

**“The New Normal:  
Navigating a World of Change, Globalization  
and Scarcity”**

# Sponsorship Opportunities

4<sup>th</sup> Joint ITAC /GSA Forum

*Presented by GSA and ITAC  
And Co-hosted by TBD*

April 20 and 21, 2010

**Holiday Inn Burlington Hotel and Conference Centre  
3063 South Service Road, Burlington, Ontario, Canada**

# **“The New Normal: Navigating a World of Change, Globalization and Scarcity”**

## **SPONSORSHIP OPPORTUNITIES**

### **Introduction**

Every business today needs to have a strategy for China and the rest of the “BRIC” markets, especially if you are part of the microelectronics industry supply chain – but how does this affect day to day thinking? How does your organization need to adapt to benefit from the global shift in consumer spending and the demands of so many new companies with radically different business models?

Technology continues to evolve and to present new and exciting opportunities for innovative products and new cost paradigms. Organic semiconductors offer the promise of “printed electronics”, the 21<sup>st</sup> Century version of the old printed circuits and they can be flexible too, to offer ground-breaking form factors and reconfigurable user profiles. So how should you position your company to thrive and prosper in “The New Normal”?

This year’s Forum will provide an opportunity for representatives of companies from all parts of the Fabless Value Chain to jointly discuss issues and directions that can make or break tomorrow’s business models.

Please register now and join us as speakers from global enterprises share their knowledge on tomorrow’s opportunities and challenges as “The New Normal” impacts all aspects of our businesses and our professional lives.

### **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 4<sup>th</sup> 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

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 (2 opportunity only) Cdn. \$5,000 + GST

### **Benefits:**

- **Opportunity to introduce keynote speakers or panelists in an insightful session**  
*(Where it is appropriate, the co-host sponsor may be invited to nominate a speaker, or participate as a panel member or speaker)*
- Top line visibility in all conference marketing and communications collateral
- Maximum visibility during the conference as well as in all promotional and related materials
- A banner with your logo on display as a backdrop to the podium throughout the entire conference
- Inclusion of the co-host's organizational profile on conference materials as well as Web site
- Recognition on conference signage and in all conference materials
- Two complimentary registrations to the conference
- Logo on electronic mailings specific to the conference (when applicable)

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

### **Benefits:**

- **Opportunity to introduce keynote speakers or panelists in an insightful session**  
*(Where it is appropriate, the co-host sponsor may be invited to nominate a speaker, or participate as a panel member or speaker)*
- Prominent visibility in all marketing and communications material
- Logo on conference material, as well as the conference Web site.
- Recognition on conference signage and conference materials.
- One complimentary registration to the conference
- Logo on electronic mailings specific to the conference (when applicable)

3. Activity Sponsor Cdn. \$ + GST

Continental Breakfast (Exclusive Opportunity)	\$2,500
Networking Break - am	\$1,500
Luncheon (Exclusive Opportunity)	\$3,500
Reception (Exclusive Opportunity) - SOLD	\$2,000

### **Benefits:**

- Inclusion of your logo on event material as well as the conference Web site
- Recognition as a sponsor for the specified activity on conference signage

### **Additional Information:**

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

For general information on this event, please contact:

Micheline Levesque, Manager, Programs and Events

E-mail: [mlevesque@itac.ca](mailto:mlevesque@itac.ca)

Telephone: 613-238-4822, ext. 245

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 (2 only) – Cdn. \$5,000 + GST

Gold Sponsorship - Cdn. \$3,000 + GST

Activity Sponsorship (see below):

Luncheon - Cdn. \$3,500 + GST

Networking Break – Cdn. \$1,500 + GST

Continental Breakfast –Cdn. \$2,500 + GST

Reception – Cdn. \$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:**

Micheline Levesque

Tel: (613) 238-4822 x 245

E-mail: Mlevesque@itac.ca

## Thank you for your support!