

THINK!NTERNATIONAL

your adventure starts here

INCREASE YOUR EXPOSURE! BE A SPONSOR OF THINK!INTERNATIONAL

SATURDAY, OCTOBER 2, 2010

10:00 AM-4:00 PM | Vancouver Convention Centre
Vancouver, British Columbia, Canada

2010 SPONSORSHIP PACKAGE

HIGHLIGHTS

Study, Travel, Work & Volunteer Abroad Expo

One-day trade show format with feature areas:

Study in the United Kingdom, Study in Europe, Study in Asia, Study in Australia & New Zealand, Study in the USA, Work & Volunteer Abroad and Travel Abroad

Two seminar areas on a broad selection of topics

Expected Attendance: 3,000-4,000

ECF MANAGEMENT INC. ALSO PRODUCES



WELCOME

We are excited to announce the launch of **THINK!International** on Saturday, October 2, 2010 in Vancouver, Canada.

ECF Management Inc. is known for organizing the successful **Education & Career Fairs, BC's Largest Career Planning Events** and **Job Fairs, BC's Most Extensive Recruitment Events**. After 14 amazing years and 43 trade shows organized across the major regions in British Columbia, Canada, we are branching off to build on the success. We invite you to become a part of **THINK!International**. ECF Management Inc. will be implementing an extensive marketing plan to attract both exhibitors and attendees to the Expo. This new Expo will focus on providing exceptional recruiting and marketing opportunities for international universities, travel organizations, and work/volunteer abroad placement programs.

The THINK!International Sponsorship Package has great opportunities for your organization to be more involved with the Expo. We invite you to consider the sponsorship opportunities detailed in this package. Please contact us to learn how a sponsorship opportunity can be customized to fit the needs of your organization.

WHO WILL EXHIBIT

THINK! Studying Abroad

- Undergraduate and Graduate Programs at International Universities
- Canadian Universities with Academic Exchange Programs
- Semester Abroad Programs
- Financial Aid & Scholarship Programs
- Test Preparation Programs
- Embassies and Consulates

THINK! Travelling Abroad

- Eco-Adventure Travel
- Small Group Tour Operators (ages 18-35)
- Language Travel/Cultural Immersion Programs

- Travel Agencies
- Youth Travel Organizations
- Travel Services (banking, accommodations, airlines, etc.)

THINK! Working & Volunteering Abroad

- Internship Programs
- Work Abroad Placement Assistance Organizations
- Overseas Seasonal and Resort Jobs
- Teach English as a Foreign Language Abroad
- Short-Term & Long-Term Cross Cultural Volunteer Programs
- Non-Profit & Government Organizations
- Foreign Recruitment Agencies

WHY SPONSOR?

We are expecting 3,000-4,000 attendees that are interested in studying, travelling, working and volunteering abroad. As a sponsor, your organization has the opportunity to connect closer to your target audience and to stand out at THINK!International.

Increase your brand's strength and image in the market.

Gain differentiation from your competitors

Target your message and marketing

Increase access to the go-abroad market

Increase sales and exposure

WHO WILL ATTEND

College and University students and graduates

Secondary school students

Travel enthusiasts, globe trotters and backpackers

International job seekers

Coordinators of study abroad programs at universities and colleges

Teachers/counsellors

Parents

General public

MARKETING STRATEGY

Advertise on public transit vehicles and stations in the Lower Mainland

Advertise in BC university and college student newspapers

Advertise in local newspapers

News releases to all local media in BC

News releases to BC university and college student newspapers

Television advertisements

Radio advertisements

Distribution of THINK!International promotional poster and over 10,000 complimentary tickets to all secondary and post-secondary schools, employment centres, and other community organizations in the Lower Mainland

Promotion on the Internet with our website www.thinkinternational.ca

Website promoted through various search engines online (i.e. Google, Yahoo, MSN)

Online marketing of THINK!International through community and social networking websites and event calendars (i.e. Twitter, Facebook, Google Buzz, LinkedIn, BC Workinfony, etc.)

SPONSORSHIP OPPORTUNITIES

All sponsorship rates are quoted in Canadian dollars and are inclusive of applicable taxes.

PRESENTING SPONSOR (Exclusive Opportunity)

Receive premium exposure at THINK!International! This is your opportunity to have your organization leave a lasting impression on Canadians interested in traveling, studying, working, and volunteering abroad.

Pricing • \$15,000.00

Corner booths are an additional \$112.00 per corner booth (inclusive of applicable taxes)

As Presenting Sponsor, you will receive:

- Inclusion of logo and name into the THINK!International promotional materials, indicating status as the Presenting Sponsor (i.e. *THINK!International is presented by...*)
- Name recognition in the verbal usage of the title by THINK!International and its media partners
- Right to use event name and logo for advertising & promotional benefits pre-approved by THINK!International Management
- Category Exclusivity
- Logo on THINK!International signage onsite
- Logo displayed on title page of Program Guide (given to all attendees upon arrival)
- Logo placement on 10,000+ printed admission tickets
- Logo and name displayed prominently on the THINK!International website: www.thinkinternational.ca
- One exhibit booth space in a prime location (value: \$1,960.00)
- Logo placement on THINK!International promotional poster, distributed to all secondary and post-secondary schools, employment centres, and other community organizations in the Lower Mainland (guaranteed if sponsorship and logo confirmed prior to July 30, 2010)

SEMINAR SERIES SPONSOR (2 Opportunities)

THINK!International features two seminar areas that host presentations on a broad selection of topics of interest to young Canadians going abroad. Link your brand to these informative Seminar Series! You have the opportunity to sponsor one designated seminar area or both seminar areas altogether, which generates an even higher recognition.

Pricing • \$5,000.00 for **one** seminar area, or \$8,000.00 for **both** seminar areas

Corner booths are an additional \$112.00 per corner booth (inclusive of applicable taxes).

As a Seminar Series Sponsor, you will receive:

- Logo placement in the seminar schedule on the THINK!International website
- Logo displayed in the Program Guide (given to all attendees upon arrival)
- Logo on signage at the seminar area(s)
- Acknowledgement of your company after each seminar presentation in your sponsored seminar area(s)
- Opportunity to present one seminar (45 minutes in duration) at THINK!International
- Opportunity to place branded note pads and pens in seminar areas for higher recognition
- One exhibit booth space in a prime location (value: \$1,960.00)
- Summary of feedback from evaluations completed by seminar attendees

EXHIBITOR LOUNGE SPONSOR (Exclusive Opportunity)

The THINK!International Exhibitor Lounge will be the place for our exhibitors to relax and take a break. To target our exhibiting educational institutions, travel companies, government agencies and work and volunteer abroad organizations at the Expo, sponsoring the Exhibitor Lounge is the right choice! This is a unique opportunity to promote your products or services towards our exhibitors and to receive recognition for providing the Lounge with special amenities.

Pricing • \$4,000.00

This fee includes the cost for branding, producing and shipping 240 bottles of water. Sponsor is free to provide other refreshments/amenities pre-approved by THINK!International Management.

As Exhibitor Lounge Sponsor, you will receive:

- Logo on signage at the Exhibitor Lounge
- Logo displayed in the Exhibitors section of the THINK!International website: www.thinkinternational.ca
- Display table in the Exhibitor Lounge to promote your products or services
- Bottled water for exhibitors branded with your logo
- Category Exclusivity
- Opportunity to provide other refreshments and/or amenities in the Exhibitor Lounge
- Opportunity to network and meet with THINK!International exhibitors in the Exhibitor Lounge
- Coordination of ordering, producing, and shipping of branded bottled water by THINK!International Management

SPONSORSHIP OPPORTUNITIES (cont.)

ATTENDEE BAGS SPONSOR (Exclusive Opportunity)

Each attendee will receive an attendee bag when they arrive at the Expo. As the attendee bag sponsor, your brand will be prominently featured at the THINK!International Expo. The attendee bags will be part of the information that every attendee takes home after the Expo which makes for an even more interesting sponsorship as your name will be exposed outside the Expo venue and long after the event.

Pricing · \$12,000.00

This fee includes the cost for printing, producing, and shipping 3500 bags.

As Attendee Bags Sponsor, you will receive:

- Logo printed on one side of each high-quality, environmentally friendly reusable attendee bag
- Prominent name and logo recognition in the Registration Area at the entrance to THINK!International (i.e. *Attendee bags are sponsored by ...*)
- Category Exclusivity
- Great recognition and brand exposure for your company during and after the Expo
- Coordination of ordering, printing and shipping of attendee bags by THINK!International Management

PROMOTIONAL TICKETS SPONSOR (Exclusive Opportunity)

Over 10,000 complimentary tickets for THINK!International will be distributed at least one month in advance of the Expo. As the Promotional Tickets Sponsor, your advertisement or coupon will be printed on the back of the tickets and recognized prior to the event by Canadians interested in studying, traveling,

working, or volunteering abroad. The tickets will be mailed to over 700 organizations including schools (secondary and post-secondary levels), employment centres, and other community organizations in the Lower Mainland.

Pricing · \$10,000.00

As Promotional Tickets Sponsor, you will receive:

- Advertisement or coupon printed on the back of over 10,000 complimentary tickets
- Category Exclusivity
- Tickets being ordered by THINK!International Management

PRIZE GIVEAWAYS SPONSOR (5 Opportunities)

Join us in attracting attendees through our exciting online and onsite prize draws by sponsoring prizes that represent your company. This will generate great brand exposure, even prior to the event and after. With this sponsorship, long-term recognition is possible when attendees use your item on their travels or on campus.

Pricing · \$2,000.00 + cost of prize item

Examples for creative prizes that attract attendees: travel gift basket, airfare, other items that our young Canadians would find useful for their new adventures abroad. Giveaways must be pre-approved by THINK!International Management.

As a Prize Giveaways Sponsor, you will receive:

- Brand recognition through official sponsoring of creative prizes
- Logo displayed on the THINK!International website: www.thinkinternational.ca
- Logo displayed at onsite prize draw
- Acknowledgement of your company at the prize draw

The elements outlined in the various opportunities provide the basis for a Custom Sponsorship Program tailored to suit your company's specific needs. We are happy to discuss with you about how to customize our programs to meet the objectives of your organization.

CONTACT INFORMATION

THINK!International

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