



# **AMICCUS-C**

## **National Professional Conference**

### **Vancouver, British Columbia**

**May 30 to June 2, 2016**

## **2016 SPONSORSHIP AND MARKETING OPPORTUNITIES**

**2016 AMICCUS-C NPC**  
**Vancouver, British Columbia**  
**[www.amiccus-c.org](http://www.amiccus-c.org)**

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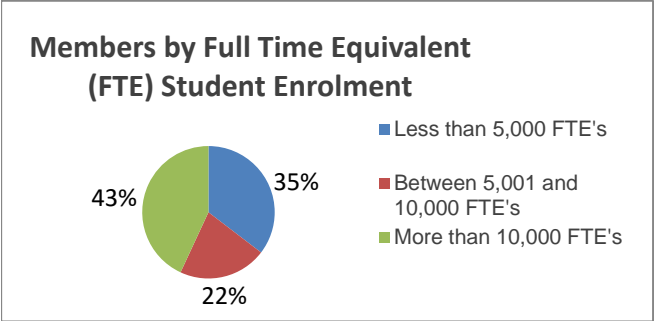
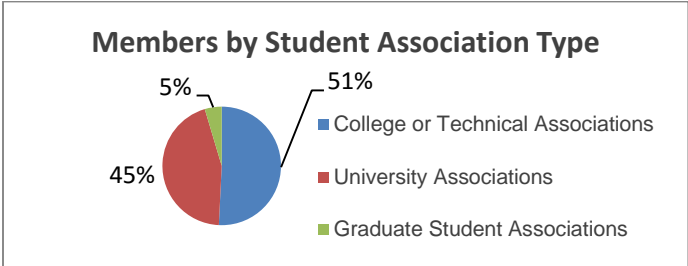
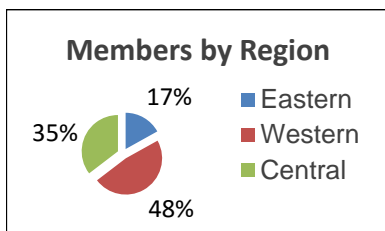
## About AMICCUS-C

The Association of Managers in Canadian College and University Student Centres (AMICCUS-C) is a national, not-for-profit organization that supports professional staff who work in student associations across Canadian post-secondary institutions.

**AMICCUS-C Mission**  
*As innovative, diverse, and professional staff leaders, our mission is to support the post-secondary student experience in Canada. We offer members opportunities for learning and leadership development to fulfill and enhance their organizations.*

AMICCUS-C membership totals 65 student associations and unions from across Canada; representing a diverse mix of small, medium and large membership organizations from coast-to-coast. AMICCUS-C's strong complement of members hail from both university and college/technical environments and graduate associations, and include student unions, federations, associations, and councils with annual operating budgets ranging from \$1M-\$18M. For a complete list of members see our directory at [http://www.amiccus-c.org/members\\_current.php](http://www.amiccus-c.org/members_current.php)

### AMICCUS-C Member Demographics



## 2016 National Professional Conference

### Attendees

The Capilano Students' Union is proud to host attendees at the AMICCUS-C 2016 National Professional Conference in Vancouver, British Columbia from May 30 to June 2, 2016.

Over 120 conference delegates, comprised of General Managers, Executive Directors and key professional support staff, are expected to attend this year.

Our members value the annual NPC. The three-day conference provides them with professional development, education sessions, networking with peers and the opportunity to learn about new vendor offerings related to student services and activities, campus student centres, and food and beverage operations.



The 2016 AMICCUS-C NPC is an excellent opportunity for you and your organization to meet with both new and established professionals and network with a wide variety of campus organizations.

Sponsoring events or exhibiting at the Partners Expo will allow you and your organization to raise awareness of your business and promote your products and services to senior decision-makers of our member organizations.

In addition, your sponsorship will be specially acknowledged, further generating recognition for your organization as an industry leader and enhancing goodwill with your key customers.

**Sponsors**

Sponsors are vital to our ability to run an annual conference for the member organizations we represent, and we count on your generous support each year to help make it a quality event. Proceeds from the conference also help to maintain AMICCUS-C – a member-based organization whose mission is to provide its members with opportunities for learning and development that help fulfill and enhance their own organizations.

We gratefully acknowledge our 2015 NPC Sponsor partners, and look forward to working with you again in 2016!

2015 Diamond Sponsors	2015 Platinum Sponsors	2015 Bronze Sponsors
ACL Student Benefits Inc.	Gallivan & Associates Student Networks	HM Cash
Student Care Networks	HUB International	International News
Campus Trust	Student VIP / C&C Insurance	

**Become a Sponsor**

Choose your preferred sponsorship package and contact Shari Hildred at [amiccusc@gmail.com](mailto:amiccusc@gmail.com) to reserve.

Sponsorship packages will be made available on a first-come, first-served basis.

**Good Conduct Policy**

Only exhibiting companies may engage delegates in the exhibit hall area. We ask delegates not to accept invitations to events from vendors not sponsoring or exhibiting at the conference. Service and product solicitation is not appropriate by vendors not sponsoring or exhibiting at the conference. We ask delegates to notify AMICCUS-C staff or board members of any occurrences of this behaviour.

Delegates will be provided with three hours in the evening on Tuesday, May 31, 2016 to sight-see on their own, or to attend special client appreciation events traditionally hosted by individual Health and Dental Plan Providers.

Partners are prohibited from hosting any client appreciation or other type of event at any time when the National Professional Conference program is in effect. AMICCUS-C relies on all its Partners to honour this policy to help make the conference a success for all participants.

AMICCUS-C is also willing and able to work with you to identify other special events that allow all delegates to participate.

Issues or questions related to this policy should be directed to Shari Hildred.



## Benefits and Types of Sponsorships

AMICCUS-C welcomes and greatly appreciates all levels of sponsorship and is committed to working with vendors/suppliers to customize levels of support where possible. If you do not see something that suits your sponsorship goals, we will work with you to arrange a mutually beneficial and satisfying opportunity.

<b>Key Benefits</b>	<b>Diamond - \$6,600</b> (Limited to Three Sponsorship Opportunities)	<b>Platinum - \$5,100</b> (Limited to Three Sponsorship Opportunities)	<b>Bronze - \$2,675</b> (Limited to Four Sponsorship Opportunities)	<b>Partners Expo Gold Level - \$1,225 + Tax</b>	<b>Partners Expo Exhibitor Booth - \$700 + Tax</b>
Opportunity to speak at sponsored event(s) or make a short presentation	✓	✓	✗	✗	✗
Verbal and/or written (tent card) sponsorship recognition at sponsored event(s)	✓	✓	✓	✗	✗
Company banners displayed at sponsored event(s) (set up and supply by sponsor)	✓	✓	✓	✗	✗
Complimentary tickets to your sponsored event(s) (additional tickets charged out at cost)	✓ Up to three included in package. Additional meal tickets \$70 each tax included	✓ Up to two included in package, Additional meal tickets \$65 each tax included; add'l add-on passes: Golf \$90, Brewery Tour \$90, Fly Over/Shopping \$35, Capilano Suspension Bridge \$50 + Tax	✓ One included in package. Additional meal tickets \$35 each tax included	✗	✗
Year round logo recognition of sponsorship support level on AMICCUS-C website	✓	✓	✓	✓	✗
Your AMICCUS-C News Posts to members (with recognition of your sponsorship support)	✓ Up to two per year	✓ Maximum one per year	✗	✗	✗
Complimentary colour advertisement in electronic program Conference Manual (artwork supplied by sponsor)	✓ One full page, full colour prime placement. Options: one of inside front cover; inside back cover; or back cover.	✓ One full page, full colour	✓ One half page, full colour	✓ One half page, full colour	✓ Logo only



Key Benefits (cont'd.)	Diamond - \$6,600 (Limited to Three Sponsorship Opportunities)	Platinum - \$5,100 (Limited to Three Sponsorship Opportunities)	Bronze - \$2,675 (Limited to Four Sponsorship Opportunities)	Partners Expo Gold Level - \$1,225 + Tax	Partners Expo Exhibitor Booth - \$700 + Tax
Logo recognition on official conference website	✓	✓	✓	✓	✓
Opportunity to supply promotional items for distribution at registration	✓	✓	✓	✓	✗
Optional additional <u>non-educational</u> sponsor delegate passes available for purchase	✓ Unlimited quantity- discounted to \$385 tax included	✓ Unlimited quantity- discounted to \$385 each tax included	✓ Maximum of two passes available at \$385 each tax included (\$485 for add'l passes)	✓ Includes one pass (\$750 tax included for add'l passes)	✗
Hospitality Suite Sponsor	✓ Hospitality Suites include a cash bar, snacks & programming. No entertainment planning/expense is required by the sponsor.	✗	✗	✗	✗
One 8' x 10' Partners Expo Booth (table, chairs, linens supplied)	✗	✗	✓	✓	✓
Sponsorship Event Packages - Choose One:	<ol style="list-style-type: none"> <li>1. Official Sponsor of Opening Reception (May 30), Opening Keynote Speaker with Breakfast (May 31) and evening Networking Suite (May 30).</li> <li>2. Official Sponsor of the Pit Pub (UBC) Dinner and special event and evening Networking Suite (June 1).</li> <li>3. Official Sponsor of Closing Banquet and evening Networking Suite (June 2).</li> </ol>	<ol style="list-style-type: none"> <li>1. Official Sponsor of Keynote Speaker and Lunch (June 1) and Pre-Conference Craft Brewery Tour (May 30).</li> <li>2. Official Sponsor of Keynote Speaker and Hot Breakfast (June 2) and Pre-Conference Golf (May 30).</li> <li>3. Official Sponsor of Closing Reception in gorgeous outdoor Garden Terrace (June 2) and Pre-Conference Capilano Suspension Bridge Park and Fly Over/Shop Tours (May 30).</li> </ol>	<ol style="list-style-type: none"> <li>1. Official Sponsor of Lunch at Hotel (May 31).</li> <li>2. Official Sponsor of Hot Breakfast at Hotel (June 1).</li> <li>3. Official Sponsor of Lunch at Hotel (June 2).</li> <li>4. Official Sponsor of Six Delegate Refreshment Breaks (May 31 thru June 2).</li> </ol>	✗	✗



## Mini Conference Schedule

	May 29	Mon., May 30	Tues., May 31	Wed., June 1	Thurs., June 2	June 3
Morning	Arrival & Registration	<ul style="list-style-type: none"> <li>•Arrival &amp; Registration</li> <li>•Pre-Conference Activities</li> </ul>	<ul style="list-style-type: none"> <li>•Registration</li> <li>Breakfast &amp; Keynote</li> <li>•Ed-Session</li> </ul>	<ul style="list-style-type: none"> <li>•Breakfast</li> <li>•Travel to Capilano University</li> <li>•Ed-Session</li> <li>•Regional Meetings</li> </ul>	<ul style="list-style-type: none"> <li>•Breakfast &amp; Keynote</li> <li>•Ed-Sessions</li> </ul>	Breakfast & Departure
Afternoon		<ul style="list-style-type: none"> <li>• Cont'd. - Arrival &amp; Registration and Pre-Conference Activities</li> </ul>	<ul style="list-style-type: none"> <li>•Lunch</li> <li>•Ed-Sessions</li> </ul>	<ul style="list-style-type: none"> <li>•Lunch &amp; Keynote</li> <li>•Travel to AMS Student Nest at UBC</li> <li>•TEDx-style talks</li> </ul>	<ul style="list-style-type: none"> <li><b>Lunch &amp; Partners Expo</b> Set-up: 9AM - 11:30AM in Conference Foyer. Open for 'sneak peek' at AM refreshment break. Open: 1PM to 2:30PM</li> <li>•AGM</li> </ul>	
Evening		<ul style="list-style-type: none"> <li>•Opening Reception</li> <li>•Networking Suite</li> </ul>	<ul style="list-style-type: none"> <li>•Dinner Out 6:00-9:30 PM (<b>Client Events for H&amp;D Plan Providers</b>)</li> <li>•Networking Suite – <b>OPEN TO ALL</b></li> </ul>	<ul style="list-style-type: none"> <li>•Dinner &amp; special event</li> <li>•Travel to Conference Hotel</li> <li>•Networking Suite</li> </ul>	<ul style="list-style-type: none"> <li>•Closing Reception</li> <li>•Closing Banquet</li> <li>•Networking Suite</li> </ul>	

For a more complete conference schedule with details about pre-conference activities, etc. please visit the Capilano NPC website at <http://csu.bc.ca/npc/>

### Client Events - Important News Tuesday Night (May 31, 2016)

As in previous years, AMICCUS-C is reserving one free evening during the NPC for its Health and Dental Plan Providers to host client dinners/events. This year we request that all Health and Dental Plan Providers schedule their

event to take place from 6:00 to 9:30 PM on Tuesday, May 31, 2016.

AMICCUS-C and the Capilano Students' Union are hosting the Tuesday evening Networking Suite event, and would appreciate your cooperation in wrapping up your dinner event by 9:30 PM to allow our member delegates to



return to the conference hotel for the Networking Suite.

To further ensure you gain more time with your clients, we are issuing a special invitation to all of the representatives of the Health and Dental Plan Providers to attend the networking suite on this evening. The Comox Street Long Bar, conveniently located on the lobby floor of the conference hotel, has been reserved for this Networking Suite Event.

### Recommended Restaurants

The Capilano Conference Host Team has also provided a list of recommended restaurants for our Health and Dental Plan Providers:

Verve Bistro  
Espana Restaurant  
Acacia Fillo Bar  
Beach Bay Café and Patio  
Dover Arms Pub

More information about these and other Vancouver restaurants can be found on Urban Spoon:

<https://www.zomato.com/vancouver/downtown-restaurants>

### Event Attendance by Partners/Sponsors

- All sponsors (including Gold Level) may attend at any of the pre-conference events.
- Only those sponsors (including Gold Level) who have purchased a sponsor delegate pass, event ticket(s) or received a special invitation from AMICCUS-C may attend at regular conference events (i.e., meals, keynotes, evening networking suites).
- Educational sessions are exclusive to AMICCUS-C members. Sponsors may not attend educational sessions unless special permission is provided by AMICCUS-C (e.g., for specifically sponsoring a workshop or session presenter).

### Partners Expo – Exhibitor Information

The Partners Expo provides a valuable opportunity to meet with potential new clients and showcase your organization’s products or services with signage and promotional materials at your booth.

Be sure to take advantage of the opportunity to inform your target audience about the benefits of your products and services and demonstrate how you can maximize the effectiveness of their student centre offerings!!

This year the Partners Expo will take place on Thursday, June 2, 2016 between 1:00 to 2:30 PM. The exhibitor hall will be situated in the Conference Foyer, steps away from where delegates will be offered a full lunch.

We actively encourage our delegates to visit each of the booths at the Partners Expo. Approximately 100 to 120 delegates are expected to visit the Partners Expo exhibitor booths, and to generate more traffic, a few changes have been made.

#### NEW IN 2016!!

- Delegates will be provided with a ‘passport’. After visiting all exhibitor booths to have passports stamped, and with a fully stamped passport, delegates will be entered into a draw for an Ipad.
- Exhibitor booths will be available for a ‘sneak peek’ during the morning refreshment break.
- After lunch, dessert and coffee will be served in the Conference Foyer where the Partners Expo is located - in turn generating multiple opportunities and incentives for delegates to visit the Partners Expo.

As in prior years, Health and Dental Plan Providers are not invited to exhibit at the Partners Expo.





Booth space is 8' x 10' with table, chairs, linens and Wi-Fi included. Exhibitors are to assume the cost of any additional services required such as electrical outlets, telephone, etc.

If you are interested in exhibiting, please email Shari Hildred at [amiccusc@gmail.com](mailto:amiccusc@gmail.com) to receive an *Exhibitor Registration Form*.

### Advertising Opportunities

A professionally designed electronic program Conference Manual will be provided to all participants attending at the National Professional Conference. While full-page, half-page and logo advertisements are included in the various Sponsorship Event and Exhibitor packages, additional advertising spots are available. If you are unable to attend as a Sponsor or Exhibitor at the 2016 NPC, we urge you to consider demonstrating your support of AMICCUS-C by taking advantage of an advertising opportunity in the Conference Manual.

#### **Delegate Conference Manual Advertising Rate Card\***

Full page colour \$400.00 + Tax  
Half page colour \$200.00 + Tax  
Business card colour \$150.00 + Tax

\*Submission of acceptable camera-ready artwork is required. Artwork specifications and submission deadlines will be provided to advertisers at a later date. Advertising placement in Conference Manual is at designer discretion.

#### **Other Sponsorship Opportunities**

AMICCUS-C has a limited number of other sponsorship opportunities that can be made available to interested parties (e.g., wine and cheese reception, Award of Distinction sponsor, transportation sponsor, etc.). Contact Shari Hildred for further information.

AMICCUS-C welcomes and greatly appreciates all levels of sponsorship. If you do not see something that suits your sponsorship goals,

AMICCUS-C will strive to work with you to arrange a mutually beneficial and satisfying opportunity.

### Conference Hotel Accommodations

Sponsors are requested to reserve their accommodation by contacting the conference hotel directly, mentioning AMICCUS-C to receive conference rate. Conference room rates are valid until April 1, 2016.

Coast Plaza Hotel & Suites  
1763 Comox Street  
Vancouver, BC V6G 1P5  
Room Rate: \$165/night  
P: 1.800.716.6199  
Website:  
<http://www.coasthotels.com/hotels/bc/vancouver/coast-plaza-hotel-and-suites/>

### Next Steps

#### **Sponsors**

Contact Shari Hildred at your earliest opportunity to reserve your preferred sponsorship package and begin the registration process.

#### **Gold Level and Partners Expo Exhibitors**

Contact Shari Hildred to confirm your commitment at your earliest opportunity and register your company's participation.

### Contact Information

Shari Hildred, Executive Director  
AMICCUS-C  
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Silton SK S0G 4L0  
Email: [amiccusc@gmail.com](mailto:amiccusc@gmail.com)