



The Conference Board
of Canada

Le Conference Board
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CONFERENCE SPONSORSHIP OPPORTUNITIES

Science, Technology and Innovation Policy 2017: New Thinking for the Disruptive Age

May 10, 2017, Metro Toronto Convention Centre, Toronto, ON



Disruptive technologies and the digital age are having major impacts on private and public sector organizations across Canada. How can we leverage these changes to help keep businesses and government innovative and to help sustain long-term success?

Disruptive technology and digitalization has changed the ways in which people do business and there are important implications for sustaining the future success of organizations and Canada's innovation eco-system going forward.

It is for these reasons that on May 10th, The Conference Board of Canada will be holding the Science, Technology and Innovation Policy 2017: New Thinking for the Disruptive Age in Toronto. Building on the success of previous years, this year's event will tackle the key issues, strategies and challenges associated with leveraging the impacts of disruptive technology for achieving desired outcomes. And for the first-time ever, registration to this event is open generally to the public and private sectors, whereas in the past, it has been by-invite only and open only to members of the Conference Board's Executive Councils: Council of Chief Information Officers, Council for IT Executives, Council for Innovation and Commercialization, Council for Information and Knowledge Management and the Center for Business Innovation.

Conference Overview and Topics

The annual Science, Technology and Innovation Policy conference brings together industry experts, government leaders and strategic thinkers that are dealing with a myriad of business and policy challenges brought on by the rapid pace of change. The event offers insights from a variety of perspectives on new thinking for the digital age and for the disruptive century, and explores the implications for industry, all levels of government and Canada on the global stage.

Topics of discussion will include:

- Innovation in Canada
- Disruptive technologies
- Digitization
- Learning from other peer countries, and in particular, the experience of Israel's approach to Science, Technology and Innovation
- Using intuition in the business decision making process
- Case Study: disruptive innovation and lessons learned
- Strategies to build and sustain successful businesses
- Change leadership

Why Sponsor this event?

To ensure a prosperous future, we need to collectively strategize. Strategic collaborations and change is needed to align the efforts of business and different levels of government to drive future growth and competitiveness in the face of digitization and disruption.

By sponsoring this event, you will enable this unique opportunity for leaders to come together to share insights on how to proactively manage change resulting from emerging and disruptive technologies. Your support will help ensure they are exposed to the latest thinking, corporate best practices, strategies and tools to drive collaboration, innovation, and commercialization.

By supporting a forum that will allow participants to share and learn about how their peers are incorporating emerging technologies, business models and practices into their organizations, you will help facilitate the transfer of knowledge within Canada and help increase the understanding of how to harness the change and opportunities that come with disruptive technologies and innovation.

Your organization will be seen as a leader at the forefront of exploring disruption and change, and how recent developments in disruptive technologies, innovation, and digitalization can be leveraged to help navigate this new future.

Your support will also go towards producing an *Executive Highlights Briefing* and *Webinar* that will be produced after the event, helping to disseminate the key outcomes of the Conference. The Briefing will be made available to conference attendees, along with members of the Conference Board Executive Councils: Council for Chief Information Officers, Council for Innovation and Commercialization, Council for IT Executives, Council on Information and Knowledge Management and the Center for Business Innovation. You will be recognized in this Briefing and Webinar for your contribution.

Working with the Conference Board's Expert Conference Team

As for all our sponsored events, the Conference Board will identify major themes of the program, top session topics and individual speakers and keynotes. Additionally, we will recruit, confirm and brief all speakers and liaise with them prior to and after the event. We will market the conference, including the production of all online and offline marketing materials, and the development of an extensive marketing campaign that reaches out to appropriate leaders in our database of over 130,000 of Canada's top executives in both the public and private sectors. We will also work with our extensive list of marketing and media partners to reach additional key contacts.

The Conference Chair and Executive Program Developer for this event is:

Paul Preston

Director, Science, Technology and Innovation Policy

The Conference Board of Canada

Phone: 709-237-5123 Email: preston@conferenceboard.ca

Sponsorship Options

All sponsorship packages include logo recognition in all event marketing, including web, email, social media, direct, and on-site marketing, and all sponsoring organizations will be profiled by logo on-site at the event, in addition to the benefits listed below and on the matrix that follows.

Partner Sponsors

Partner Sponsors receive maximum recognition and profile throughout the conference development and marketing process. It's a great way to show leadership, build relationships, and demonstrate that your organization is attuned to the top issues.

Title Sponsors

Title Sponsors are recognized as major event sponsors. Invite your clients and key personnel, influence the conference agenda, and speak at the event.

Participating Sponsors

Participating Sponsors receive exposure in all pre-event and on-site marketing activities and a speaking opportunity.

Function Sponsors

Function sponsors receive maximum exposure as the exclusive function sponsor. Choose to host a VIP dinner, upgraded luncheon or networking breaks, or host a hot pre-conference breakfast and invite your top prospects to attend.

Mobile Website Sponsors

Mobile Website Sponsors are recognized as the exclusive provider of the conference's mobile website. Mobile websites provide details of the event, including the agenda, handouts, list of participants, speaker biographies and venue information in a mobile friendly format. Sponsors receive maximum recognition through a corporate logo and a mobile banner that links directly to your website.

e-Proceedings Sponsors

e-Proceedings Sponsors are recognized as the exclusive provider of the conference's recorded audio-visual archives of the presentations made at the event, synchronized directly with the PowerPoint slides. e-Proceedings remain on the Conference Board e-Library, giving your organization profile for years to come.

Exhibiting Sponsors

Exhibiting sponsors receive increased visibility by interacting with conference delegates during networking and luncheon breaks. Display your marketing materials and invite your prospects to attend the conference at your special sponsor rate.

Badge Lanyard Sponsors

Badge Lanyard Sponsors are recognized by corporate name and logo featured on badge lanyard neck straps for all participants.

Corporate Handouts

Do you have a message, product or service you'd like to put in front of the conference participants? Simply ship your corporate collateral to the event and our staff will ensure each conference participant receives a copy. This is an excellent opportunity for lead generation.

Research Sponsor

Research sponsors are key to enable us to have original research presented at events – a critical piece of the learning that will take place within the agenda. Please enquire about opportunities.

Sponsorship Benefits

Sponsorship Benefits	Partner \$50,000	Title \$25,000	Participating** \$15,000	Function \$10,000	Mobile Website \$10,000	e-Proceedings \$7,500	Exhibiting \$5,000	Lanyard \$3,500	Corporate Handouts \$1,500
Role on the conference advisory board	Leadership	Participation							
Speaking position at the event	Keynote	Prominent	■						
Sponsorship recognition in all event marketing, including web, e-mail, social media, direct, and on-site marketing	■	■	■	■	■	■	■	■	■
Corporate profile displayed on the event 'Sponsors and Partners' webpage	■	■	■	■	■	■	■	■	■
On-site exhibit display opportunity	■	■	■	■	■	■	■		
Conference admissions	6	4	2	2	2	1	1		
A special registration fee for clients and key contacts	■	■	■	■	■	■	■	■	■
A branded reception at the event	■								
A branded function of your choice at the event				■					
Opportunity for an optional pre- or post-conference workshop or online webinar (included in fee)	■	■							
Opportunity for an optional pre- or post-conference workshop or online webinar (for an additional fee)			■	■	■	■	■	■	■
A custom e-mail to promote your sponsorship of the conference	■	■	■	■	■	■	■	■	■

** Please note that speaking slots have been filled at the *Participating* sponsorship level.

For more information or to discuss your conference sponsorship needs, contact Paul Preston by phone at 709-237-5123 or by e-mail at preston@conferenceboard.ca.

Insights. Understanding. Impact.

The Conference Board of Canada
255 Smyth Road, Ottawa ON K1H 8M7 Canada
Tel. 613-526-3280 • Fax 613-526-4857 • Inquiries 1-866-711-2262
conferenceboard.ca

