

Sponsorship & Exhibitors Package

National Conference: Fredericton, New Brunswick
May 11-14, 2025

CARA | ACAAR

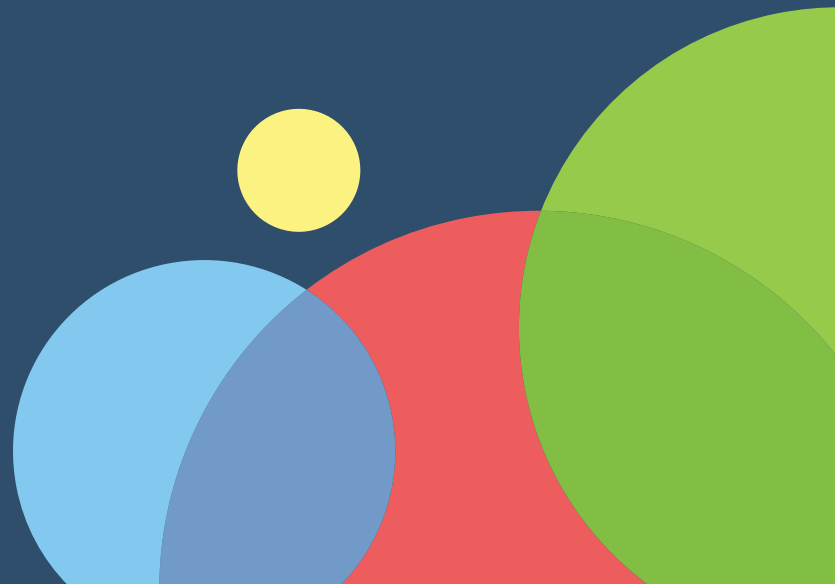
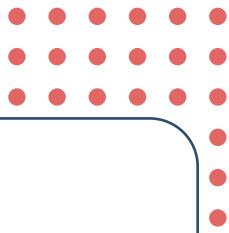


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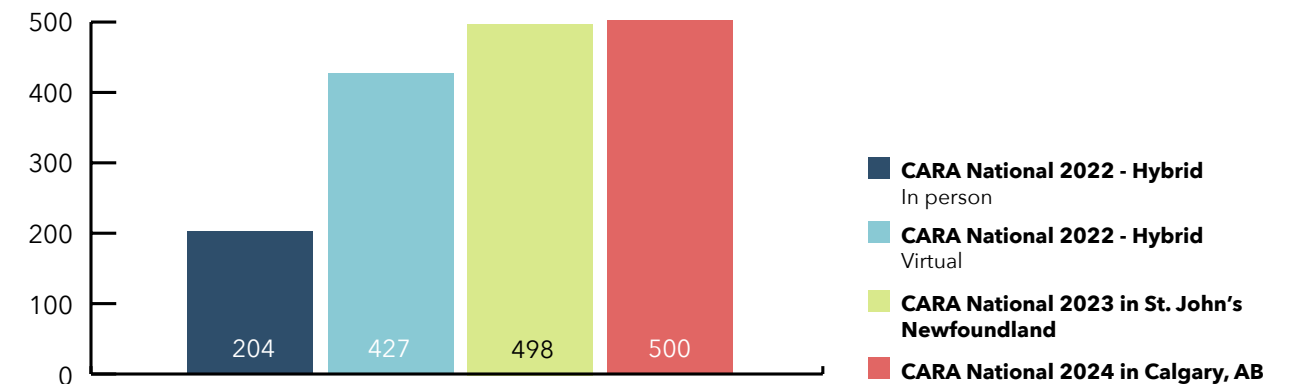
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An Overview



Events Overview

CARA events attract thought leaders and key decision makers from universities, colleges, polytechnics, research institutes and academic hospitals across Canada.



Sponsorship opportunities - Get **10% off** your package before March 10, 2025

CARA events attract thought leaders and key decision makers from universities, colleges, polytechnics, research institutes and academic hospitals across Canada. The events provide opportunities to connect with the newest to most senior experts working in all areas of research administration including finance, legal, grants, contracts, ethics, clinical research, Equity, Diversity and Inclusion, human resources and research development. The events provide a unique opportunity for you to:

- educate potential customers about your products and services
- generate sales leads
- launch new products
- develop your brand
- build new business relationships
- cultivate existing business relationships

Sponsors

ABOUT CARA

The Canadian Association of Research Administrators (CARA) is the national voice for research administrators in Canada and a nationwide community that brings together research administration professionals fulfilling a diverse range of roles in a field that is complex and ever-evolving.

The purposes of the Association are:

- to foster research administration and management expertise in Canada by facilitating a strong and vibrant community,
- to provide and facilitate robust career and professional development programs and services for members,
- to enable synthesis and dissemination of information/knowledge on research administration and management with a view to developing individual and organizational excellence.

2025 PLATINUM SPONSOR PACKAGE - \$9,000

National Conference

- Wednesday Headshots Host
- Exhibit Table
- 3 free representatives for conference, President's Reception and gala dinner (Value of \$4500)
- Registration fee discount of \$50 for additional representatives
- Logo on conference website, CARA website and sponsor slide loop at conference (Value of \$500)
- Acknowledgement at the AGM
- Promotional email sent by CARA to registrants prior to the conference (\$300)

- Acknowledgement in CARA weekly email updates to members (\$300)
- Gamification Engagement Codes
- Day 1 conference lunch
- Virtual booth at CARA regional conference and 1 registration (Value of \$4150)
- 10 minute presentation during a sponsor showcase session

Total value of Platinum Sponsor Package is \$9750

GET 10% off your package before March 10, 2025

Sponsors

2025 GOLD SPONSOR PACKAGE - \$7,500

National Conference

- Exhibit Table
- 2 free representatives for conference and President's Reception (Value of \$2800)
- Registration fee discount of \$50 for additional representatives
- Logo on conference website, CARA website and sponsor slide loop at conference (Value of \$500)
- Acknowledgement at the AGM

- Acknowledgement in CARA weekly email updates to members (\$300)
- Virtual booth at CARA regional conference and 1 registration (Value of \$4150)
- 10 minute presentation during a sponsor showcase session

Total value of Gold Sponsor Package is \$7750

2025 SILVER SPONSOR PACKAGE - \$5,500

National Conference

- Exhibit Table
- 1 free representative for conference and President's Reception (Value of \$1400)
- Logo on conference website, CARA website and sponsor slide loop at conference (Value of \$500)
- Acknowledgement at the AGM
- Acknowledgement in CARA weekly email updates to members (\$300)

- Gamification Engagement Codes
- Virtual booth at CARA regional conference and 1 registration (Value of \$4150)
- 10 minute presentation during a sponsor showcase session

Total value of Silver Sponsor Package is \$6350

2025 BRONZE SPONSOR PACKAGE - \$2,500

National Conference

- 1 free representative for conference (value of \$1400)
- Logo on conference website, CARA website and sponsor slide loop at conference (Value of \$500)
- Acknowledgement at the AGM

- Acknowledgement in CARA weekly email updates to members (\$300)
- 1 registration for virtual regional conference (Value of \$550)

Please note this level does not include an exhibit table at the national conference

Total value of Bronze Sponsor Package is \$2750

Additional Sponsorship Opportunities

AVAILABLE TO PLATINUM, GOLD, SILVER AND BRONZE SPONSORS

\$1,000

NEW FOR 2025

FIRST TIMER AND MEET THE BOARD SPONSOR

- Exclusive CARA Cafe Sponsor on Sunday Afternoon with local Barista Artist

\$1,000

NATIONAL CONFERENCE GALA DINNER SPONSOR

- Recognition by CARA President at the dinner
- 5 minute speech
- Promotion items during the dinner
- Company logo on conference website and slide loop Acknowledgement weekly email updates to members leading up the conference

\$1,000

POSTER COMPETITION SPONSOR

- 2 free representatives for conference, President's Reception and gala dinner
- Recognition at reception by CARA President
- Banners displayed at reception
- Logo on conference website, CARA website and sponsor slide loop at conference
- 2 minute speech and presentation of 2 \$500 prizes to competition winners at the gala dinner (the 2 \$500 prizes are including in the \$3500)
- Acknowledgement in CARA weekly email updates to members

\$1,000

OPENING RECEPTION OR PRESIDENT RECEPTION SPONSORS

- 2 free representatives for conference and President's Reception
- Recognition at opening reception by either conference chair or CARA President
- Banners displayed at opening reception
- Logo on conference website, CARA website and sponsor slide loop at conference
- 5 minute presentation at the ceremony
- Acknowledgement in CARA weekly email updates to members

\$850

NATIONAL CONFERENCE AWARD PRESENTER

- Invited to the stage to present an award during the Awards Ceremony. Gala dinner ticket included

Additional Sponsorship Opportunities

NON ATTENDANCE SPONSORSHIP OPPORTUNITES

\$500

EXHIBITOR SLIDE LOOP AT A SINGLE CONFERENCE

- Your company logo will be included in the sponsor slide loop during the conference in the main ballroom

\$500

SESSION/WORKSHOP SPONSOR AT ANY CONFERENCE

- Company logo will be included in the conference schedule, in session/workshop promotions and your representative will introduce the speaker

\$500

CONFERENCE HANDOUTS AT ANY CONFERENCE

- Put your advertising material in the hands of conference attendees. The supplied items will be available at the promotional table at registration

IN KIND SPONSOR/DONOR

please contract us to provide details



Payment Information

Thank you for your interest in supporting CARA!

You may pay by credit card via telephone upon receipt of invoice or by cheque payable to the Canadian Association of Research Administrators. Please note the cheque must be post-marked by April 10, 2025 and mailed to:

CARA / ACAAR
350 Albert Street, Suite 1610
Ottawa, ON K1R 1A4

Cancellation Policy

A request for cancellation by exhibitors and sponsors must be provided in writing by March 31, 2025, in which case 50% of the fee will be refunded. No refunds will be issued after March 31, 2025.

Contact

Sarah Lampson
Executive Director
Canadian Association of Research Administrators
info@cara-acaar.ca
289-442-2992

Exhibit location, hours and set up times will be shared before each event

Licenses and Permits

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, Attendees, Speakers, Non-registered Speakers, Sponsors and Exhibitors grants CARA the right to use their name and photograph/video for such purposes. Attendees, Speakers, Non-registered speakers, Sponsors and Exhibitors 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/videos is waived.

Liability and Terms

Liability

The Exhibitor and/or Sponsor shall indemnify, defend and hold harmless CARA 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, but not limited to, 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, conference attendees or venue staff.

CARA has the right to cancel the events for any reasons and shall not be liable for any losses, including consequential losses, costs or expenses which 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 any amounts paid by the Exhibitor to CARA.

Licenses and Permits

Each Exhibitor is responsible for obtaining all necessary licenses and permits to use any copyrighted material at the booth, virtual or in person. 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, its representatives, employees of any patent, copyright, trademark or other intellectual property 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 grant CARA the right to use Exhibitors/Sponsors name and photograph and/or video for such purposes. Exhibitors/Sponsors waive the right to inspect or approve the finished product in any format. In addition, all rights to royalties or other compensation arising from or related to the use of photographs and/or video are waived the Exhibitors/Sponsors.



Thank You

