

MARCH 2022

ORION

THINK CONFERENCE
2022
SPONSORSHIP

TABLE OF CONTENTS

<u>ABOUT THE ORGANIZER</u>	<u>3</u>
THINK 2022 - FORGING THE FUTURE	4
<u>WHO WILL BE THERE?</u>	<u>5</u>
WHY SPONSOR?	5
<u>PACKAGES</u>	<u>6</u>
PLATINUM PACKAGE (2 OPPORTUNITIES AVAILABLE) - \$20,000	6
BENEFITS: BEFORE THE CONFERENCE	6
ANNIVERSARY DINNER SPONSOR (2 OPPORTUNITIES AVAILABLE) - \$10,000	6
DIGITAL PLATFORM SPONSOR (1 OPPORTUNITIES AVAILABLE) - \$10,000	7
SESSION SPONSOR (6 OPPORTUNITIES AVAILABLE) - \$10,000	7
MEAL SPONSOR (4 OPPORTUNITIES AVAILABLE) - \$5,000	7
EXHIBITOR SPONSOR – IN PERSON (8 OPPORTUNITIES AVAILABLE) - \$4,000	8
GOLD SPONSOR - \$5,000 (UNLIMITED AMOUNT AVAILABLE)	8
SILVER SPONSOR - \$3,000 (UNLIMITED AMOUNT AVAILABLE)	8
BRONZE SPONSOR - \$2,000 (UNLIMITED AMOUNT AVAILABLE)	9
REFRESHMENT SPONSOR - \$2,500	9

ABOUT THE ORGANIZER

ORION

ORION is a not-for-profit organization dedicated to empowering Ontario researchers, educators, and innovators. We facilitate ground-breaking discoveries by connecting research and education institutions, regions and people across the province and providing our community with the digital tools and expertise they need and advocating on their behalf.

THINK 2022 - FORGING THE FUTURE

ORION's THINK Conference will take place **October 19 and 20, 2022**. It will be a hybrid event, taking place in-person at the Design Exchange in Toronto, and will be fully accessible online for those who attend virtually.

Our conference theme this year is **Forging the Future**. With 20 years of collaborative knowledge, experience and progress, the ORION community is well-positioned to build a stronger future together.

We have many great speakers and sessions in the works that will highlight expertise and drive forward the conversation about the following for research, education and innovation:

- The future of collaboration – tools, trends and technologies
- The evolution of cybersecurity, why it matters now more than ever
- What it means to commit to equity, diversity, inclusion, and accessibility
- Building healthy and resilience work cultures

We anticipate around 250 delegates from the research, education and innovation community across Ontario and Canada. Both the conference venue and the digital platform will provide ample space for exhibitors and sponsors to showcase your products and services and to allow delegates and sponsors to network and interact.

WHO WILL BE THERE?

- The THINK conference brings together over 250 decision-makers from Ontario's research, education and innovation sectors including colleges, universities, school boards, hospitals, research, industry, cultural, municipal and advanced research computing facilities for insight into the future of Ontario's innovation economy.
- The conference will attract attendees such as:
 - CEOs from research, education, and innovation-sector organizations
 - Technology leaders including CTOs, solution providers, and IT professionals
 - Technology champions, including researchers, students, educators, librarians, policymakers, industry and innovation community leaders
 - Academic faculty, post-doctoral fellows, and graduate students in the sciences, engineering, medicine, arts, and the humanities
 - Advanced research computing and big data experts
 - Policy decision-makers including senior government officials and funding organizations

WHY SPONSOR?

- Connect with decision makers and influential stakeholders. Over 250 attendees from research, education and innovation sectors
- Premium branding and positioning opportunity. As a conference sponsor, your brand will be exposed to over 1600 constituents, partners and government contacts of ORION via email blasts and social media
- 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.

www.thinkconference.ca

PACKAGES

The conference 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 info@orion.on.ca.

Platinum Package (2 opportunities available) - \$20,000

Benefits: Before the conference

- Involvement in speaker recruitment, selection, speaker introduction for one session
- Logos on emails, plus feature in email with session blog
- Two complimentary tickets to the Anniversary dinner, five complimentary admission tickets to the main conference
- Recognition on social media
- Company logo with link on the conference website, registration page and event platform

Benefits: During and after the conference

- Meal sponsorship recognition, the company may choose which meal based on availability
- Recognition on social media
- Sponsorship recognition at event by podium emcee
- Session speaker or panel introductions
- Networking opportunities
- Logo recognition on event collateral, signage, and sponsorship acknowledgment slides
- Booth for demonstration/display at the conference

Anniversary Dinner Sponsor (2 opportunities available) - \$10,000

Benefits: Before the conference

- Logos on emails
- Four complimentary tickets to the Anniversary dinner, four complimentary admission tickets to the main conference
- Recognition on social media
- Company logo with link on the conference website and registration page

Benefits: During and after the conference

- Recognition on social media
- Sponsorship recognition at event by podium emcee
- Networking opportunities

- Logo recognition on event collateral, signage, and sponsorship acknowledgement slides
- Booth for demonstration/display at the conference

Digital Platform Sponsor (1 opportunities available) - \$10,000

Benefits: Before the conference

- Logos on emails
- Two complimentary in-person tickets and two complimentary virtual tickets to the conference
- Recognition on social media
- Company logo with link on the conference website, registration page and event platform

Benefits: During and after the conference

- Recognition on the virtual platform and in virtual sessions
- Recognition on social media
- Sponsorship recognition at event by podium emcee
- Networking opportunities
- Logo recognition on event collateral, signage, and sponsorship acknowledgement slides
- Booth for demonstration/display at the conference

Session Sponsor (6 opportunities available) - \$10,000

Benefits: Before the conference

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

Benefits: During and after the conference

- Recognition on social media
- Sponsorship recognition at event by podium emcee
- Networking opportunities
- Logo recognition on event collateral, signage, and sponsorship acknowledgement slides
- Booth for demonstration/display at the conference

Meal Sponsor (4 opportunities available) - \$5,000

Benefits: Before the conference

- Sponsorship of breakfast or lunch break
- Company logo with link on the conference website, registration page and emails

- Two admission tickets to the conference
- Recognition on social media

Benefits: During and after the conference

- Sponsorship logo on acknowledgment slides, event collateral and signage
- Networking opportunities
- Placement of collateral material and signage in the area during sponsored meal

Exhibitor Sponsor – in person (8 opportunities available) - \$4,000

Benefits: Before the conference

- Company logo with link on the conference website and registration page
- Logos on emails
- One complimentary admission ticket to the conference
- Recognition on social media

Benefits: During and after the conference

- Booth for demonstration/display – six-foot table and power available upon request
- Logo on event collateral, presentation slides and signage
- Networking opportunities

Gold Sponsor - \$5,000 (unlimited amount available)

Benefits: Before the conference

- Company logo with link on the conference website
- Company logo on the conference registration page
- Recognition on social media
- Four complimentary in-person admission tickets to the conference

Benefits: During and after the conference

- Logo on event collateral, presentation slides and signage
- Sponsorship recognition at the event at the podium by emcee
- Recognition on social media
- Networking opportunities

Silver Sponsor - \$3,000 (unlimited amount available)

Benefits: Before the conference

- Company logo with link on the conference website
- Two complimentary in-person admission tickets to the conference
- Recognition on social media

Benefits: During and after the conference

- Logo on event collateral, presentation slides and signage
- Sponsor recognition at the event at the podium by emcee
- Networking opportunities

Bronze Sponsor - \$2,000 (unlimited amount available)

Benefits: Before the conference

- Company logo with link on the conference website
- One complimentary in-person admission ticket to the conference

Benefits: During and after the conference

- Logo on event collateral, presentation slides and signage
- Networking opportunities

Refreshment Sponsor - \$2,500

Benefits: Before the conference

- Sponsorship of refreshments as part of a break
- Company logo with link on the conference website
- One complimentary admission ticket to conference
- Recognition on social media during sponsored break

Benefits: During and after the conference

- Networking opportunities
- Placement of collateral material and signage in the area during sponsored meal

THERE'S MORE AVAILABLE

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



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



facebook.com/ORIONnews

ORION

211 Yonge Street, Ste 200
Toronto, ON M5B 1M4
T: 416.507.9860 F:416.507.9862
orion.on.ca