

ADVANCING CANADA'S COMPETITIVE ADVANTAGE

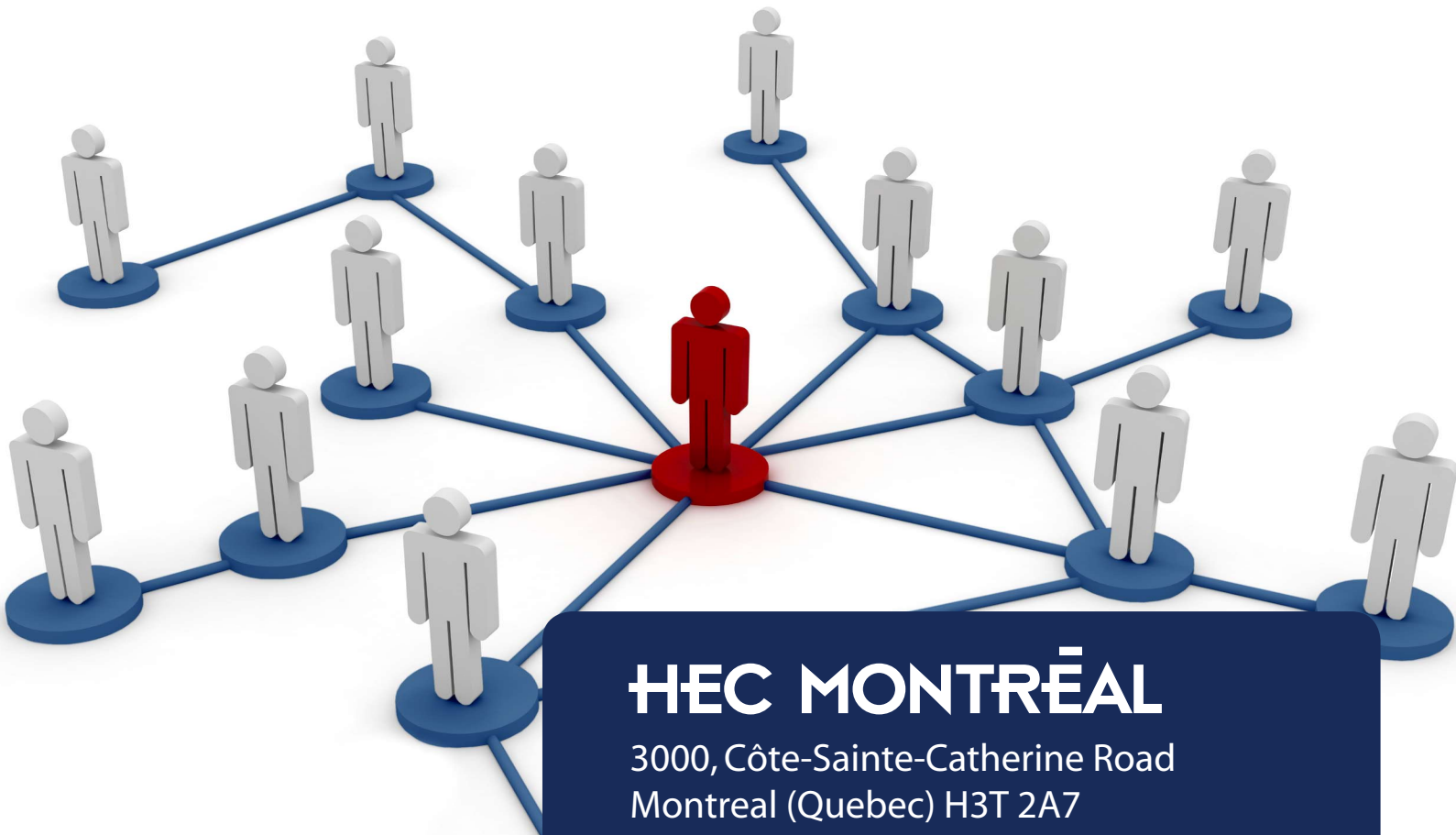
A national forum on management

PROMOUVOIR L'AVANTAGE COMPÉTITIF DU CANADA

Un forum national sur le management



Sponsorship Information Package



HEC MONTRÉAL

3000, Côte-Sainte-Catherine Road
Montreal (Quebec) H3T 2A7

<http://expertise.hec.ca/forum2009>



THE EVENT

Advancing Canada's Competitive Advantage will gather researchers and practitioners in order to reflect on the impact that management and its related fields have on the Canadian economy. Over **70 speakers from Canada, the United States and Europe** will take an active part in this forum and propose new avenues to enhance the country's prosperity and competitiveness on the international scene. The three-day program includes **7 special presentations** and **40 thematic workshops** lead by business people, public administrators and academic researchers.

This unique and prestigious event provides sponsors an **opportunity to reach an important audience with great breadth and depth of exposure**. We offer sponsors various methods to broadcast their support for this event: electronic displays, paper publications, as well as acknowledgements and mentions over the course of the forum.

DATES AND LOCATIONS

*The forum will open at the Picasso Amphiteater of the Sofitel Montréal Golden Mile hotel on **September 29th, 2009**.*

*The conference sessions will take place at HEC Montréal from **September 30th to October 2nd**.*

DIRECTOR OF THE FORUM

- Jean-Marie Toulouse, Professor Emeritus, HEC Montréal

EXECUTIVE COMMITTEE

- Françoise Bertrand, Chief Executive Officer, Fédération des chambres de commerce du Québec
- Ali Dastmalchian, Dean, University of Victoria Faculty of Business; President, Canadian Federation of Business School Deans
- Gillian Hewitt, Head of Communications, RBC Capital Markets
- Isabelle Hudon, President, Marketel
- Michael Kelly, Dean, Telfer School of Management, University of Ottawa
- Daniel Munro, Senior Research Associate, Organizational Effectiveness and Learning, Conference Board of Canada
- Michel Patry, Dean, HEC Montréal

AFFILIATED ORGANIZATIONS

- Canadian Federation of Business School Deans (CFBSD)
- Social Sciences and Humanities Research Council of Canada (SSHRC)



BREADTH OF EXPOSURE

High-level business people, managers and researchers will participate in the forum and be exposed to your brand through the channel of your choice. For best effect, choose one of our sponsorship packages and be present at the National forum on management from start to finish.

Invitations are sent out to **every business school professor in Canada**, as well as several hundred **enterprises involved in business research**. These are most often leaders in their respective industries with whom Canada's business schools have privileged contact.

Canada's major professional associations and organizations will also receive targeted invitations.

*"High-level business people, managers and researchers will be **exposed to your brand** through the channel of your choice."*

MAXIMUM NUMBER OF EXPOSURES (estimates for July 2009)

	Participants
Opening night (September 29 th from 5 to 7 pm)	325
Wednesday September 30 th	175
Thursday October 1 st	175
Friday October 2 nd	175
Recurring participants during all four days	75
TOTAL NUMBER OF PARTICIPANTS	925
	Exposure
Number of recipients for targeted invitations	5000
Mailing (July, August and September)	3
Number of exposures achieved through targeted e-mails <i>(proven open rate of 25%)</i>	3750
Website hits (monthly, through July, August and September)	3000
TOTAL NUMBER OF EXPOSURES	12 750



Get noticed!
Choose one of our packages and take advantage of high visibility and other benefits.

SPONSORSHIP PACKAGES

	Platinum Package	Gold Package	Silver Package
COST	\$10 000	\$7 500	\$5 000
Number of available packages	1	3	5
Included with each package			
A ticket to the sponsor's private dinner with John Micklethwait	1	1	n/a
Tickets to the closing cocktail with Arlene Dickinson	4	3	2
Tickets to the National forum on management	4	3	2
	Predominant display	Large display	Regular display
Electronic display of a logo or other inscription			
National forum on management's website	√	√	√
Invitation emails	√	√	√
Follow-up emails for registered guests	√	√	√
On-site computer screens providing directions for participants	√	√	√
PowerPoint screens before and after the opening, closing, and major conferences	√	√	√
Logo or other inscription appearances on paper			
National forum on management's correspondence	√	√	n/a
Presentation folders or participants' bags	√	√	√
Program	√	√	√
Participants' badges	√	√	n/a
Acknowledgments and mentioning the company's name			
In the National forum on management's press releases	√	√	√
During the opening, closing and major conferences	√	n/a	n/a



À LA CARTE SPONSORSHIP

		Cost
PERSONALIZED ARTICLES AND PROMOTIONAL SPACES		
We invite you to supply each of the following items, bearing your company logo or other inscription:		
Cups for each participant (1000 units)		\$2 500
Bags for each participant (1000 units)		\$2 500
Sponsorship for the coffee break area		\$2 500
Sponsorship for the lunch break area		\$2 500
Notepads (1000 units)		\$2 500
Pens and/or pencils (1000 units)		\$2 500
SERIES OF THEMATIC PRESENTATIONS AVAILABLE FOR TARGETED SPONSORSHIPS		
Management and Strategy		\$2 500
Finance		\$2 500
Accounting		\$2 500
Entrepreneurship		\$2 500
Information and Communications Technologies		\$2 500
Logistics and Distribution		\$2 500
Energy and the Environment		\$2 500
Healthcare Management		\$2 500
Public Administration		\$2 500
Corporate Social Responsibilities		\$2 500
Governance		\$1 700
Ethics		\$1 700
Non-Profit Organization		\$1 700
Innovating Enterprises: Video Gaming and the Arts		\$1 700
Commercialization of Knowledge		\$1 700

Includes **appearance of the company's logo or name** on the sponsored item in promotional area provided. In the case of the coffee and lunch breaks, the **company's name will be mentioned** in the official program.

Includes **acknowledgement of the sponsor by the MC** during the sponsored workshops, **appearance of the company's logo** (or other inscription) on the webpage dedicated to those workshops and on the PowerPoint screens that appear before and after each presentation in every workshop under the specified theme.

Customized sponsorship packages are also available on request. Please contact us for further details.

SPONSORSHIP CONTRACT

I, the undersigned _____,
in the name of the following enterprise or organization _____, accept your offer of our sponsorship association with the event *Advancing Canada's Competitive Advantage*. Our involvement will be as follows:

Sponsorship Packages:

- Platinum Sponsor – \$10 000
- Gold Sponsor – \$7 500
- Silver Sponsor – \$5 000

À la carte Sponsorships:

- Coffee break area – \$2 500
- Lunch break area – \$2 500
- One (or more) type(s) of personalized article(s) to be distributed to the forum's participants – \$2 500 each

Please specify the article(s): _____

- One or more series of thematic presentations – \$2 500 each

Please specify the series: _____

Organization _____

Contact person _____

Signature _____ Date _____

Terms of payment: In order to best satisfy your needs relating to this sponsorship, please send us this form as soon as possible, accompanied with a cheque dated no longer than September 1st, 2009. This cheque should be made out to HEC Montréal to the total amount due calculated in function of the above choices and information. This must be sent to the address below, to the attention of Mr. Philippe de Mestral.

Your collaboration is of great value to this event and to business research in Canada. We thank you for your involvement. Please accept my warmest regards. Sincerely,

Jean-Marie Toulouse, Ph. D.
Forum Director

ADVANCING CANADA'S COMPETITIVE ADVANTAGE

A national forum on management

HEC Montréal 3000, Côte-Sainte-Catherine Road, Montreal (Quebec) H3T 2A7

Tel: 514 340-7147 || Fax: 514 340-7275 || forum2009@hec.ca || <http://expertise.hec.ca/forum2009>