nails, screws, bolts and spikes or any tool material that could damage the floors, drapes and walls is prohibited by the hotel.

### Conference Prize Draw (*Sponsors only*)

Delegates welcome the opportunity to enter into prize draws. We invite our sponsors to provide a door prize of over \$250 value for our delegate *Conference Prize Draw*. We request that you arrange for and notify us of your door prizes on or before February 28<sup>th</sup>.

- This offer is open to only those Platinum, Gold, Silver, and Bronze sponsors.
- **Physical Prizes** should be shipped to the hotel to your attention or brought with you.
- **Prizes to be provided to Symposium Info/Registration desk by the morning of April 6<sup>th</sup>**
- **Prize Certificates** should be emailed to [info@CANeLearn.net](mailto:info@CANeLearn.net)
  - Format: Letter Size (8 ½" x 11"), PDF file;
  - Company Info: Company name, logo, address, phone, email; and
  - Redemption Information: Prize description, value and contact for redemption.

### Booth Prize Draws

The Symposium organizers welcome both sponsors and exhibitors to offer business card draw prizes for delegates at their booth. A general announcement will be made during the Symposium opening that exhibitors may be offering these opportunities.

### Prize Draw Policy

Symposium organizers and numerous exhibitors will be holding prize draws throughout the event. To ensure there is no perceived conflict of interest and to increase value of attendance, these draws are not open to sponsors, exhibitors or event organizers.

### Note:

- **All breaks, lunch, and the main social event are staged in the foyer/exhibit and ballroom area.**
- **Delegates will pass through the foyer to access meeting rooms, washrooms, and social events.**
- **Exhibitors will have maximum exposure.**

### Conference Venue and Accommodations

- [Westin Bayshore, Vancouver](#)
- 1601 Bayshore Dr, Vancouver, BC V6G 2V4
- Guest room special rates deadline March 14 (hotel will sell out quickly!):  
<https://www.starwoodmeeting.com/events/start.action?id=1605079691&key=930F05A>
- Toll Free: 1-800-WESTIN-1 // Hotel Direct: (604) 682-3377 ~ Please ask for "2017 Canadian eLearning Symposium" Group Rate



### **Advance Deliveries**

The hotel cannot receive packages, parcels, crates and equipment more than 4 days prior to the start of the function. All parcels delivered by courier service should include:

1. Your company name, name of person picking up the package along with their phone number (cell number is preferred);
2. Please include return address, booth number if known; and
3. Reference **CANeLearn Symposium April 5 – 7, 2017**

### **Security**

*Please note that all unattended items are left at the exhibitor/sponsors own risk.* The hotel, Canadian eLearning Network and its contractors assume no liability for loss or damage to supplies, displays or other valuables.

### **Internet Access**

The main meeting rooms and exhibit areas have wireless access provided. All hotel rooms have complimentary high-speed internet access.

### **AC Power**

AC Power is available at a cost of \$15.00 plus service fee and GST per table hookup.

### **Cancellation Policy**

A 15% administration fee will be charged for cancellations. Cancellations with less than 30-day notice are not refundable. In the event of cancellation by the exhibitor prior to March 6, 2017, the liability of the Canadian eLearning Network shall be limited to the refunding of the amount of rental less a 15% administrative fee. Cancellation by the exhibitor after that date will result in forfeiture of the required payment. Cancellation notice must be in writing.

**Questions? Comments? Please Contact:**

[info@CANeLearn.net](mailto:info@CANeLearn.net)

Or:

Randy LaBonte at [rlabonte@CANeLearn.net](mailto:rlabonte@CANeLearn.net)

## Main Conference Floor – Thursday and Friday Symposium

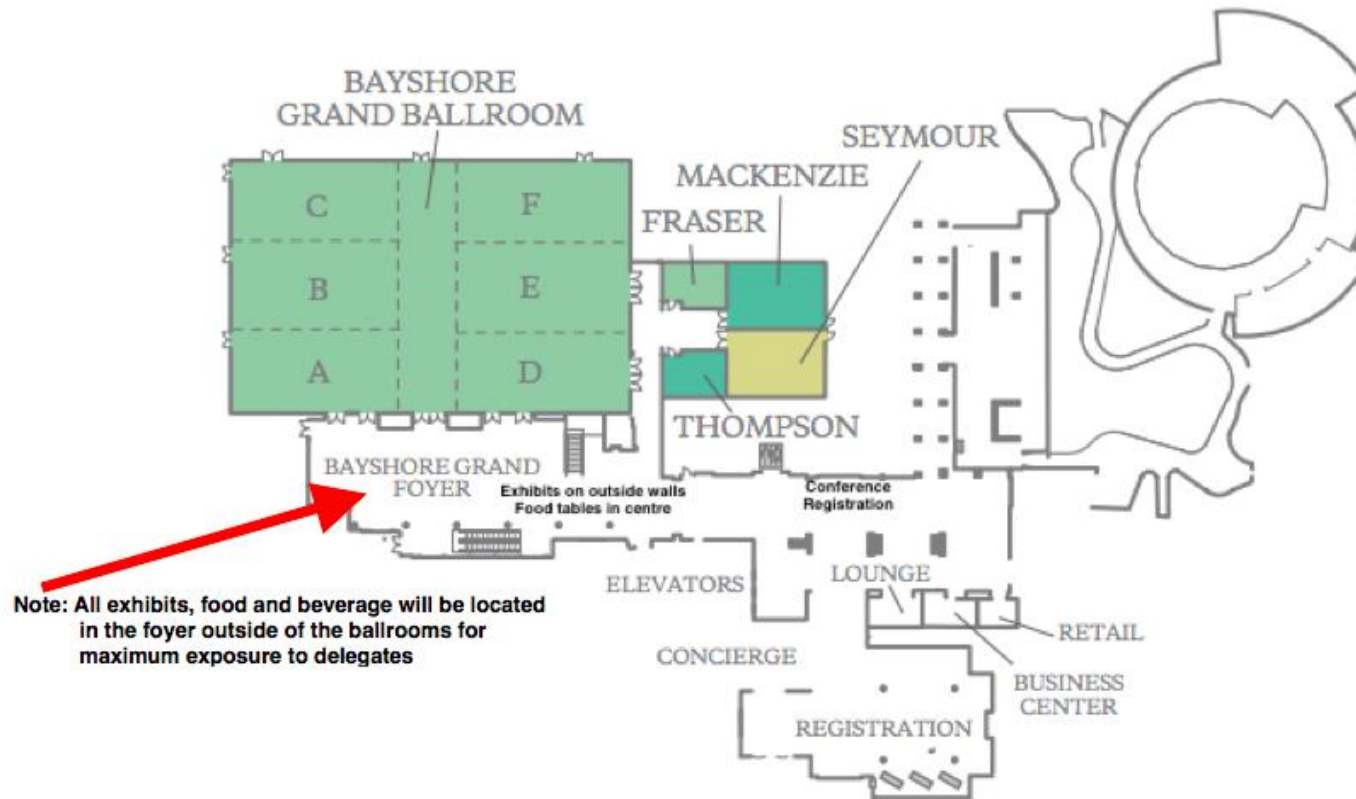
Virtual Tour of Foyer (food and exhibitors):

<http://www.iceportal.com/brochures/ice/brochure.aspx?did=8842&brochureid=ICE6289>

MEETING SPACE  
CONFERENCE CENTRE,  
LOBBY LEVEL

1601 Bayshore Drive  
Vancouver, British Columbia V6G 2V4 Canada  
T 604.691.6976 F 604.691.6959  
E bayshore.sales@westin.com  
westinbayshore.com

**THE WESTIN**  
BAYSHORE  
VANCOUVER

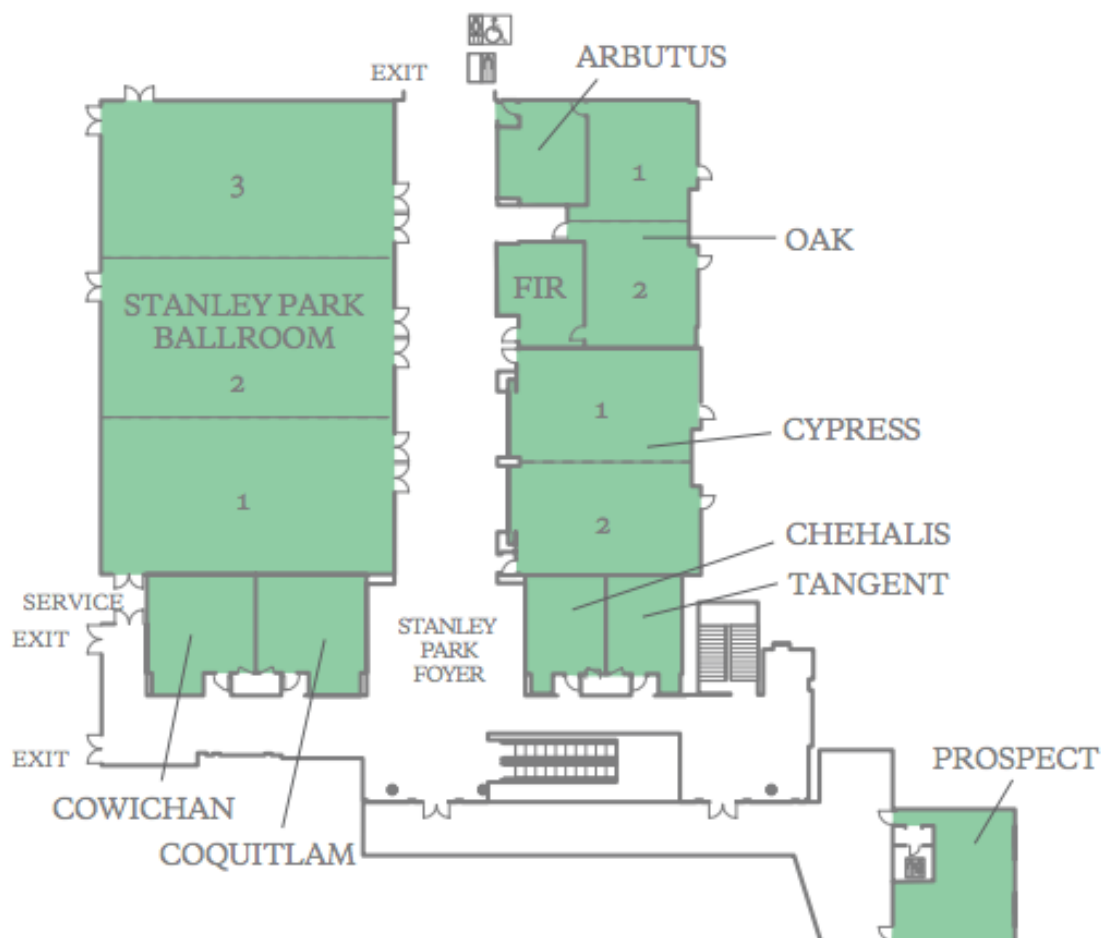


## 2<sup>nd</sup> Floor Conference Area – Wednesday (Pre-conference) & Thursday (breakouts)

### MEETING SPACE CONFERENCE CENTRE, SECOND FLOOR

1601 Bayshore Drive  
Vancouver, British Columbia V6G 2V4 Canada  
T 604.691.6976 F 604.691.6959  
E bayshore.sales@westin.com  
westinbayshore.com

**THE WESTIN**  
BAYSHORE  
VANCOUVER



## Application and Agreement to Exhibit and/or Sponsor 2017 CANeLearn Symposium

This form can be completed online at <https://goo.gl/forms/dgxygZ92uHZ7u4Cg2>  
OR email this completed form to [info@CANeLearn.net](mailto:info@CANeLearn.net)

**Sponsor/Exhibiting Organization** \_\_\_\_\_

Primary Contact: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone Numbers (Office and Contact Cell): \_\_\_\_\_

Email(s): \_\_\_\_\_

Website (to direct delegates to): \_\_\_\_\_

Logistical Contact (for Service Kits, Booth Assignments, etc.)

Name: \_\_\_\_\_ Email: \_\_\_\_\_

Telephone (office & cell): \_\_\_\_\_

Email Address: \_\_\_\_\_

### **Sponsorship Level: (please select one)**

- Platinum - \$10,000
- Gold - \$7,500
- Silver - \$5,000
- Bronze - \$2,500
- Level 1 Exhibitor - \$795
- Level 2 Exhibitor (Display materials) - \$495
- Level 3 Exhibitor (Logo on website) - \$295

### **Additional Sponsorship Opportunity:**

Name Tag Lanyard Sponsor - \$4,000 (one only, email [info@CANeLearn.net](mailto:info@CANeLearn.net) to check availability)

### **BADGE INFORMATION:** List all Company Representatives Attending the Event (name and email)

Name: \_\_\_\_\_ Email: \_\_\_\_\_

Name: \_\_\_\_\_ Email: \_\_\_\_\_

Name: \_\_\_\_\_ Email: \_\_\_\_\_

Name: \_\_\_\_\_ Email: \_\_\_\_\_

## 2017 CANeLearn Exhibition Details and Guidelines

### TERMS OF PAYMENT

You are urged to submit your application early. An invoice for agreed sponsorship/exhibitor level will be issued and full payment must be made one month from invoice date to secure exhibit space and sponsorship level. Cheques are payable to **the Canadian eLearning Network**, electronic payment and invoice options are available through Stripe or PayPal.

### ASSIGNMENT OF BOOTH SPACE

Application to sponsor and exhibit at **2017 CANeLearn Symposium**, and the formal assignment of exhibit space based on full payment of all sponsor/exhibit fees, together constitute an agreement and right to use the assigned exhibit space. Major sponsors have the right to indicate choice on space as described in this document, however the organizing committee in collaboration with the Canadian eLearning Network reserve the right to assign and reassign exhibit space as necessary.

### USE OF DISPLAY SPACE

All distribution and demonstration of promotional materials must be confined to the perimeters of the exhibitor's booth. Display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. Any devices that project sound must be kept at a conversation level. Exhibitors may not distribute food and beverage products, including but not limited to alcoholic beverages, unless agreed upon in advance. Small bowls of candy are allowed.

### STANDARDS FOR EXHIBITING

As a courtesy to delegates and fellow exhibitors, exhibiting companies are required to open their exhibit on time and staff the booth during exhibit hours. No functions, entertainment, or social events may be scheduled to conflict with Symposium program hours, exhibit hours or social events. Functions sponsored independently by Exhibitors at the conference site to which delegates are invited must receive prior written approval.

### LIABILITY

The organizing committee, Canadian eLearning Network, its partners, officers, directors, agents and employees, and the hotel cannot guarantee against loss, theft, damage or injury connected with the exhibitor's participation in the **2017 CANeLearn Symposium** Exhibit Hall. Exhibitors assume all responsibility and liability for losses, damages and claims arising out of the use of the exhibition premises. The exhibitor agrees to indemnify, hold harmless and defend the Canadian eLearning Network, its partners, and respective employees and agents from any and all such losses, damages and claims. The organizing committee, Canadian eLearning Network or hotel will not be responsible or liable for any loss, damage or claims arising out of exhibitor's activities on the hotel premises. Exhibitors understand that neither the hotel, the organizing committee or the Canadian eLearning Network nor its partners maintain insurance covering exhibitor's property and it is the sole responsibility of the exhibitor to obtain such insurance.

### AGREEMENT

It is expressly understood that in using space in the Exhibit Hall, the sponsor and/or exhibitor agrees to abide by all rules and regulations; moreover, that in accepting the application for space, the organizing committee in partnership with the Canadian eLearning Network agrees to furnish ordinary facilities and services as described in this document.