

Exhibitor & Sponsorship Prospectus

March 6–7, 2025

Calgary, AB

Ai • cademy

Canada Summit for
Post-Secondary Education



higherstrategy.com
ai_sponsorships@higherstrategy.com

Higher Education Strategy Associates

Higher Education Strategy Associates (HESA) provides strategic insight and guidance to governments, post-secondary institutions, and international agencies through excellence and expertise in policy, monitoring and evaluation, and strategic consultation services. Through these activities, HESA strives to improve the quality, efficacy, and fairness of higher education systems in Canada and worldwide.



AI-CADEMY: Canada Summit for Post-Secondary Education



HESA is pleased to be hosting a major national event on AI and higher education, the AI-CADEMY: Canada Summit for Post-Secondary Education, to be held March 6th-7th in Calgary, Alberta.

Organized in partnership with some post-secondary institutions such as Bow Valley College, SAIT and more, this event will bring together a diverse audience of university and college administrators and leaders, policy-makers, staff and professionals, faculty and instructional designers, industry leaders, and more. Through a series of keynote presentations, panel discussions, and interactive workshops, participants will engage with key themes such as the impacts of AI on the future of learning and of work; the interaction between AI and teaching and learning, research, and operations; and the development of institutional AI frameworks. Along with this dynamic learning, there will be immersive opportunities for

attendees to interact with the latest products, services and technologies, from leading industry partners being showcased in our AI Marketplace.

Set against the stunning backdrop of the Canadian Rockies in Calgary, Alberta, the Summit will be the culmination of months of collaboration and thought leadership by HESA on AI in post-secondary education.



HESA's Service Offerings

- Strategic Planning & Governance
- Academic Planning
- Institutional Improvement
- Economic & Social Impact Studies
- International Markets & Mobility
- Program Reviews
- Statistical Collections & Public Policy
- AI Advisory Services

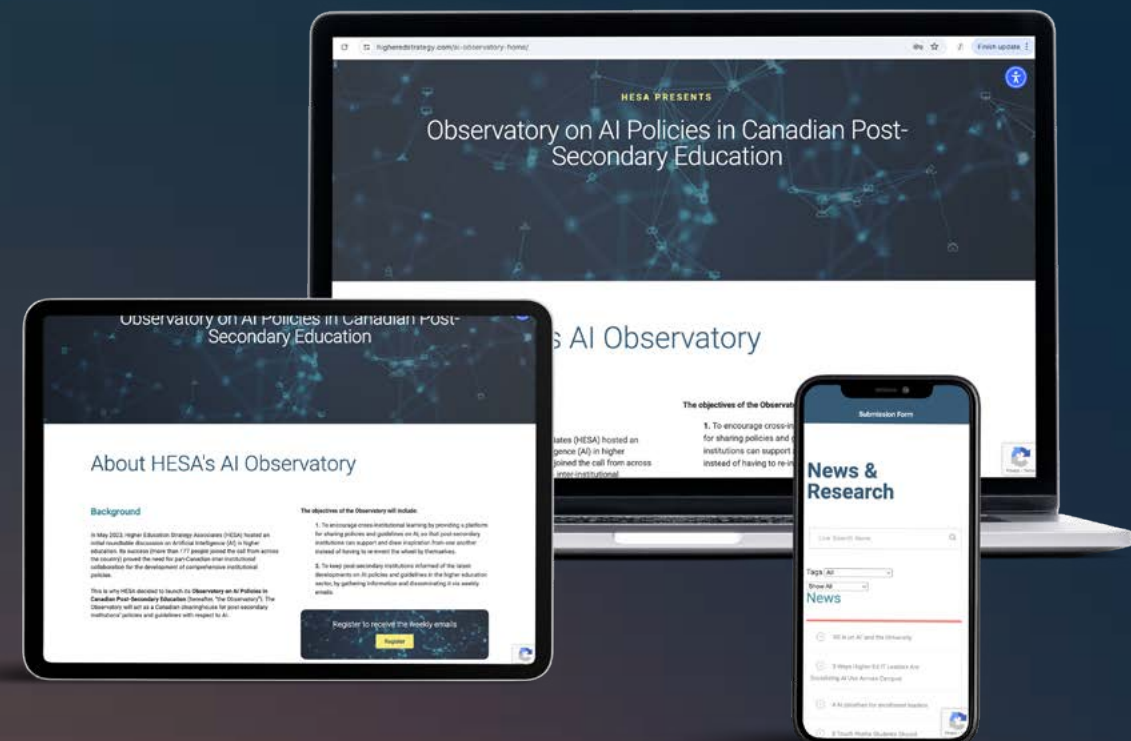
Why HESA?

HESA is uniquely positioned to host a Canadian summit on AI in higher education due to its proven leadership, established expertise and network in this domain. Since OpenAI's ChatGPT and other generative AI platforms such as Microsoft Copilot and Google Gemini have taken the world and the post-secondary education sector by storm, HESA has fostered national collaboration between post-secondary institutions..

- **HESA's AI Observatory acts as a central hub for sharing AI policies, promoting cross-institutional learning and inspiration.**
- **HESA's weekly AI Newsletters keep stakeholders informed of the latest developments.**
- **HESA also supports post-secondary institutions in developing their own AI policies and guidelines through its AI Advisory Services.**

→ **HESA has an extensive pre-established network of university and college administrators, faculty and researchers, industry leaders and AI enthusiasts through its monthly AI Roundtables.**

Hosting AI-CADEMY leverages HESA's extensive network and commitment to advancing AI policy in post-secondary education, ensuring a comprehensive and inspiring event that drives innovation and policy development across Canadian institutions.



HESA's AI Engagement

Visit our website to explore the AI Observatory and archived weekly AI Newsletters.



33

weekly AI newsletters sent in the 2023-2024 academic year

Opening rate of weekly AI newsletters of

50%

2.7K

subscribers to the weekly AI newsletters

15K

subscribers to our president Alex Usher's daily blog *One Thought to Start Your Day*

~
17.5K

followers to our president Alex Usher's account on X (Twitter)

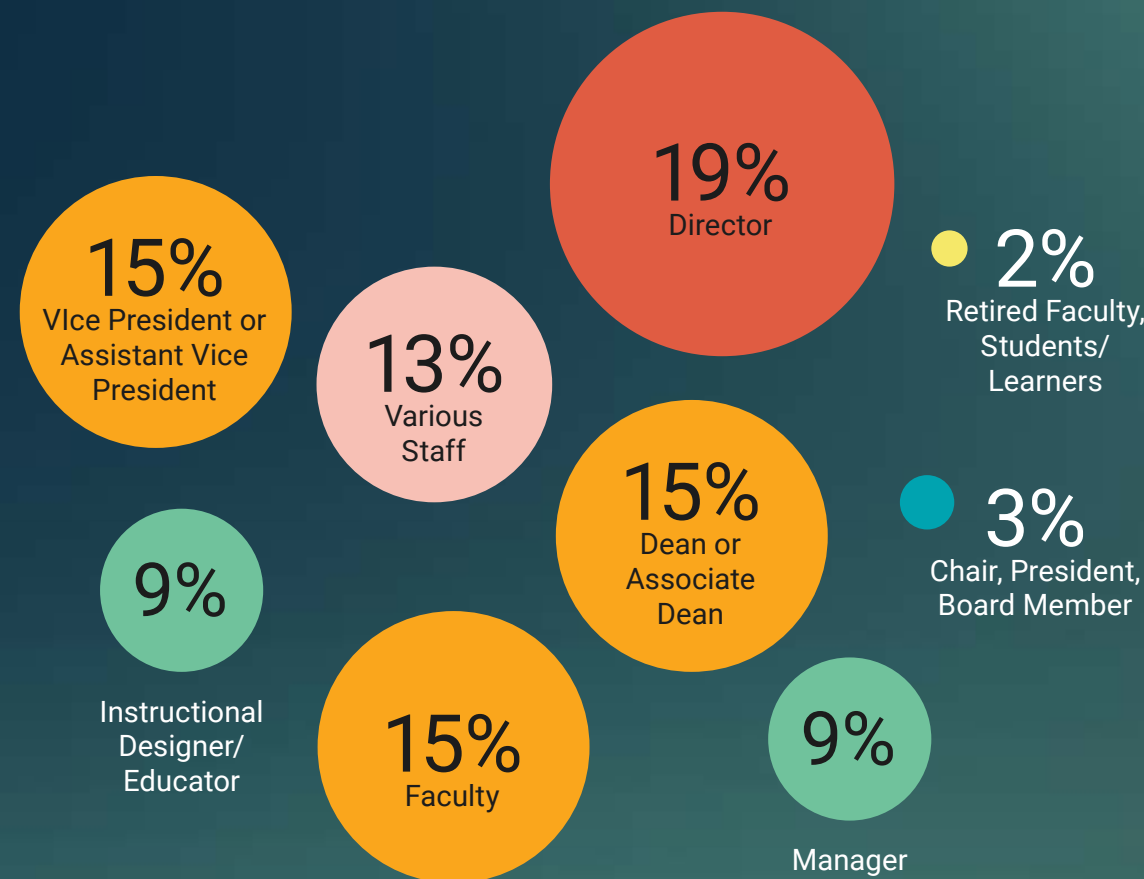
11

AI Roundtables organized in the 2023-2024 academic year

Diverse Conference Attendees

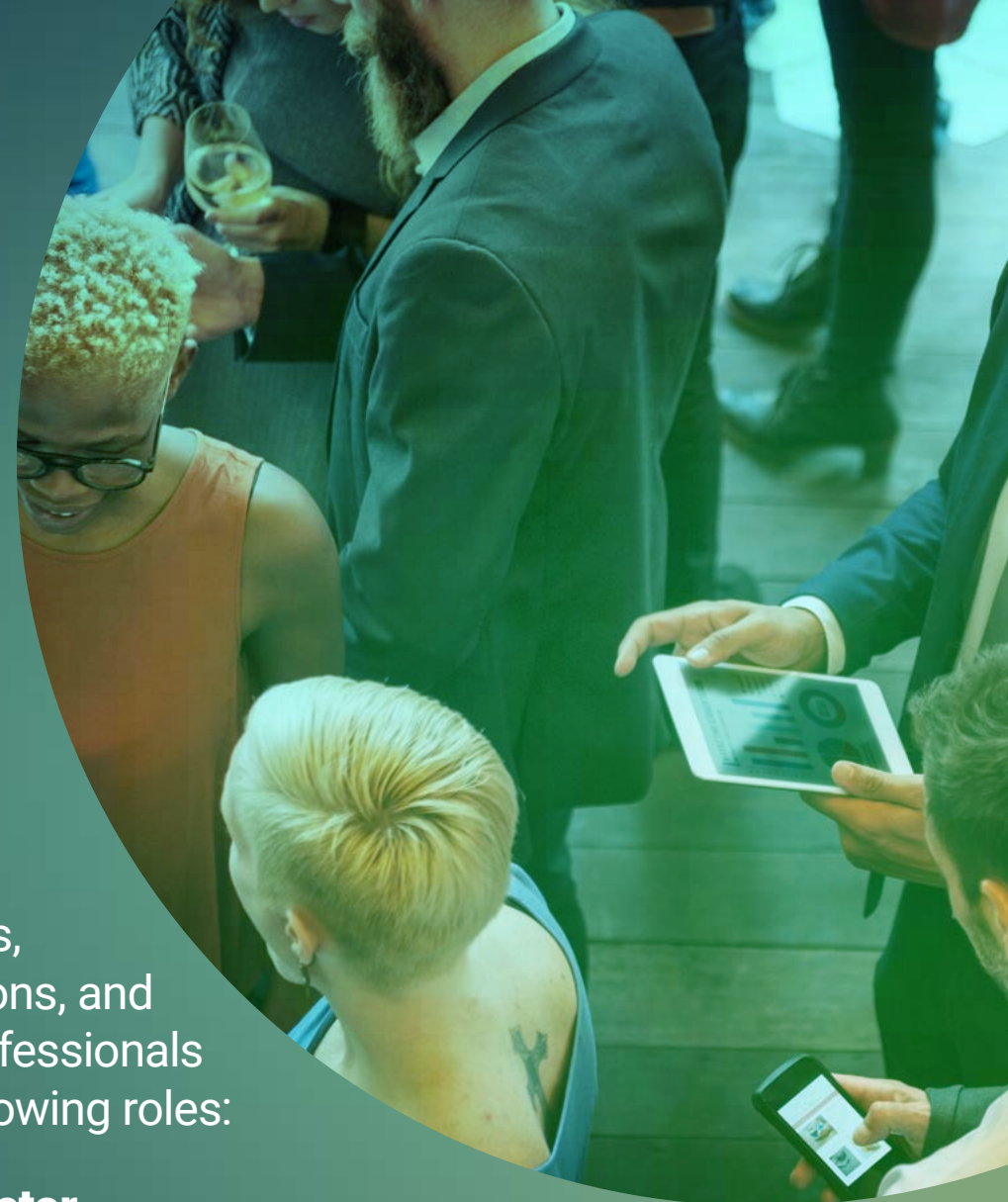
HESA launched an Expression of Interest to our vast post-secondary network on July 15, 2024. Since this date we have received hundreds of responses from a diverse range of potential attendees.

84% of respondents are from recognized post-secondary institutions, in the following roles:



The remaining 16% of interested attendees represent associations, student unions, and industry professionals with the following roles:

- **Director**
- **President / CEO**
- **Vice President**
- **Various Staff**
- **Consultant**
- **Manager**
- **AI Enthusiasts & Thought Leaders**
- **Policy Makers**



Conference Themes

Join in and support this national summit to learn, discuss and share both inspiring and practical insights into a dynamic range of themes.

Engage in dialogue about:

- **What is the meaning of AI for the future of higher education?**
- **How can we build comprehensive institutional responses to AI?**
- **How should post-secondary institutions prepare their graduates for the skills required in the workforce in the next 5-10 years?**

- **Transformation of Education**
- **International AI Frameworks & Legal Implications**
- **Institutional AI Frameworks & Stewardship**
- **Teaching and Learning**
- **Research**
- **Academic operations and services (e.g., student services, admissions, etc.)**
- **Equity, diversity, inclusion, accessibility, decolonization, Indigenization and sustainability**
- **Building AI literacy among faculty, staff and students**
- **Student perspectives**
- **Tech demos**
- **Other innovative topics on AI in education**

Sponsorship Opportunities & Benefits

As an AI-CADEMY: Canada Summit for Post-Secondary Education sponsor, you have the opportunity to promote your organization and share your AI innovations with conference attendees, develop strategic relationships, showcase your products, services or platforms, as well as build brand awareness and network with key contacts. The goal is to provide an immersive experience, with opportunities for attendees to interact with the latest AI products, services and platforms designed to support post-secondary educational institutions.



Why Sponsor?

- **Create new and meaningful connections with conference attendees**
- **Build brand awareness within the Canadian post-secondary education sector**
- **Build deeper relationships with your existing partners**
- **Showcase the value of your products, services and platforms within the interactive Marketplace**
- **Share your expertise and experience of AI learning, potentials and development**

OPTION 1:

Sponsorship Benefits & Packages

All sponsors benefit from a variety of exciting partnership opportunities and ways to support the summit, including:

Event Participation

- Each sponsorship package includes an allotted number of Conference Registrations.

Pre-Conference Visibility

- Your logo and Company Profile will appear on the Conference website, along with the Mobile APP with a hyperlink to your chosen URL. There are also some opportunities to have your logo appear on various other conference signage, swag and/or online materials as designed and developed (package dependent).
- Your company profile will remain visible on the website for at least 3 months after the summit.

Sponsorship Branding at the Conference

- Two days of on-site visibility of your logo featured on all allotted Sponsor and Exhibitor signage and/or screens at various locations throughout the event venue (package dependent).
- Logo placed on the conference HESA powerpoint shown throughout the conference.

- Various packages will include push notifications at scheduled times to all delegates during the summit via the Mobile APP.
- Some sponsorship packages include the offer of an Exhibit Booth or discounted exhibit booth (refer to details below). Exhibit booths are allotted on a first come, first served basis (with the exception of Platinum Sponsors who have first choice premier locations).

Additional Benefits

- Posting on our Sponsor Video Presentation Website Gallery – you can submit a company/organizational video (of up to 60 minutes) that will be hosted on the Conference website for at least 3 months. The videos must be in a downloadable format (ex. MP4 file) and no larger than 2MB.
- Access to the shared Delegate Listing. The list of attendees will be provided to sponsors 2 weeks prior to the conference and again 1 week after the conference. Please note that due to PIPEDA regulations, the list will only include the participant name, title and organization. Attendees are only listed if they choose to opt in to having their information shared.
- All other additional benefits are listed below, per package/opportunity, where applicable.

Title Sponsor

TBD

1 spot available

Position your organization as our Champion for Student Involvement & Engagement by becoming the Title Sponsor of the AI-CADEMY Summit. Showcase your commitment to fostering the next generation of AI leaders by supporting the Student Perspectives Panel, along with all the benefits and visibility that come with the Platinum Sponsorship package. As Title Sponsor, you'll provide invaluable engagement opportunities for **four (4)** exceptional students panelists.

- Sponsor the Student Perspective Panel (Break out session).
- Your logo will be prominently displayed within the breakout room.
- Moderator will acknowledge and thank you for your generous sponsorship.
- Make a tangible impact on student success by underwriting the travel and accommodation costs for four exceptional AI students thought leaders / panelists. Showcase your commitment to inclusion and innovation as you support these young minds in sharing their voices at the forefront of AI research.
- We will also convene a meet-up between you and the students to enjoy time networking.
- You will have the benefits, opportunities and brand visibility outlined in the Platinum Package below as our Title Sponsor.

Platinum Sponsorship

\$16,000

spots available

**Note that the opening reception will include a menu chosen and paid for by HESA; however, if the sponsor would like additional items to offer, those would need to be paid for by the sponsoring company. HESA can support sponsors to connect with venue / partner catering companies, to provide further menu details, options and quotes.*

- 2 Conference Registrations
- Exhibit Booth / Display Space (**1 Booth per Platinum Sponsor, with guaranteed priority/high visibility booth placements*)
- Branding recognition, along with HESA, in all conference marketing materials/ platforms

→ **In addition to Option #1 & Platinum Package Benefits – Select ONE of the following:**

INDUSTRY PANEL PRESENTATION & LUNCH (4 spots available)

Partner with HESA to promote the critical intersections of AI innovation and technology, with their applied value and impacts within the post-secondary education sector. Your sponsorship includes being one (1) of four (4) key sponsors presenting industry insights, as well as sponsoring the interactive AI Marketplace for all attendees over the course of the whole conference.

- You have the opportunity to Present as a leading expert on our AI Industry Panel Presentation. As one of four (4) Platinum Industry Panel Presenters you can share insights, expertise and thought leadership in a moderated panel presentation to be hosted during a seated lunch on Friday.
- Your logo will appear adjacent to the Panel for Presentations.
- Your logos will be prominently displayed at the entrance to the Industry Panel Lunchtime Presentation and at the entrance to the Marketplace.
- Moderator will acknowledge and thank you for your generous sponsorship.
- 100-word profile on the Conference website Sponsor Page and Mobile APP.
- Your logo will appear next to the Industry Panel Presentation / Lunch in the conference program.

OPENING RECEPTION* (1 spot available)

Welcome everyone to opening night of this inaugural national Summit by sponsoring the Opening Reception! Be one of the highly visible sponsors to gather attendees to share their learning, ideas and ambitions for the future of AI in post-secondary.

- You have the opportunity to play a video on-loop or have your logo displayed on the screen during the reception.
 - Video provided by sponsor and must have no audio, closed captioning is recommended.
- Your logo will appear next to the Opening Reception Information in the conference program.
- Your logo will be prominently displayed at the entrance / within the space of the Opening Reception.
- Moderator will acknowledge and thank you for your generous sponsorship.
- 100-word profile on the Conference website Sponsor Page and Mobile APP.
- One (1) push notification to attendees to welcome them to the reception (with your logo visible)
- Sponsor branded cocktail napkins (sponsor is responsible for the cost of printing)

Gold Package

\$12,500

spots available

**Note that the continental breakfast and the lunch menu are chosen and paid for by HESA; however, if the sponsor would like additional items to offer, those would need to be paid for by the sponsoring company. HESA can support sponsors to connect with venue / partner catering companies, to provide further menu details, options and quotes.*

- 2 Conference Registrations
- 50% off an Exhibition Booth / Display Space Space (first come, first served)
- Two (2) acknowledgements of Gold Sponsorship on HESA social media

→ **In addition to Option #1 & Gold Package Benefits – Select ONE of the following options on the right:**

DAILY BREAKFAST (2 spots available)

Help your fellow conference attendees start their day at the Summit by sponsoring breakfast and building your brand awareness! There are two (2) sponsorship opportunities for breakfast on each of Thursday and Friday.

- You have the opportunity to play a video on-loop or have your logo displayed on the screen during the morning welcome to the conference.
 - Video provided by sponsor and must have no audio, closed captioning is recommended.
- Your logo will appear next to the Breakfast Information in the conference program.
- Your logo will be prominently displayed at the entrance and within the Breakfast area
- Moderator will acknowledge and thank you for your generous sponsorship.
- 100-word profile on the Conference website Sponsor Page & Mobile APP.

DAILY LUNCH (2 spots available)

Provide your fellow conference attendees a delicious lunch - helping bring people together to network, share learning and generate inspiring ideas for the future. There are two (2) sponsorship opportunities for lunch on each of Thursday and Friday.

- You have the opportunity to play a video on-loop or have your logo displayed on the screen during lunch.
 - Video provided by sponsor and must have no audio, closed captioning is recommended.
- Your logo will appear next to the Lunchtime information in the conference program.
- Your logo will be prominently displayed at the entrance and within the Lunch area.
- Moderator will acknowledge and thank you for your generous sponsorship.
- 100-word profile on the Conference website Sponsor Page & Mobile APP.

REGISTRATION TABLE SPONSOR & LANYARD (1 spot available)

Be a highly visible sponsor supporting the registration process of all attendees, with both online and in-person recognition.

- Your logo will be prominently displayed on the registration website portal for the conference, along with the contact / information page.
- Your logo will also be displayed at the conference attendee check-in & information table.
- Your logo will be displayed on the Conference agenda, where it relates to registration information.
- 75-word profile on the conference website Sponsor Page & Mobile APP.
- Your company logo will appear on the conference Lanyard & Badge.

Silver Package

\$8,000

spots available

**Note that these daily refreshments include only non-alcoholic beverages.*

***Note that this space is still to be determined within the venue. There may also be an opportunity to consider adding a planned mixer (with a push message in the Conference APP) for select attendees within this space. Any small mixer event would be subject to conference scheduling, and any additional food/beverage catering costs would need to be negotiated as part of the sponsorship contract.*

→ 1 Conference Registration & 50% off a further registration

→ 25% off Exhibition Booth / Display Space (first come, first served)

→ One (1) group acknowledgement of Silver Sponsorship on HESA social media

→ ***In addition to Option #1 Benefits & Silver Package Benefits – Select ONE of the following options on the right:***

NETWORKING REFRESHMENT BREAK* (5 spots available)

Offer a great networking opportunity for all attendees, along with increasing your brand visibility, by sponsoring a refreshment break.

- Your logo will be displayed on the chosen Break's Refreshment Stations.
- Your logo will appear next to the Refreshment Break information in the conference program.
- 75-word profile on the Conference website Sponsor Page & Mobile APP.

RESEARCH POSTER HALL (1 spot available)

Support and accelerate the sharing of innovative research, thought leadership and adoption of AI within the higher education sector, by sponsoring the conference Research Poster Hall.

- Your logo will be prominently displayed at the entrance to the Research Poster Presentation area.
- Your organization can also share a Poster Displaying your research and development of your AI innovation within the sector.
- 75-word profile on the Conference website Sponsor Page & Mobile APP.

CONFERENCE SOCIAL LOUNGE** (1 spot available - TBC)

Sponsor a social and networking lounge area for delegates to meet, share ideas and learn from one another over the two-day conference. Your organization will be highlighted within the branding of the lounge for Thursday and Friday.

- Your company will be mentioned on the website and conference agenda promoting this social lounge space, as well as in the APP.
- Your logo will appear on the signage at the Social Lounge in a prominent location.
- 75-word profile on the Conference website Sponsor Page & Mobile APP.
- A daily push announcement on the Conference APP to direct attendees to this social space.

CONFERENCE MOBILE APP (1 spot available)

Have your brand in the hands of all attendees!

- Your logo will appear on the APP landing page and be part of every log-in.
- 75-word profile on the Conference website Sponsor Page & Mobile APP.

Bronze Package

\$5,000

spots available

→ 1 Conference Registration

→ 50% off a further registration

→ ***In addition to Option #1 & Bronze Package Benefits – Select ONE of the following options on the right:***

STREAM SPONSOR (6 spots available)

Welcome attendees by sponsoring one of a diverse and engaging range of breakout sessions..

- Your logo will be prominently displayed outside the Stream Room of your chosen break out session.
- Moderator will acknowledge and thank you for your generous sponsorship.
- 75-word profile on the Conference website Sponsor Page & Mobile APP.
- Your logo could also appear on any recorded stream sessions on the conference website for up to 3 months (TBD).

SPONSOR ACCESSIBILITY / TRANSLATION (2 spots available)

Your sponsorship will allow for attendees to listen to sessions in French and English, as well as provide Sign Language interpretation services for the Keynote Speakers and Marketplace Panel Presentation.

- Your logo will appear on the QR Code posters that will lead attendees to these services.
- 75-word profile on the Conference website Sponsor Page & Mobile APP.
- A daily push announcement on the Conference APP to direct attendees to these essential services.

CHARGING STATION (1 spot available)

Provide the most essential service - the power to connect over the course of the conference. Sponsor the two (2) charging stations that will be strategically located in high traffic areas, allowing for maximum brand visibility for attendees wishing to charge-up.

- Your logo will be displayed on signage near the Charging Stations.
- 75-word profile on the Conference website Sponsor Page & Mobile APP..

DELEGATE SWAG BAG (1 spot available)

You have the opportunity to be featured on one side of the conference swag bag available to delegates, along with the opportunity to provide a one-page insert.

- 75-word profile on the Conference website Sponsor Page & Mobile APP.

WIFI SPONSOR (TBD) (1 spot available)

More information to come about this highly visible opportunity.

Custom Packages

Partner with Us!

To discuss a more tailored or creative sponsorship opportunity to meet your unique needs, please feel free to contact:

Janet Balfour

Partnership & Sponsorship Lead

ai_sponsorships@higheredstrategy.com

**Should you require additional electrical or technical support, the venue offers an AV team, however any additional labour/equipment costs would be added directly to your sponsorship contract.*

**Note that there are also some creative opportunities to discuss combining Exhibitor Booth opportunities with Bronze packages, so feel free to reach out to discuss options.*

**Note Exhibitors are not permitted to supply food or beverages to attendees.*

OPTION 2: Marketplace Exhibitor Only

Marketplace Booth Rates:

- **Standard Booth Early Bird:**
\$3,450 on or before January 10, 2025

- **Regular Booth:**
\$3,700 after January 10, 2025

If you are interested in securing an Exhibitor Booth, please contact Janet Balfour for more information. Detailed Exhibitor Kits with full schedules, set-up instructions and procedures, marketplace information / services and agenda and will be available in December 2024.

Janet Balfour

Partnership & Sponsorship Lead

ai_sponsorships@higherstrategy.com

Marketplace Exhibition Booths will include the following:

- One (1) Complimentary Conference Registrations (**Except for the Opening Night Reception. Tickets may be purchased for this event.*)
- Exhibit / Display Space
- Wireless internet
- Exhibitor Listing on the Conference Website, with a corporate logo and hyperlink of your choosing that will remain on the website for up to three months.
- Exhibitor listing on marketplace marketing materials.

Booking Exhibitor Booths

- Booths are on a first come, first served basis, except for our four (4) Platinum sponsors who are guaranteed a priority location. Exhibitor applications will be date stamped and numbered upon receipt. Full payment will be required to complete your registration and receive confirmation.

Dates & Times

- **March 6th & 7th: Conference registration opens from 7:30 a.m. to 4:00 p.m. with daily Keynote Speakers, panels and a series of breakout sessions, with the Marketplace remaining open until 5:00 p.m. on Thursday March 6th and 4:00 p.m. on Friday March 7th.**
- **March 5th, 2025: Pre-Conference Evening Reception – Hosted by one of our Post-Secondary Partners (more information to come)**
- **March 6th, 2025: Opening Day Reception**
- **March 7th: Industry Panel Presentation / Seated Lunch**

Important Dates to Remember

- **August 6th, 2024:**
Call for Proposals are **NOW OPEN**
Please feel free to submit your proposals:
<https://site.pheedloop.com/event/HESAacademy/home>
- **September 15th, 2024:**
Close Date for Calls for Proposals
- **Mid-September 2024:**
Registration Opens
(*Limited Early-Bird availability)
- **March 6th & 7th:**
AI-CADEMY: Canada Summit for Post-Secondary Education
- **Ongoing:**
Sponsorship Contracting & Exhibitor Booth registration

Cancellation Policies

Sponsorship Package Cancellation

Higher Education Strategy Associates (HESA) will receive payment of the total sponsorship fee within 30 days of submitting a signed and accepted sponsorship package contract. A sponsorship may be canceled within this 30-day invoice period, subject to a \$200 administrative fee. However, any sponsorship contracts signed after January 1st, 2025 are non-cancellable.

Exhibitor Booth Cancellation

Cancellation requests must be submitted in writing. If an exhibitor whose application has been processed and accepted wishes to cancel, the following policy applies – cancel before December 31, 2024 and you receive 50% back, after that, no cancellations or refunds.

CONTACT INFORMATION:

Please feel free to reach out with any requests for information and/or questions and we would be happy to connect:

Janet Balfour

Partnerships & Sponsorship Lead

ai_sponsorships@higheredstrategy.com

416-570-4934