

**SEMM FORUM
CONFERENCE**

2023 Sponsorship Opportunities

Strategic Enrolment Marketing & Management
Forum Conference

November 7-9, 2023 | Toronto, ON

PRESENTED BY

B BRAINSTORM
STRATEGY GROUP INC.



15 years, **27** events. SEM attendees
from **129** PSIs spanning across
10 provinces & **3** territories

The SEMM Forum Conference is Canada's largest in-person conference focused on post-secondary recruitment, enrolment management and marketing.

About SEMM Forum

The SEMM Forum is for anyone involved in attracting, recruiting, or engaging students in their post-secondary experience in Canada. This includes strategic enrolment leaders, marketers, recruiters, registrars, senior administration, deans, student services and other professionals.



3 days



300+ delegates



30+ sessions



1 sponsor passport



14 structured networking opportunities

Topics Include

Enrolment

Marketing

Recruitment

Communications

Admissions

International

Student Success

Job titles of those that attended past SEMM Forums include:

Registrar

Provost

VP, Strategic Enrolment
Management

Director, Marketing and
Communications

AVP, Registrarial Services

VP, Academic and Research

AVP, Student Services

VP, Students, International &
Alumni

Executive Director, Student
Experience

Director, Admissions

Executive Director, Recruitment,
Admissions & Awards

Partner Sponsor

\$8,000

Exclusive Sponsor of (select one):

Networking Cocktail Reception (Day 2 only)

Hospitality Suite (Day 1 & 2)

Lunch (1 of 2 available)

Plenary Presentation (includes 2-minute session introduction)

*Includes logo on the website, signage, and app.

Complete List of Benefits:

3 Full Conference Registration(s) - value of \$3,600

Additional registrations: \$600 (optional)

1 Exhibit Booth - in-person booth and virtual on app

Inclusion in the sponsor passport program

Full contact information of all event attendees post-event (see Terms)

\$150 client/potential client conference registration discount code

Conference app visibility

Logo included in sponsor carousel

1 sponsor-branded push notification

LinkedIn visibility

Thank you to our sponsors' social post

1 sponsor-branded promotional pre or post-event

2 Weekly STAT advertisements in the 2024 calendar year

Logo recognition on the event website





Lead Sponsor

\$5,000

Exclusive Sponsor of (select one):

Breakfast (1 of 2 available)

Name Badges

Lanyards

2 Concurrent Presentations (includes 1-minute session introduction)

*Includes logo on the website, signage, and app.

Complete List of Benefits:

2 Full Conference Registration(s) - value of \$2,400

Additional registrations: \$600 (optional)

1 Exhibit Booth - in-person booth and virtual on app

Inclusion in the sponsor passport program

Full contact information of all event attendees post-event (see Terms)

\$125 client/potential client conference registration discount code

Conference app visibility

Logo included in sponsor carousel

1 sponsor-branded push notification

LinkedIn visibility

Thank you to our sponsors' social post

1 sponsor-branded promotional pre or post-event

1 Weekly STAT - SEMM Edition advertisements in the 2024 calendar year

Logo recognition on the event website

Influencing Sponsor

\$3,000

Exclusive Sponsor of (select one):

Conference App

Refreshment Break (1 of 4 available)

Complete List of Benefits:

1 Full Conference Registration(s) - value of \$1200

Additional registrations: \$600 (optional)

1 Exhibit Booth - in-person booth and virtual on app

Inclusion in the sponsor passport program

1 sponsor-branded email promotional pre or post-event via Brainstorm

Strategy Group Inc.'s CRM.

\$100 client/potential client conference registration discount code

BSG LinkedIn visibility

Thank you to our sponsors' social post

1 sponsor-branded promotional pre-event or post-event

Conference app visibility

Logo included in sponsor carousel

1 sponsor-branded push notification

Optional Weekly STAT - SEMM Edition advertisement in the 2024 calendar

year (additional \$350)

Logo recognition on the event website

Collaborating Sponsor

\$2,500

Exclusive Sponsor of (select one):

Pre-Conference Workshop (1 of 4 available)

1 Concurrent Presentation (1-minute session introduction)

Complete List of Benefits:

1 Full Conference Registration(s) - value of \$1200

Additional registrations: \$600 (optional)

1 Exhibit Booth - in-person booth and virtual on app

Inclusion in the sponsor passport program

Logo recognition on the event website

Logo included in sponsor carousel via the conference app

BSG LinkedIn visibility

Thank you to our sponsors' social post

\$75 client/potential client conference registration discount code

Optional Weekly STAT - SEMM Edition advertisement in the 2024 calendar

year (additional \$350)

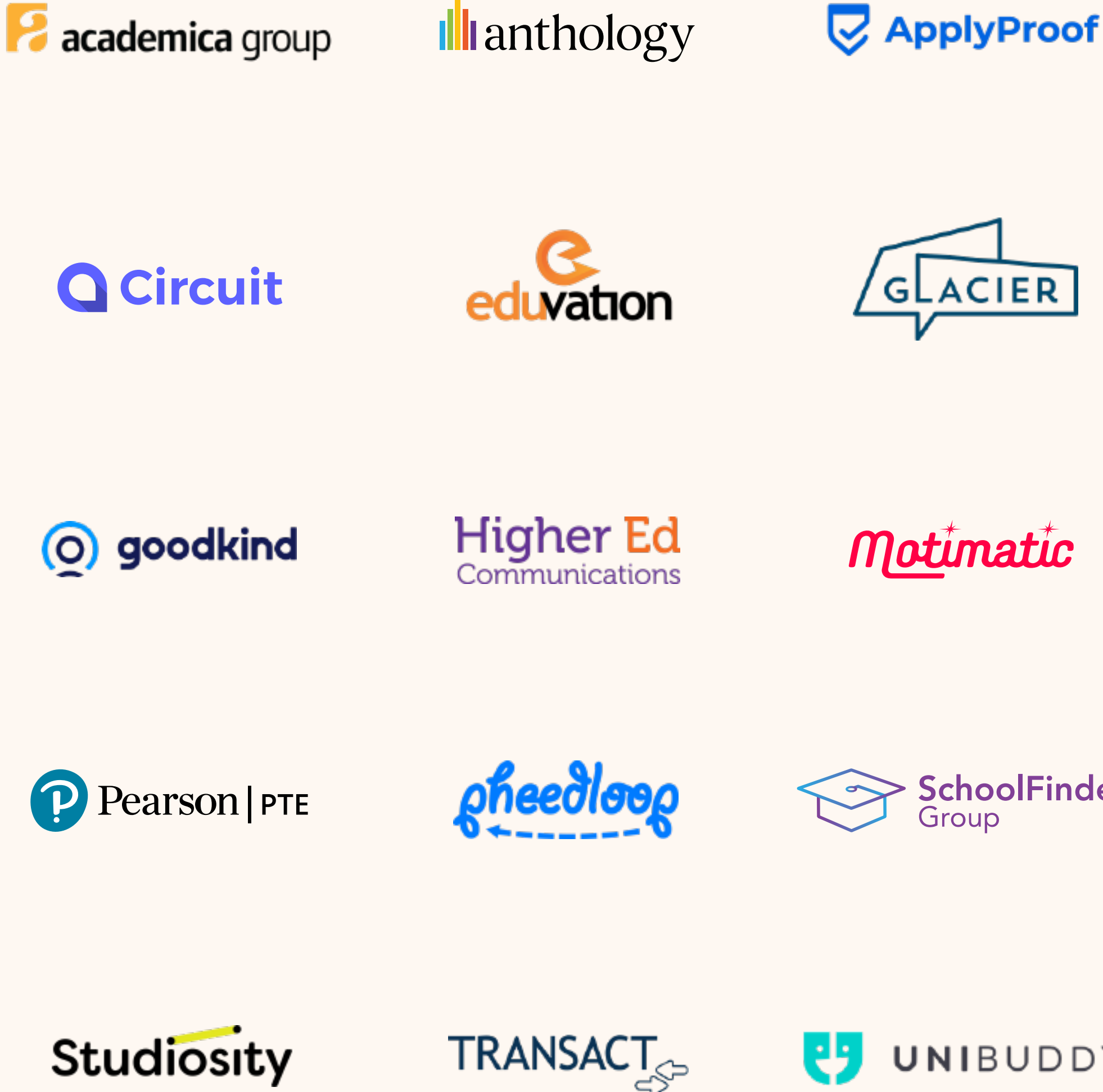
Brand Sponsor

\$1,000

Complete List of Benefits:

- \$50 client/potential client conference registration discount code
- Logo recognition on the event website
- Logo included in sponsor carousel via the conference app
- BSG LinkedIn thank you to our sponsors' social post
- Optional Weekly STAT - SEMM Edition advertisement in the 2024 calendar year (additional \$350)

Recent Sponsors Include:



Overview of Sponsor Benefits

Sponsor Benefits	\$1,000	\$2,500	\$3,000	\$5,000	\$8,000
	Brand	Collaborating	Influencing	Lead	Partner
Full Conference Registration(s) - value of \$1200 (regular rate)		1	1	2	3
Additional registrations: \$600 (optional)		x	x	x	x
Exhibit Booth - in-person, virtual & passport program		x	x	x	x
Logo recognition on the event website - conference.semmforum.ca	x	x	x	x	x
Logo included in sponsor carousel via the conference app	x	x	x	x	x
Thank you to our sponsors' social post on BSG LinkedIn page	x	x	x	x	x
One (1) Sponsor branded LinkedIn promotional post on BSG LinkedIn pre-event or post-event			x	x	x
One (1) branded push notification via the conference app			x	x	x
Client conference registration discount code	\$50	\$75	\$100	\$125	\$150
One (1) Direct email via BSG email to all attendees pre or post-event			x		
Names, titles, and email addresses of all event attendees post-event (see Terms below)				x	x
Weekly STAT advertisement	x	x	x	1	2

Exhibit Booth: Virtual exhibit booth will be accessible via the conference app and can include your logo, images, video, text description, downloadable documents, and chat links to each of your representatives. The in-person booth will be located in the main foyer where the food and beverage will be found, near the plenary session and concurrent session spaces.

Weekly STAT - SEMM Edition advertisement: Every Tuesday morning, Brainstorm delivers the STAT to over 5,000 SEM professionals' inboxes. For more information please visit: <https://brainstorm.ca/weekly-stat/>.

Terms: Contact information is for one-time use by the sponsor organization only and cannot be shared, forwarded, or disseminated to third parties. Sponsors must explicitly indicate that delegates must opt into their email list to receive additional correspondence post-event.

Past Attendee Organizations



Contact Us

To purchase your sponsorship or discuss custom options, please contact Jennifer Powell, Director, of Community Engagement at jennifer@brainstorm.ca to discuss benefit details and obtain the appropriate sponsorship access code to unlock the sponsorship rates on the registration page.

For more information about the event, please visit the conference website:

conference.semmforum.ca

PRESENTED BY

