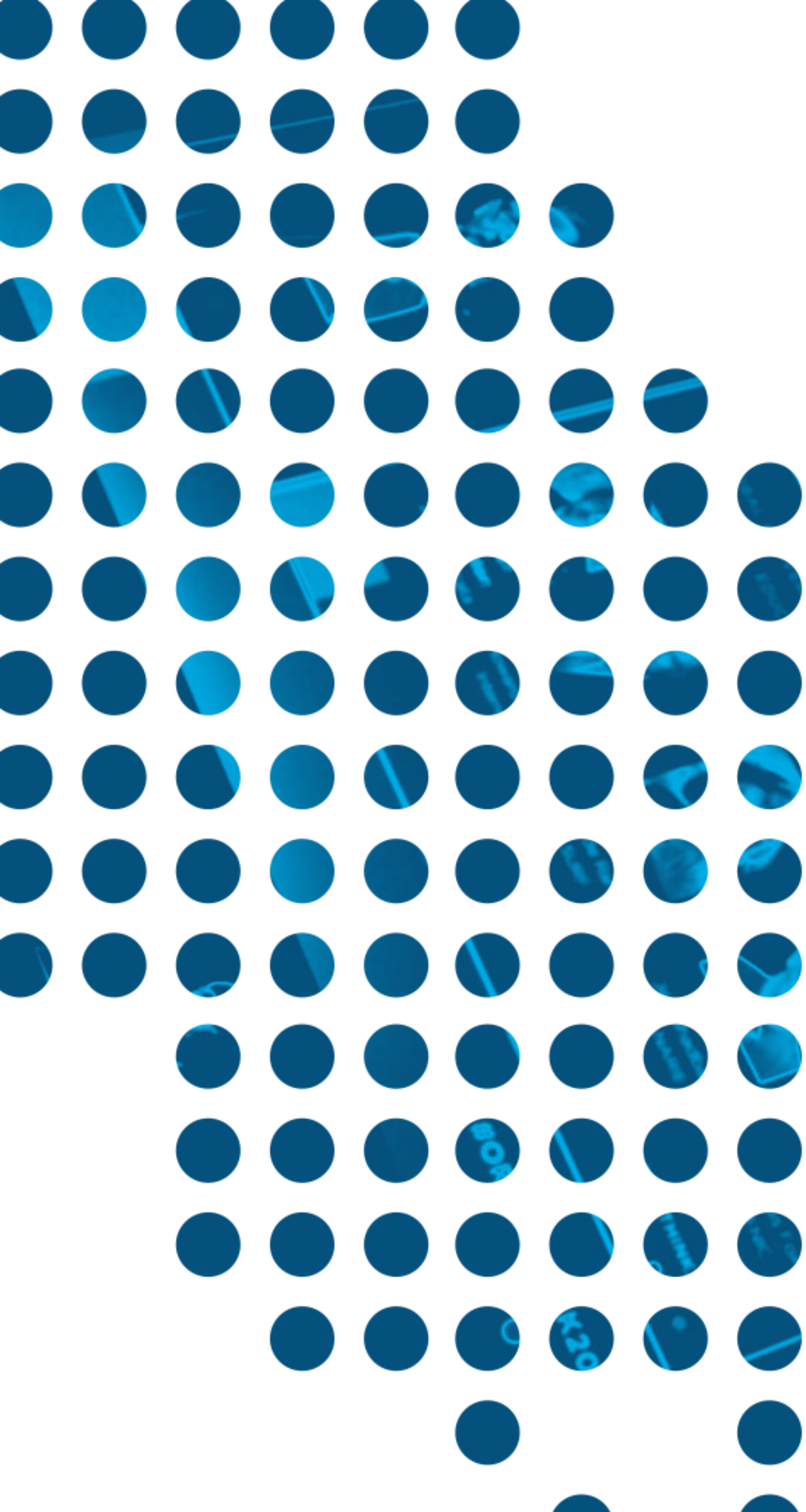




**ORION** THINK  
conference

2024 SPONSOR PROSPECTUS



# About ORION

ORION, a not-for-profit organization, is dedicated to empowering Ontario researchers, educators, and innovators. For over two decades, we've facilitated ground-breaking discoveries by connecting research and education institutions, regions, and people across the province, providing our community with digital tools and expertise, and advocating on their behalf.



**ORION's THINK Conference will take place October 16 and 17, 2024. It will be an in-person only event at Blue Mountain Village, Ontario.**

In the spirit of "Empowering Connections," THINK 2024 is set to unite the community. With over 20 years of collaborative knowledge, experience, and progress, we aim to shape a stronger future by fostering meaningful connections.

The THINK conference brings together over 200 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.



# THINK 2024 OVERVIEW

# TOP 3 REASONS PEOPLE ATTEND THINK

## 1. Educational Sessions/Speakers

## 2. Networking

## 3. Discovering New and Innovative Products and Services

### THE CONFERENCE ATTRACTS 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



# PAST THINK SPONSORS





## Sponsorship Benefits

**Connect with Decision-Makers:** Network with over 200 influential leaders in research, education, and innovation.

**Premium Branding:** Gain exposure to more than 1600 ORION constituents, partners and government contacts via email campaigns and social media.


**Post-Conference Delegate List:** Almost half of our delegates opt-in to receive information from our sponsors.

**Complimentary Access:** Enjoy free entry to all sessions based on your chosen sponsor package.

**Networking Opportunities:** Engage with attendees at various events, from breakfast, breaks, lunch, to the evening social.

**Customized Engagement:** Tailor your sponsorship to align with your organization's objectives.

WHY  
PARTNER  
WITH  
ORION?



# SPONSORSHIP PACKAGES

Explore diverse sponsorship packages designed to elevate your brand, showcase thought leadership, and support the future of innovation in Ontario.

Choose from pre-set packages or collaborate with us to create a customized sponsorship plan.

To discuss or customize a sponsorship package, contact us at [info@orion.on.ca](mailto:info@orion.on.ca)

# PRE-SET PACKAGES

PACKAGE TIER	PRICE	SESSION INTRODUCTION	COMPLIMENTARY TICKETS	PRESENCE ON SOCIAL CHANNELS	RECOGNITION BY EMCEE	NETWORKING OPPORTUNITIES	LOGO FEATURE	EXHIBIT
PLATINUM	\$20,000	●	4	●	●	●	●	●
NETWORKING RECEPTION/ SOCIAL	\$20,000	●	4	●	●	●	●	●
GOLD	\$12,000	●	3	●	●	●	●	●
MEAL SPONSOR	\$7,500		2	●	●	●	●	
EXHIBITOR	\$5,000		1	●	●	●	●	●
REFRESHMENT	\$4,000		1	●	●	●	●	
SILVER	\$3,000		2	●	●	●	●	
BRONZE	\$1,000			●	●	●	●	



# PRE-SET PACKAGE DETAILS

## Platinum

**\$20,000 (1 available)**

- Five-minute introduction of the opening keynote speaker
- Sponsorship recognition at event by podium Emcee
- Four complimentary admission tickets to the conference and reception/social
- Networking opportunities
- Logo feature on event materials, signage, and sponsorship acknowledgment slides
- Promotion on THINK website
- Presence on ORION social channels
- Inclusion in THINK promotional emails
- Advertisement in one THINK promotional email
- Exhibit space for demonstration/display at the conference
- Company logo with link on the conference website

## Networking Reception/Social

**\$20,000 (1 available)**

- Five-minute introduction of networking event
- Sponsorship recognition at event by podium Emcee
- Four complimentary admission tickets to the conference and reception/social
- Networking opportunities
- Logo feature on event materials, signage, and sponsorship acknowledgment slides
- Promotion on THINK website
- Presence on ORION social channels
- Inclusion in THINK promotional emails
- Exhibit space for demonstration/display at the conference
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## Gold

**\$12,000 (1 available)**

- Three-minute introduction of the closing keynote speaker
- Sponsorship recognition at event by podium Emcee
- Three complimentary admission tickets to the conference and reception/social
- Networking opportunities
- Logo feature on event materials, signage, and sponsorship acknowledgment slides
- Promotion on THINK website
- Presence on ORION social channels
- Inclusion in THINK promotional emails
- Exhibit space for demonstration/display at the conference
- Company logo with link on the conference website

## Meal Sponsor

**\$7,500 (3 available)**

- Sponsorship of breakfast or lunch break
- Sponsorship recognition at event by podium Emcee
- Two complimentary admission tickets to the conference and reception/social
- Networking opportunities
- Placement of collateral material and signage in the area during sponsored meal
- Logo feature on event materials, signage, and sponsorship acknowledgment slides
- Promotion on THINK website
- Presence on ORION social channels
- Inclusion in THINK promotional emails
- Company logo with link on the conference website

## Exhibitor

**\$5,000 (5 available)**

- One complimentary admission ticket to the conference and reception/social
- Sponsorship recognition at event by podium Emcee
- Networking opportunities
- Logo feature on event materials, signage
- Promotion on THINK website
- Presence on ORION social channels
- Inclusion in THINK promotional emails
- Exhibit space for demonstration/display at the conference
- Company logo with link on the conference website



## Refreshment

**\$3,000 (3 available)**

- Sponsorship of refreshments as part of a break
- Sponsorship recognition at event by podium Emcee
- Promotion on THINK website
- One complimentary admission ticket to conference and reception/social
- Recognition on social media during sponsored break
- Networking opportunities
- Company logo with link on the conference website

## Silver

**\$3,000 (Unlimited)**

- Two complimentary admission tickets to conference and reception/social
- Sponsorship recognition at event by podium Emcee
- Logo feature on event materials, presentation slides, signage
- Presence on ORION social channels
- Networking opportunities
- Company logo with link on the conference website

## Bronze

**\$1,000 (Unlimited)**

- Logo feature on event materials, presentation slides, signage
- Sponsorship recognition at event by podium Emcee
- Presence on ORION social channels
- Networking opportunities
- Company logo with link on the conference website



# EXPOSURE

PLATFORM	DISTRIBUTION	TYPE OF COVERAGE
WEBSITE	<ul style="list-style-type: none"><li>• ORION'S DEDICATED THINK CONFERENCE WEBSITE</li><li>• FEATURED IN THE EVENT SECTION OF ORION'S MAIN WEBSITE</li></ul>	<ul style="list-style-type: none"><li>• SPONSORS ARE HIGHLIGHTED ON THE SPONSOR PAGE ON THE THINK CONFERENCE WEBSITE</li><li>• THINK 2022 WEBSITE PAGE VIEWS: 6500+</li></ul>
EMAIL	<ul style="list-style-type: none"><li>• SENT TO ~1600 CONSTITUENTS, COMMUNITY PARTNERS, AND GOVERNMENT OFFICIALS</li></ul>	<ul style="list-style-type: none"><li>• SPONSOR RECOGNITION IN ALL PROMOTIONAL EMAILS DURING THE THINK CAMPAIGN</li></ul>
SOCIAL MEDIA	<ul style="list-style-type: none"><li>• X (FORMERLY TWITTER) 2500+ FOLLOWERS</li><li>• LINKEDIN 6000+ FOLLOWERS</li></ul>	<ul style="list-style-type: none"><li>• REGULAR UPDATES, NEWS, AND ENGAGEMENTS TO KEEP OUR COMMUNITY INFORMED</li><li>• SPONSORS FEATURED IN SOCIAL MEDIA POSTS</li></ul>
EVENT	<ul style="list-style-type: none"><li>• PRESENTATION SLIDES AND EVENT SIGNAGE</li></ul>	<ul style="list-style-type: none"><li>• ONGOING PROMOTION OF EVENT SPONSORS THROUGHOUT THE VENUE, ENSURING MAXIMUM VISIBILITY DURING THE CONFERENCE</li></ul>



FOR DETAILS ON THESE OPPORTUNITIES  
AND RELATED ENTITLEMENTS, CONTACT:  
**[INFO@ORION.ON.CA](mailto:INFO@ORION.ON.CA)**