2020 CONFERENCE

A Convergence of Disruptors 2020
Professional Development Institute

APRIL 20, 21, 2020

Sponsorship Opportunities
A Novel Approach to Looking at National Security

As Canada progresses into the 21st Century its place in the world is increasingly dependent on security, economic strength and technological evolution.

These issues are inseparable as Canada strives to keep pace with unfolding disruptive issues related to geopolitics, socioeconomics, the environment and cyber-information. Disruption is a two-sided coin: it can lead to political destabilisation and international security crises but also creates opportunities for positive democratic, social and economic changes.

The conference innovatively addresses national security using four broad themes of disruption:

- Geopolitics
- Environment
- Socioeconomic
- Cyber-information

2020 Conference at a Glance

- Two-day conference
- 150+ public and private sector attendees across all levels
- 20+ panelists and experts
- Held at the Ottawa Conference and Event Centre
- Complimentary refreshments and lunch
- Media coverage
- Keynote by Jeh Johnson, former US Secretary of Homeland Security
Sponsorship Opportunities

The following are guidelines for event-specific opportunities for promoting your organisation's profile. The most productive partnerships originate from discussions between the event organizers and the client. We will be happy to develop a custom approach to meet your objectives.

Platinum Sponsor ($15,000)

- Mentions and recognition as platinum sponsor from the podium at regular intervals
- Opportunity to give welcoming remarks at start of conference
- Key speaking role in one of the segment panels
- Introduction of high profile VIP speakers and keynotes
- Two complimentary VIP tickets to the conference
- Allocated space for two roll-up banners by main entrance or stage
- Access to VIP hospitality lounge
- Social media mentions ahead of and during conference
- Prominent placement of the company logo on:
  - conference website
  - conference signage (digital and printed)
  - invitations and printed materials, e.g. conference agenda
  - electronic invitations
- Distribution of two approved corporate items to participants
- Inclusion in press release

Gold Sponsor ($10,000)

- Mentions and recognition as gold sponsor from podium
- Speaking role on one of the segment panels
- Introduction of a panel of speakers
- One complimentary VIP ticket to the conference
- Allocated space for two roll-up banners by main entrance
- Access to VIP hospitality lounge
- Social media mentions ahead of and during conference
- Placement of the company logo on:
  - conference website
  - conference signage (digital and printed)
  - invitations and printed materials, e.g. conference agenda
  - electronic invitations
- Distribution of one approved corporate item to participants
SPONSORSHIP OPPORTUNITIES

Silver Sponsor ($5,000)

- Mentions and recognition as silver sponsor from the podium
- Introduction of a panel or speaking role on one of the segment panels
- Allocated space for one roll-up banner by main entrance
- Access to VIP hospitality lounge
- Social media mentions ahead of and during conference
- Placement of the company logo on:
  - conference website
  - conference signage (digital and printed)
  - invitations and printed materials, e.g. conference agenda
  - electronic invitations

Bronze Sponsor ($2,500)

Organizers will discuss various customized sponsorship recognition packages that may include, but not limited to:

- lunches and breaks
- networking sessions
- cocktail receptions
- post-event report sponsorships
- distribution of promotional items, etc.
On behalf of   ______________________________________________________________________________
(Company Name)

This confirms our commitment to support the University of Ottawa Professional Development Institute's Convergence of Disruptors conference 2020.

We wish to become a:

<table>
<thead>
<tr>
<th>Type of Sponsorship</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Platinum Sponsor</td>
<td>$15,000</td>
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<tr>
<td>Bronze Sponsor</td>
<td>$2,500</td>
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</tbody>
</table>

This commitment form, if submitted prior to March 15, 2020, will ensure that maximum visibility can be provided as per respective sponsorship benefits. Please make cheques payable to the University of Ottawa.

Company Name: ________________________________
Name/Title: ________________________________
(Please print)

Address: ____________________________________
Phone: ____________________________________

City: _____________________________________  Province: ______
Email: ____________________________________

Signature: __________________________________
Date: _____________________________________

Please return form to:
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