



Sponsorship Opportunities

14th Executive Forum on Microelectronics

*The Next Big Thing:
The Driver of Growth in Canada*

Presented by ITAC

Wednesday, October 15 (evening),
Crowne Plaza Hotel, 101 Lyon Street, Ottawa and
Thursday, October 16,
Marriott Hotel, 100 Kent Street, Ottawa

14th Executive Forum on Microelectronics
The Next Big Thing:
The Driver of Growth in Canada
SPONSORSHIP OPPORTUNITIES

The Strategic Microelectronics Council of ITAC invites you to attend the 14th Executive Forum on Microelectronics. The Reception and awards will be held on October 15 at the Crowne Plaza Hotel (101 Lyon Street, Ottawa) and the Forum will be held on October 16 at the Marriott Hotel (100 Kent Street, Ottawa).

“The Next Big Thing: The Driver of Growth in Canada” is the theme of this year’s Forum.

What will the next big thing be? It could come out of advances in the wireless industry as the cell phone evolves to replace the PC. Or it could emerge from an entirely unlikely device like your home entertainment remote control or even the intelligence embedded in your wallet.

Or will the next breakthrough be triggered by reinventing the fabless business model or through structural and evolutionary changes in the microelectronics ecosystem?

Or as the baby boomer generation ages and expects to live longer, healthier lives, the next wave may be driven by biotechnology or biomedical products. Or will advances in artificial intelligence and robotics take these phenomena from the ranks of mere curiosities into the consumer mainstream?

The right crystal ball can make you rich. That’s why so many of us in microelectronics love to speculate about what the next big wave in technology will be. We’re always thirsty for good intelligence or an opportunity to share views with our peers.

This year’s 14th Executive Forum on Microelectronics presents an opportunity to do both. For the first time, our annual forum is being held in conjunction with CMC’s annual Symposium. Join us for the first ever combined CMC/ITAC SMCouncil Award Dinner on October 15. Then enjoy a thought-provoking conference as some of the leaders in microelectronics share their views on the emerging drivers of the industry.

So, mark your calendars today and join us in Ottawa on October 15 (evening) and all day on the 16!

The full agenda already features:

- Duncan Stewart
- Steve Carkner, CEO, Panacis Medical
- Alan Ferguson, Gennum
- Dan Coholan, Managing Director, Head of Communications, Media & Technology Investment Banking, RBC

Special thanks to the Organizing Committee:

- Lance Greggain, Fresco Microchip Inc.
- Daniel Hoste, Tundra Semiconductor
- Paul Kempf, Research in Motion
- David Lynch, Sigma Designs
- Iain Scott, ITAC

And to the Outstanding Service Award Selection Committee:

- Dick Foss, formerly Chairman of MOSAID
- Lance Greggain, Fresco Microchip Inc.
- Ian McWalter, (a previous recipient) now with CMC Microsystems

In a year characterized by many significant changes in the industry, the 14th Executive Forum on Microelectronics will present a superb opportunity to take stock of the opportunities – and realities – ahead for the Canadian microelectronics industry.

In all, Executive Forum 2008 will be an exciting and informative event for all who attend. So mark your calendars today and join us in Ottawa on October 15 (evening) and 16!

Audience

To achieve its objectives, the conference will attract an audience drawn from a broad cross-section of Canada's "ICT community". ITAC's marketing efforts will target:

- Executives from Canadian semiconductor and microelectronic companies
- members of ITAC, ITAC partners, related associations and 4th pillar organizations
- government stakeholders with an interest in related/ICT-related issues
- print and electronic media & trade media
- academics
- leaders from sectors enabled by microsystems, such as healthcare, telecommunications, resources, aerospace, environment, automotive, advanced manufacturing, agriculture and biotechnology
- students, general public, community leaders

Sponsorship Levels

As in previous years, a limited number of Executive Forum sponsorship opportunities are available on a first come, first served basis. If your organization wishes to raise its profile with the microelectronics industry, you may wish to consider one or more of the following sponsorship options.

1. Co-Host Sponsor Cdn. \$5,000 + GST

As the **Co-host Sponsor**, you benefit from maximum visibility during the Forum, as well as in all promotional and related material.

Benefits:

- Top line visibility in all conference marketing and communications collateral.
- A banner with your logo on display as a backdrop to the podium throughout the entire event.
- Inclusion of the co-host's organizational profile on all event materials, as well as web pages.
- Recognition on event signage and in all Forum materials.
- Opportunity to introduce keynote speakers or panelists in a plenary session. *(Where it is appropriate, the Co-host Sponsor may be invited to nominate a plenary speaker, or participate as a panel member or speaker.)*
- Complete contact information for all delegates, guests and speakers.
- Two complimentary registrations to the Forum.

2. Gold Sponsors Cdn. \$3,000 + GST

As a Gold Sponsor, you receive prominent visibility in all marketing and communications material.

Benefits:

- Your logo on all event material, as well as the conference web site.
- Recognition on event signage and all Forum materials.
- Opportunity to introduce a keynote speaker or panel of speakers in a plenary session. *(Where it is appropriate, Gold Sponsors may be invited to nominate a plenary speaker or to participate as a panel member or speaker.)*
- Complete contact information for all delegates, guests and speakers.
- One complimentary registration to the Forum.

3. Activity Sponsors Cdn. \$ + GST

Outstanding Service Awards – Oct. 15	\$1,500 x 2
Continental Breakfast – Oct. 16	\$1,500
Luncheon – Oct. 16	\$2,500
Networking Breaks – Oct. 16	\$ 750 (2 opportunities)
Reception – end day Oct. 16	\$2,000

Benefits:

- Visibility in all marketing and communications material.
- Inclusion of your logo on all event material as well as the Forum web site.
- Recognition as a sponsor for the specified activity.

Additional Information:

For program updates, please visit the web site: <http://www.itac.ca/>

For general information on the **14th Executive Forum on Microelectronics**, please contact:

Micheline Levesque, Manager, Programs and Events

E-mail: mlevesque@itac.ca

Telephone: 613-238-4822, ext. 245

Fax: 613-238-7967

For sponsorship information on the **14th Executive Forum on Microelectronics**, please contact:

Janet Tite, Executive Assistant to the President and CEO

E-mail: jtite@itac.ca

Telephone: 613-238-4822, ext. 233

Fax: 613-238-7967

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Sponsorship Commitment Form

Contact Information

Company Name: _____

Contact Person: _____

Phone: _____ Fax: _____ E-Mail: _____

Sponsorship Options

(GST # R107506693)

Please select the category of your choice:

- Co-Host Sponsorship – Cdn. \$5,000 + GST
- Gold Sponsorship - Cdn. \$3,000 + GST
- Activity Sponsorship (see below):
 - Outstanding Service Awards (2) – Oct. 15 – \$1,500/each + GST
 - Continental Breakfast – Oct. 16 – \$1,500 + GST
 - Luncheon – Oct. 16 – \$2,500 + GST
 - Networking Breaks (2) – Oct. 16 – \$750/each + GST
 - Reception – end of day Oct. 16 – \$2,000 + GST

Method of Payment:

- Cheque enclosed Please invoice
- Credit Card AMEX Visa Master Card

Credit Card Number: _____ Exp. Date: _____

Signature: _____

Authorized Signature for Sponsorship

Please return this form by fax to:
ITAC
Fax: (613) 238-7967

For more information:
Janet Tite
Tel: (613) 238-4822 x 233
E-mail: JTite@itac.ca

Thank you for your support!