



**SEMM FORUM  
CONFERENCE**

# 2024 Sponsorship Opportunities

Strategic Enrolment Marketing & Management

**November 5th - 7th, 2024 | Toronto, ON**

*PRESENTED BY*

**B BRAINSTORM**  
STRATEGY GROUP INC.



**16 years, 29 events.**

Past SEMM conferences have attracted strategic enrolment marketing and management professionals from **129** post-secondary institutions 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 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**



**300+ 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

# 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
- [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
- [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
- [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

	\$1,000	\$2,500	\$3,000	\$5,000	\$8,000
	Brand	Collaborating	Influencing	Lead	Partner
Full Conference Registration(s) - value of \$1200		1	1	2	3
Additional registrations: \$600 (optional)		✓	✓	✓	✓
<a href="#">Exhibit Booth</a> - in-person, virtual & passport program		✓	✓	✓	✓
Logo recognition on the event website - <a href="http://conference.semmforum.ca">conference.semmforum.ca</a>	✓	✓	✓	✓	✓
Logo included in sponsor carousel via the conference app	✓	✓	✓	✓	✓
Thank you to our sponsors' social post on <a href="#">LinkedIn</a>	✓	✓	✓	✓	✓
One (1) Sponsor branded LinkedIn promotional post on <a href="#">LinkedIn</a> 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 email to all attendees pre or post-event			✓		
Names, titles, and email addresses of all event attendees post-event (see <a href="#">Terms</a> below)				✓	✓
<a href="#">Weekly STAT advertisement</a>	✓	✓	✓	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 located, 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 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 any 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](mailto:jennifer@brainstorm.ca).

For more information about the event, please visit the conference website:  
[conference.semmforum.ca](http://conference.semmforum.ca)

*PRESENTED BY*

