

SPONSORSHIP & EXHIBITS PACKAGE



2022 West
CARA
Conference

Conférence
ACAAR
2022 de l'Ouest

RESEARCH FOR GOOD!

DEC
7 - 9
2022



Hilton

WHISTLER RESORT & SPA

Whistler, BC

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 WEST REGIONAL CONFERENCE 2022

It gives us great pleasure to re-announce the upcoming CARA West Regional Conference themed, Research for Good, taking place in beautiful Whistler, British Columbia from December 7-9, 2022, in person. The event was originally planned for 2019, and we are so grateful and excited to officially confirm that it is moving ahead at the end of this year.

To be true to our Research for Good theme, we chose the unique, mountain culture of Whistler for our venue, which focuses on sustainability, community, health, and wellness. During your stay, you can experience and take full advantage of the destination and all that this special location has to offer. We look forward to an engaging program, and most importantly, connecting in person with our colleagues and guests.

Sponsorship opportunities with CARA will provide your organization with 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 2022 West Regional 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

\$7000

- Include 3 free representatives on-site
- Registration Fee Discount: \$75
- Virtual Portal Header Logo (next to the Conference Logo)
- Premium Exhibit Booth + Lead Retrieval
- Higher Priority Sponsor/Exhibitor Hall Booth Listing/selection
- Company logo on Conference website, on-site sponsor board
- Company banner at registration (on-site)
- Sponsor slide loop at the conference (on-site)
- Promotional email sent by CARA on your behalf to registrants prior to the conference
- Logo on Login Page Banner
- Virtual Lobby Banner during on-demand
- Virtual Portal Header Carousel during on-demand
- Logo and mention in email communications and weekly updates
- Provide your message to CARA-net
- Gamification Engagement Codes
- Virtual Lobby Social Media Feed during on-demand
- Branded Announcements on the mobile app
- 10 min presentation at Thursday lunch (on-site)
- Breakfast/Lunch: 3 free reps (on-site)
- Christmas Dinner: Up to 3 free reps (on-site)
- Opening Reception: Up to 3 free reps (on-site)

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

\$5000

- Include 2 free representatives on-site
- Registration Fee Discount: \$50
- Premium Exhibit Booth + Lead Retrieval
- High Priority Sponsor/Exhibitor Hall Booth Listing/selection
- Company logo on Conference website, on-site sponsor board
- Company banner at registration (on-site)
- Sponsor slide loop at the conference (on-site)
- Promotional email sent by CARA on your behalf to registrants prior to the conference
- Logo on Login Page Banner
- Virtual Lobby Banner during on-demand
- Virtual Portal Header Carousel during on-demand
- Logo and mention in email communications and weekly updates
- Provide your message to CARA-net
- Gamification Engagement Codes
- Virtual Lobby Social Media Feed during on-demand
- Branded Announcements on the mobile app
- 5 min presentation at Friday breakfast (on-site)
- Breakfast/Lunch: 2 free reps (on-site)
- Christmas Dinner: Up to 2 free reps (on-site)
- Opening Reception: Up to 2 free reps (on-site)

GOLD

SPONSOR

A circular badge with a grey background and a laurel wreath border. The word "SILVER" is written in large, bold, grey letters at the top, and "SPONSOR" is written in smaller, grey letters below it.

SILVER

SPONSOR

\$3500

- Include 2 free representatives on site
- Registration Fee Discount: \$25
- Exhibit Booth*
- Company logo on Conference website, on-site sponsor board
- Sponsor slide loop at the conference (on-site)
- Logo on Login Page Banner
- Virtual Portal Header Carousel during on demand
- Logo and mention in email communications and weekly updates
- Gamification Engagement Codes
- Virtual Lobby Social Media Feed during on-demand
- Breakfast/Lunch: 2 free reps (on-site)
- Opening Reception: 2 free reps (on-site)

*Your exhibit booth could be upgraded to a premium exhibit booth (features Lead Retrieval)

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

\$2500

- Include 1 free representative on site
- Exhibit Booth*
- Company logo on Conference website, on-site sponsor board
- Sponsor slide loop at the conference (on-site)
- Virtual Portal Header Carousel during on-demand
- Logo and mention in email communications and weekly updates
- Gamification Engagement Codes
- Virtual Lobby Social Media Feed during on-demand
- Breakfast/Lunch: 1 free rep (on-site)
- Opening Reception: 1 free rep (on-site)

*Your exhibit booth could be upgraded to a premium exhibit booth (features lead retrieval)

A circular badge with a brown background and a laurel wreath border. The word "BRONZE" is written in large, bold, brown letters at the top, and "SPONSOR" is written in smaller, brown letters below it.

BRONZE

SPONSOR

ADDITIONAL SPONSORSHIP OPPORTUNITIES

\$4,000

CHRISTMAS DINNER SPONSOR

2 free representatives (on-site) | Premium Exhibit Booth | Banners during the ceremony | Virtual Portal Header Carousel during on-demand | Company logo on Conference website, on-site sponsor board | Logo and mention in email communications and weekly updates | 5 min presentation at the ceremony (on-site) | Breakfast/Lunch: 2 free reps (on-site) | Christmas Dinner: 2 free reps (on-site) | Opening Reception: 2 free reps (on-site).

\$2,000

OPENING RECEPTION SPONSOR

WEDNESDAY DEC 7, 2022: Time TBC

Exclusive Sponsor Slide | Exclusive table booth inside the ballroom | Recognition by CARA at the event | Up to 4 free reception tickets (on-site) | Virtual Portal Header Carousel during on-demand | Company logo on Conference website | Branded Announcements | Logo, and mention in email communications and weekly updates.

CONTACT US

IN KIND SPONSOR/DONOR

Please contact us to provide us with more details.

\$1,750

GUESTS ROOM KEYS SPONSOR

Advertise your company or simply as a business card, have your logo and your company in the hands and pockets of all attendees, used every time to unlock their rooms. Recognition by CARA | Up to 2 free reception tickets (on-site) | Virtual Portal Header Carousel during on-demand | Company logo on Conference website | Branded Announcements | Logo, and mention in email communications and weekly updates.

ADDITIONAL SPONSORSHIP OPPORTUNITIES

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.

\$1,750

BREAKFAST **OR** LUNCH SPONSOR

THURSDAY DEC 8 - FRIDAY DEC 9, 2022

Exclusive Sponsor Slide | Promotion items/brochures at breakfast tables | Recognition by CARA at the event | 5 min speech after CARA President's remarks | Virtual Portal Header Carousel during on-demand | Company logo on Conference website | Branded Announcements | Logo, and mention in email communications and weekly updates.

\$1,350

COFFEE BREAKS SPONSOR

THURSDAY DEC 8 - FRIDAY DEC 9, 2022

Your signage/promotion items/brochures during breaks | Recognition by CARA at the event | Virtual Portal Header Carousel during on-demand | Company logo on Conference website | Branded Announcements | Logo, and mention in email communications and weekly updates.

\$1,500

CONFERENCE LANYARDS

Offer available until OCTOBER 21, 2022

CARA will produce lanyards with your logo and supply them to all attendees.

\$600

RESERVED TABLE

A table will be reserved for you to host. Your signage will be placed on the table and you invite your guests to sit with you.

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 West 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 CARA West 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 (in-person)
- Exhibit Booth
- Logo on CARA website
- Logo on CARA West Conference website
- Gamification Engagement Codes
- Priority Exhibitor Hall Booth Listing

PREMIUM EXHIBITOR BOOTH

\$1800

- Include 2 free representatives (in-person)
- Premium Exhibit Booth (Lead Retrieval)
- Logo on CARA website
- Logo on CARA West Conference website
- Gamification Engagement Codes
- Higher Priority Exhibitor Hall Booth Listing

ADDITIONAL OPPORTUNITIES

Portal Header Carousel
\$ 500

Session/Workshop Sponsor
\$ 300

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



REGISTRATION FORMS

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

[START APPLICATION](#)

**WE'RE NOW ACCEPTING
EXHIBITORS APPLICATIONS
FOR THE CARA WEST
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 West 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 West 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 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
Mobile: (819) 329-6239
www.cara-acaar.ca

EXHIBIT LOCATION

In Person - Hilton Hotel Whistler

EXHIBITS HOURS:

Thursday, Dec 8, 2022: 9:00 AM - 4:00 PM (PST)

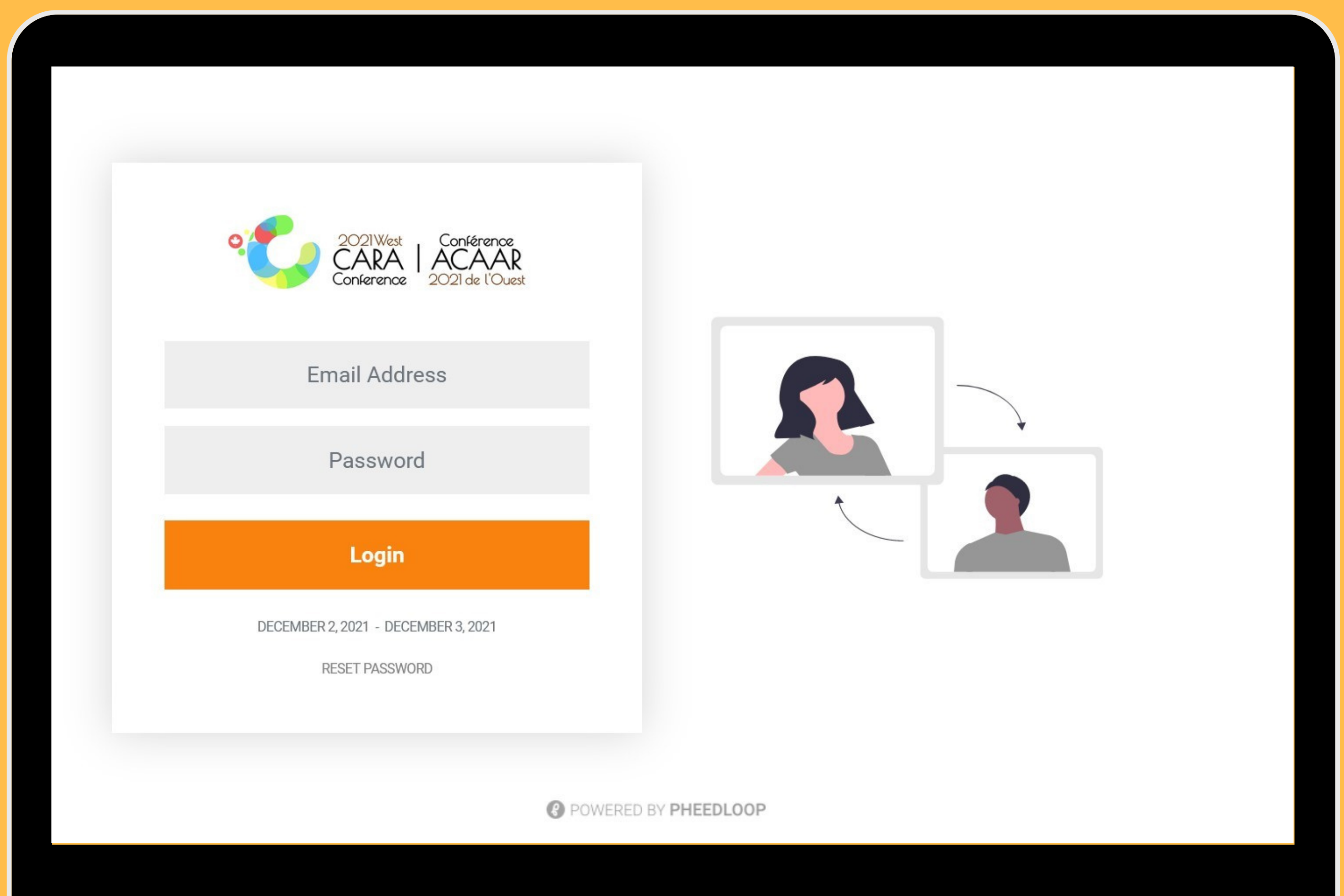
Friday, Dec 9, 2022: 9:00 AM - 2:00 PM (PST)

Hours are subject to change.

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

EXHIBIT SETUP:

Exhibitors and Sponsors are expected to arrange and set up their virtual (for on-demand), and in-person display items and conference materials to the conference 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 West 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.

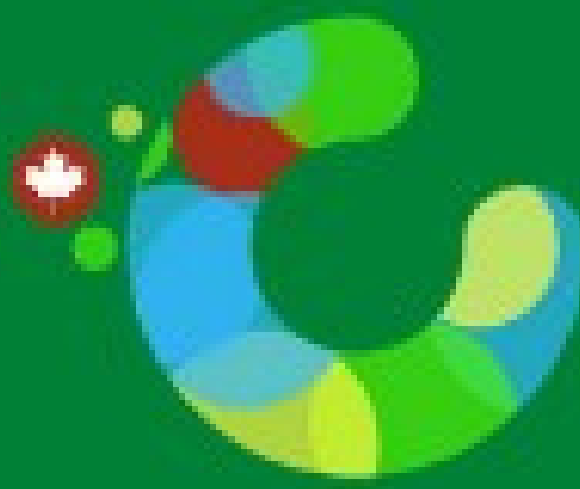
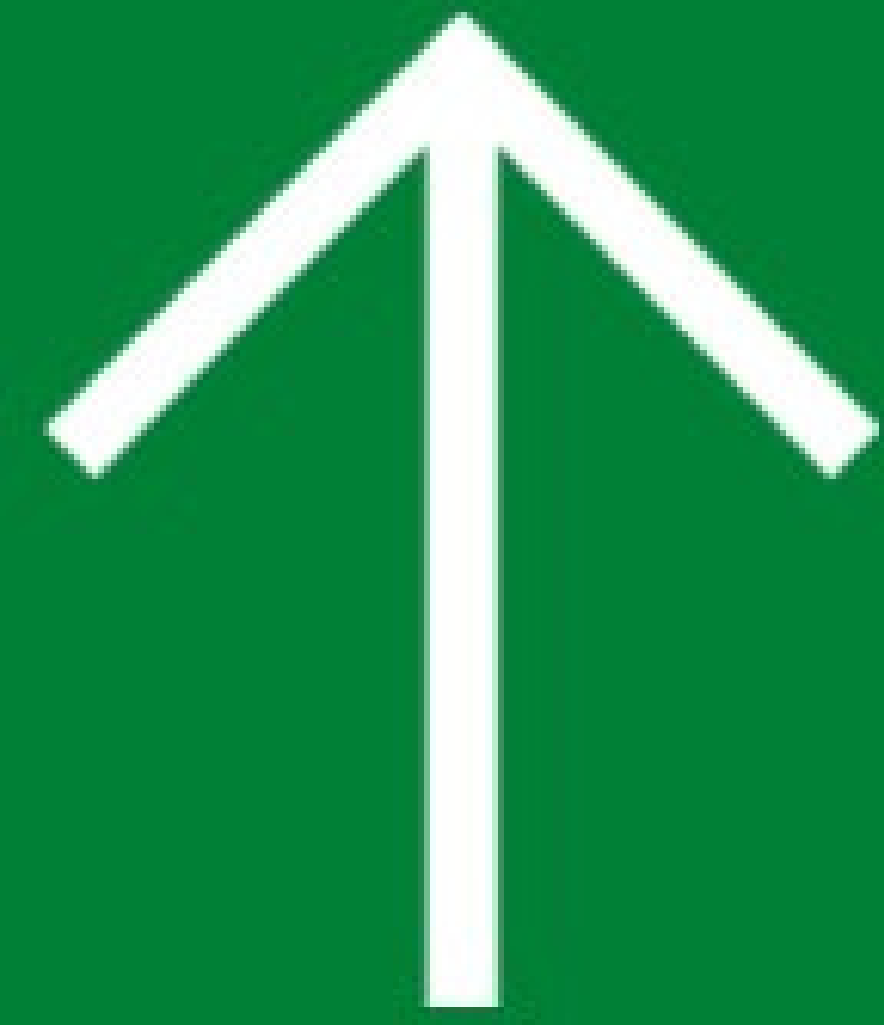
VIRTUAL



CARA |
2022 Central
Conference

Conférence
ACAAR
Centrale 2022

NOV 28 - 29, 2022



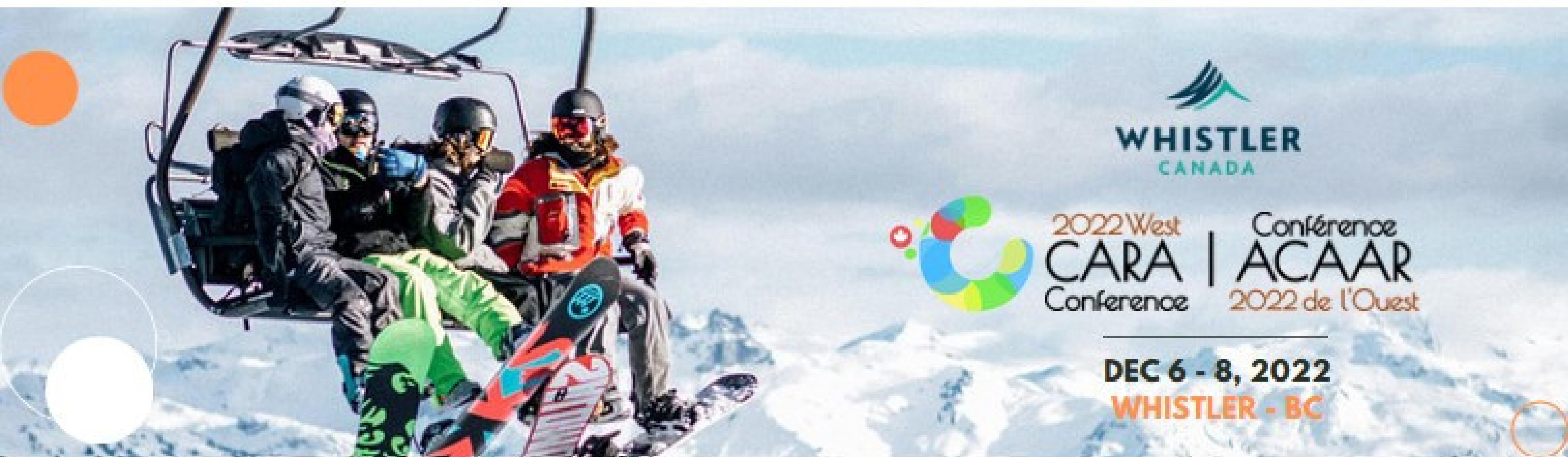
2022 East
CARA |
Conference

Conférence
ACAAR
2022 de l'Est

VIRTUAL



DEC 1 - 2, 2022



WHISTLER
CANADA



2022 West
CARA |
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 your



CONTRIBUTION



CARA | ACAAR

WE LOOK FORWARD TO SEEING YOU IN DECEMBER!