



Dear Potential Exhibitor/Sponsor:

Please join us for the ARUCC 2008 biennial conference, *Harnessing the Winds of Change/Un vent de changements*.

ARUCC is the Association of Registrars of the Universities and Colleges of Canada. ARUCC has approximately 182 member institutions from all regions of Canada. Personnel representing the universities, community colleges and cegeps include registrars, admission directors, student records managers, student services managers and other personnel in the areas of student advisement and counselling, student financial aid and student placement.

We are meeting June 25<sup>th</sup> to 28<sup>th</sup> at the historic Westin Hotel in Halifax, Nova Scotia. We anticipate 300 to 400 participants from across Canada. In addition to 35+ member presentations, we have three plenary addresses with speakers on disaster planning (Katrina aftermath), word-of-mouth marketing, and changing demographics. There is also opportunity for vendors to offer their own "infomercials". All of this is to happen in the historic port city of Halifax with many events to experience our maritime culture, from food to boat tours.

Many of us are already customers for your products or services and many of you have been generous supporters of previous meetings of ARUCC or our regional affiliates. ARUCC 2008 is a one of a kind opportunity to showcase your new offerings. It won't happen again until 2010.

As your exhibitor and sponsor chair, I will work with you and the Westin to ensure that your participation gives you full value. Exhibitors are located in the Atlantic Boardroom, where all refreshment breaks will be held. This should ensure high traffic, but space at the Westin is limited (floor plan attached).

Following is a summary of sponsorship and exhibitor opportunities. We look forward to your participation. Please contact me directly if you are interested in sponsoring or exhibiting.

Sincerely,

Paul Dixon  
Sponsorship Chair ARUCC 2008  
902-420-5581  
[Paul.Dixon@smu.ca](mailto:Paul.Dixon@smu.ca)

## **Sponsorship Opportunities**

\$3,500	Conference Banquet – lobster dinner on the Halifax waterfront
\$2,500	Conference Luncheon – June 26 <sup>th</sup>
\$2,500	Conference Luncheon – June 27 <sup>th</sup>
\$1,500	Opening Reception – Maritime Museum of the Atlantic
\$1,500	Conference Tote Bag
\$1,000	Name Badge
\$1,000	Breakfast – June 26 <sup>th</sup>
\$1,000	Breakfast – June 27 <sup>th</sup>
\$1,000	Breakfast – June 28 <sup>th</sup>
\$500	Refreshment Break – 5 opportunities

All sponsors will be recognized in the conference program, conference website and with signage on-site.

We are open to other sponsorship suggestions but we want to maintain as small an environmental footprint as possible and are discouraging non-essential tote bag inserts.

## **Infomercials**

The conference is organized as 5 parallel sessions, except at times of plenary addresses. A sixth “infomercial” track is available to firms wishing to give a fuller presentation of their products and services. There are seven (7) 75 minute sessions available at a cost of \$1,000 per session.

## **Exhibitors’ Hall and Schedule**

As can be seen from the attached floor plan of the Atlantic Ballroom, there is room for 20 exhibitors. The exhibitor fee is \$750. This will include a draped table with 2 chairs. Please note that conference registration is not included in any of the above. The registration fee is \$385 or \$485 plus HST, depending upon whether you register early or on-site.

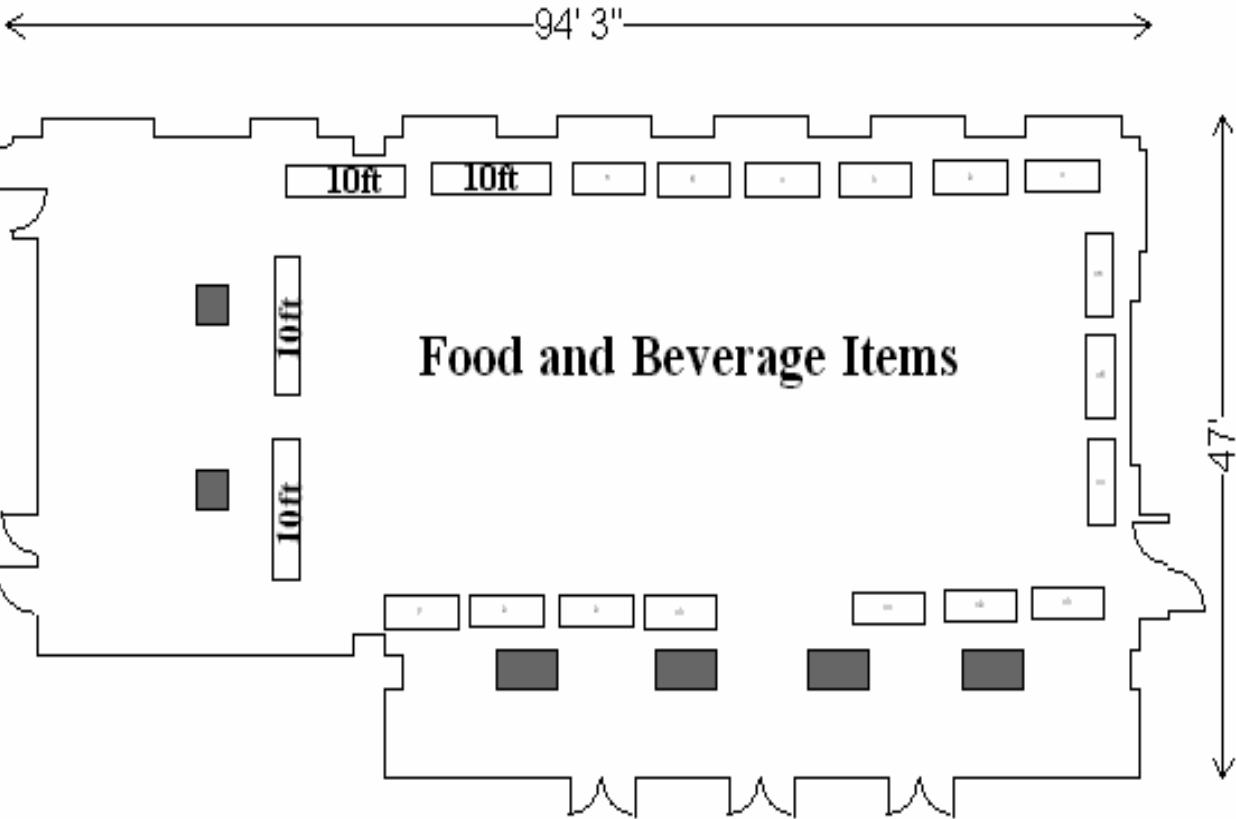
### **All scheduled breaks will be held in the Exhibitors’ Hall: Atlantic Ballroom**

**Wednesday, June 25:** Booth setup time: Between 4:30 and 5:30 pm

**Thursday, June 26:** Booth setup time: Between 7am and 8:15am  
Exhibition opening: 8:30am  
Exhibition closing: 5:00pm

**Friday, June 27:** Exhibition opening: 8:30am  
Exhibition closing: 5:00pm

# Atlantic Ballroom



# Atlantic Ballroom

94' 3"

