

NOVEMBER 7-9, 2017 | THE BANFF CENTRE



Cyber Summit 2017 Sponsorship Package

CYBERA.CA/CYBERSUMMIT
#CYBERSUMMIT17

JOIN US AT CYBER SUMMIT 2017!

Thank you to our partners who have been with the Cyber Summit over the last 10 years! And greetings to the new partners joining this year – we look forward to working with you to create a successful experience.

Cyber Summit 2017 will take place **November 8-9** at The Banff Centre in Banff, Alberta, with pre-conference workshops being held on **November 7**. This year, the theme is focused on the following statement made by Author William Gibson:

“The future is already here – it’s just not very evenly distributed.”

This statement was made in 1993, but his words could just as easily apply to 2017. Throughout Canada, and across the globe, there are major disparities in access to data and access to technology, including internet connectivity and computing resources. There is a growing concern that these gaps will hold back entire communities.

Cyber Summit 2017 will focus on the issues surrounding technology disparities, and how they affect different regions, and different sectors. The event will help public organizations, tech leaders, and everyday citizens understand and communicate the need for unrestricted access to digital resources. And it will highlight the organizations, tools and services that are helping to close those technological gaps.

To participate as an event partner, please contact:

Meagan Hampel

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ORGANIZERS

The event is organized by the three Prairie organizations that run the Research and Education Networks in Alberta, Saskatchewan and Manitoba: Cybera, SRNet and MRNet. Each organization works with stakeholder groups in the public, education and start-up space, who look to them for unbiased, technical advice and support.

cybera



MRnet



Cyber Summit 2016 Stats

21

SESSIONS

27

SPEAKERS

82%

OF SURVEYED
ATTENDEES SAID
THEY CAME TO
LEARN ABOUT
TOPICS THAT APPLY
TO THEIR JOB OR
ORGANIZATION

82

COMPANIES
REPRESENTED

160

SUMMIT
ATTENDEES



90%

OF ATTENDEES SAID
THEY WOULD COME
TO A FUTURE SUMMIT

84%

OF ATTENDEES
VISITED THE SPONSOR
EXHIBITION AREA

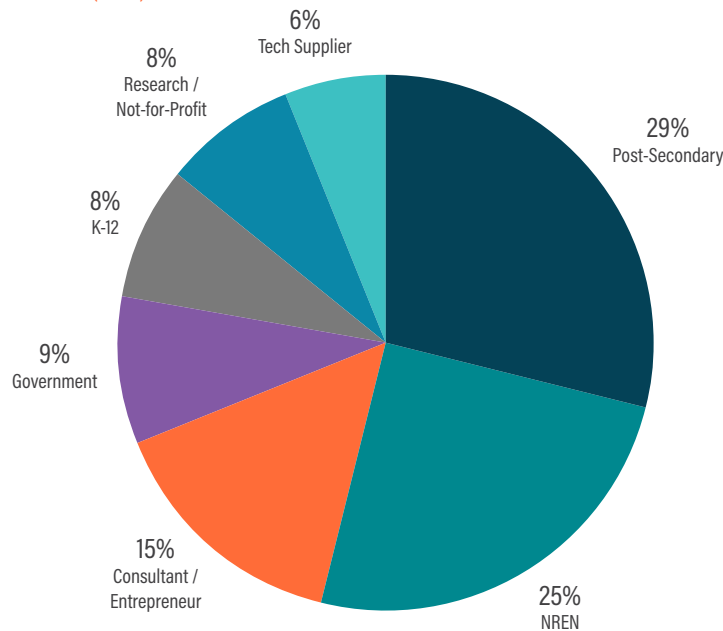
WHO ATTENDS

We will host 200 of the greatest technology minds in the west. Business and IT professionals come to the Cyber Summit to explore the latest in technology trends and applications that can be leveraged in their organizations. These three days in Banff prove crucial to everyone on the operations team – from CIOs and systems administrators, to business development and policy officers.

Attendees by Job Title (2016)

21%	Executive (President / VP / CIO)	6%	Consultant / Entrepreneur
18%	Director (Technology)	5%	Data Scientist / Analyst
18%	Developer / SysAdmin / Systems Analyst	4%	Sales / Marketing
13%	Manager (Gov't / Operations)	4%	Misc.
9%	Researcher / Professor / Student	2%	Network Analyst / Architect / Manager

Attendees by Sector (2016)



Companies in Attendance (2016):

ACE GABON SA
 Alberta Adventist Conference
 Alberta Innovates
 Anna Liao
 Arctic Institute of North America
 Athabasca University
 Axia NetMedia Corporation
 BasI
 BCNET
 Bennett Jones LLP
 Bow Valley College
 Brookfield Residential
 Buffalo Trail Public Schools
 Calgary Girls' School
 Canadian Rockies Public Schools
 CANARIE
 Capital Power
 Carleton University
 Catalytica
 CIRA
 City of Brandon
 City of Calgary
 City of Edmonton
 City of Lethbridge
 City of St. Albert
 Compute Canada
 Crystal Downs Inc.
 Cybera
 Dell EMC
 eCampusAlberta
 Edmonton Public Schools
 Foundations for the Future Charter Academy
 Genome Alberta
 Global Affairs Canada
 Government of Alberta
 Government of Alberta - Advanced Education
 Government of Alberta - Education
 Government of Alberta - Technology Partnerships and Investments Branch
 Innovate Calgary
 Intellimedia Inc.
 J-Factor Consulting
 Landmark Higher Institute
 Leiden University - The Netherlands
 Lethbridge College
 London School of Economics
 MacEwan University
 Microsoft
 Mount Royal University
 MRNET
 NAIT
 Office of the Information and Privacy Commissioner
 Olds College
 OpenMedia
 ORION
 Palliser Regional Schools
 Paper
 Paradocs Inc
 Parliament of Canada
 Process Pathways Inc.
 RCMP Departmental Security Branch
 Red Deer Public Schools
 Research Data Canada
 SAIT Centre for Innovative IT Solutions
 SensorUp Inc
 Solon Technology Consulting
 SRNET
 TECTERRA Inc.
 The Banff Centre
 Tintri
 Twin Hills Calgary
 UBC
 University of Alberta
 University of Alberta Libraries
 University of Calgary
 University of Connecticut
 University of Lethbridge
 University of Ottawa
 University of Toronto
 Ventus Development Services Inc.
 West Vancouver Schools
 WestGrid
 Wild Rose School Division

PARTNERSHIP OPPORTUNITIES

Every partnership package includes:

- One (1) 6' tabletop exhibit space. Each space includes: 6' table with black drape and 2 chairs, 1 power cable and internet access.
- Partner acknowledgment during opening and closing comments.
- Logo included in event website and pre-session rotating slides.
- Exhibition bag inserts. Partner may include item of collateral or giveaway item.

Exabyte

Package Price: \$8,500 (three available)

- Four (4) complimentary conference passes, including meals and sessions.
- Opportunity to be featured sponsor of a breakfast or registration desk.
- Opportunity to present one (1) 45-minute featured session to all attendees. (Only thought leadership session topics will be considered).
- One (1) partner-managed focus group lunch. Partner may invite up to 15 attendees to participate.
- One (1) full page, 4-colour ad in the conference program.

Petabyte

Package Price: \$6,000 (three available)

- Three (3) complimentary conference passes, including meals and sessions.
- Opportunity to be featured sponsor of a breakfast.
- One (1) 15-minute speaking opportunity to all attendees (to introduce a joint session of partner's choice).
- One (1) 2/3 page, 4-colour ad in the conference program.

Terabyte

Package Price: \$3,500 (eight available)

- Two (2) complimentary conference passes, including meals and sessions.
- Opportunity to be featured sponsor of a coffee break.
- One (1) 10-minute speaking opportunity to select attendees (to introduce a workshop or breakout session of partner's choice).
- One (1) 1/3 page, 4-colour ad in the conference program.

Gigabyte

Package Price: \$2,000 (five available)

- One (1) complimentary conference pass, including meals and sessions.
- Company listing in conference program.

Special Event Partner - Be the life of the Party!

The Cyber Summit evening reception will be the focal-point of the event, with food, drinks and entertainment for all attendees.

Package Price: \$15,000 (one available)

- Four (4) complimentary conference passes, including meals and sessions
- One (1) 20-minute speaking opportunity during the conference
- One (1) 5-minute introduction during the evening reception
- Two (2) featured recognitions at the event (at minimum)
- Company logo on signage posted at drink stations as well as on event napkins.
- Distribution of materials throughout the conference and at the evening reception.
- One (1) full page, 4-colour ad in the conference Program.

Social Media Lounge Partner - Be the hub of the social media scene!

Package Price: \$5,000 (one available)

- Three (3) complimentary conference passes, including meals and sessions.
- One (1) 5-minute speaking opportunity (introduction to a speaker during the conference)
- Onsite signage around Twitter lounge in high-traffic areas (Cyber Summit to create one sign, Partner has option to create and provide additional signage).
- Flat screen rental, 1 couch and 2 chairs through the event location.
- Exclusive sponsorship of the "Tweet to Win" contest promoted at the conference (prize provided by partner).
- Twitter lounge will be open during the entire length of the conference.
- One (1) 2/3 page, 4-colour ad in the conference program.



PARTNERSHIP BENEFITS

	Exabyte	Petabyte	Terabyte	Gigabyte	Special Event	Social Media Lounge
One (1) 6' tabletop exhibit space (each space includes: 6' table with black drape and 2 chairs)	●	●	●	●	●	● + flat screen rental, one (1) couch & two (2) chairs
Power cable and internet access	●	●	●	●	●	●
Partner acknowledgment during opening and closing comments	●	●	●	●	● + 2 recognitions at evening reception	●
Logo included in event website and pre-session rotating slides	●	●	●	●	● + signage at drink stations & logo on event napkins	● + onsite signage around Twitter lounge
Exhibition bag inserts (partner may include item of collateral or giveaway item)	●	●	●	●	●	●
Complimentary conference passes, including meals and sessions	Four (4)	Three (3)	Two (2)	One (1)	Four (4)	Three (3)
Opportunity to be featured sponsor of:	a breakfast or the registration desk	a breakfast	a coffee break		the evening reception	the social media lounge
Speaking Opportunity (see details on page 4-5 for more information)	present one (1) featured 45-minute session to all attendees	15-minute speaking opportunity	10-minute speaking opportunity to select attendees		20-minute & 5-minute speaking opportunity	5-minute speaking opportunity
One (1) partner-managed focus group lunch (see details on page 4 for more information)	●					
4-colour ad in the conference program	full page	2/3 page	1/3 page		full page	2/3 page
Additional benefits (see details on page 5 for more information)					distribution of materials throughout the conference and at the evening reception	sponsorship of the "Tweet to Win" contest promoted throughout the event

OTHER PARTNER OPPORTUNITIES

Exhibition Bag

\$750 (two available)

Place your one-colour company logo on the official exhibition bag (provided by the Cyber Summit) that attendees will receive in exhibition area.

Badge Partner

\$1,000 (two available)

Get your message into the hands of attendees by putting an insert into every Cyber Summit attendee badge holder that all attendees will receive at registration. The badge holder will be supplied by the Cyber Summit.

Conference Program Advertising

The official Conference Program is a powerful tool to reach decision makers with your message.

Back Cover	\$1,000
Inside Front Cover	\$1,000
Inside Back Cover	\$800
Full page	\$500
1/2 page	\$350

Standard Positions – 4 Colour Custom packages also available.

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