

Alberta's Blended and Online Symposium

<http://www.blendedalberta.ca/>

SPONSORSHIP OPPORTUNITIES

OCTOBER 10 – 12, 2018

RADISSON HOTEL EDMONTON SOUTH

EDMONTON, ALBERTA



blendED 2018: Alberta's Blended and Online Symposium

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RADISSON HOTEL EDMONTON SOUTH, EDMONTON, ALBERTA

The Alberta blendED2018 organizing committee invites you to join us in Edmonton at **blendED2018: Alberta's Blended and Online Symposium** October 10 – 12, 2018 at the [Radisson Hotel Edmonton South](#) ([conference rates available](#)), Edmonton, Alberta. Don't miss out on this opportunity to connect with educators and leaders in technology-based learning.

Alberta's blendED Learning Society is a volunteer group of education leaders who believe in fostering blended and online learning. We believe there is a need for a structured dialogue and sharing at a Symposium as blended and online learning continues to become more prevalent in our day-to-day campus and virtual teaching and learning environments.

The focus of the 3-day Symposium is based on applying flexible learning strategies in a variety of learning spaces. This event is the third annual in Alberta and is designed to attract educators, technology coordinators, curriculum developers and administrators from the K-12 and post-secondary sectors. We are inviting educators interested in exploring emerging and exciting ways to use technology to enhance the teaching and learning experience in both campus and virtual learning environments. Those attending will be educators and leaders on the cutting edge of technology integration in teaching and learning. Throughout the event there will be many opportunities for interacting with sponsors, networking and sessions to inspire and provoke delegates to think outside traditional learning boundaries to foster critical thinking, teamwork and collaborative instructional skills through technology-supported strategies.

We anticipate 300 delegates from Alberta and across Canada. We have created many opportunities for sponsors to get their message and values across to delegates. Sponsorship options range from a logo and link on the symposium website to an official keynote sponsor and introduction. No matter what level of sponsorship you choose, there will be networking opportunities abound in the exhibit area where meals and social events will occur. Check out information on our website: <http://www.blendedalberta.ca/> or feel free to contact us with any questions at AlbertaBlendED@gmail.com.

We look forward to having you join the October event.



Sponsor Networking Opportunities

In addition to providing a high traffic exhibit space designed for maximum exposure (see map on page 13), 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-to-one relationships with delegates, fellow exhibitors and sponsors, and high-level decision makers.

Opening Night Pub Night: *Wednesday, October 10th, 4:30 - 6:30 pm*

Don't miss your opportunity to converse with delegates at the symposium's Pub Night. The Symposium kicks off with networking in a casual and lively environment in the Lion's Head Pub at the hotel. Everyone is welcome - delegates, keynotes, exhibitors, and sponsors.

VIP Reception: *Thursday, October 11th, 4:30 - 6:30 pm,*

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

Exhibitor Hours (*exact times will be finalized by May 1, 2018)

Wednesday, October 10, 2018 (Pre-Conference)

Exhibitor Set Up	9:00 am – 12:00 pm (Conference Foyer)
Pre-Conference Break	12:00 pm - 12:45 pm & 2:30 pm - 2:45 pm
Pub Night	4:30 pm – 6:30 pm

Thursday, October 11, 2018 (Symposium)

Continental Breakfast	7:30 am – 8:00 am
Plenary Keynote	8:00 am – 9:30 am
Breaks	9:30 am – 9:45 am & 10:45 am – 11:00 am
Lunch	12:00 pm – 12:45 pm
Breaks	1:345 pm - 2:00 pm & 3:00 pm – 3:15 pm
V.I.P. Reception	4:30 pm – 6:30 pm

Friday, October 12, 2018 (Symposium)

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



PLATINUM SPONSOR - \$10,000

INCLUDES ADVERTISING, NETWORKING, PRESENTATION AND EXHIBITOR OPPORTUNITIES

Official Symposium and Keynote Speaker Sponsor

- Introduction and acknowledgement as “Official Symposium and Keynote Sponsor” at the Symposium Opening Plenary and both Receptions (opportunity to provide prize draws at both receptions)
- Option for company representatives to introduce the Keynote Speaker to symposium participants
- Company/organization acknowledgement on display in ballroom at plenary sessions
- Company representative introduced at receptions to symposium participants
- Two complimentary concurrent workshop presentations
- Two 10 foot exhibit spaces with tables and backdrop display option
- Prime display location (first choice)
- Four complimentary symposium registrations and invitations to Symposium receptions
- Company/organization name on sponsor signs in the conference facility
- Acknowledgement in symposium program and website
- Logo and link to your website from symposium website along with a 25-word value proposition (this will appear on the website and the rotating PowerPoint)
- Your logo on a rotating PowerPoint prior to plenary sessions

YOU WILL NEED TO PROVIDE THE FOLLOWING:

- A statement about your company/organization or value proposition (25 words)
- Names and contact information for each symposium attendee
- Two door prizes at a value over \$250.00 each for the *Door Prize Draws (One of these to be drawn from all attendees and one to be drawn by the Sponsor from names they collect at their booth)*
- Two logo formats: a .jpg and an .eps (high resolution, print quality) logo for the website and symposium program
- Signage for display in the ballroom at plenary sessions
- Choice of location for exhibit



GOLD SPONSOR - \$7,500

INCLUDES ADVERTISING, NETWORKING, PRESENTATION AND EXHIBITOR OPPORTUNITIES

Official Symposium and Reception Sponsor

- Introduction and acknowledgement as “Official Symposium and Reception Sponsor” at the Symposium Opening Plenary and Receptions (opportunity to provide prize draws at receptions)
- Company/organization acknowledgement on display in ballroom at plenary sessions
- Company representative introduced at receptions to symposium participants
- One complimentary concurrent workshop presentation session
- One 10 foot exhibit space with table and backdrop display option
- Prime display location (second choice)
- Three complimentary symposium registrations and invitations to Symposium receptions
- Company/organization name on sponsor signs in the conference facility
- Acknowledgement in symposium program and website
- Logo and link to your website from symposium website along with a 25-word value proposition (this will appear on the website and the rotating PowerPoint)
- Your logo on a rotating PowerPoint prior to plenary sessions

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
- 2 Door prizes at a value over \$250.00 each for the *Door Prize Draws (One of these to be drawn from all attendees and one to be drawn by the Sponsor from names they collect at their booth)*
- Two logo formats: a .jpg and an .eps (high resolution, print quality) logo for the website and symposium program
- Signage for display in the ballroom at plenary sessions
- Gold Sponsors receive second choice of location for exhibit



SILVER SPONSOR - \$5,000

INCLUDES ADVERTISING, NETWORKING, PRESENTATION AND EXHIBITOR OPPORTUNITIES

Official Symposium Sponsor

- Introduction and acknowledgement as “Official Symposium Sponsor” at Symposium Receptions (opportunity to provide prize draw at one reception)
- One complimentary concurrent workshop presentation session
- One 10 foot exhibit space with table and backdrop display option
- Prime display location (third choice)
- Two complimentary symposium registrations and invitations to Symposium receptions
- Company/organization name on sponsor signs in the conference facility
- Acknowledgement in symposium program and website
- Logo and link to your website from symposium website along with a 25-word value proposition (this will appear on the website and the rotating PowerPoint)
- Your logo on a rotating PowerPoint prior to plenary sessions

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 the *Door Prize Draws (To be drawn from all attendees)*
- The Sponsor may choose to provide an additional prize *to be drawn by the Sponsor from names they collect at their booth*
- Two logo formats: a .jpg and an .eps (high resolution, print quality) logo for the website and symposium program
- Silver Sponsors receive third choice of a location for their exhibit



BRONZE SPONSOR - \$2,500

INCLUDES ADVERTISING, NETWORKING, PRESENTATION AND EXHIBITOR OPPORTUNITIES

Symposium Sponsor

- One 10 foot exhibit space with table and backdrop display option
- Two complimentary symposium registrations (additional registrations are \$365.00)
- Introduction at Symposium Opening Reception
- Company/organization name on sponsor signs in the conference facility
- Acknowledgement in symposium program and website
- Logo and link to your website from symposium website
- Your logo on a rotating PowerPoint prior to plenary sessions

YOU WILL NEED TO PROVIDE THE FOLLOWING:

- Name and contact information for each symposium attendee
- Door prize at a value over \$250.00 for the *Door Prize Draws*
- Two logo formats: a .jpg and an .eps (high resolution, print quality) logo for the website and symposium program

EXHIBITOR - \$795.00

Symposium Exhibitor

- One 6 foot exhibit table (no backdrop display) with space for one floor pop up banner
- One complimentary symposium registration (additional registrations are \$365.00)
- Logo and link to your website from symposium website
- Your logo on a rotating PowerPoint prior to plenary sessions

YOU WILL NEED TO PROVIDE THE FOLLOWING



- Name and contact information for one symposium attendee
 - Two logo formats: a .jpg and an .eps (high resolution, print quality) logo for the website and symposium program
-

LEVEL 2 SPONSOR - \$495.00

- Your exhibit materials displayed on a common table
- Logo and link to your website from symposium website
- Your logo on a rotating PowerPoint prior to plenary sessions

YOU WILL NEED TO PROVIDE THE FOLLOWING

- Two logo formats: a .jpg and an .eps (high resolution, print quality) logo for the website
 - Exhibit materials for common table
-

LEVEL 3 SPONSOR - \$295.00

- Logo and link to your website from symposium website
- Your logo on a rotating PowerPoint prior to plenary sessions

YOU WILL NEED TO PROVIDE THE FOLLOWING

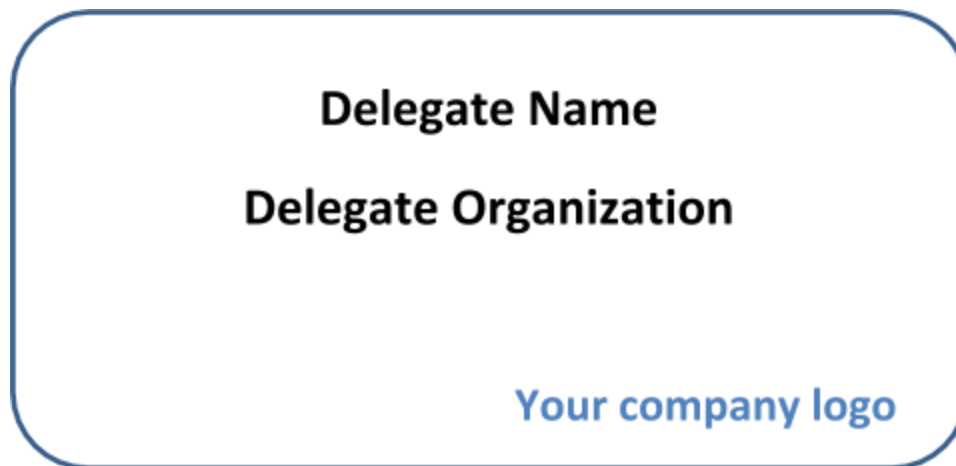
- Two logo formats: a .jpg and an .eps (high resolution, print quality) logo for the website



ADDITIONAL SPONSORSHIP OPTIONS

Option A - \$4,000.00 – Name Tag Lanyard Sponsor

- Delegates are required to wear name badges throughout the event
- Have your brand and information on all name tag lanyards for each delegate and presenter
- Please supply required information for lanyards (**discounts apply if supplying your own lanyards**)





ADDITIONAL SPONSORSHIP OPTIONS

Option B – Concurrent Session - Included for Platinum, Gold and Silver Sponsors

Add on for Bronze Sponsor = \$500

Add on for Exhibitor Sponsor = \$1000

Sponsors and exhibitors value the opportunity to get their message out directly to delegates.



Sponsor & Exhibitor Comparison Matrix

	Level 3	Level 2	Exhibitor	Bronze	Silver	Gold	Platinum
	<i>Not attending</i>	<i>Not attending</i>	Exhibitor	Sponsor	Official Sponsor	Reception Sponsor	Keynote Sponsor
	\$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				
10 foot space; 8' table & backdrop				1	1	1	2
Logo on foyer signage				X	X	X	X
Choice on display space area			No choice	4 th	3 rd	2 nd	1 st
Concurrent workshop in program					1	1	2
Intro as Official Symposium Sponsor						X	X
Additional Concurrent Session purchase			\$1000	\$500	\$500	\$500	
Company banner in ballroom						X	X
Welcome and Introduction to Keynote							X

Lanyard Sponsor \$4,000 Please email AlbertaBlended@gmail.com to check availability



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.

Delegate Prizes Draw *(all sponsors and exhibitors are included)*

Delegates welcome the opportunity to enter into prize draws. To encourage them to visit all of our sponsors and exhibitors we are developing a *Vendor Contest*. Delegates who visit all sponsor and exhibitor tables to complete the contest will become eligible for the grand prize draw. Sponsors can offer their own separate prize draws, or contribute their prize to the *Vendor Contest* draw.

Door Prizes

We invite you to provide a door prize of over \$250 value for *Prize Draw*. We request that you arrange for and notify us of your door prizes on or before September 30th.

- **Physical Prizes** should be shipped to the hotel to your attention or brought with you and provided to symposium organizers by the morning of October 10.
 - Alternately, you can ship your prize to:
 - Terri Reid | blendED2018 | #301, 1101 – 5th Street | Nisku | AB | T9E 7N3
- **Prize Certificates** should be emailed to: AlbertaBlendED@gmail.com
 - 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.

Prize Draws

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

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 social events occur in the foyer and ballroom area. Delegates will also pass through to access meeting rooms, washrooms, and social events in the foyer/ballroom.
- Exhibitors will have maximum exposure.



Conference Venue and Accommodations

Radisson Hotel Edmonton South

4440 Gateway Blvd NW, Edmonton, AB T6H 5C2

Symposium room booking : <http://www.radisson.com/blend>

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 **blendED2018 Symposium Oct 10-12, 2018**

Security

Please note that all unattended items are left at the exhibitor/sponsor's 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 days notice are non-refundable. In the event of cancellation by the exhibitor prior to September 25, 2018, 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:

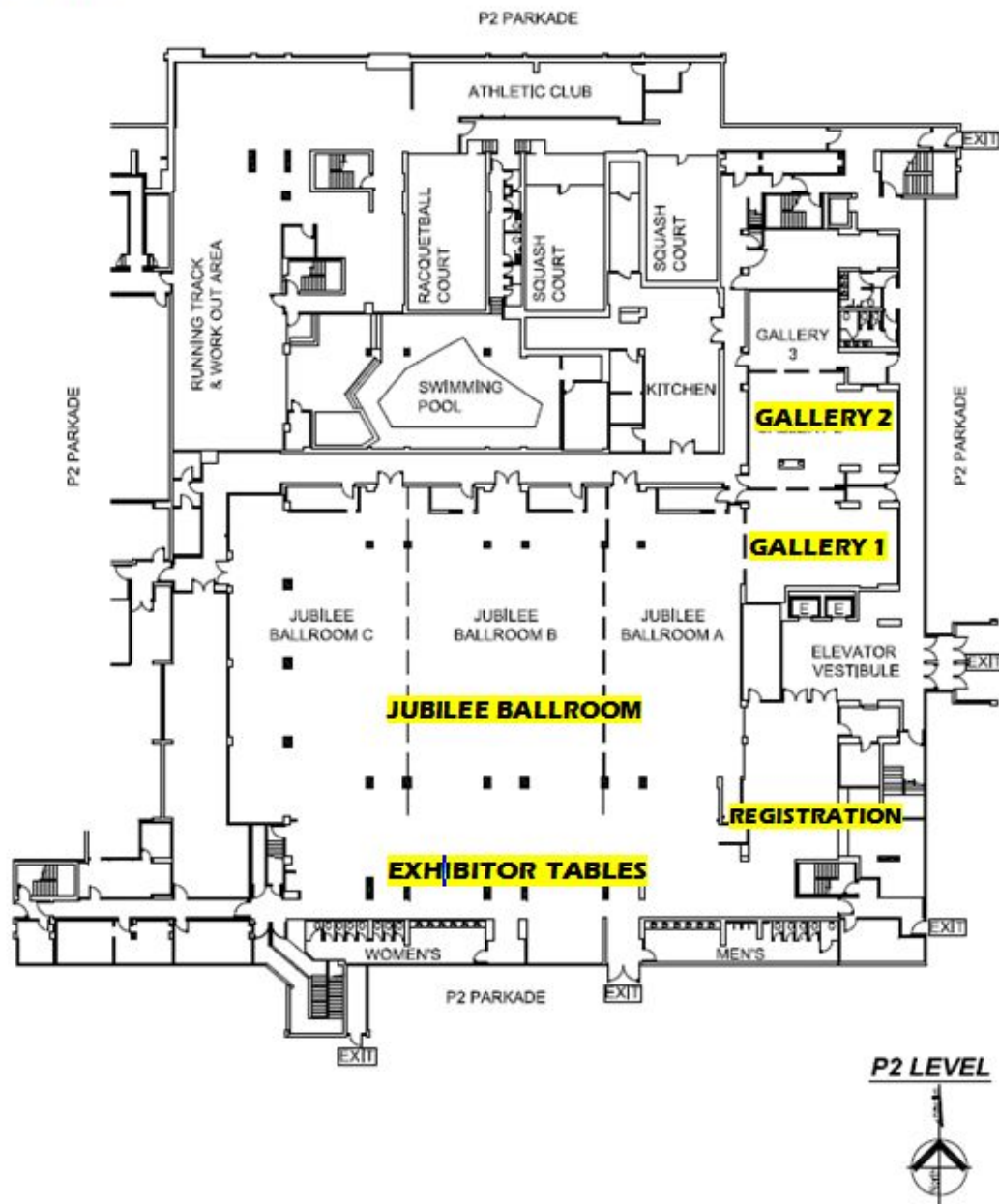
AlbertaBlendED@gmail.com

Or: Terri Reid: terri.reid@blackgold.ca



The Symposium Registration, Jubilee Ballroom (meals, plenary, keynotes and receptions are held in this area) Exhibition Space and 2 breakout rooms are on the P2 level (highlighted in yellow). The air wall between the Exhibition Space and Ballrooms will remain open.

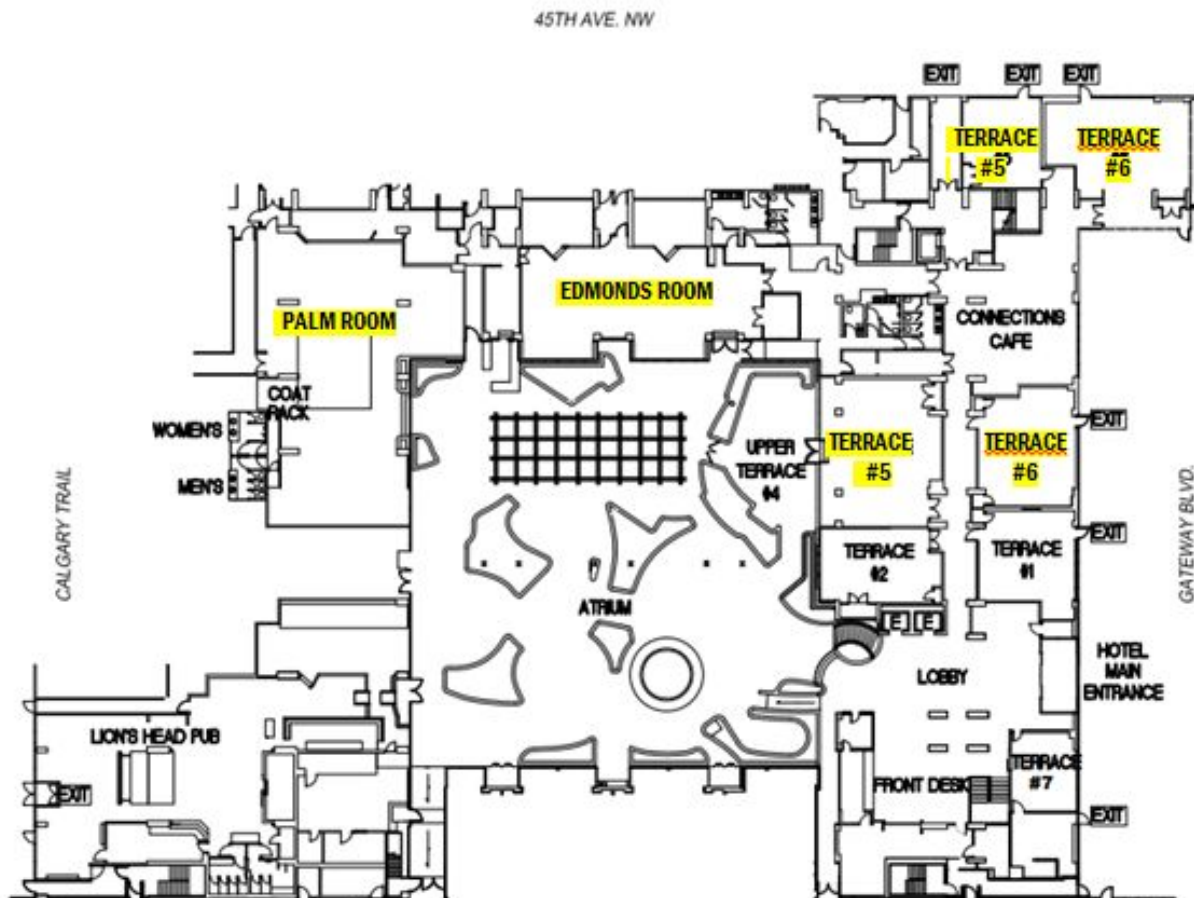
P2 LEVEL





Additional breakout sessions (highlighted in yellow) will be held on the Lobby Level.

LOBBY LEVEL





Application and Agreement to Exhibit and/or Sponsor blendED2018

Email this completed form to AlbertaBlended@gmail.com

*NOTE** You will receive an invoice from Alberta's Blended Learning Society*

Sponsor/Exhibiting Organization			
Primary Contact (and Title)			
Address			
Office Phone		Cell Phone	
Email(s)			
Website			
Logistical Contact for Booth Assignments etc. (Please include name, email and phone)			
Sponsorship Level: (please select one)			
<input type="checkbox"/> Platinum \$10,000 Keynote Sponsor <i>Includes 2 Workshop presentations and Ignite</i>	<input type="checkbox"/> Gold \$7,500 Reception Sponsor <i>Includes Concurrent session</i> <input type="checkbox"/> Add on Concurrent Session - \$500	<input type="checkbox"/> Silver \$5,000 Official Sponsor <i>Includes Concurrent session</i> <input type="checkbox"/> Add on Concurrent Session - \$500	<input type="checkbox"/> Bronze \$2,500 <input type="checkbox"/> Add on Concurrent Session - \$500
<input type="checkbox"/> Exhibitor \$795 <input type="checkbox"/> Add on Concurrent Session - \$1000	<input type="checkbox"/> Level 2 \$495 <i>Display materials only - non-attending</i>	<input type="checkbox"/> Level 3 \$295 <i>Logo on website only - non-attending</i>	
Badge Information List names for Complimentary Registrations (number is based on Sponsor Level)			
Name		Email	
Name		Email	
Name		Email	
Name		Email	

Additional Sponsorship Opportunity:

Name Tag Lanyard Sponsor (please email AlbertaBlended@gmail.com to check availability)



blendED2018 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 **Alberta's Blended Learning Society**, email AlbertaBlended@gmail.com to arrange electronic payment.

ASSIGNMENT OF BOOTH SPACE

Application to sponsor and exhibit at **blendED2018 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 blendED2018 organizing committee reserves the right to assign and reassign exhibit space as it deems 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 participants 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 blendED2018 organizing committee, Alberta's Blended Learning Society, 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 **blendED2018** Exhibit Hall and Symposium. 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 Alberta's Blended Learning Society, its partners, and respective employees and agents from any and all such losses, damages and claims. The blendED2018 organizing committee, Alberta's Blended Learning Society 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 blendED2018 organizing committee or Alberta's Blended Learning Society 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 exhibitor agrees to abide by all rules and regulations; moreover, that in accepting the application for space, the blendED 2018 organizing committee agrees to furnish ordinary facilities and services as described in this document.