

CANARIE  
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OTTAWA | OCTOBER 9-10, 2024

# SPONSORSHIP PROSPECTUS



# ABOUT CANARIE

CANARIE connects Canada to the world. Our programs equip researchers, students, and startups in Canada to excel on the global stage.

Together with our 13 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.

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, CANARIE is 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 research and post-secondary institutions, the private sector, and the public service who discuss their transformative work with an intimate gathering of Canada's research, education, and innovation communities.

Each year, engaging plenary sessions led by speakers from across Canada and around the world aim to inspire attendees to learn, discuss, and collaborate on timely and meaningful themes.



# ENGAGEMENT WITH CANADA'S LEADERS IN RESEARCH, EDUCATION, AND INNOVATION

CANARIE Summit sponsors can strengthen their exposure to – and collaboration with – Canada's research, education, and innovation communities.

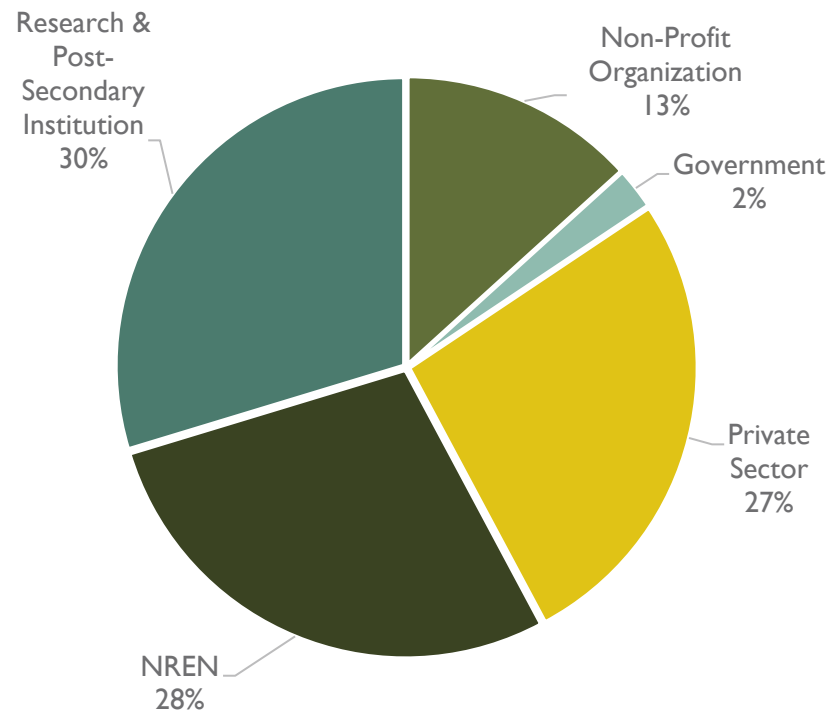
## How?

- Extended networking sessions
- Exhibition opportunities
- Brand promotion via the CANARIE Summit website, event communications, and social media channels
- Opportunity to introduce speakers

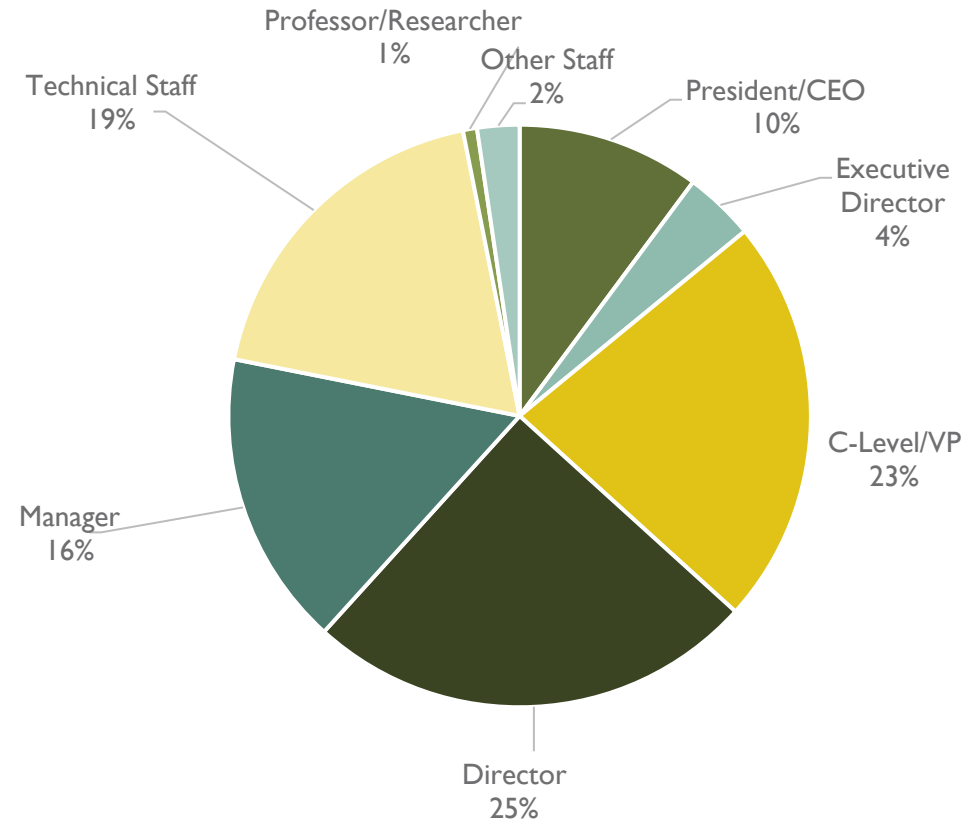
**96%** } Average attendee rating for “Overall Experience” at the last CANARIE Summit

# ATTENDEE DEMOGRAPHICS – SUMMIT 2023

## Attendees by Sector



## Attendees by Role



# ATTENDEE FEEDBACK

“The speakers were excellent and matched the theme. I came away engaged, enlightened, emboldened, and energized. It was also great to see colleagues from near and far.”

“One of the most highly valued conferences I have attended. Every part of it was interesting and thoughtfully put together, organized, and produced. The attendees were also all the right people together to derive good value in networking and discussions.”

**What did you think of  
the CANARIE Summit?**

“It was an excellent event and networking opportunity. Presentations were interesting, relevant, informative, and provocative. I am looking forward to applying and sharing the tips and lessons I learned.”

“This was by far the best CANARIE Summit I have attended in the past six years, and I hope the quality of the content and delivery continues into the following years.”

## 2023 SPONSORS

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# 2024 SPONSORSHIP PACKAGES

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

	Summit Premier Partner	Summit Collaborating Partner	Summit Promoter	Summit Advocate	À la Carte Add-ons (must be purchased with another level)
<b>EARLY BIRD Sponsorship Pricing (in effect until July 26)</b>	\$7,500 CANARIE Members \$10,100 Non-Members	\$5,000 CANARIE Members \$7,600 Non-Members	\$2,500 CANARIE Members \$5,100 Non-Members	\$2,500 CANARIE Members \$5,100 Non-Members	
<b>Regular Sponsorship Pricing (goes into effect on July 27)</b>	\$9,000 CANARIE Members \$11,600 Non-Members	\$6,000 CANARIE Members \$8,600 Non-Members	\$3,000 CANARIE Members \$5,600 Non-Members	\$3,000 CANARIE Members \$5,600 Non-Members	
<b>Number available</b>	2*	5	Unlimited	Unlimited	
<b>Number of passes</b>	4	3	1	3	3 passes = \$1,200
<b>Promoted in Summit communications, including social media</b>	Yes	Yes	Yes	Yes	
<b>Logo on Summit signage</b>	Yes	Yes	Yes	Yes	
<b>Logo and link on website</b>	Yes (prominent positioning)	Yes			\$1,200
<b>Logo in Program</b>	Yes	Yes			\$1,200
<b>Exhibit space</b>	Yes	Yes	Yes		
<b>Introduction of Summit speaker</b>	Yes (selection on first come, first served basis)	Yes			\$3,000 (based on availability)
<b>Remarks at Reception</b>	Yes				
<b>Mention in CANARIE Summit announcement</b>	Yes				
<b>List of consented attendees</b>	Yes	Yes			\$1,200

\*1 @ Program Partner + 1 @ Reception Partner  
(selection on first come, first served basis)



# BECOME A SPONSOR

\*CANARIE Membership includes an annual \$2,600 discount for a CANARIE program, i.e., Summit Sponsorship or participation in the Canadian Access Federation. Members may select the CANARIE program to which to apply this discount. To verify that your organization is CANARIE Member, please [click here](#).

1. Contact Lesley McElroy at [lesley.mcelroy@canarie.ca](mailto:lesley.mcelroy@canarie.ca) to confirm that you'd like to be a sponsor.
2. Complete the Sponsorship Agreement – it will be sent to you via a link to Jotform.
3. Once steps #1 and #2 are complete, an invoice will be issued, and your brand promotions will begin.

## Questions?

### Contact

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