



## 21<sup>ST</sup> WACE WORLD CONFERENCE

AUGUST 3-7, 2019  
CINCINNATI, OHIO

### CALL FOR SPONSORS

**WACE** invites you to be a sponsor of our 21<sup>st</sup> World Conference, happening in August 2019 in Cincinnati, Ohio. This conference will bring together cooperative education (co-op) and work-integrated learning (WIL) practitioners from over 25 countries from around the world, for an exceptional learning and networking opportunity amongst 500 delegates.

Attracting and retaining talent is quickly becoming a top priority for organizations, and co-op and work-integrated learning is a direct pipeline to your future workforce. Sponsoring WACE 2019 is an exciting opportunity for you to connect with this emerging talent pool and get your organization recognized.

The University of Cincinnati, celebrating their Bicentennial milestone, are excited to host the 2019 World Conference on August 3-7, 2019. Your contribution and participation at this conference is a prime opportunity to engage, connect, and establish strategic partnerships with Co-op and WIL Programs at institutions across the globe!

### ABOUT US

**WACE** is an international professional organization comprised of over 1,200 post-secondary institutions from across the globe that offer cooperative education and/or work-integrated learning programs. Our Co-op and WIL programs in partnership with employers and host organizations provide access to fresh, emerging talent while empowering students to integrate paid, relevant work experience with their academic programs.

**The University of Cincinnati**, established in 1819, is the birthplace of cooperative education, founded by Dean Herman Schneider in 1906. Today, all UC students engage in experiential learning and career education through co-op, internships, research, service learning, study/work abroad, and multidisciplinary industry coursework. The University of Cincinnati is one of America's top 25 public research universities by the National Science Foundation, recognized as one of Forbes Magazine's most beautiful campuses, and has been named "among the top tier of the Best National Universities," by U.S. News & World Report. Today 44,000 undergraduate and graduate students are empowered daily to challenge and change the world.

Inspire. Innovate. Evolve.  
21<sup>st</sup> WACE WORLD CONFERENCE

# SPONSORSHIP OPPORTUNITIES

\*All pricing in US\$ Funds

## DIAMOND CONFERENCE SPONSORSHIP PACKAGE:

\$25,000

- Exclusive conference sponsor for **one** of these major events:
  - **Opening Welcome Reception** Mon., Aug. 5, 2019
  - **Farewell Gala Dinner and Awards Ceremony** Wed., Aug. 7, 2019
  - **UC Employer Interchange 2019**
  - **Host an Information or Workshop Session**
  - **President's Summit**
- Highest level of prominence and branding for all conference events and materials.
- Four (4) complimentary WACE full-conference registrations
- One complimentary exhibitor table over four (4) days
- Logo on WACE website with link to your website – over 2.5M views per year
- Banner ad on conference site – 3 sentences maximum
- Recognition in WACE magazine with over 25K mailings
- Custom signage at sponsored event
- Exposure to 500 delegates and access to delegate mailing list
- Reserved Seating for your registrants at seated event

Additional sponsorship and event details on back page.

## PLATINUM SPONSORSHIP PACKAGE:

\$15,000

- Primary Sponsor for **one** of the following events:
  - **Opening Keynote** Mon., Aug. 5, 2019
  - **Closing Reception** prior to the Gala Dinner Wed., Aug. 7, 2019
- Opportunity to introduce your organization for up to 10 minutes at event
- Three (3) complimentary WACE full-conference registrations
- One complimentary exhibitor table
- Logo on website with link to your website
- Custom signage at sponsored event
- Exposure to 500 delegates and access to delegate mailing list
- Reserved Seating for your registrants at seated event.
- Includes branding for all conference events and materials, with the second-tier level of prominence.

**GOLD SPONSORSHIP PACKAGE:****\$10,000**

- Primary sponsor, at one of these events with the opportunity to introduce your organization (5 minutes):
  - **Plenary Speaker**
    - Two dates to choose from Tues., Aug. 6 or Wed. Aug. 7
  - **Delegate Lunch**
    - 3 dates to choose from Mon. - Wed., Aug. 5 - 7, 2019
    - Company signage on food & drink tables
- Two (2) complimentary WACE full-conference registrations.
- One complimentary exhibitor table
- Exposure to 500 delegates.
- Includes branding for all conference events and materials, with the third-tier level of prominence.

**SILVER SPONSORSHIP PACKAGE:****\$5,000**

- Primary sponsor for **one** of these events:
  - **Daily Morning Coffee Breaks**
    - 3 dates to choose from Mon – Wed Aug. 5 to 7, 2019
  - **Daily Afternoon Nutrition Break**
    - Two dates to choose from Mon or Tues Aug. 5 or 6, 2019
- Primary sponsor for one of the following with the opportunity to present information at **one** of these events:
  - **Cultural Demonstration/Performance Session**
    - WACE will showcase local UC and Cincinnati talent for delegates to enjoy
    - Company signage during demonstration/performance
    - 3 dates to choose from
      - Mon. Aug. 5, 2019, 3:30 – 4:00 PM
      - Tue. Aug. 6, 2019, 5:30 – 7:00 PM (Design Maker Space)
      - Wed. Aug. 7, 2019, 10:00 – 10:30 AM
  - **First Timers Lunch** Mon. August 5, 2019 12:15 – 1:30
    - **All new WACE conference delegates will attend a special lunch**
    - Company signage on tables
    - Approximately 50-100 in attendance
- One (1) Complimentary WACE full conference registration
- One exhibitor table over four (4) days:
- Exposure to 500 delegates
- Includes branding for all conference events and materials, with the fourth-tier level of prominence.

## ADDITIONAL SPONSORSHIP OPPORTUNITIES

### PROMOTIONAL

- **Conference Welcome Gifts** \$8,000
- **Recharging Huddle Lounge** \$6,500
  - Recharge yourself, your phone, hold meetings in a quiet space
    - Three full days Mon., Aug. 5 - Wed., Aug. 7, daytime
- **Grants & Awards** \$5,000  
Presented at Awards Ceremony Wed. Aug. 7., 2018
  - Five awards/grants to choose from:
    - Research Grant
    - Best Referred Research Paper
    - Executive Leadership Award
    - Employer Award
    - Academic Award
- **Conference Transportation** \$5,000
  - Two (2) events to choose from
    - University/College President's Summit and 2019 Employer Interchange
    - Closing reception/Gala Dinner transportation
- **Conference Mobile App** \$4000
  - **Opportunity for lead sponsor of the conference mobile app**
  - Company logo/banner ad displayed in-app
- **Conference Multi Media Photography** \$4000
  - Opportunity to sponsor a multi-media photographic presentation shown to all delegates. Will be displayed at the conclusion of the conference and via email.
- **Lanyards / Nametag Holders** \$1500
- **Volunteer T-Shirts** \$1000

### WACE Board of Directors and VIP Events

- **WACE Board of Director's and VIP's Reception or Dinner** \$3000 each  
40 – 50 VPs and Presidents in attendance
  - **Reception** Saturday, Aug. 3, 2019
    - Acknowledgement at the event.
  - **Dinner** Sunday, Aug. 4, 2019
    - Access to one seat at Dinner
    - Acknowledgement at the event.

## Exhibitor Tables

- One exhibitor table over four (4) days: \$2,000. Only 30 available
  - Sunday, August 4, 2019 – Wednesday, August 7, 2019
  - Detailed exhibitor information available upon request

## Sponsorship Details

### Branding for Sponsors:

- Recognition on the WACE website that had 2.5M views last year
- Recognition on WACE conference communication material
- Recognition in Conference Program
- Custom signage at sponsored event for Diamond and Gold sponsors

### Level of Prominence:

- Logo size on conference communication material will coincide with sponsorship level. For example Diamond Sponsorship with highest level of prominence will have largest logo on website and on conference communication material.
- Second, Third and Fourth Tier levels of sponsorship will have descending size of logo on conference communication material.
- Exclusivity sponsorship at Diamond level will have only their branding and logo material at the major event selected.

### Delegate Outreach:

- Exposure to 500 delegates at the conference event
- Sponsors of President's Summit or Employer Interchange will have access to 50 participants for each event
- Access to mailing list will include all registered delegates

**WACE and University of Cincinnati** thank you for taking the time to review this proposal and ask that you consider participating in the sponsorship of this conference. We look forward to your response.

**If you have sponsorship questions, please contact:**

**Muriel Klemetski**

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**Todd Foley**

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**Exhibitors Contact:**

**Brittany Arthur**

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Assistant Professor  
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## Exhibitor Hall Information

There will be a maximum of thirty (30) exhibitor tables available in the Hall.

### Dates:

Sunday, August 4, 2019 – Wednesday, August 7, 2019

### Exhibit Hall Hours:

Sunday, Aug. 4	2:00 PM – 5:00 PM
Monday, Aug. 5	8:00 AM – 6:00 PM
Tuesday, Aug. 6	8:00 AM – 7:00 PM
Wednesday, Aug. 7	8:00 AM – 4:00 PM

Exhibitor Hall will be open to all conference delegates throughout the conference.

### Load/Move In:

Sunday, Aug. 4	11:00 AM – 2:00 PM
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### Load/Move Out:

Wednesday, Aug. 7	4:00 PM – 5:00 PM
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### Booth Setup:

One (1) Six-foot (6' x 3') table will be supplied, including one (1) white tablecloth and two (2) chairs.

Booth locator signage

One (1) waste basket

Access to Power (by request)

### General Information:

The Exhibitor Hall will be located in the Atrium of the Tangeman University Center at the University of Cincinnati. This space is open to the public.

Exhibitors will be provided with conference lanyard that provides access to Hall area only and reception areas.

Exhibitors will not have access to conference workshops.

Exhibitors will have access to complimentary breakfast and lunch, along with coffee and nutrition provisions.

Exhibitors will not have access to Gala Dinner.

Exhibitors will bring their own banners and promotional material.

Exhibitors are encouraged to offer gifts or prizes to delegates to attract guests to their tables or to have interactive activities for delegates.

Non-Exhibit Hall hours will be staffed by Conference personnel to secure belongings while the building is open.

### Exhibitor Cost:

One exhibitor table over four (4) days: \$2,000

### Contact Information:

For all questions and additional information, contact:

#### **Brittany Arthur**

Conference Co-Chair

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