

STRONGER TOGETHER: RETHINKING CYBERSECURITY

VIRTUAL | NOVEMBER 16 -18, 2021, 1 – 4 P.M. ET



**CANARIE
SUMMIT
2 0 2 1**

SPONSORSHIP PROSPECTUS

ABOUT CANARIE

- CANARIE connects Canadians to each other and to the world. Our programs equip researchers, students and startups to excel on the global stage.
- Together with our thirteen provincial and territorial partners, we form Canada's National Research and Education Network (NREN). This ultra-high-speed network connects Canada's researchers, educators, and innovators to each other and to global data, technology, and colleagues.
- Beyond the network, we fund and promote the development of software for research and national efforts to manage data generated from research. To strengthen the security of Canada's research and education sector, we collaborate with our partners in the NREN, government, academia, and the private sector to fund, implement, and support cybersecurity initiatives. We also provide identity management services to the academic community and boost Canada's startups with cloud resources and expertise in emerging technologies.
- Established in 1993, we are a non-profit corporation, with most of our funding provided by the Government of Canada.



The CANARIE Summit is an annual showcase for trailblazing visionaries from academia, the private sector, and the public service who discuss their transformative work with an intimate gathering of Canada's research, education and innovation communities.

Engaging plenary sessions led by Canadian and international speakers aim to inspire attendees to learn, discuss, and collaborate on what it takes to make Canada a global leader in data-driven innovation.



STRONGER TOGETHER: RETHINKING CYBERSECURITY

The threats we face are unlike anything we've seen before, but so are the opportunities to collaborate on better defenses. Let's rethink cybersecurity.

The 2019 CANARIE Summit focused on the multiple facets of cybersecurity – privacy, whitehat hackers, the latest research, and the beginnings of coordinated cybersecurity efforts across the country.

A lot has happened since then.

The 2021 CANARIE Summit revisits cybersecurity by diving into what it takes to secure Canada's research and education sector, while making Canada a leader in cybersecurity expertise, infrastructure, and innovation.

- **Learn from** global cybersecurity experts
- **Contribute to** ongoing discussions
- **Engage with** leading Canadian innovators and researchers

STRONGER TOGETHER: RETHINKING CYBERSECURITY

Over three afternoons in November, CANARIE Summit guests will learn how people, processes and technologies integrate to drive an ever-evolving cybersecurity capability in Canada's research and education sector.

Day 1 – Building the Team

People have the potential to be both the strongest and the weakest link in the cybersecurity chain. How can we facilitate the development of team and organizational cultures that instill and prioritize cybersecure behaviours among our diverse communities? What's working and what can we improve?

Day 2 – Redefining the Playbook

Consistent and thorough process implementation is the current that powers institutional cybersecurity. But how often do we re-examine these processes in light of ever-evolving threat vectors and user behaviours? What can we learn from successes at home and abroad?

Day 3 – Expanding the Toolkit

The abundance of cybersecurity technologies available today has the potential to instill both excitement (new opportunities!) and anxiety (how to choose?). We'll explore cybersecurity technologies across different sectors, examine opportunities for Canadian leadership in cybersecurity innovation, and conclude the Summit with a high-level view of how all Canadians can adapt and benefit from this evolving landscape.

ENGAGEMENT WITH CANADA'S LEADERS IN RESEARCH, EDUCATION & INNOVATION

Sponsors of the CANARIE Summit are able to strengthen their exposure to and collaboration with Canada's research, education and innovation communities.

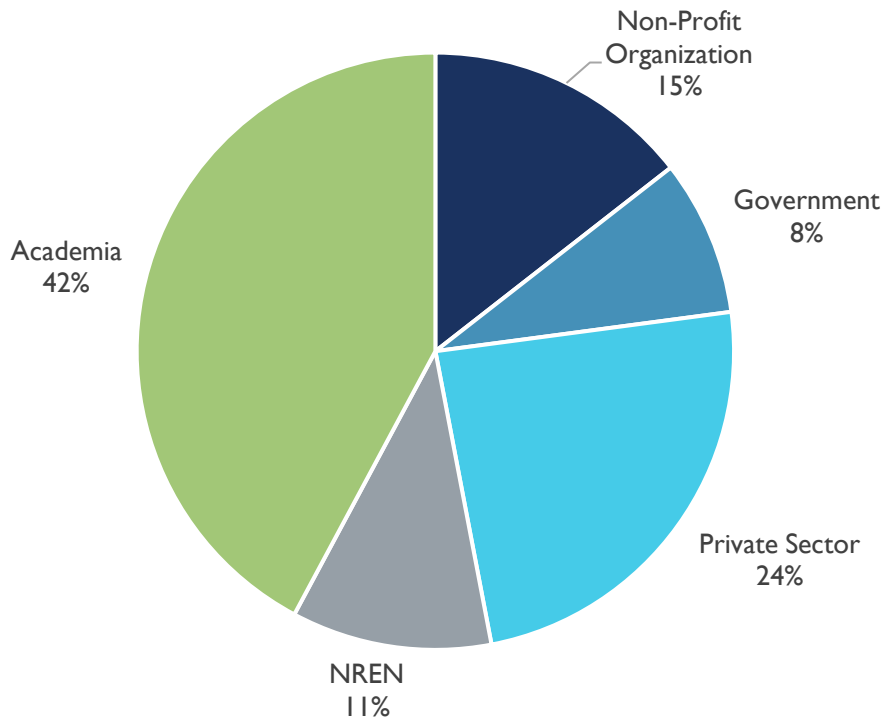
The 2019 National Summit included diverse sessions on the opportunities and challenges that exist in cybersecurity.

93% attendee satisfaction score of 2019 Summit

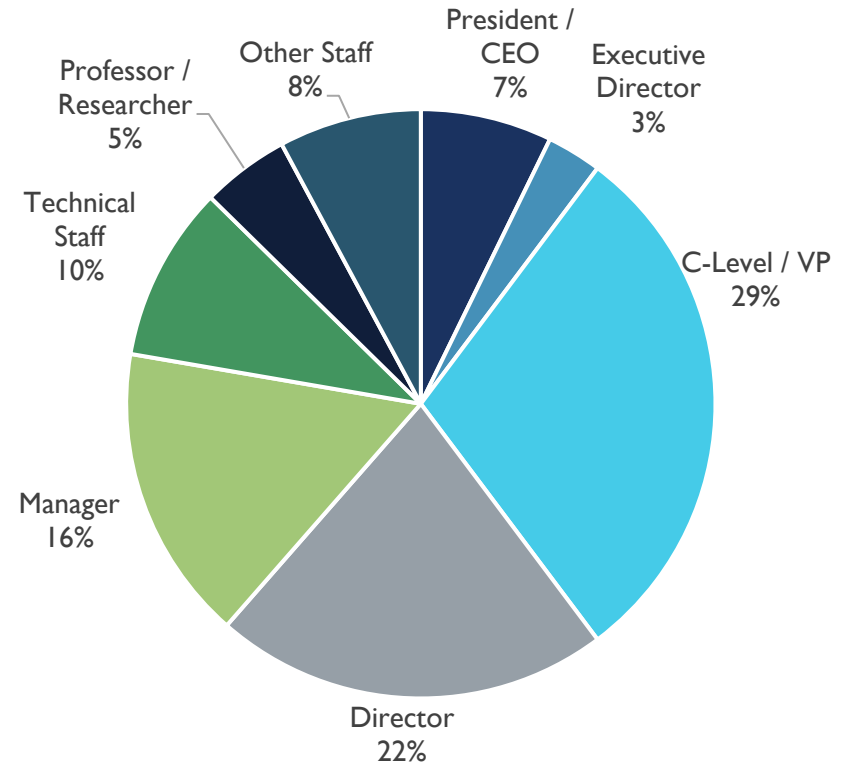
93% 2019 Summit attendees that said they would attend another Summit

2019 ATTENDEE DEMOGRAPHICS

Attendees by Sector



Attendees by Role



2019 ATTENDEE FEEDBACK

What was the highlight of the Summit for you?

"The speakers were all great and engaging, networking opportunities were amazing, and the balance and timing of the overall conference is well done. Good job to the team!"

"The presenters were all extremely engaging and well-prepared to deliver quality presentations. They also all prepared time for great Q/A sessions. The event was very well organized, nothing felt rushed or prolonged. Well done!"

"For me, all the speakers had something valuable to say. The format to allow people to discuss each session in detail over coffee was most valuable."

2019 SPONSORS



SUMMIT 2021 SPONSORSHIP BENEFITS

Given the virtual nature of the 2021 CANARIE Summit, we're offering the same benefits to all sponsors.

Fee: \$2,600 (Non-Members) | \$0 (CANARIE Members)*

Complimentary registration for staff

Promoted in Summit communications, including social media

Logo and website link on CANARIE Summit website

List of consented Summit attendees

Sponsor video posted on virtual platform

Exhibit booth on virtual platform to engage with Summit guests

Recognition in CANARIE Summit press release and in opening remarks

* CANARIE Members may apply their annual \$2,600 discount toward Summit Sponsorship. This Member discount can only be used if it has not yet been applied toward participation fees in the Canadian Access Federation (CAF).

CANARIE reserves the right to accept or decline any sponsorship requests.

HOW TO BECOME A SPONSOR

1. Please complete the Sponsorship Agreement on the last page of the Prospectus.
2. Send the signed Agreement + a high-resolution logo to sponsorship@canarie.ca
3. Once steps #1 and #2 are complete, we will issue you an invoice and the promotion of your brand will begin through CANARIE communications channels.

Questions?

Please contact:

Ela Yazdani | Director, Communications | CANARIE
ela.yazdani@canarie.ca | 613-282-1584

CANARIE SUMMIT 2021 SPONSORSHIP AGREEMENT

Please complete the Sponsor Information form below. If you are not a CANARIE Member, please also complete the Billing Information section.

More information on CANARIE Membership may be found [here](#).

Sponsor Information

Organization Name (as it should appear on Summit materials) _____

Sponsorship Contact Name _____

Sponsorship Contact Title _____

Mailing Address _____

City _____

Province/State _____ Postal/Zip Code _____

Email Address _____

Signature _____

Date _____

Billing Information

Billing Contact Name _____

Billing Contact Title _____

Mailing Address _____

City _____

Province/State _____ Postal/Zip Code _____

Email Address _____