

SPONSORSHIP BRIEF

# THINK: 2018 CONFERENCE

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THINKCONFERENCE.CA

ORION

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## ABOUT THE ORGANIZERS

ORION is a not-for-profit organization committed to actively supporting Ontario's researchers, educators and innovators. Since 2001, we've facilitated new discoveries and learning by connecting institutions and regions, enabling collaboration, forging partnerships, and providing our community with the digital tools they need to make the world a better place.

## EVENT TARGET AUDIENCE

ORION's THINK conference annually brings together 200 decision-makers from Ontario colleges, universities, school boards, hospitals, research, cultural, municipal and higher performance computing facilities for a day of insight into the future of Ontario's innovation economy.

The conference topics appeal to a wide range of sectors in Ontario- all of whom uniquely form part of Ontario's research, education and innovation community- to explore an emerging and common theme that bears on each sector and institution.

THINK: Innovation Ecosystem will attract attendees such as:

- Technology leaders who want to know how an innovation economy will affect their healthcare, research and education institutions
- Champions of the "open" approach, including researchers, students, educators, librarians, policy makers, and innovation community leaders.

### Benefits of Sponsorship

At THINK, you'll have the opportunity to network face-to-face with some of Ontario's most influential stakeholders from colleges, universities, school boards, hospitals, high-performance computing facilities, and innovation centres.

Customize your engagement with this valuable audience by exploring the different types of sponsorship in this package, or suggest one of your own that works for your organization objectives.

#### Past sponsors include:

- Colleges Ontario
- CANARIE
- Bell
- IBM
- Resolve

#### Past speakers include:

- Jutta Treviranus, Inclusive Design Research Centre
- Ted Graham, PwC
- Dr. Dave Williams, Southlake Regional Health Centre and former astronaut
- Alfredo Tan, Facebook
- Jaigris Hodson, Royal Roads University

## THEME- THINK: INNOVATION ECOSYSTEM

#THINK18

### Rational

Recent reports indicate that Ontario's innovation economy is headed in right direction.

An innovation economy brings sustainable jobs, economic well-being and, we hope, a brighter future. Such an economy is made up of a complex web of infrastructure, people, and investment. None of us can make it happen alone and it's our diversity that is our strength.

How do we bring this diversity together? Like oxygen, advanced digital infrastructure invisibly empowers Ontario's innovation ecosystem. It's the lifeblood that connects the intricate network to the global grid of like-minded expertise and essential data.

Find out how scientists, educators, students, clinicians, politicians, funders, entrepreneurs and citizens are collaborating to solve society's biggest problems. And why you can't afford to not be part of the living innovation ecosystem.

Join us at THINK: Innovation Ecosystem on May 1-2, 2018, as we bring together leaders of our public institutions, subject matter experts, and practitioners to understand how the commons will impact our research, education and innovation sectors.

## WORKING AGENDA – SUBJECT TO CHANGE

### Day 1

8:00am Registration and breakfast

9:00am Workshops

10:30am Break

12:00pm Lunch

1:00pm Workshops continue and Advisory Group Meet-up registration

1:30pm Advisory Group Meet-up begins

2:30pm Break

4:00pm Networking reception

6:00pm VIP dinner

### Day 2

8:00am Registration and networking hot breakfast

9:00am Opening Panel – Digital Divide and the Inclusive Ecosystem

9:45am Ontario digital infrastructure: Update

10:00am Break

10:15am Breakouts by stream

10:20am-10:50am

- Security – Disruptive Technologies and the cyber threat landscape
- Research/Intelligent Communities – The Living Network
- Education – Diverse, talented: The (work) force awakens

10:55am-11:25pm

- Security – Effectively Managing a Ransomware Attack: Lessons learned
- Research/Intelligent Communities – Sense and sensibility
- Education – Watch your language: Creating more inclusive education

11:30pm Lunch and Leadership Awards ceremony

1:00pm Plenary presentation – Securing the Ecosystem – CIO Panel

1:45pm Keynote

2:45pm Closing remarks

3:00pm Networking reception



## PACKAGES

THINK will provide you with unmatched opportunities to develop partnerships and connections, showcase your products and thought leadership, all while showing your support for the future of innovation in Ontario.

To discuss or customize a sponsorship package below, please contact us at [orionnews@orion.on.ca](mailto:orionnews@orion.on.ca)

### VIP Dinner Sponsorship (0 remaining) - \$10,000

#### Benefits

##### Before the conference

- Sponsorship recognition (“brought to you by”) on signage
- Logos on emails
- 2 complimentary tickets to VIP dinner, 5 complimentary admission tickets to THINK conference
- Recognition on social media, company logo with link on the conference website and registration page

##### During and after the conference

- Recognition on social media
- Logo on presentation slides
- Sponsorship recognition at event by podium MC
- Networking opportunities
- Logo recognition on event collateral and signage
- Potential giveaway inclusion in delegate bag
- Booth for demonstration/display at the THINK conference

### Workshop Sponsorship (2 remaining) - \$5,000

#### Benefits

##### Before the conference

- Workshop recognition (“brought to you by”) on all materials
- Introduction by company subject matter expert to introduce workshop
- Logos on emails
- 2 complimentary admission tickets to the THINK conference
- Recognition on social media, company logo with link on the conference website and registration page

### During and after the conference

- Recognition on social media
- Logo on presentation slides
- Sponsorship recognition at event by podium MC
- Networking opportunities
- Logo recognition on event collateral and signage
- Potential giveaway inclusion in delegate bag
- Booth for demonstration/display

## Session Sponsorship (3 remaining) - \$10,000

### Benefits

#### Before the conference

- Involvement in speaker recruitment, selection, speaker introduction
- Session recognition (“brought to you by”) on all materials
- Logos on emails, plus potential feature in email with session blog
- 5 complimentary admission tickets
- Recognition on social media, company logo with link on the conference website and registration page

#### During and after the conference

- Recognition on social media
- Logo on presentation slides
- Sponsorship recognition at event by podium MC
- Networking opportunities
- Logo recognition on event collateral and signage
- Potential giveaway inclusion in delegate bag
- Booth for demonstration/display

## Networking Lounge (1 remaining) - \$7,500

### Benefits

#### Before the conference

- Company logo with link on conference website, registration page and emails
- 3 complimentary admission tickets
- Recognition on social media

#### During and after the conference

- Sponsorship recognition at event by podium MC and encouragement to visit lounge
- Networking opportunities, including within your own branded networking lounge
- Logo recognition/Lounge Naming on event collateral, presentation slides and signage
- Potential giveaway inclusion in delegate bag
- Collateral material and signage in the networking lounge: “Your Company Networking Lounge”

## Leadership Award (1 remaining) - \$7,000

### Benefits

#### Before the conference

- Company logo with link on the conference website and registration page
- Logos on emails
- 3 complimentary admission tickets
- Recognition on social media

#### During and after the conference

- Presentation of one of three ORION Leadership Awards sessions
- Recognition on social media
- Logo on presentation slides
- Sponsorship recognition at event by podium MC
- Networking opportunities
- Logo recognition on event collateral and signage
- Potential giveaway inclusion in delegate bag

## Media Sponsorship (in-kind)

### Benefits

#### Before, during and after the conference

- Company logo with link on the conference website and registration page
- Logos on emails
- 3 complimentary admission tickets
- Recognition on social media

### Media Activities

Help promote THINK and the Leadership Awards through social channels and outlets, i.e. event listings, eblasts/newsletters.

- Forward or share Leadership Award nomination requests
- Forward or share Leadership Award winners' press release
- Post THINK event promotions

ORION will provide media-ready copy, emails, social media posts, and images to use. Please include the event hashtag #thinkopen18

## Meal Sponsorship (5 remaining) - \$5,000

### Benefits

#### Before the conference

- Sponsorship of breakfast/lunch/breaks or networking session
- Company logo with link on the conference website, registration page, and emails
- 3 complimentary admission tickets
- Recognition on social media

#### During and after the conference

- Sponsorship recognition at event by podium MC
- Networking opportunities
- Logo recognition on event collateral, presentation slides, and signage
- Placement of collateral material and signage in the area during sponsored meal
- Potential giveaway inclusion in delegate bag

## Delegate Bag Sponsorship (1 remaining) - \$3,500

### Benefits

#### Before the conference

- Company logo with link on the conference website and registration page
- Logos on emails
- 2 complimentary admission tickets
- Recognition on social media

#### During and after the conference

- Company logo on a branded bag that will be given to each attendee
- Sponsorship recognition at event by podium MC
- Networking opportunities
- Logo recognition on event collateral, presentation slides and signage
- Potential giveaway inclusion in delegate bag

## Exhibitor Sponsorship (3 remaining) - \$3,000

### Benefits

#### Before the conference

- Company logo with link on the conference website and registration page
- Logos on emails
- 2 complimentary admission tickets
- Recognition on social media

#### During and after the conference

- Booth for demonstration/display – six-foot table and power available upon request
- Sponsorship recognition at event by podium MC
- Networking opportunities
- Logo recognition on event collateral, presentation slides and signage
- Potential giveaway inclusion in delegate bag

# THERE'S MORE AVAILABLE

Join our community of researchers, educators,  
students and innovators on social media.



[@ORIONNetwork](https://twitter.com/ORIONNetwork)



[facebook.com/ORIONnews](https://facebook.com/ORIONnews)

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