

create ORIENTATION

2024 Promotional Opportunities Package



THE UNIVERSITY OF BRITISH COLUMBIA

Okanagan Campus

What is Create?

Create is the University of British Columbia's official welcome to all students new to the Okanagan campus. Create is a single-day, new student orientation that provides students with a fun and engaging opportunity to get comfortable with campus, make new friends, foster a sense of belonging and learn how to set themselves up for success.

In 2024, Create takes place on:
Monday, September 2

Why promote through Create?

Having your business or organization featured at UBC Okanagan's Create orientation is a practical way to reach a highly targeted demographic in one place.

CREATE...

- is the single largest gathering of students at UBC's Okanagan campus
- is attended by domestic and international students from around the globe
- provides exhibitors a captive audience
- is a fun and exciting day for everyone involved!

Promoting at Create gives you flexible options for reach and frequency through several marketing avenues, including:

- promotions and networking
- print and advertising



Create demographics

In 2023, approximately 1,600 students joined us at Create.

2,000+

new direct entry first-year students will start at UBCO this year

22%

of students come from institutions outside of Canada (78% domestic)

68% will live on campus

32% are commuters



Opportunities to promote at Create

SHOWCASE INFORMATION FAIR

Taking place from the mid afternoon–early evening of Create, Showcase is an essential component of orientation as it links new-to-UBC students with their larger community. Showcase features an extensive array of exhibitors, including external organizations, UBC departments, and student-run organizations.

CREATE SWAG BAGS

Each student attending Create receives a bag full of swag and information from our internal and external collaborators.

PROMOTIONAL OPTIONS	DETAILS	PRICING ¹
Basic Exhibitor	Includes: <ul style="list-style-type: none"> 10'x10' booth space at the Showcase fair 6' table and two chairs Wi-fi access Parking for 1 vehicle Please bring your own ² : <ul style="list-style-type: none"> Tent (highly recommended) Tablecloth 	\$500
Non-Profit Exhibitor	Includes everything in Basic Exhibitor package	\$150
Premium Exhibitor	Includes: <ul style="list-style-type: none"> 10'x10' booth space at the Showcase Fair High-traffic booth location 6' table with table cloth, two chairs Wi-fi access Access to power at booth Parking for 2 vehicles Please bring your own ² : <ul style="list-style-type: none"> Tent (highly recommended) Extension cord(s) 	\$750
Create Bag Insert	Includes: <ul style="list-style-type: none"> One flyer, coupon, item, or brochure to be included in 2,000 Create swag bags. (Printing costs not included) 	\$300

¹Prices listed do not include taxes.

Note: In-kind contributions such as prizes and food items may be accepted as payment on a case-by-case basis. Contact us for details. If you would like to suggest a sponsorship activity not listed, please contact us with your ideas!

²If you would like UBC to rent these items for you, please make arrangements well in advance of the event. Additional charges will apply.



The fine print:

- Prior to confirming registration for promotional activities, all promoters and exhibitors must be approved through the Office of the Associate Vice-President, Students
- Promoters and exhibitors who share similar values with UBC will be given preference
- On-campus signage, materials, and messaging must be pre-approved by the UBCO Orientation Team
- The sales of services or products at Showcase have restrictions. If you would like to sell on-campus, please contact us for more details
- Some promotional options have deadlines, so please contact us right away to confirm your interest
- UBCO reserves the right to politely decline promotional requests
- All promoters and exhibitors must comply with [UBC policies](#), including UBC Statement on Respectful Environment, and must provide a Certificate of Insurance showing \$5 million liability coverage.

CONTACT US

The UBC Okanagan Orientation Team

University of British Columbia, Okanagan Campus
orientation.ok@ubc.ca