



# CANHEIT 2013

Exceptional ideas for a changing world

## SPONSORSHIP BROCHURE

*Connect with IT decision-makers dedicated to higher education in Canada*

Canadian Higher Education IT Conference (CANHEIT)  
University of Ottawa, Ottawa, Ontario  
June 9 - 12, 2013



uOttawa



Carleton  
UNIVERSITY



Communication / Collaboration / Innovation

# WHAT IS CANHEIT?

*Connect with IT decision-makers dedicated to higher education in Canada*

## About CANHEIT

Every year, 400 IT leaders, decision-makers, experts and professionals from higher education institutions across Canada meet, explore and discover solutions for the challenges at their universities and colleges. CANHEIT connects these IT doers to strategies, solutions, products, services and exceptional ideas.

Over the course of four days, we feature keynotes, track sessions, learning opportunities and social networking events.

**"I found many of the sessions were very relevant to me and extremely helpful to be able to see what my peers are doing at other universities..."**

– 2012 delegate

## Background information

CANHEIT 2013 is being co-hosted by the University of Ottawa and Carleton University in Ottawa, Ontario, Canada's capital city. The conference will take place at the University of Ottawa's centrally located campus in the heart of downtown Ottawa, 2,000 metres from Parliament Hill and other attractions.

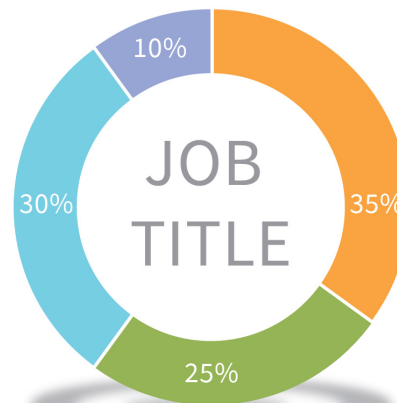
CUCCIO (Canadian University Council of Chief Information Officers) oversees CANHEIT. CANHEIT is an open conference and anyone is welcome to attend. *CUCCIO is Canada's community of IT leaders in higher education, working together to help Canadian universities excel through the innovative and effective use of IT at our own universities and in higher education across Canada, through information-sharing, collaboration and advocacy. Incorporated in 2006, CUCCIO is the evolution of almost 40 years of collaboration among provincial and regional associations of computing services directors. Today, CUCCIO has a membership of more than 50 member universities and growing, including Canada's largest post-secondary educational institutions.*

# WHO ATTENDS

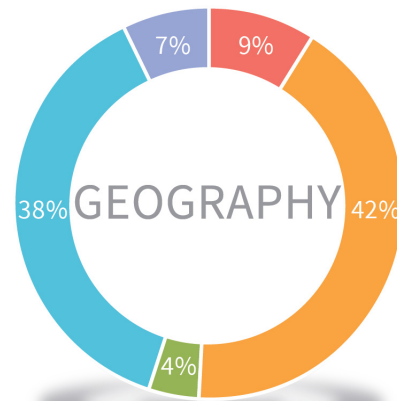
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CANHEIT is a mix of higher education IT leaders, decision-makers and professionals from across Canada coming together to share enlightening experiences, best practices and exceptional ideas for making our institutions better places to learn, study and work. This group is looking to discover innovative ideas, inspiration and solutions they can take away from CANHEIT to address their changing IT world.

## 2012 Demographics



- VPs, CIOs, Senior Managers responsible for strategic decisions
- Managers and team leads that make purchasing recommendations
- IT staff
- Other (sponsors, professors, students, librarians)



- Ontario
- Québec
- Prairies & Territories
- Maritimes & Atlantic Provinces
- British Columbia

# WHY SPONSOR

*Connect with IT  
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Showcase your company as a partner, enabler and a provider of exceptional ideas to those that make and influence IT decisions in their educational institutions. CANHEIT 2013 will be the 11th edition of the conference, and has already established itself as a premiere Canadian higher education IT conference focused on IT issues and solutions specific to Canadian institutions.

The exhibition hall is located in the same venue as other CANHEIT sessions so you'll always be in close proximity to our delegates.

- **Meet face-to-face** with IT professionals from higher education institutions across Canada
- **Showcase your products and services** to an engaged audience
- **Make business contacts** with those looking for your services
- **Increase your brand visibility**
- **Share your exceptional ideas** for our changing world

## Last year's platinum sponsors:

- Dell
- Cisco
- Meru Networks
- Microsoft
- HP
- Ruckus Wireless

# PACKAGE DETAILS

*Connect with IT  
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## PLATINUM \$20,000

### FACE-TO-FACE

- Display area (4 days, preferred location)
- Choice of 2 from either AMAZE or ENGAGE sponsorship opportunities (page 7)
- 3 CONNECT sponsorship opportunities (page 7)

### WEB

- Logo on CANHEIT homepage
- Premium placement of name, logo and URL on Sponsor page

### PRINT & ELECTRONIC

- Name and logo on printed materials
- Static name and logo on TV display (4 days)

### ADDITIONAL

- 2 Full Conference registrations (access to all sessions, meals, social events)
- 5 Social events passes (incl.meals)

## GOLD \$14,000

### FACE-TO-FACE

- Display area (4 days, preferred location)
- Choice of 1 from either AMAZE or ENGAGE sponsorship opportunities (page 7)
- Choice of 2 from CONNECT sponsorship opportunities (page 7)

### WEB

- Name, logo, URL on Sponsor page

### PRINT & ELECTRONIC

- Name and logo on printed materials
- Static name and logo on TV display (4 days)

### ADDITIONAL

- 2 Full Conference registrations (access to all sessions, meals, social events)
- 3 Social events passes (incl.meals)

## SILVER \$8,000

### FACE-TO-FACE

- Display area (4 days)
- Choice of 2 CONNECT opportunities

### WEB

- Name, logo, URL on Sponsor page

### PRINT & ELECTRONIC

- Logo on printed materials
- Static logo on TV display (4 days)

### ADDITIONAL

- 1 Full Conference registrations (access to all sessions, meals, social events)
- 2 Social events passes (incl.meals)

## BRONZE \$4,000

### FACE-TO-FACE

- Display area (4 days)
- Choice of 1 CONNECT opportunity

### WEB

- Name, logo, URL on Sponsor page

### PRINT & ELECTRONIC

- Logo on printed materials
- Static logo on TV display (4 days)

### ADDITIONAL

- 1 Full Conference registration (access to all sessions, meals, social events)
- 1 Social events passes (incl. meals)

## SUPERFAN

## UNDER \$4,000

There are various promotional options for CANHEIT Superfans. Superfans will also be able to sponsor select CONNECT sponsorship opportunities.



**We can customize packages to meet your needs!**

# ENGAGE & CONNECT

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ENGAGE and CONNECT sponsorship opportunities are limited based on level of sponsorship and are awarded on a first come, first serve basis. Don't worry if you don't get your first choice, contact us to discuss more exciting opportunities!

## AMAZE SPONSORSHIP OPPORTUNITIES

- Named sponsor at headlining presentation by a well-known and loved Canadian celebrity, June 11. (3 sponsors)
- VIP Reception with headlining presenter, after presentation. (3 sponsors, 10 passes for each sponsor)

## ENGAGE SPONSORSHIP OPPORTUNITIES

- 45-minute executive briefing with the CIOs. (3 sponsors)
- 45-minute concurrent program session. (5 sponsors)
- Host an afternoon reception, after the day's sessions but before the evening's entertainment. (2 sponsors)
- Host the post-entertainment bar. (2 sponsors)
- Sponsor Sunday evening entertainment event. (1 sponsor)
- Sponsor Monday evening entertainment event. (1 sponsor)
- Named sponsor for wireless internet connection. Sponsor creates Wi-Fi password. (1 sponsor)
- Sponsor the CANHEIT 2013 mobile app. (1 sponsor)
- Sponsor logo on printed at-a-glance conference schedule (1 sponsor)

**More creative and unique sponsorship opportunities are available!** Speak to our sponsorship representative to discuss new and exciting ways to interact with CANHEIT 2013 attendees. We are also open to your suggestions for exceptional sponsorship opportunities!

## CONNECT SPONSORSHIP OPPORTUNITIES

- Logo on volunteers' T-shirts (3 sponsors)
- Logo on delegate bag (3 sponsors)
- Logo/Name on CANHEIT 2013 lanyard (1 sponsor)
- Sponsor an electronic device charging station (1 sponsor)
- Sponsor the 'Birds of a Feather' meeting rooms (3 sponsors)
- Sponsor the luggage check on Wednesday (1 sponsor)
- Sponsor daily breakfasts or lunches (6 sponsors)
- Recognition at one social event or presentation
- Recognition at a breakfast, lunch or networking break



**To reserve your sponsorship package, or to discuss sponsorship opportunities, please contact:**

Ian McKay  
imckay@uOttawa.ca  
613-562-5800 ext. 2374

# PACKAGES OVERVIEW

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**CONTACT US**  
to tailor your  
package!

## CANHEIT sponsorship opportunities

	PLATINUM	GOLD	SILVER	BRONZE	SUPERFAN
Copy of attendee list	●	●	●	●	●
Name, logo, URL on CANHEIT website	●	●	●	●	●
Logo on electronic and printed materials	●	●	●	●	●
Static TV logo (4 days)	●	●	●	●	●
Selection from CONNECT sponsorship opportunities (details page 6)	●	●	●	●	●
Display area in exhibition hall (4 days)	●	●	●	●	
Selection from exclusive top tier ENGAGE sponsorship opportunities (details page 6)	●	●			
Opportunity to include one item in the delegate bag	●	●			
Logo on CANHEIT 2013 homepage	●				
Logo featured at Information/Registration Desk	●				