

SME DAY OTTAWA

2019 SPONSORSHIP OPPORTUNITIES

ABOUT SME DAY OTTAWA

CADSI is the leading voice producing world-class defence and security sector events, attracting senior executives, key decision-makers and procurement representatives. SME Day Ottawa is but one of several events hosted by CADSI annually. It has a proven reputation of educating our defence and security industry members and bridges the gap between OEMs, governments and Canadian SMEs.

As 68% of our membership is comprised of small and medium sized Canadian businesses, this professional event by design is intended to provide SMEs the critical knowledge and access to the roadmaps required to navigate complex OEM and Government defence and security procurement methods. Whether your business is currently selling to this sector, or your product/service could be applicable in this industry, the take-aways provided and business networking opportunities leveraged at SME Day Ottawa will prove invaluable.

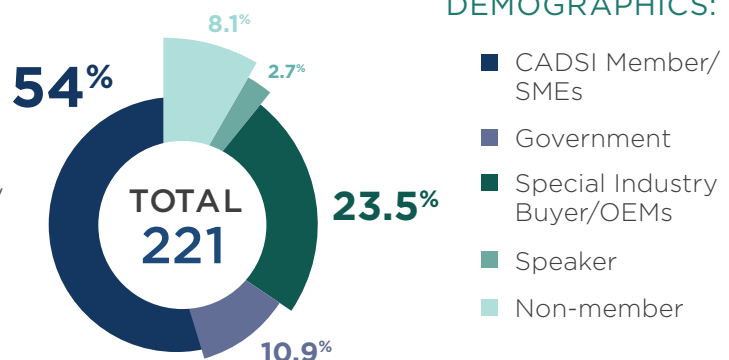
ELEVATE YOUR ORGANIZATIONAL PRESENCE!

Expose your company's brand at SME Day Ottawa 2019 through this array of high visibility sponsorship opportunities. The packages are designed to match your marketing initiatives and your budget. SME Day is rich with a precise audience and key decision-makers.

DID YOU KNOW

- SME Day attracts over 40 industry buyers looking to expand their supply chain
- SME Day is open to non-CADSI members. A perfect way for SMEs to learn about the industry and make new connections with OEMs
- Over 340 B2B/G meetings take place in 4 hours!

ATTENDANCE DEMOGRAPHICS:



- CADSI Member/SMEs
- Government
- Special Industry Buyer/OEMs
- Speaker
- Non-member

NAMING RIGHTS PACKAGE

TITLE SPONSOR ◊ \$15,000 (Exclusive)

Make a powerful impact with registrants at SME Day Ottawa, including the industry's Top OEMs.

The Title Sponsor's corporate name will be exclusively associated with all pre-event online, onsite print and verbal promotion of the event.

If you have a powerful message to relay, acquiring the naming rights to the event is the prime way in which to do it.

Included in this package:

- Overall and Exclusive Naming Rights to the SME Day Event (ie: "SME Day Ottawa 2019, brought to you by ABC Company").
- Your corporate logo in the top prominent size and location on all forms of communication and branding (such as print, digital, online, signage, etc). This includes all pre and post event marketing
- Your 1-colour corporate logo placed exclusively on each delegate badge. Design and printing is supplied by CADSI.
- Six (6) complimentary registrations to SME Day Ottawa.
- Your corporate logo displayed at each guest table in the plenary room, in the top prominent location.
- Social Media - CADSI will tweet about your support and partnership with SME Day Ottawa.
- Your corporate logo on the Registration page of our new SME Day Ottawa website linked to your company website.
- Opportunity to play your 30-second corporate video at the beginning of the event (provided/produced by Sponsor) with speaking opportunity at the podium (time TBC).
- Your corporate logo and URL link on our new SME Day Ottawa website linked to your company website.
- Opportunity to display two (2) of your corporate pop-up banners (3 ft. x 8 ft. maximum dimensions) in the meal room. Sponsor provides banners.
- Opportunity to distribute your promotional giveaway at the meal event and registration area. (Promotional giveaway provided by sponsor and subject to approval by CADSI).
- Verbal recognition of your organization by CADSI during the event.
- Attending employees will receive sponsor ribbons.

EXPLORE OUR NEW WEBSITE!
defenceandsecurity.ca/smeday



HOSPITALITY PACKAGES



LUNCHEON SPONSOR ◊ **\$5,000** (2 Available)

The luncheon is a popular networking event that is ideal for any organization wishing to convey its message to highly qualified attendees through brand presence and person-to-person contact.

Included in this package:

- Your corporate logo on our sponsor recognition signage in a high-traffic area of the venue.
- Three (3) complimentary registrations to SME Day Ottawa.
- Your corporate logo displayed on all pre-event marketing materials and e-communications.
- Your corporate logo displayed at each guest table in the plenary room.
- Social Media - CADSI will tweet about your support and partnership with SME Day Ottawa.
- Opportunity to play your 30-second corporate video at beginning of luncheon event (provided/produced by Sponsor) with speaking opportunity to introduce the lunch.
- Your corporate logo on our new SME Day Ottawa website linked to your company website.
- Opportunity to display your corporate pop-up banner (3 ft. x 8 ft. maximum dimensions) in the meal area. Sponsor provides banner.
- Opportunity to distribute your promotional giveaway at the meal event. (Promotional giveaway provided by sponsor and subject to approval by CADSI).
- Verbal recognition of your organization by CADSI during the event.
- Attending employees will receive sponsor ribbons.

**GET EXCLUSIVITY OF THIS LUNCHEON EVENT
FOR ONLY \$8,500! A \$1,500 SAVINGS!**

HOST BAR SPONSOR ◊ **\$4,000** (Exclusive)

This package speaks to SME Day delegates on a fun and social level. It leaves them with a positive memory and a beverage of choice! This is a popular offering that will sell fast!

Included in this package:

- Your corporate logo on our sponsor recognition signage in a high-traffic area of the venue.
- Custom printed cocktail napkins with your corporate branding, provided by CADSI, for bar/cocktail area use.
- Host bar available to all guests throughout the lunch reception.
- Creation and promotion of a branded/themed cocktail.
- Two (2) complimentary registrations to SME Day Ottawa.
- Your corporate logo displayed on all pre-event marketing materials and e-communications.
- Your corporate logo displayed at each guest table in the plenary room.
- Social Media - CADSI will tweet about your support and partnership with SME Day Ottawa.
- Your corporate logo on our new SME Day Ottawa website linked to your company website.
- Opportunity to display your corporate pop-up banner (3 ft. x 8 ft. maximum dimensions) in the meal area. Sponsor provides banner.
- Opportunity to distribute your promotional giveaway at the lunch reception. (Promotional giveaway provided by sponsor and subject to approval by CADSI).
- Verbal recognition of your organization by CADSI during the event.
- Attending employees will receive sponsor ribbons.

HOSPITALITY

PACKAGES (CONTINUED)

NETWORKING REFRESHMENT BREAK SPONSOR ◊ \$3,250

(2 Available: Arrival or Mid-Morning Refreshment Services)

This package highlights two sought-after networking opportunities at SME Day Ottawa. These provide an unparalleled opportunity for attendees to connect over coffee and morning delicacies. This is ideal for any organization wishing to convey its message to all delegates, through brand presence and person-to-person contact.

Included in this package:

- Your corporate logo on our sponsor recognition signage in a high-traffic area of the venue.
- Two (2) complimentary registrations to SME Day Ottawa.
- Your corporate logo displayed on all pre-event marketing materials and e-communications.
- Your corporate logo displayed at each guest table in the plenary room.
- Social Media – CADSI will tweet about your support and partnership with SME Day Ottawa.
- Your corporate logo on our new SME Day Ottawa event page, linked to your company website.
- Opportunity to display your corporate pop-up banner (3 ft. x 8 ft. maximum dimensions) in the foyer of the venue. Sponsor provides banner.
- Verbal recognition of your organization by CADSI during the event.
- Attending employees will receive sponsor ribbons.

GET EXCLUSIVITY! SPONSOR BOTH
REFRESHMENT BREAKS FOR ONLY \$6,000!
A \$500 SAVINGS!

◊ EXCLUSIVE HOSPITALITY SPONSOR

Combine all Hospitality Packages
(two Networking Breaks, Host Bar
and Luncheon Sponsor Packages)
for **only \$12,000***

* a savings of \$3,500! (regular-combined price is \$15,500)

LOOKING FOR AN A-LA-CARTE
SPONSORSHIP PACKAGE? SIMPLE. **JUST ASK!**



DELEGATE SERVICES PACKAGES

KEYNOTE SPEAKER SPONSOR ◊ **\$10,000** (Exclusive)

Having your corporate brand associated with this humorous and mind-opening speaker will be worth its weight in gold!

Once upon a time, business was interesting. Then we discovered metrics and spreadsheets. Before you know it, the left brainers took over and we became a legion of data evangelists who let the numbers speak for themselves.

There's only one problem. Numbers are boring as hell. Data can help you make important decisions but it should never speak for you. The stories of your customers, the stories of your brand's promise, the stories of your experiences, heck, even the stories of your stories are far more interesting than any graph or table. Normally, interesting trumps boring. Emotional beats rational. Ron's humorous and interesting sessions will help you and your team collect, curate, tell and share the stories you already have.

Included in this package:

- Exclusive opportunity to be highlighted with all pre-event and onsite promotions involving the Keynote Speaker Ron Tite.
- Opportunity to introduce and thank the keynote speaker and address the audience from the podium.
- Your corporate logo on our sponsor recognition signage in a high-traffic area of the venue.
- Four (4) complimentary registrations to SME Day Ottawa.
- Your corporate logo displayed on all pre-event marketing materials and e-communications.
- Your corporate logo displayed at each guest table in the plenary room.
- Social Media - CADSI will tweet about your support and partnership with SME Day Ottawa.
- Your corporate logo on our new SME Day Ottawa event page, linked to your company website.
- Opportunity to display your corporate pop-up banner (3 ft. x 8 ft. maximum dimensions) in the foyer of the venue. Sponsor provides banner.
- Verbal recognition of your organization by CADSI during the event.
- Attending employees will receive sponsor ribbons.

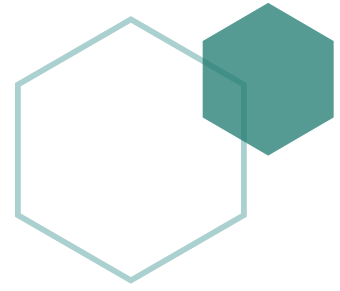
EXPLORE OUR NEW WEBSITE!
defenceandsecurity.ca/smeday

RON TITE
KEYNOTE SPEAKER
www.rontite.com



DELEGATE SERVICES

PACKAGES (CONTINUED)



WiFi SPONSOR ◊ **\$6,500** (Exclusive)

Over 200 registrants will unquestionably want to stay connected during their visit. This is an unparalleled opportunity for your company to be top-of-mind as they turn to their devices and connect to the event's exclusive WiFi network.

Included in this package:

- Your corporate logo on our sponsor recognition signage in a high-traffic area of the venue.
- Three (3) complimentary registrations to SME Day Ottawa.
- Logo visibility provided in all web and print material highlighting WiFi login information.
- Custom WiFi network name and password. (Limited to specific number of characters)
- Your corporate logo displayed on all pre-event marketing materials and e-communications.
- Your corporate logo displayed on all tabletop signage advertising the WiFi network information, displayed at various points throughout the venue.
- Your corporate logo displayed at each guest table in the plenary room.
- Social Media - CADSI will tweet about your support and partnership with SME Day Ottawa.
- Your corporate logo on our new SME Day Ottawa website linked to your company website.
- Opportunity to display your corporate pop-up banner (3 ft. x 8 ft. maximum dimensions) in the foyer of the venue. Sponsor provides banner.
- Verbal recognition of your organization by CADSI during the event.
- Attending employees will receive sponsor ribbons.

A/V SPONSOR ◊ **\$5,000** (Exclusive)

The A/V Sponsor has an exclusive vantage point - it is designed so that no other sponsor will be displayed on the screens - hundreds of branding impressions are available with this package. This package is ideal if your marketing initiatives include increasing your overall exposure to a specific audience.

Included in this package:

- Your corporate logo on our sponsor recognition signage in a high-traffic area of the venue.
- Your corporate logo and messaging highlighted on all Audio Visual screens and CADSI-produced slide decks.
- Opportunity to play your 30-second corporate video during dessert time (provided/produced by Sponsor) with speaking opportunity to address the room.
- Three (3) complimentary registrations to SME Day Ottawa.
- Your corporate logo displayed on all pre-event marketing materials and e-communications.
- Your corporate logo displayed at each guest table in the plenary room.
- Social Media - CADSI will tweet about your support and partnership with SME Day Ottawa.
- Your corporate logo on our new SME Day Ottawa website linked to your company website.
- Opportunity to display your corporate pop-up banner (3 ft. x 8 ft. maximum dimensions) in the foyer of the venue. Sponsor provides banner.
- Verbal recognition of your organization by CADSI during the event.
- Attending employees will receive sponsor ribbons.

DELEGATE SERVICES

PACKAGES (CONTINUED)

LANYARD SPONSOR ◊ **\$3,250** (Exclusive)

A cost-effective option for high visibility and repeat impressions, the lanyard sponsorship offers your firm the opportunity to provide reusable keepsakes for all attendees. The lanyards hold attendee event badges required for the duration of the event.

Included in this package:

- Your 1-colour corporate logo on the official event lanyard, which must be worn by all delegates. The lanyards are designed and supplied by CADSI.
- Your corporate logo on our sponsor recognition signage in a high-traffic area of the venue.
- Two (2) complimentary registrations to SME Day Ottawa.
- Your corporate logo displayed on all pre-event marketing materials and e-communications.
- Your corporate logo displayed at each guest table in the plenary room.
- Social Media – CADSI will tweet about your support and partnership with SME Day Ottawa.
- Your corporate logo on our new SME Day Ottawa event page, linked to your company website.
- Opportunity to display your corporate pop-up banner (3 ft. x 8 ft. maximum dimensions) in the foyer of the venue. Sponsor provides banner.
- Verbal recognition of your organization by CADSI during the event.
- Attending employees will receive sponsor ribbons.

SUPPLY CHAIN CONNECT (B2B/G) **SPONSOR** ◊ **\$5,000** (Exclusive)

The B2B/G meeting program is the high point of SME Day Ottawa. Delegates will identify your meeting room as the area in which to make new business contacts, collect business intel and learn about fundamental government and innovation programs. Your company will have unprecedented and prominent visibility in all activities promoting the B2B/G meeting program in advance and on-site.

Included in this package:

- Exclusive Online Feature: Up to five (5) of your company's manager profiles highlighted and rotating on our new SME Day website (request sample from CADSI).
- Your corporate logo on our sponsor recognition signage in a high-traffic area of the venue.
- Your corporate logo highlighted on one (1) dedicated B2B/G area sign. (Signage designed and supplied by CADSI).
- Three (3) complimentary registrations to SME Day Ottawa.
- Each B2B/G meeting table will be branded with your company logo (approximately 40 tables).
- Your corporate logo displayed on all pre-event marketing materials and e-communications.
- Your corporate logo displayed at each guest table in the plenary room
- Social Media – CADSI will tweet about your support and partnership with SME Day Ottawa.
- Your corporate logo on the Registration page of the SME Day Ottawa website linked to your company website.
- Opportunity to display your corporate pop-up banner (3 ft. x 8 ft. maximum dimensions) in the foyer of the venue. Sponsor provides banner.
- Verbal recognition of your organization by CADSI during the event.
- Attending employees will receive sponsor ribbons.

THE FINE PRINT

All options are available on a first come, first served basis – so don't be disappointed, act fast!

CADSI will deliver the opportunities as outlined in these packages, however should your organization prefer to customize these benefits to best meet your objectives for visibility, networking and brand exposure opportunities, please don't hesitate to ask us...we're flexible like that!

To confirm and secure your sponsorship, CADSI will require payment in full (including HST) no less than 20 days prior to the event date, to ensure we deliver a professional and equally awesome marketing opportunity for your firm.

Kindly request, complete and submit the Sponsorship Contract, and CADSI will counter-sign to confirm the chosen package. CADSI will endeavour to provide and fulfill all benefits outlined herein, however in the case of any unforeseen circumstances, we do reserve the right to alter, amend or suspend deliverables based on supplier capabilities.



ABOUT CADSI

The Canadian Association of Defence and Security Industries (CADSI) is the national industry voice of more than 900 Canadian defence and security companies that produce world-class goods, services and technologies made across Canada and sought the world over. The industries contribute to the employment of more than 60,000 Canadians and generate \$10 billion in annual revenues, roughly 60 per cent of which come from exports.

CADSI is committed to:

- Bringing together companies that develop and deliver the best defence and security goods, services and technologies the Canadian Armed Forces, Canadian Coast Guard, and Canada's security service providers need to keep Canadians safe and secure on a daily basis;
- Working as a thoughtful, trusted and reliable partner with the Government of Canada to openly and honestly articulate the needs and concerns of our industries;
- Providing a platform for our members to interact with governments in Canada and abroad to showcase the world-class goods, services and technologies developed and produced by Canadian defence and security companies so that they can compete globally; and
- Demonstrating to Canadians the innovative and world-class goods, services and technologies our members offer to help build a prosperous and stronger Canada for all.

FOR MORE INFORMATION ABOUT SPONSORSHIP AND SME DAY OTTAWA 2019, PLEASE CONTACT:

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EXPLORE OUR NEW WEBSITE!
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