

QCBT

2020 SPONSORSHIP PACKAGE



TABLE OF CONTENTS

03 Getting Started

08 Calibre of Our Delegates

04 Executive Address

09 Conference Events

05 About Us

12 Sponsorship Guide

06 Why Sponsor QCBT?

15 Contact Us

07 Our Past Sponsors



GETTING STARTED

Hello!

We are very delighted to invite you to the Queen's Conference on Business and Technology, now in its sixth year running. As the tech industry continues to evolve at an exponential rate, our conference recognizes the importance of providing a space for students to explore the constant changes and opportunities that this industry offers.

Over the years, we have continued to attract over 100 delegates from 13 of the most prestigious universities across Canada, as well as representatives from top tier tech companies in the industry. We pride ourselves on representing students from across many faculties including Commerce, Engineering, Computer Science, and Arts & Science.

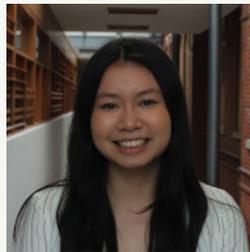
QCBT's mission has always been to educate, drive change, and cultivate curiosity for individuals across many diverse and unique backgrounds. Our conference provides opportunities for everyone to explore the constantly changing trends and advancements within the technology industry.

The immense success of our conference has always been attributed to our sponsors. We offer many partnerships and ways to get involved, constantly and consistently focusing on improving the value and recruitment opportunities year after year. Supporting QCBT means being exposed to a plethora of bright and inquisitive recruits and the chance to showcase your company's contribution to the tech world. On behalf of the QCBT 2020 executive team, we would like to thank you for taking the time to review our sponsorship package. Please do not hesitate to reach out to us if you have any questions regarding any of our partnership opportunities.

Sincerely,



JONATHAN LAM



JORDAN CHANG

Queen's Conference on Business and Technology 2020 Co-Chairs



EXECUTIVE ADDRESS

Dear Potential Sponsor,

As the Executive Director of The Dunin-Deshpande Queen's Innovation Centre, I have seen in recent years a more focused effort to provide students with experiences that foster innovative thought, creative ideas, and insightful conversation.

The Queen's Conference on Business Technology (QCBT) is a new student-led conference that does just that: it brings together students with a passion for innovation in a dynamic, high-energy environment that inspires new, innovative ideas in technology. With the mission of the QCBT being to provide "an environment for professionals and curious minds to come together to bridge the gap between the business and technology space", I am certain that those who participate will have an invaluable experience connecting with other like-minded students, industry professionals, and top employers from across North America.

The success of the QCBT would not be possible without the dedication of the QCBT Executive, the time provided by industry volunteers, and the financial support of sponsors. I hope you and your organization will consider sponsoring this year's QCBT, helping to launch the start of an experience that will "change perspectives, attitudes, and the innovative minds in all of us."



GREG BAVINGTON

Executive Director

The Dunin-Deshpande Queen's Innovation Centre



ABOUT US & THE BIZTECH COMMUNITY

The Queen's Conference on Business and Technology (QCBT) is a student-run conference, founded with the purpose of bridging the gap between business and technology. Our goal is to create new opportunities and promote existing ones within this growing multi-dimensional field. This conference allows for driven students to develop connections with various industry experts, which is exemplary of our passionate belief in collaboration. As we enter our sixth year, we intend to continue building on our past successes and our three pillars while attracting great business partners. With your help, we can continue to enable students to participate in the increasingly important conversation regarding technological innovation and its implications for businesses across many industries.

OUR ROLE IN THE BIZTECH COMMUNITY (THREE PILLARS):



BUILD

a community comprised of top talent from universities, organizations, and companies to foster learning and continuous growth.



DEVELOP

delegate relationships with our partner companies to help start and maintain long-lasting professional relationships.



GROW

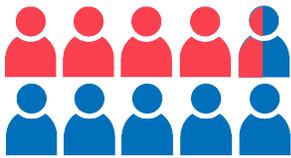
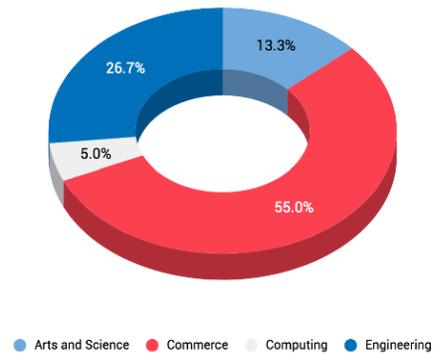
the potential of future leaders by providing valuable experiences to develop analytical mindsets.



CALIBRE OF OUR DELEGATES

DIVERSITY OF DELEGATE POOL

Following a careful selection process, this conference brings bright, energetic, and driven individuals together to contribute forward-thinking ideas from various perspectives. Our delegates come from prestigious institutions across the country and are consistently among the best of their respective programs. We welcome students from all disciplines to apply and attend our conference, including Commerce, Engineering, Computer Science, and Arts and Sciences programs.



We typically host over 80 of the best and brightest students from across the country and from diverse backgrounds.

SCREENING PROCESS

QCBT seeks to open its doors to individuals who are intelligent, energetic, and share our values. In order to ensure that prospective delegates fit this description, we have implemented a thorough screening process. Students must complete an extensive application, where they are expected to exhibit their knowledge, experience, and passion for business and technology. They are also required to submit a resume. The applications and resumes are reviewed by members of the QCBT committee before acceptance offers are extended to the most qualified applicants.

ACTIVE JOB SEEKERS

QCBT serves as a platform for both delegates and sponsors to explore exciting future employment relationships, as sponsors are able to secure interviews with top delegates throughout the weekend. QCBT has consistently provided opportunities for our delegates as a result of sponsors recruiting top-tier talent. Prior to the conference, delegates' resumes are provided to sponsors with their consent.



WHY SPONSOR QCBT?

QCBT has consistently demonstrated value as a sponsorship partner. The conference provides sponsors with the opportunity to leverage our unique platform in order to interact with future biztech leaders from some of the best schools and programs in the country. Having successfully partnered with inspiring and dedicated companies in past years, we certainly recognize and appreciate the efforts of sponsors to contribute to the creation of a memorable experience for delegates. As a sponsor, you will have the opportunity to serve a critical role in this immersive, informative, and entertaining weekend while also benefiting from all that QCBT and its delegates have to offer.

TRUSTWORTHY PARTNERS

The QCBT executive committee has distinguished itself in its ability to execute well-planned and rewarding experiences for sponsors and students alike. Our ability to fulfill and exceed the expectations of our sponsors was one of the main reasons that we were a former nominee for Conference of the Year under the Commerce Society. We are committed to maintaining this level of excellence in our future partnerships.

STRONG RECRUITMENT PRESENCE

Becoming a sponsor of QCBT will help you to bridge the gap between your company and sought-after talent from across Canada. The conference and its various events provide numerous opportunities for you to convey your company's vision and culture to some of the brightest and most technologically inclined students. As a sponsor, you will be able to engage in intimate dialogue with prospective future hires from diverse educational and experiential backgrounds, allowing you to gain perspective on which students might be a good fit for your firm.

EDUCATE EMERGING INNOVATORS

Demonstrate your company's talent and innovation by drawing attention to its current technologies and future prospects. By relaying the ways in which your company is revolutionizing your industry at the conference, you are allowing delegates and potential hires to visualize the future of your business and imagine how they can contribute to the achievement of your vision and goals.



OUR PAST SPONSORS:



“ QCBT was a tremendous experience for us to be a part of. The quality of speakers, content, exercises and delegates was incredible. From a recruitment perspective, we were able to meet with and have quality discussions with smart and talented students across a wide range of disciplines from several universities across Canada. We were shocked with the level of engagement and calibre of students who attended the conference and loved meeting new students who are so interested in their future careers as well as a genuine interest in Business and Technology. ”

Zac Burns, EPAM



CONFERENCE EVENTS



CASE CHALLENGE

Cutting-edge, innovative companies will have the chance to work alongside our delegates and evaluate their solutions to an emerging issue in a given industry.

The case is intended to be open-ended and will be presented to all of our delegates. Companies can leverage this opportunity to resolve an ongoing dilemma related to their operations, seek creative solutions to a prominent firm-specific or industry-wide issue, or simply challenge our delegates to think creatively! Through this experience, case competitors are able to learn about your company's strategic imperatives, while enabling you to determine firsthand which delegates could potentially serve as effective problem solvers for your company in the future.

For this case, we are seeking a company who is leveraging new and emerging technologies in their respective industry and aspires to build a connection with young talent to further grow and expand their presence within the biztech community. Company representatives are invited to attend as conference guests and will serve as judges for the case competition, allowing for various opportunities to engage with delegates.



WORKSHOPS

This is the ideal space to showcase interesting projects that your team has been working on, while also assessing and recruiting talent in the process. Our workshops are formatted as interactive seminars whereby presenters are invited to be creative with their content and delivery. In past years, companies have taken this opportunity to teach the fundamentals of emerging technologies and ideas such as machine learning, design thinking, rapid prototyping, and various others. The objective is to further delegate interest in these topics, while exposing students to the values and goals of your company. If you would prefer to host a non-technical workshop, seminars that have fostered brainstorming about a topic or issue have also earned rave reviews from delegates in the past.





THE EXPO

A favourite amongst delegates and firms, the Expo allows our sponsors to promote themselves to conference attendees. You can demonstrate your latest products and developments, as well as offer a preview of your company environment and culture. Each sponsor will be allocated a booth and firm representatives are free to bring any promotional materials or products that best reflect the company. Above all, the Expo allows you to network with delegates who are eager to learn more about your team and the opportunities that your company provides.



BREAKFAST/LUNCH/DINNER

Help us get our delegates up and out of bed with a hearty breakfast and learn more about them over a cup of coffee. Alternatively, sponsor a lunch or dinner event and engage with delegates when their drowsiness subsides. At any of these events, you will have a chance to address the delegates directly and share your company's culture, values, and any job opportunities available. This is a prime opportunity for recruiting and exciting our delegate pool about your company and all that it has to offer.



CONFERENCE EVENTS



COCKTAIL NETWORKING RECEPTION

Our cocktail reception offers an intimate setting to introduce your representatives and showcase your company's mission, culture, and recruitment opportunities. You will have the opportunity to give an exclusive presentation before the networking session begins, allowing your company to capture the attention of our distinguished delegates before engaging and connecting with them.



DINNER GALA

During this dinner event, prizes will be awarded and the closing keynote address will bring the eventful weekend to its conclusion. Your company will be showcased as the gala sponsor of the evening and company representatives are more than welcome to attend. Join us in celebrating the diverse talent of our delegates and sponsors alike!



PREFERENTIAL SEATING

With exclusive and early access to our delegate resume book, you will have the opportunity to decide which attendees could be a good fit for your firm and invite them to sit with your representatives at our dinner events. This relaxed setting will encourage your representatives and delegates to engage in spontaneous, natural conversations, creating a stronger connection between you and your prospective hires.

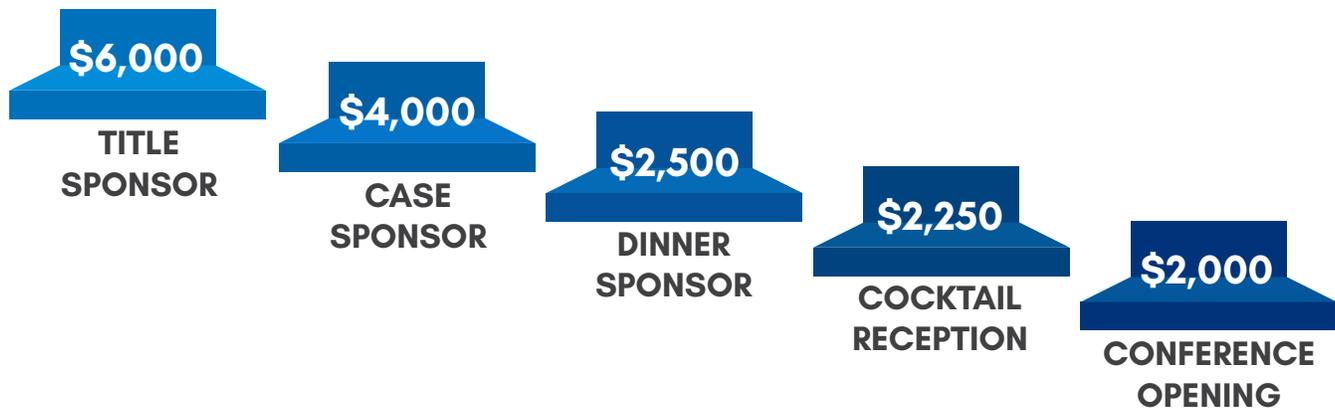


COFFEE CHATS

With access to the delegate book, sponsors have the opportunity to become acquainted with exceptional delegates of their choosing through individual coffee chats. These coffee chats will take place throughout the conference during breaks between main events and can be tailored to your representatives' preferences and needs.



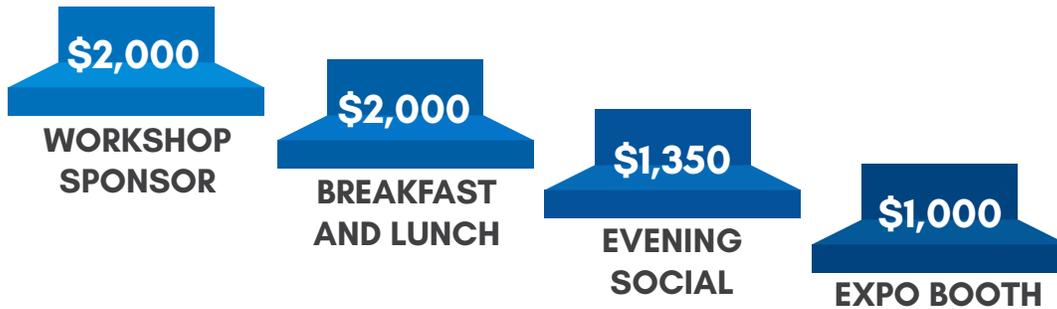
SPONSORSHIP GUIDE



	Title Sponsor	Case Sponsor	Dinner	Cocktail Reception	Conference Opening
CONTRIBUTION	\$6,000	\$4,000	\$2,500	\$2,250	\$2,000
Naming Rights to EXPO	✓				
Expo Booth Networking	✓			✓	
Naming Rights to Evening Socials	(1)✓				
Executive Keynote	(1)✓				
Coffee Chats	(8)✓	(4) ✓		(4) ✓	
Opening Address					✓
Case Competition		✓			
Workshop					
Cocktail Reception				✓	
Breakfast and Lunch					
Dinner			✓		
Preferential Seating	✓				
Company Logo on Website (Size)	XL	L	L	L	L
Banner Advertisement (Size)	XL	L	L	L	L

All event sponsors will be provided access to our Delegate Resume Book, and the opportunity to distribute company goods in delegate bags.

SPONSORSHIP GUIDE CONTD



	Workshop Sponsor	Breakfast and Lunch	Evening Social	Expo Booth
CONTRIBUTION	\$2,000	\$2,000	\$1,350	\$1,000
Naming Rights to EXPO				
Expo Booth Networking	✓			✓
Naming Rights to Evening Socials			(1)✓	
Executive Keynote				
Coffee Chats				
Opening Address				
Case Competition				
Workshop	✓			
Cocktail Reception				
Breakfast and Lunch		✓		
Dinner				
Preferential Seating				
Company Logo on Website (Size)	M	M	M	M
Banner Advertisement (Size)	M	M	M	M

All event sponsors will be provided access to our Delegate Resume Book, and the opportunity to distribute company goods in delegate bags.

IN-KIND SPONSORSHIP

- Donations of samples, gift cards, products, branded delegate bags, or any other items you feel that accurately represent your brand. Distributing products helps your company build exposure, perform valuable product testing, and interact with your consumer base.
- Approximately 150 units are required for distribution across all bags
- Delegate bag sponsors are eligible for a quarter-page advertisement in our Official Delegate Handbook

ADDITIONAL OPTIONS

OPTION 1: RECRUITER (\$650)

- Coffee Chat Allotment (4)
- "Large" Logo on Conference Banner
- Preferential Seating at Dinner of Choice
- Access to Delegate Resume Book
- Social Media Spotlight
- Printed Material in Delegate Bags

OPTION 2: RECRUITER+ (\$1000)

- Coffee Chat Allotment (8)
- "X-Large" Logo on Conference Banner
- VIP Table at Dinner with Preferential Seating
- Early Access to Delegate Resume Book
- Full Page Promotional Section in Official Delegate Handbook
- Extra Table at Expo (for Expo Sponsors Only)
- Social Media Spotlight
- Printed Material in Delegate Bags



CONTACT US

Thank you for taking the time to review the QCBT 2020 Sponsorship Package. We look forward to working with our incredible executive team to create another successful and memorable conference for all participants. We know that our goals for QCBT 2020 can only be achieved with the support of our trusted sponsors and we would be honoured to have you partner with us in bringing our vision to life. We hope that you will consider this opportunity in the coming days and we are available to address any questions or concerns you may have.

Warm regards,



RAFF CRAMAROSSA
Sponsorship Director
(647)-998-4834
raffaele.cramarossa@qcbt.ca



NICOLE OOI
Sponsorship Coordinator
(647)-448-3838
nicole.ooi@qcbt.ca



VICTORIA POTOCNIK
Sponsorship Coordinator
(647)-625-4761
victoria.potocnik@qcbt.ca



CAROLINE KIM
Sponsorship Coordinator
(613)-888-0995
caroline.kim@qcbt.ca

