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## HIGHER ED & RESEARCH TECH SUMMIT

SHERATON VANCOUVER WALL CENTRE  
APRIL 14-16, 2027

# SPONSORSHIP PROGRAM

# WHY SPONSOR CONNECT 2027

**CONNECT 2027** is Canada's premier tech summit, bringing together the people, ideas, and technologies shaping the future of post-secondary education and research in British Columbia.

Now in its 27th year, the Summit brings together nearly 800 in-person delegates for three days of learning, collaboration, and networking. Attendees explore emerging trends, share best practices, and discover technology solutions that are transforming the way we teach, learn, research, and connect.

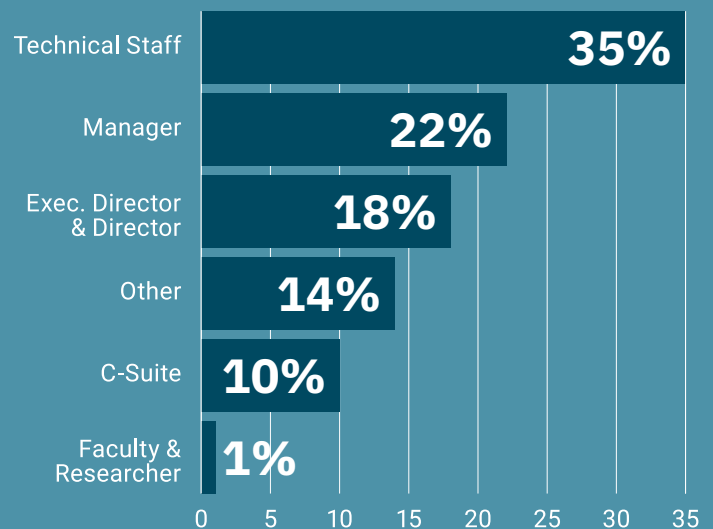
CONNECT 2027 will feature a dynamic sponsor and exhibitor showcase, inspiring keynote speakers, 60+ educational sessions across six technology tracks, and numerous networking opportunities.

As a sponsor, you'll have direct access to engage with decision-makers and practitioners driving technology strategy and innovation across BC's post-secondary and research community.

# WHO YOU'LL REACH

The **CONNECT Summit** attracts a diverse audience of higher education technology professionals, institutional leaders, and industry partners from across British Columbia and Canada's National Research and Education Network (NREN) community. BCNET's membership includes 44 public post-secondary institutions and research organizations across British Columbia.

## ATTENDEE PROFILE



58% of Registrants from Member PSIs

# 82%

**SUMMIT SPONSORS  
RETURNED AS PARTNERS**

# 94%

**ATTENDEES REPORTED  
HIGH SATISFACTION**

# 95%

**ATTENDEES  
RECOMMENDED CONNECT  
TO THEIR PEERS**

# 800

**ATTENDEES IN 2026**

## WHY SPONSORS RETURN

**CONNECT** delivers access to a highly engaged community and measurable value for sponsoring organizations. In 2026, **82%** of Summit sponsors returned as partners, demonstrating the strength of the relationships and opportunities created through the event. Attendees consistently rate the Summit highly, with **94%** reporting high satisfaction and **95%** recommending **CONNECT** to their peers, helping sponsors maximize visibility, engagement, and impact.



Please submit your sponsorship request through our **[SPONSOR INTEREST FORM](#)**.  
BCNET reserves the right to accept or decline any sponsorship requests.

| PLATINUM<br>—<br>18,000 CAD<br>5 AVAILABLE                             | GOLD<br>—<br>13,000 CAD<br>14 AVAILABLE                                | SILVER<br>—<br>8,500 CAD<br>17 AVAILABLE                               | BRONZE<br>—<br>3,500 CAD<br>10 AVAILABLE                               |
|------------------------------------------------------------------------|------------------------------------------------------------------------|------------------------------------------------------------------------|------------------------------------------------------------------------|
| 5 Full-Access Passes<br>1 Expo-Access Pass                             | 3 Full-Access Passes<br>1 Expo-Access Pass                             | 1 Full-Access Pass<br>1 Expo-Access Pass                               | 1 Full-Access Pass                                                     |
| 6x20 Exhibit Space                                                     | 6x10 Exhibit Space                                                     | 6x10 Exhibit Space                                                     |                                                                        |
| Industry Session<br>Main Stage - 30 mins.                              | Industry Session<br>Breakout - 30 mins.                                |                                                                        |                                                                        |
| Lead Retrieval on<br>the Event App                                     | Lead Retrieval on<br>the Event App                                     | Add-on \$300                                                           | Add-on \$300                                                           |
| Recognition across all<br>Summit marketing and<br>promotional channels | Recognition across all<br>Summit marketing and<br>promotional channels | Recognition across all<br>Summit marketing and<br>promotional channels | Recognition across all<br>Summit marketing and<br>promotional channels |
| List of Consented<br>Attendees upon request<br>(Pre & Post-event)      | List of Consented<br>Attendees upon request<br>(Pre & Post-event)      | List of Consented<br>Attendees upon request<br>(Pre & Post-event)      | List of Consented<br>Attendees upon request<br>(Post-event only)       |
| Logo on Home Screen<br>of the Event App                                |                                                                        |                                                                        |                                                                        |

## PLATINUM ENHANCEMENT

Select 1 only. First come, first served.

**Introduction of Keynote Speakers**

3 SPOTS

**Introduction of Executive Panel Sessions**

2 SPOTS

Includes:

**Sponsor branding, Introductory remarks**

3 MINS.

## GOLD ENHANCEMENT

Select 1 only. First come, first served.

**Breakfast Host**

DAY 1-3  
2 SPOTS EACH

**Lunch Host**

DAY 1-3  
3 SPOTS EACH

Includes:

**Sponsor recognition on screen in  
the main plenary room**

## PREMIUM UPGRADES

Available to Platinum & Gold sponsors at an additional cost  
(until Dec 31; open to all sponsors by Jan 1).

**Night Out Experience (1)**

ADDITIONAL \$6,000

Exclusive sponsor recognition at the social event, logo  
placement on event tickets and the photo booth

**Charging Station (1)**

ADDITIONAL \$3,000

Exclusive sponsor branding on one unit

**Head Shot Station (1)**

ADDITIONAL \$4,500

Runs for two days

**Reception Ticket Branding (2)**

ADDITIONAL \$2,000

Co-branded placement

**Attendee Lanyards (1)**

ADDITIONAL \$4,000

Exclusive co-branding

BCNET will handle the sourcing and execution of all  
upgrade options with the selected service providers.

We also welcome any additional interactive  
experiences you would like to explore!



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[SECURE YOUR SPONSORSHIP TODAY →](#)

[QUESTIONS? →](#)