

# SPONSORSHIP & EXHIBITS PACKAGE



2022 East  
**CARA**  
Conference

Conférence  
**ACAAR**  
2022 de l'Est

FACING THE CHALLENGES



**DEC**  
1-2  
**2022**



**VIRTUAL**





## ABOUT CARA

The Canadian Association of Research Administrators (CARA) is a national voice for research administrators in Canada.

With over 1000 members across Canada, CARA is a nationwide community that brings together research administration professionals fulfilling a diverse range of roles in a field that is complex and ever-evolving.

Founded in 1971, this national association is committed to:

- Advancing the profession through advocacy and professional development;
- Improving the efficiency and effectiveness of research administration at post-secondary institutions, hospitals, and other research-intensive organizations, centers, and institutes;
- Maintaining a strong presence and coherent voice on key issues relevant to research; and
- Fostering collaboration with other organizations that are active in the research enterprise.

CARA is governed by a volunteer Executive Board and is guided by its Strategic Plan. CARA also partners with other organizations to advance its objectives and increase opportunities for members.

## CARA EAST REGIONAL CONFERENCE 2022

Given the success of the CARA East Conference last year and the successful embrace of virtual delivery, we wish to invite you to the 2022 CARA East Regional Conference! This two-day conference will consist of Insightful presentations, engaging discussions, vibrant networking, interactive Q&A sessions, professional development sessions, workshops, and more! This is an excellent opportunity to share experiences, network, and build upon the strengths of our unique research and research administrative environment in the Atlantic region.

In order to facilitate attendance, the conference will run on December 1st and 2nd 2022, from 11:00 AM to 4:00 PM (Atlantic) daily.

Sponsorship opportunities with CARA will provide your organization a direct and effective way to promote your brand to new and existing clients. CARA provides a suite of opportunities that help your organization:

- Generate sales leads
- Launch new products
- Develop your brand
- Build new and enhance existing business relationships

We warmly invite you to consider the benefits of participating as a CARA 2021 East Conference Sponsor or exhibitor. We offer a myriad of sponsorship opportunities in a range of packages to meet your organization's needs in the new normal. Details of the sponsorship opportunities are outlined in this prospectus.



# PLATINUM

## SPONSOR

### ONE EXCLUSIVE CONFERENCE SPONSOR

# \$5000

- Include 3 free representatives
- Registration Fee Discount: \$50
- Virtual Portal Header Logo (next to the event logo)
- Premium Virtual Exhibit Booth (Lead Retrieval + Live Video + 3D Booth)
- Higher Priority Sponsor/Exhibitor Hall Booth Listing/selection
- Company logo on event website, virtual sponsor board & exhibitor floor plan
- Promotional email sent by CARA on your behalf to registrants prior to the event
- Logo on Login Page Banner
- Virtual Lobby Banner
- Virtual Portal Header Carousel
- Logo and mention in email communications and weekly updates
- Provide your message to CARA-net
- Gamification Engagement Codes
- Virtual Lobby Social Media Feed
- Virtual Branded Announcements
- Opening Welcome Note

**INTERESTED IN  
ALL UPCOMING  
EVENTS?  
GET IN TOUCH  
FOR A SPECIAL  
DEAL!**

# \$3500

- Include 2 free representatives
- Registration Fee Discount: \$25
- Premium Exhibit Booth (Lead Retrieval + Live Video + 3D Booth)
- High Priority Sponsor/Exhibitor Hall Booth Listing/selection
- Company logo on event website, virtual sponsor board & exhibitor floor plan
- Logo on Login Page Banner
- Virtual Lobby Banner
- Virtual Portal Header Carousel
- Logo and mention in email communications and weekly updates
- Provide your message to CARA-net
- Gamification Engagement Codes
- Lobby Social Media Feed
- Branded Announcements
- Virtual Lobby Social Media Feed
- Virtual Branded Announcements

# GOLD

## SPONSOR



A circular silver badge with a laurel wreath border. The word "SILVER" is written in large, bold, grey letters at the top, and "SPONSOR" is written in smaller, spaced-out grey letters at the bottom.

# SILVER

SPONSOR

# \$2900

- Include 1 free representative
- Registration Fee Discount: \$10
- Exhibit Booth\*
- Company logo on event website, online sponsor board & exhibitor floor plan
- Logo on Login Page Banner
- Virtual Portal Header Carousel
- Logo and mention in email communications and weekly updates
- Gamification Engagement Codes
- Virtual Lobby Social Media Feed

\*Your exhibit booth could be upgraded to a premium exhibit booth (features 3D booth, lead retrieval, and live video calls)

**INTERESTED IN  
ALL UPCOMING  
EVENTS?  
GET IN TOUCH  
FOR A SPECIAL  
DEAL!**

# \$2000

- Include 1 free representative
- Exhibit Booth\*
- Company logo on event website, online sponsor board & exhibitor floor plan
- Virtual Portal Header Carousel
- Logo and mention in email communications and weekly updates
- Gamification Engagement Codes
- Virtual Lobby Social Media Feed

\*Your exhibit booth could be upgraded to a premium exhibit booth (features 3D booth, lead retrieval, and live video calls)

A circular bronze badge with a laurel wreath border. The word "BRONZE" is written in large, bold, brown letters at the top, and "SPONSOR" is written in smaller, spaced-out brown letters at the bottom.

# BRONZE

SPONSOR

# ADDITIONAL SPONSORSHIP OPPORTUNITIES

**\$1750**

## GAMIFICATION SPONSOR

1 free representative, Comp Virtual Booth, Lobby Banner, Portal Header Carousel, Logo on CARA website, Logo on CARA event website, Mention during the event, Branded Announcements, Provide your message to CARA-net members, Logo and mention in email communications and weekly updates.

**CONTACT US**

## IN KIND SPONSOR/DONOR

Please contact us to provide us with more details.

**CONTACT US**

## GAMIFICATION PRIZES

Associate prizes to you, Logo next to prizes  
This package doesn't include an amount to be paid - kindly contact us to provide us with more details on what you'd like to offer as prizes during the Gamification.

**\$950**

## SPONSORED GROUP NETWORKING ROOMS

A sponsored room just for you to discuss and congregate around specific topics over video calls, Reach all CARA members and registrants to join, Provide your message to CARA members subscribed to the CARA-net, Sponsored Group Room Listing.

# ADDITIONAL SPONSORSHIP OPPORTUNITIES

**\$300**

## SESSION/WORKSHOP SPONSOR

Logo next to the session, Logo on the schedule, Logo on session/workshop advertisements, Logo on Session pre-roll video, Logo on CARA Conference website, Promotional video to run before the session.

**\$750**

## PRE-CONFERENCE ADS

Reach to all CARA members subscribed to the CARA-net, Provide your message to CARA members, Logo included in the weekly update, Logo and mention in the CARA Connection bi-monthly and bi-lingual newsletter, Logo on Conference website, Logo on CARA website.

**\$400**

## PREMIUM EXHIBIT BOOTH

This Add on is for packages that don't include a premium exhibit booth. Non-premium exhibit booths won't have the features of Lead Retrieval, Live video and 3D booth.

**\$500**

## PORTAL HEADER SPONSOR CAROUSEL

Found at the top-right area of our virtual event portal is a constantly rotating carousel that loops through sponsor logos, stopping for 10 seconds at a time on each logo. The logos are clickable and lead to the sponsor's website.

**BELOW ARE THE 2022 EXHIBITORS OPPORTUNITIES**



# EXHIBITOR BOOTH

## \$1500

- Include 1 free representative
- Exhibit Booth
- Logo on CARA website
- Logo on CARA Event website
- Gamification Engagement Codes
- Priority Exhibitor Hall Booth Listing

# PREMIUM EXHIBITOR BOOTH

## \$1800

- Include 2 free representatives
- Premium Exhibit Booth (Lead Retrieval + Live Video + 3D Booth)
- Logo on CARA website
- Logo on CARA Event website
- Gamification Engagement Codes
- Higher Priority Exhibitor Hall Booth Listing

## ADDITIONAL OPPORTUNITIES

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Portal Header Carousel  
**\$ 500**

Session/Workshop Sponsor  
**\$ 300**

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**HAVE AN  
IDEA?  
LET'S CHAT!**



# REGISTRATION FORMS

**WE'RE NOW ACCEPTING  
SPONSORSHIP APPLICATIONS  
FOR THE CARA EAST  
CONFERENCE 2022**

[START APPLICATION](#)

**WE'RE NOW ACCEPTING  
EXHIBITORS APPLICATIONS  
FOR THE CARA EAST  
CONFERENCE 2022**

[START APPLICATION](#)

IF YOU HAVE ANY QUESTION OR NEED ADDITIONAL DETAILS, PLEASE  
DON'T HESITATE TO [CONTACT US](#), OR CALL (819) 329 1392

• THANK YOU FOR YOUR SUPPORT! •



# PAYMENT INFORMATION

Thank you for your interest in sponsoring and/or exhibiting at the CARA East Regional Conference 2022!

If you are paying by cheque, make the cheque payable to CARA|ACAAR.

Note that the cheque must be postmarked by **August 6th, 2022**. For cheque payment, please return both the Registration Form or invoice received on the online application and the cheque to:

CARA|ACAAR  
CARA East 2022 Sponsor/Exhibitor Registration  
1710 - 350 Albert Street  
Ottawa, ON K1R 1B1

# CANCELLATION POLICY

A request for cancellation by the Exhibitor and or Sponsor must be provided in writing to Michel Kafrouny at [michelkcara@gmail.com](mailto:michelkcara@gmail.com) and received by no later than **August 22nd, 2022**, in which case all monies paid by the Exhibitors and or Sponsors will be refunded less a fee of (50%) per registration. If the Exhibitor/Sponsor cancels after **August 22nd, 2022**, the Exhibitor/Sponsor will be responsible for the full contract price - No refunds will be issued.

# CONTACT

For any questions or inquiries regarding your registration, please contact:

**Michel Kafrouny**  
Manager, Communications, Membership, and Programs  
Canadian Association of Research Administrators (CARA)  
Email: [michelkcara@gmail.com](mailto:michelkcara@gmail.com)  
Mobile: (819) 329-1392  
[www.cara-acaar.ca](http://www.cara-acaar.ca)

## EXHIBIT LOCATION

Virtual – PheedLoop

## EXHIBITS HOURS:

Thursday, Dec 1, 2022: 11:00 AM – 4:00 PM (Atlantic)

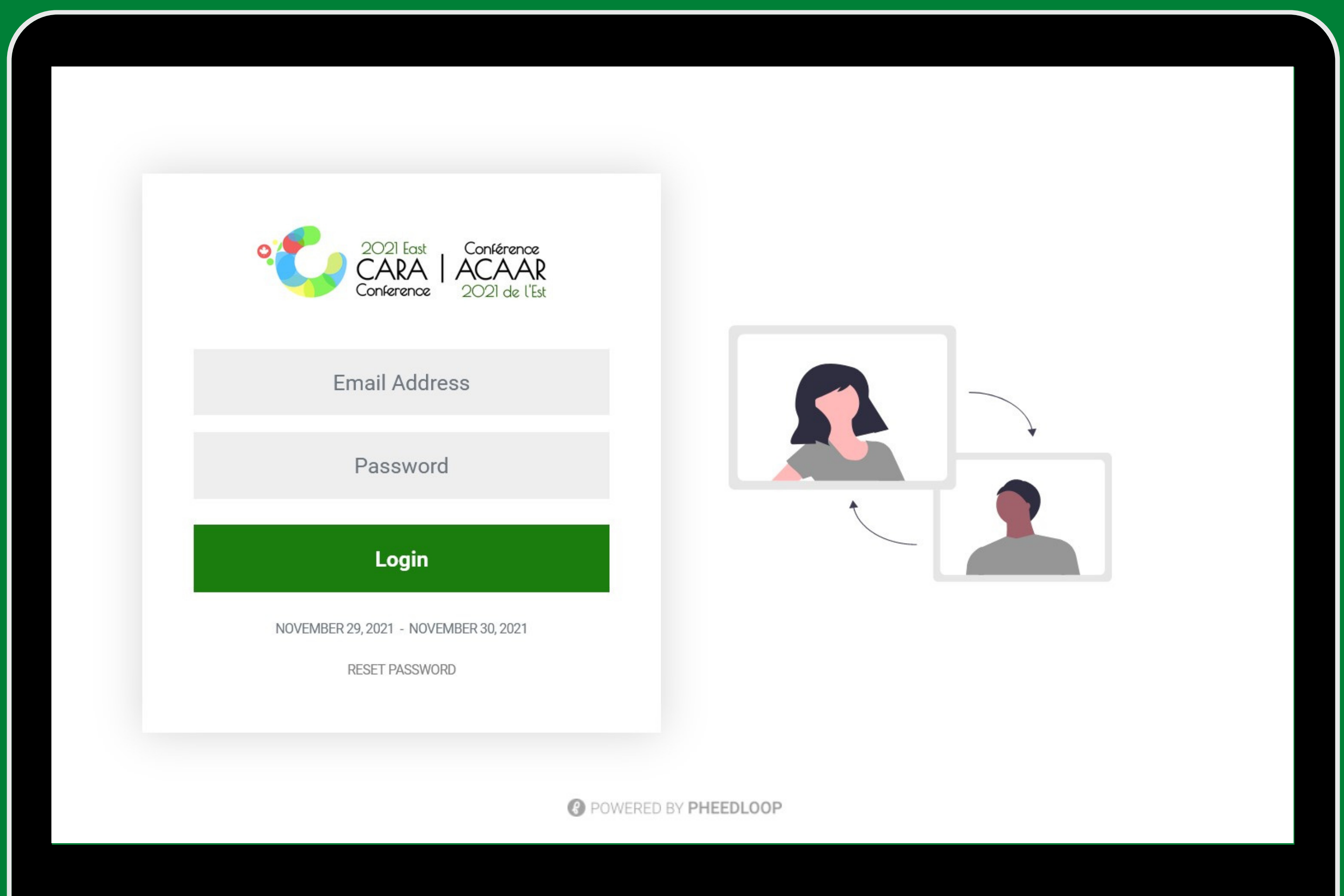
Friday, Dec 2, 2022: 11:00 AM – 4:00 PM (Atlantic)

Hours are subject to change.

Attendees will be able to log in to their portal anytime during the day and post-event.

## EXHIBIT SETUP:

Exhibitors and Sponsors are expected to arrange and set up their virtual display items and event materials on the event online platform through their created profile on PheedLoop.





## LIABILITY

The Exhibitor and or Sponsor shall indemnify and hold CARA harmless from and against any loss, injury, or damages whatsoever suffered by CARA as a result of the Exhibitor's failure to comply with the terms and conditions listed on the contract or as a result of the Exhibitor's or Sponsor's participation in the conference including without limitation any claims for loss or theft of property, pilferage, personal injury, or loss of business or profits, whether arising from any act of CARA, any other Exhibitor, Sponsor, attendees of the conference and their respective director, officers, agents, and employees.

CARA has the right to cancel the CARA East Regional Conference 2022 for any reason and shall not be liable for any losses (including consequential losses), costs, or expenses that may be brought against or suffered or incurred by the Exhibitor by reason of any such changes or cancellation, other than to refund in full of any amounts paid by the Exhibitor to CARA.

## LICENSES & PERMITS

Each Exhibitor is responsible for obtaining all necessary licenses and permits to use any copyrighted material at their virtual booth. The Exhibitor shall remain liable for and shall indemnify and hold CARA and its officers, representatives, and employees harmless from all claims, suits, damages liability, expenses, and costs, arising from or out of violation or infringement by the Exhibitor, Exhibitor's representatives, employees of any patent, copyright, trademark or trade secret rights or privileges.

## PROMOTIONS

CARA will take photographs and video and may use any such material for news or promotional purposes whether digital, in print, or any other media, including the CARA website. By participating in the Conference, Exhibitors grants CARA the right to use the Exhibitor's or Sponsor's name and photograph/video for such purposes. Exhibitors/Sponsors waives the right to inspect or approve the finished product in any format. In addition, all rights to royalties or other compensation arising or related to the use of photographs/video are waived by the Exhibitor.



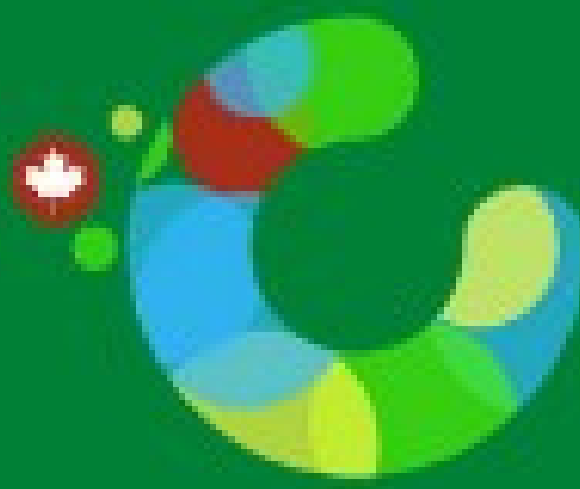
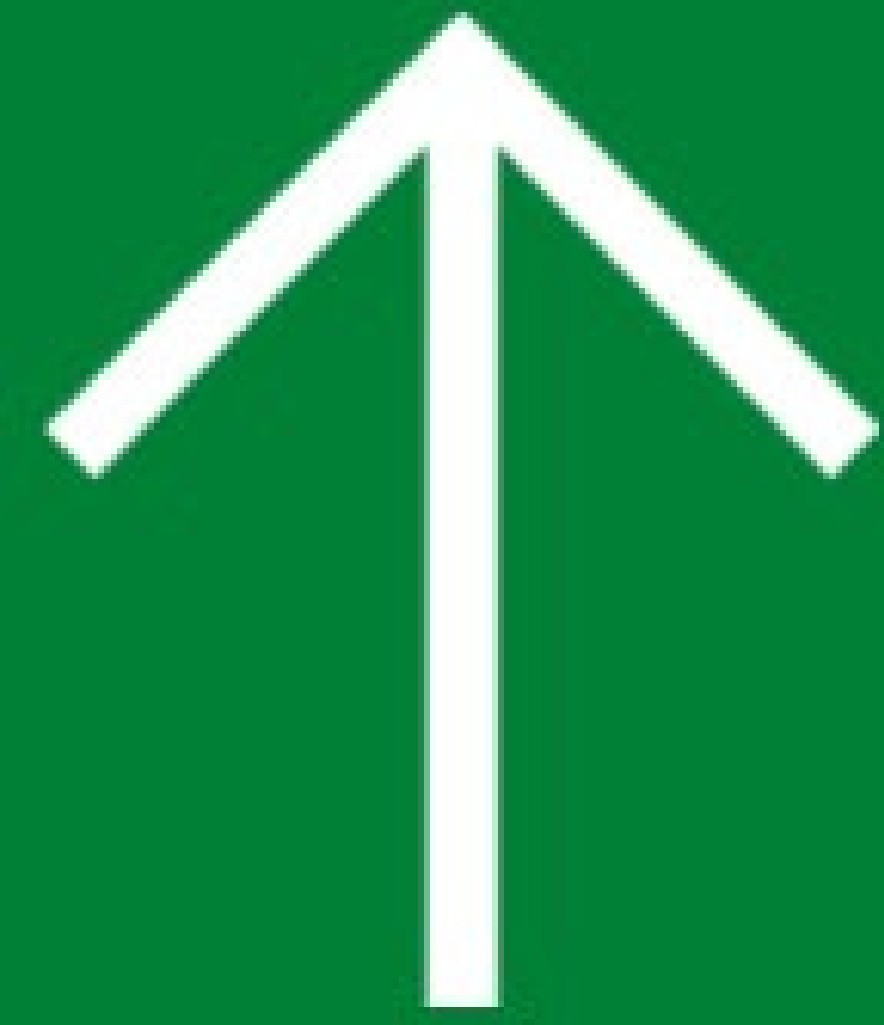
VIRTUAL



CARA | ACAAR  
2022 Central  
Conference

Conférence  
ACAAR  
Centrale 2022

NOV 28 - 29, 2022



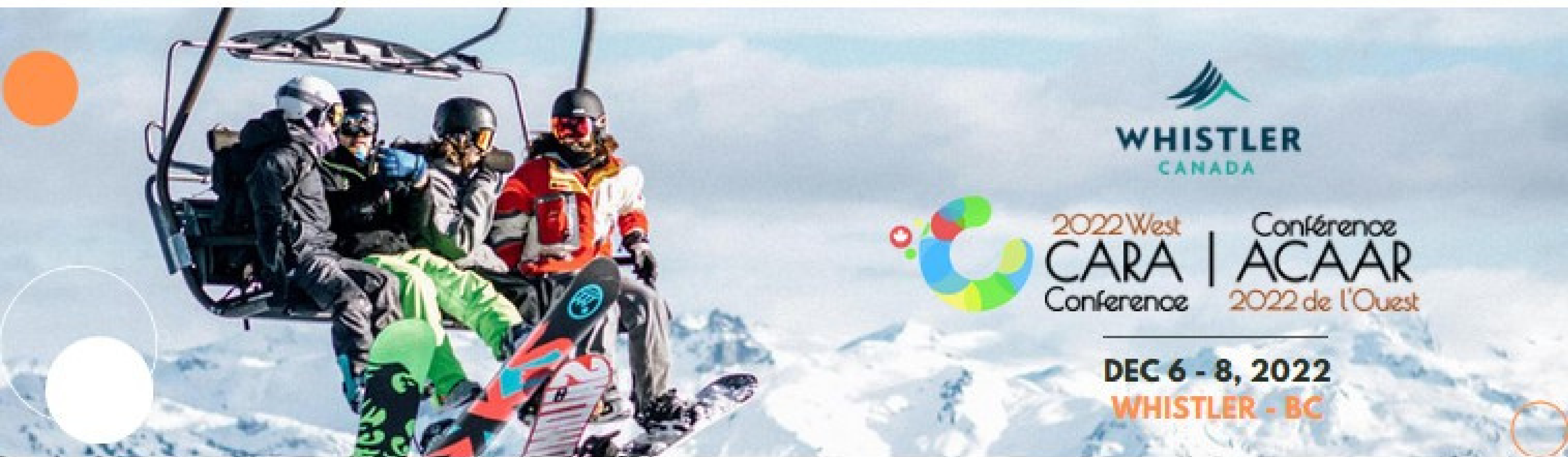
2022 East  
CARA | ACAAR  
Conference

Conférence  
ACAAR  
2022 de l'Est

VIRTUAL



DEC 1 - 2, 2022



WHISTLER  
CANADA



2022 West  
CARA | ACAAR  
Conference

Conférence  
ACAAR  
2022 de l'Ouest

DEC 6 - 8, 2022  
WHISTLER - BC



DESTINATION  
ST. JOHN'S  
colourful encounters



Conférence  
CARA | ACAAR  
Conference 2023

MAY 14 - 17, 2023  
ST. JOHN'S - NF



Conférence  
CARA | ACAAR  
Conference 2024

calgary  
be part of the energy



*Thank you for yours*



CONTRIBUTION



CARA | ACAAR

WE LOOK FORWARD TO SEEING YOU IN DECEMBER!