



Ontario Universities' Fair – 2019 Sponsorship Guidelines

Thank you for your interest in the Ontario Universities' Fair (OUF). The OUF Steering Committee (OUF-SC) is currently reviewing proposals for OUF 2019. We encourage you to read these guidelines carefully. We seek sponsorship from organizations and corporations that provide goods or services that are of use to a university-bound population. In selecting sponsors, the OUF-SC will ensure that the successful applicants reflect the values, standards and sensibilities of the Ontario university community.

Introduction

Founded in 1997 by the Ontario University Registrars' Association (OURA), the Ontario Universities' Fair is the largest educational fair in Canada, and one of the largest in North America. The 3-day OUF event draws more than 130,000 students, parents and educators to the Metro Toronto Convention Centre. The OUF evolved from the University Information Program (UIP) in the Greater Toronto Area (GTA). With Toronto's population and the demand for postsecondary education both growing, attendance at the Toronto portion of the UIP had outgrown the space that area high schools could provide. Out of necessity, the General Committee on Student Recruitment recommended to OURA the establishment of a fair-type event that would be accessible to all prospective students in the Toronto area.

Purpose

The purpose of the OUF is to provide Ontario high school students and "influencers" (e.g., parents, counsellors) from the GTA the opportunity to obtain useful information about undergraduate studies at Ontario's 21 universities. Due to the unique opportunities associated with the OUF, other groups will also attend. Although these non-traditional audiences are not the OUF's primary market, their interest and attendance are acknowledged.

Participants

a. Educational Institutions

Participation in the OUF by postsecondary educational institutions is limited to those that hold full or associate memberships with OURA. In accordance with the OURA Terms of Reference, all universities must participate in all UIP programs, which include the OUF. Affiliates of the member institutions may also participate in the OUF, but only within the overall presence of the institution to which they are affiliated, and not independently.

b. Sponsors

OUF sponsors have the option of participating in the OUF, in accordance with the policies provided in this document. Sponsors will be governed by the sponsorship agreement. The OUF-SC is responsible for approving potential sponsors and ensuring they reflect the standards and sensibilities of the Ontario university community.

Universities may not separately contract with corporate sponsors within their booth/exhibit or presentation room so as not to contradict or undermine the contractual obligations of the OUF-SC to official OUF sponsors/exhibitors.

Sponsors will not be allowed to engage in point-of-sale transactions or associated activities at the OUF. Also, participants may not distribute any food products or beverages to attendees. Promotional items that may have a disruptive influence at the OUF, as determined by the OUF-SC (e.g., whistles, noisemakers) are also prohibited. Accepted sponsors also agree to conduct themselves in accordance with the guidelines provided in the OUF Operations Manual, which will be distributed after sponsors are notified of their acceptance. These Operations Manual guidelines are in addition to the host facility's rules and regulations, which all exhibitors must follow.

Sponsors are required to have a representative from their organization present at their booth at all times during OUF hours and must keep their booth open until the event closes each day.



Sponsorship Guidelines and Timelines

Potential sponsors must:

- provide goods or services that are beneficial to a university-bound population, and that would enhance their experience at the OUF;
- reflect the values, standards and sensibilities of the Ontario university community;
- support a positive public education/service campaign;
- be an established company with a proven track record;
- provide goods or services that reach all of Ontario (regional items will not be considered);
- prove that they do not do something that the universities already do and that would detract from the Ontario universities' existing advertising/marketing/public relations scheme;
- prove that their presence at the OUF would be beneficial to the universities and
- articulate how their company/product would assist students/parents in the postsecondary decision-making process.

Timing of Application:

For 2019, all sponsors (new and returning) must adhere to the following process:

- Submit the application form to Events Management by May 1, 2019.
- Successful sponsors will be notified by May 31, 2019.
- Contracts must be finalized and signed by June 7, 2019.
- Payment is due by July 5, 2019, unless otherwise noted in the contract.
- There will be no refunds for sponsorship cancellation after July 12, 2019.

Events Management Contact Information

Events & Management Plus Inc.:

Email: ouf@eventsmgt.com

Phone: 613-531-9210

Fax: 866-303-0626

Events & Management Plus Inc.

The Woolen Mill

4 Cataraqui Street, Suite 310

Kingston, ON K7K 1Z7



Sponsorship Application Form

Name of Organization:

Contact Person:

Title:

Email Address:

Phone Number:

Billing Address:

Name of Billing Contact:

Email Address for Billing Contact:

Sponsorship Level Desired:

Please give a brief description of your organization:

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Please articulate how your company/product would assist students/parents in the postsecondary decision-making process:

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- prove that their presence at the OUF would be beneficial to the universities.

Please comment on these items as they pertain to your company/product:

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Applications will be adjudicated by the OUF-SC and successful applicants notified by May 31, 2019.