

SEMM Virtual CONFERENCE

May 7-8, 2025

11:30 a.m. to 4 p.m. (ET)

Each year the **SEMM Virtual Conference** brings together Canadian post-secondary education professionals dedicated to growing enrolment and improving student success at their institution. In 2024, more than 475 participated.

Why Sponsor?

The virtual conference is an affordable opportunity for your business to gain national exposure without leaving your desk. Given the current climate in the sector, schools are assessing the value their current partners provide them and looking for services that will enable them to grow enrolment and improve student success. This is your opportunity to show them how you can be that partner. Are you interested in sponsoring? Check out page two to view the [sponsor benefit packages](#).

Attendee Profile

Our attendees have a wide array of responsibilities at colleges, universities, polytechnics, and CEGEPs across Canada. As you may know, strategic enrolment marketing and management focuses on the entire student lifecycle—from first contact to graduation and beyond so our attendees cover a lot of ground in an institution! Typical attendees range from strategic enrolment leaders, faculty members, marketers, recruiters, registrars, senior administrators, deans, student service/affairs professionals, and many other roles that impact student and enrolment success. We'd be delighted to provide you with an amalgamated list of past attendee job titles upon request.

Interested in Presenting?

Why not showcase the impact your services have had on your partner institutions by submitting a 50-minute session proposal along with a post-secondary co-presenter who believes in the work you do? [Submit a proposal](#).

Questions & Payment

For more information about the event or to arrange your sponsorship, please contact Jennifer Powell, Director of Programming and Community Engagement at jennifer@brainstorm.ca to discuss benefit details and obtain the appropriate sponsorship access code to unlock the sponsorship tickets on the [conference website](#).

Sponsor Benefits	\$500	\$1000	\$1,500	\$2,500	Variable
	Branding	Collaborating	Influencing	Leading	**Custom
Included Sponsor Registration(s)		1	2	3	✓
*Vendor Virtual Booth	✓	✓	✓	✓	✓
Logo recognition on the event website - brainstorm.ca/sem/virtual-conference	✓	✓	✓	✓	✓
Thank you to our sponsor's social post on LinkedIn - example	✓	✓	✓	✓	✓
One sponsor branded LinkedIn promotional post either pre-event or post-event - example			✓	✓	✓
Sponsor message posted in the platform "Lobby"			✓	✓	✓
Sponsor - One Workshop (linked logo on agenda w/2-minute session introduction)		✓			✓
Sponsor - Two Workshops (linked logo on agenda w/2-minute session introduction)			✓		✓
Sponsor - Plenary Session (linked logo on agenda w/2-minute session introduction)				✓	✓
\$50 registration discount code to share with clients and contacts	✓	✓			✓
\$75 registration discount code to share with clients and contacts			✓	✓	✓
*** Weekly STAT advertisement			1	2	✓
Direct email via Brainstorm to all attendees pre or post-event				✓	✓
**** Attendee list (additional \$1,500)			✓	✓	✓
**** Registration Scholarship Sponsor		1	2	3	✓

***Vendor Virtual Booth:** Exhibit booths feature your logo, images, video, text description, and downloadable documents.

****Custom:** If you don't see a package that includes the benefits you're interested in, please contact Jennifer Powell at jennifer@brainstorm.ca to discuss custom options. Custom packages will be assigned to the closest corresponding level based on the assigned internal benefit value.

*****Weekly STAT advertisement:** Every Tuesday morning, Brainstorm delivers the Weekly STAT - SEMM Edition directly to over 3,500 SEM professionals' inboxes. [Click here](#) for more information.

******Attendee List:** Contact information is for one-time use by the sponsor organization 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. The contact list includes organization, name, title, and email address of each delegate.

******Registration Scholarship Sponsor:** This is a unique opportunity for sponsors to be recognized for supporting our scholarship program which provides registrations to those without the financial means via their institution to pay.