



SEMM National Conference 2027

Sponsorship Opportunities

April 5-7, 2027 | Halifax, Nova Scotia





19 years, 33 events.

Brainstorm's past conferences have attracted strategic enrolment marketing and management professionals from **129** post-secondary institutions spanning across **10** provinces & **3** territories.

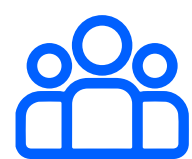
The [SEMM National Conference](#) is Canada's largest in-person conference focused on post-secondary recruitment, enrolment management, and marketing.

About SEMM

The SEMM National Conference 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



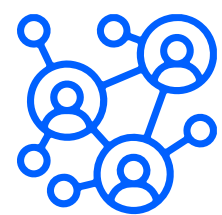
200+ delegates



30+ sessions



1 sponsor passport



14 structured networking opportunities

Topics include:

- Enrolment
- Marketing
- Recruitment
- Communications
- Admissions
- International
- Student Success

Past attendee job titles 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

Lead Sponsor

\$7,000

Exclusive Sponsor of (select one):

- Offsite Welcome Mixer (April 5, 2027)
- Onsite Networking Reception (April 6, 2027)
- Lunch (1 of 2 available)
- Plenary Presentation Introduction (2-minutes on main stage)
- Alcove Soft Seating Lounge

Sponsor logos will be displayed on the website, signage, and app according to the benefit selected above.

Complete List of Benefits:

- 3 Full Conference Registration(s) - value of \$3,600
 - Additional registrations: \$600 (optional)
- 1 **In-Person & Virtual Exhibit Booth**
 - 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
- Logo recognition on the [event website](#)
- 2 **Weekly STAT** advertisements in the 2026 calendar year





Partner Sponsor

\$4,000

Exclusive Sponsor of (select one):

- Breakfast (1 of 2 available)
- Bathroom Takeover
- Name Badges
- Co-Working Space
- Lanyards (sponsor to provide)
- 2 Concurrent Presentations (includes 1-minute session introduction)

Sponsor logos will be displayed on the website, signage, and app according to the benefit selected above.

Complete List of Benefits:

- 2 Full Conference Registration(s) - value of \$2,400
 - Additional registrations: \$600 (optional)
- 1 **In-Person & Virtual Exhibit Booth**
 - Inclusion in the sponsor passport program
- 1 sponsor-branded email promotional pre or post-event via Brainstorm Strategy Group's CRM
- \$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
- Logo recognition on the **event website**
- 1 **Weekly STAT** advertisement in the 2026 calendar year

Influencing Sponsor

\$3,000

Exclusive Sponsor of (select one):

- Conference App
- Refreshment Break (1 of 4 available)

Sponsor logos will be displayed on the website, signage, and app according to the benefit selected above.

Complete List of Benefits:

- 1 Full Conference Registration - value of \$1,200
 - Additional registrations: \$600 (optional)
- 1 [Virtual Exhibit Booth](#)
- 1 sponsor-branded email promotional pre or post-event via Brainstorm Strategy Group's CRM
- \$100 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
- Logo recognition on the [event website](#)
- Optional [Weekly STAT - SEMM Edition](#) advertisement in the 2026 calendar year (additional \$350)

Collaborating Sponsor

\$2,000

Exclusive Sponsor of (select one):

- Pre-Conference Workshop (1 of 4 available)
- 1 Concurrent Presentation (1-minute session introduction)

Sponsor logos will be displayed on the website, signage, and app according to the benefit selected above.

Complete List of Benefits:

- 1 Full Conference Registration - value of \$1,200
 - Additional registrations: \$600 (optional)
- 1 [Virtual Exhibit Booth](#)
- \$75 client/potential client conference registration discount code
- Conference app visibility
 - Logo included in sponsor carousel
- [LinkedIn](#) visibility
 - Thank you to our sponsors' social post
- Logo recognition on the [event website](#)
- Optional [Weekly STAT - SEMM Edition](#) advertisement in the 2026 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
- [LinkedIn](#) thank you to our sponsors' social post
- Optional [Weekly STAT - SEMM Edition](#) advertisement in the 2026 calendar year (additional \$350)

Recent Sponsors Include:



Overview of Sponsor Benefits

	\$1,000 Brand	\$2,000 Collaborating	\$3,000 Influencing	\$4,000 Partner	\$7,000 Lead
Full Conference Registration(s) - value of \$1200		1	1	2	3
Additional registrations: \$600 (optional)		✓	✓	✓	✓
In-Person Exhibit Booth - & Inclusion in the sponsor passport program				✓	✓
Virtual Exhibit Booth		✓	✓	✓	✓
Logo recognition on the event website - brainstorm.ca/semm/conference/	✓	✓	✓	✓	✓
Logo included in sponsor carousel via the conference app	✓	✓	✓	✓	✓
Thank you to our sponsors' social post on LinkedIn	✓	✓	✓	✓	✓
One (1) Sponsor branded LinkedIn promotional post on LinkedIn pre-event or post-event			✓	✓	✓
One (1) branded push notification via the conference app			✓	✓	✓
Client conference registration discount code	\$50	\$75	\$100	\$125	\$150
One (1) Direct email via Brainstorm's CRM to all attendees pre or post-event				✓	
Names, titles, and email addresses of all event attendees post-event (see Terms below)					✓
Weekly STAT advertisement	✓	✓	✓	1	2

Virtual 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.

In-Person Booth: Will be located in the foyer, near the plenary session and concurrent session spaces.

Weekly STAT advertisement (additional \$350): Every Tuesday morning, Brainstorm delivers the Weekly STAT - SEMM Edition directly to over 4,000 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 any third parties. Sponsors must explicitly indicate that delegates must opt into their email list to receive additional correspondence post-event

Sample of Past Institutions In Attendance



Contact Us

To purchase your sponsorship or discuss custom options, please contact Jennifer Powell, Director of Programs & Community Engagement at jennifer@brainstorm.ca.

For more information about the event, please visit the conference website: brainstorm.ca/semm/conference/