

# CONFERENCE 2019: BUILDING FUTURE FRAMEWORKS

The international framework that underpins Canada's security and defence continues to change rapidly under pressure from such influences as rapid advances in technology, populism, extremism, political upheaval, significant trade disputes and the perceptible shifting of power relationships amongst nations.

During the Ottawa Conference on Defence and Security, participants will participate in an update on the changing international environment and then have an opportunity to look at how Canada is preparing to act with vigour, alongside partners and allies to secure Canada and Canadians into the future. In addition to panels focused on the traditional Canadian defence relationships of NATO and NORAD, conference attendees will also look at the Canadian cyber structure, the multi-disciplinary team securing Canadian borders and the framework that encourages Canadian industry in preparing to meet security and defence needs.

## PLATINUM SPONSORSHIP – EXCLUSIVE \$15,000

### VIP BENEFITS

- Opportunity to provide morning day 1 welcome address
- Opportunity for 2 representatives to be seated at each day luncheon VIP reserved tables
- One complimentary table top display exhibit space in a prime location.

### PRE-EVENT BENEFITS

- Top tier logo recognition in all pre-event marketing email blasts (distribution 5000+ per, approx. 5-8 campaigns)
- Top tier logo placement on event information pages on the CDA Institute web site

### ONSITE EVENT BENEFITS

- Four complimentary registrations
- One full page advertisement within the conference program
- Sponsorship recognized during opening remarks
- Logo visibility within prime location of the event program
- Logo visibility on all event digital screens
- Four pop-up banners (average 3ft wx7ft h) displayed prominently at the venue. Banner provided by sponsor. Two banners within high traffic areas of the venue – two banners displayed within the main conference room.
- 100-word company profile with logo included in the conference program
- Each company representative onsite will have badges adorned with sponsor recognition ribbon

## POST EVENT BENEFITS

- One (1) complimentary full-page advertisement within each ON TRACK magazine. Graphic advertisement provided by sponsor. Benefit expiration: December 2019.

## INCLUSION TO PLATINUM SPONSORSHIP

### SPONSOR – END OF DAY RECEPTION - FEBRUARY 12, 2019

- Tent cards with your logo dispersed throughout the Reception area
- Two (2) pop-up banners (average 3ft wx7ft h) displayed prominently within the reception area. Banner provided by sponsor

## ENHANCED LEVEL - GOLD SPONSORSHIP- \$10,000 – 3 AVAILABLE

### PRE-EVENT BENEFITS

- Logo recognition in all pre-event marketing email blasts (distribution 5000+ per, approx. 5-8 campaigns).
- Logo placement on event information pages on the CDA Institute web site.

### ONSITE EVENT BENEFITS

- Three complimentary registrations
- One ½ page ad within the conference program
- Prime logo visibility within prime location of the event program.
- 100-word company profile with logo included in the conference program
- Prime Logo visibility on all event digital screens.
- Sponsorship recognized during opening remarks.
- One complimentary exhibitor space adjacent to the conference room.
- Two pop-up banners (average 3ft wx7ft h) displayed prominently within high traffic areas of the venue. Banners provided by sponsor.
- Each company representative onsite will have badges adorned with sponsor recognition ribbon

## NEW! INCLUSION TO GOLD SPONSORSHIP

### SPONSOR A PANEL\*

- Company representative to provide onsite panel opening and moderator welcome
- Logo will be displayed within the online and onsite printed agenda

### POST EVENT BENEFITS

- One (1) complimentary half page advertisement within each ON TRACK magazine. Graphic advertisement provided by sponsor. Benefit expiration: December 2019.

\* Sponsor panel selection is provided on a first come first serve basis.

## SILVER SPONSORSHIP - \$8,000 – 2 Available

### PRE-EVENT BENEFITS

- Logo recognition in all pre-event marketing email blasts (distribution 5000+ per, approx. 5-8 campaigns)
- Logo placement on event information pages on the CDA Institute web site

### ONSITE EVENT BENEFITS

- Two complimentary registrations
- One 1/4-page ad within the conference program
- Logo visibility within the event program

- Logo visibility on all event digital screens
- 100-word company profile with logo included in the conference program
- Sponsorship recognized during opening remarks
- One complimentary table top display exhibit space
- One pop-up banner (average 3ft wx7ft h) displayed prominently within high traffic area of the venue. Banners provided by sponsor.
- Each company representative onsite will have badges adorned with sponsor recognition ribbon

#### INCLUSION TO SILVER SPONSORSHIP

##### COFFEE BREAK SPONSORSHIP

- One pop-up banner (average 3ft wx7ft h) displayed prominently within coffee break area. Banner provided by sponsor.
- Tent cards with your Silver Sponsors logos dispersed throughout the coffee area during designated breaks.

#### BRONZE SPONSORSHIP - \$5,000

- Two complimentary registrations
- Logo will be displayed on all onsite conference materials and digital signage
- Logo recognition in all pre-event marketing email blasts (distribution 5000+ per, approx. 5-8 campaigns)
- 100-word company profile with logo included in the conference program
- Each company representative onsite will have badges adorned with sponsor recognition ribbon

#### NEW - MEAL EVENT SPONSORSHIPS

##### SINGLE LUNCHEON - \$4,000 – 2 AVAILABLE

- Tent cards with your logo dispersed on each table within the luncheon hall
- One pop-up banner (average 3ft wx7ft h) displayed prominently within luncheon hall. Banners provided by sponsor.
- One complimentary registration
- Each company representative onsite will have badges adorned with sponsor recognition ribbon

**BOOST YOUR SPONSORSHIP:** +\$500.00 – add a 100-word company profile with logo within the conference program

##### EXCLUSIVE 2 DAY LUNCHEON SPONSOR - \$6,500\*

- Logo recognition in all pre-event marketing email blasts (distribution 5000+ per, approx. 5-8 campaigns).
- Tent cards with your logo dispersed on each table within the luncheon hall
- Two pop-up banners (average 3ft wx7ft h) displayed prominently within luncheon hall both days. Banners provided by sponsor.
- Two complimentary registrations
- 100-word complimentary company profile with logo included in the conference program
- Each company representative onsite will have badges adorned with sponsor recognition ribbon

\*Exclusivity level is based on the availability of both luncheons open for sponsorship at the time of purchase.

## **NEW - REGISTRATION SPONSORSHIP- \$3,500 – 1 Available**

- Each attendee will highlight your company with your branded logo lanyards. Lanyards provided by sponsor.
- Two complimentary registrations
- Logo will be displayed on all onsite conference materials and digital signage
- One pop-up banner (average 3ft wx7ft h) displayed within the registration area. Banner provided by sponsor.
- Company representative onsite will have badges adorned with sponsor recognition ribbon
- 100-word company profile with logo within the conference program

## **NEW - COAT CHECK SPONSORSHIP - \$2,500 – 1 Available**

- One complimentary registration
- Logo will be displayed on all onsite conference materials and digital signage
- One pop-up banner (average 3ft wx7ft h) displayed within the coat check area. Banner provided by sponsor.
- Company representative onsite will have badges adorned with sponsor recognition ribbon.
- 100-word company profile with logo within the conference program

## **NEW PRICE AND ENHANCED! - EXHIBITOR PACKAGE - \$2,000 – Limited Availability**

- One table top display exhibit space
- Two complimentary conference registrations
- Logo will be displayed in conference program
- Logo will be displayed on all onsite conference materials and digital signage
- 100-word company profile with logo within the conference program

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To book your sponsorship or for further information please contact;

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