

SPONSORSHIP BRIEF

# THINK: Open 2017 Conference

[thinkconference.ca](http://thinkconference.ca)



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## ABOUT THE ORGANIZERS

Meet Ontario's Powerful Partner, ORION (Ontario Research and Innovation Optical Network)

ORION helps researchers, educators and innovators discover and collaborate.

More than two million researchers, scientists, faculty, teachers, students and other innovators rely on ORION every day for their essential connection to education, research and advanced computing resources.

ORION enables collaboration across Ontario to deliver solutions that work today and build the intelligent communities of tomorrow. ORION's solutions are shaped by our commitment to our community. As an advocate and non-profit, ORION's digital community advances Ontario's innovation economy. Building on a uniquely strong network of peers, we tackle problems that cannot be solved in isolation.

Learn more: [orion.on.ca](http://orion.on.ca)

## EVENT TARGET AUDIENCE

ORION's THINK conference annually brings together 200 decision-makers from Ontario colleges, universities, school boards, hospitals, research, cultural, municipal and high 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: Open will attract attendees such as:

- Technology leaders who want to know how “open” 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's objectives.

### **Past sponsors include:**

Colleges Ontario

CANARIE

Stage2Data

WebPal

MaRS

### **Past speakers include:**

Dr. Dave Williams, Southlake Regional Health Centre and former astronaut

Alfredo Tan, Facebook

Jaigris Hodson, Royal Roads University

## THEME – THINK: OPEN

#THINKopen17

### Rationale

Information is the new currency. And it's essential to accelerating innovation.

Within innovation ecosystems, mash-ups of scientists, students, educators, clinicians, entrepreneurs, politicians, citizens, and more, collaborate in unpredictable ways. Communities around the world are embracing the strength of multidisciplinary teams to fuel solutions to intractable problems.

In this inclusive environment, connections to each other and to information are imperative to ensure efficiency and effectiveness. So much data and expertise exist outside of our traditional institutions of innovation that siloed repositories cannot support the advancement they were meant to serve.

What would happen if data, ideas, and content were freely available to everyone to use and contribute to as they wish, without restrictions? What kinds of new knowledge would we generate? What kinds of efficiencies would we find? As public institutions endeavour to provide greater access to data, society grapples with how to leverage it. Find out what kind of infrastructure is needed to support this inclusive community with their diverse ideas. Get insight into the best practices already being harnessed across the globe and from experts right here in our own backyard. Discover how you can enable greater transparency, participation, and improved decisions through "open".

Join us at THINK: Open on May 24, 2017, 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.

We'll consider the technology, policies and relationships that enable access, modification, and sharing of the ideas, data and content required to accelerate innovation.

## WORKING AGENDA – SUBJECT TO CHANGE

8:00am	Registration and networking hot breakfast
9:00am	Opening Panel
9:45am	Ontario digital infrastructure: Update
10:15am	Break
10:30am	Breakouts by stream
11:30pm	Lunch and Leadership Awards ceremony
1:00pm	Plenary presentation
1:45pm	Keynote
2:30pm	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)

### SESSION SPONSORSHIP (1 remaining) - \$10,000

#### Benefits

##### Before the conference

- Involvement in speaker recruitment, selection, speaker introduction
- Session recognition (“brought to you by”) on all materials
- Potential blog by company subject matter expert to introduce session/topic
- 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 (3 remaining) - \$5,000

### 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

## LEADERSHIP AWARDS – MEDIA SPONSORSHIP

Please contact Valerie at [orionnews@orion.on.ca](mailto:orionnews@orion.on.ca) to explore in-kind media sponsorships for the [Leadership Awards](#)

### Benefits

#### Before, during and after the conference

- Company logo with link on the conference website, registration page and emails
- Company logo in winners’ press release
- Recognition on social media

## MEAL SPONSORSHIP (3 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

## WIFI SPONSORSHIP (1 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

- Sponsorship recognition at event by podium MC
- Networking opportunities
- Logo recognition on event collateral, presentation slides and signage
- Wifi code printed out and placed on each table with your company logo

## DELEGATE BAG SPONSORSHIP (1 remaining) - \$2,500

### 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 (7 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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