

QCBT



2016 SPONSORSHIP PACKAGE

QUEEN'S CONFERENCE ON BUSINESS & TECHNOLOGY

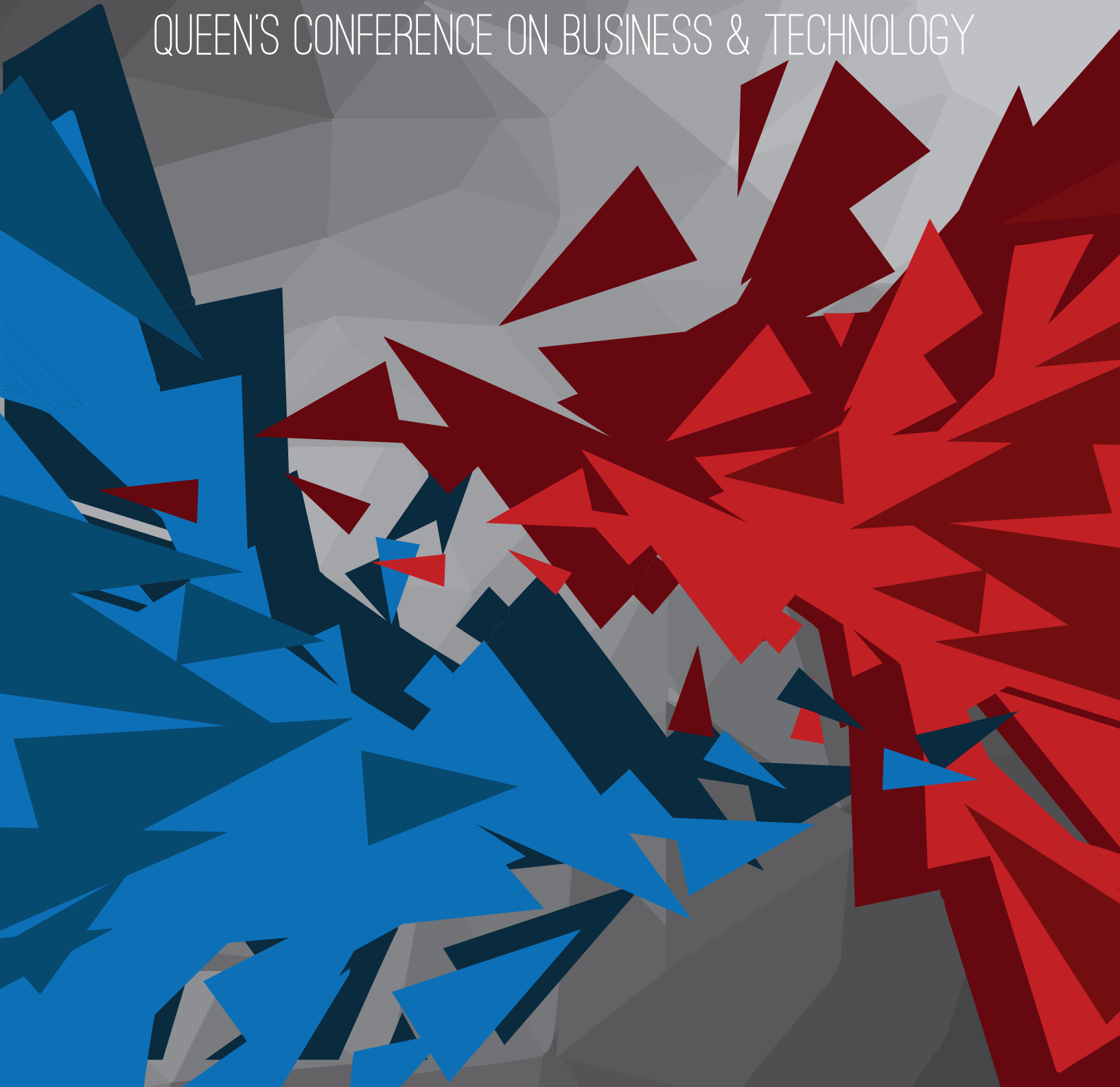




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GETTING STARTED

We are delighted to invite you to the second annual Queen's Conference on Business and Technology. QCBT is a student-run conference that focuses on connecting students who have a passion for the rapidly growing business and technology sector. After a successful launch in 2015, we plan to build on the momentum and take QCBT to new heights.

Our conference aims to inform delegates about the current advancements in technology, and how they can become a part of community whose purpose is to improve the experience of tomorrow. When a diverse group of people with the same passion come together, it forms a collaborative and insightful atmosphere that fosters innovation. We plan to create an atmosphere that allows a community of individuals who have the drive and initiative to spark the next chapter of technology.

We recognize the vital role sponsors play in providing value to delegates, speakers, and the entirety of the conference. Everyone involved will have a unique role in shaping the conference and making it the incredible experience it will be. On behalf of the QCBT team, we thank you for taking the time to read this sponsorship package. We hope to see you at the conference!

Sincerely,

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EXECUTIVE ADDRESS

Dear Potential Sponsor,

As the Executive Director of the Queen's Innovation Connector, 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 and Technology (QCBT) is a 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
QUEEN'S INNOVATION CONNECTOR



A community that connects students and industry
together to learn and grow.

CREATE

SHAPE

The minds of future leaders with insight on the
latest developments in the technological world.

SHARE

Ideas and express passion to assist
individuals in achieving their goals.

ABOUT US &
THE BIZTECH
COMMUNITY



The Queen's Conference on Business and Technology (QCBT) is a student-run conference founded for the purpose of bridging the gap between business and technology to spark innovation. The conference aims to create an atmosphere for curious minds and experts to engage in conversation. We believe, passionately, in the power of collaboration — become a part of what will be a leading centre of innovation, the biztech community. Queen's University has established itself as a venue for top talent, attracting various individuals and groups from across Canada to connect with one another. QCBT aims to provide a weekend of inspiration, learning, and networking for students and industry professionals nationwide.



EDUCATE

Foster a compelling atmosphere for emerging innovators to learn about current technologies, future business planning, and all of the areas your company excels at. Showcase your company's innovation sector to top tier delegates.

CONNECT

QCBT aims to be above and beyond other conferences in regards to student-industry interaction. Come see students at Queen's and other universities first hand, build meaningful relations, and help create a path for success based on a common passion for business and technology.

WHY SPONSOR QCBT?

ESTABLISH

Present your company's goals and ambitions to a group of 150 sophisticated delegate minds. Build campus presence through QCBT at Queen's to connect with students in the future.

INSPIRE

Use your experiences and credibility as an established company to influence and educate the leaders of tomorrow. Connecting with various individuals with the passion to learn is one step further for the advancement of technology.



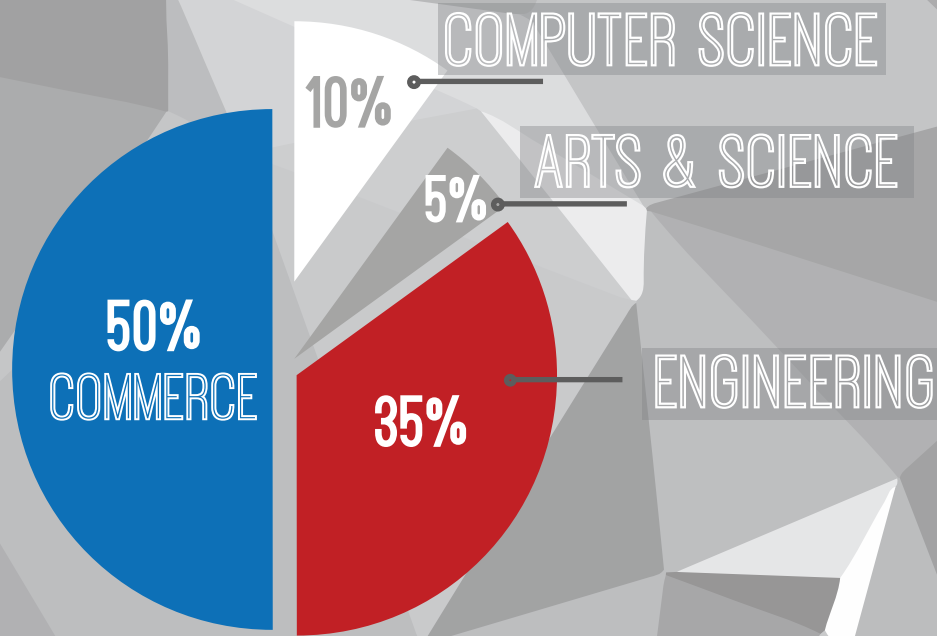
OUR DELEGATES

After a successful launch in 2015, QCBT wants to delve deeper to show delegates how they can become part of such an innovative community. This conference brings together a diverse group of individuals who dare to define a new status quo and are willing to take the initiative to make ideas come to life. In our fast-paced world, business and technology are at the forefront of advancement and exposure to these fields is important in sparking innovation.

Throughout the course of the conference, speakers and sponsors will be able to educate delegates and provide them with valuable industry insight. Showcase events will provide delegates with an inside look on the latest developments in technology. Workshops and a unique case competition will allow delegates to practice their passion in a bright and lively environment. With the help of sponsorship and dedicated speakers, QCBT aims to bring together people with a desire to change the world.

Hosted at one of Canada's premier universities, QCBT attracts the brightest and most driven delegates from across the nation. Through a unique approach used to select our delegates, we ensure that the conference encompasses the best and brightest individuals in Commerce, Engineering, Computer Science, Arts, and Science. These self-motivated delegates are ready to take the next step towards technological advancement, and are yearning to reach out the leadership gurus and tech titans who can provide insight on the always-changing industry.

4 FACULTIES



15% EXTERNAL DELEGATES

10 DIFFERENT SCHOOLS



UNIVERSITY OF
WATERLOO



UNIVERSITY OF
TORONTO



Queen's
UNIVERSITY



LAURIER
Inspiring Lives.



UNIVERSITY OF
CALGARY



UNIVERSITY OF
TORONTO
SCARBOROUGH

YORK
UNIVERSITY



CONFERENCE ITINERARY*

*subject to changes

FRIDAY

Check-In

The Expo

Opening Address

Opening Keynote

Dinner

Super Seminar

Social

SATURDAY

Breakfast

Workshops

Speaker Series

Lunch

Case Competition

Dinner

Closing Keynote

Closing Ceremonies

Cocktail Reception

Social



CONFERENCE EVENTS

THE EXPO

An event unique to QCBT, companies will get to showcase themselves to other members of the conference. Here, you can demo your latest products and developments. Others will get a sneak preview of your company environment and culture.

CASE COMPETITION

Cutting-edge companies will have a chance to work alongside our bright delegates, as well as hear and judge their ideas.

WORKSHOPS

Teach delegates about the necessary skills to navigate the business and technology industry today.

SPEAKER SERIES

The main speaking event of the conference, where three amazing speakers from different industries will share their story. Set in a seminar-style lecture, speakers will share what has led to their success in the business and technology field.

DINNER GALA

Wind down and relax at the end of the conference. Network with other students and try a selection of craft beers on us. Reflect on the high points of the conference and get ready for the signature QCBT photobooth



SPONSORSHIP GUIDE

	<i>TITLE</i>	<i>GOLD</i>	<i>SILVER</i>	<i>BRONZE</i>
CONTRIBUTION	<i>\$8,000</i>	<i>\$5000</i>	<i>\$3000</i>	<i><\$1500</i>
TITLE SPONSOR RECOGNITION				
NAMING RIGHTS TO THE EXPO				
CONFERENCE OPENING OR CLOSING ADDRESS				
OPENING OR CLOSING DINNER				
CHOICE BETWEEN LUNCH OR COCKTAIL RECEPTION OR WORKSHOP				
EVENING SOCIAL				
CASE COMPETITION				
EXPO BOOTH				
PREFERRED DELEGATE SEATING				
ACCESS TO DELEGATE RESUME BOOK				
PROGRAM ADVERTISEMENT	FULL PAGE	FULL PAGE	HALF PAGE	LOGO
BANNER ADVERTISEMENT	XL	LARGE	MEDIUM	SMALL
COMPANY LOGO ON WEBSITE	XL	LARGE	MEDIUM	SMALL
IN-KIND DISTRIBUTION				



PREVIOUS SPONSORS

Our conference would not be possible without the support of our generous sponsors. The unique relationships that we have built ensure the benefit for both sponsors and delegates. We thank you for your previous contributions and support, and look forward to continuing the relationship.



Microsoft



Queen's INNOVATION CONNECTOR



Inforica

Technology Solutions



Inforica

Energy Solutions

Deloitte.



Phantom Glass



PROMO BANDS



tilt



MAVERICK DISTILLERY



CONTACT US

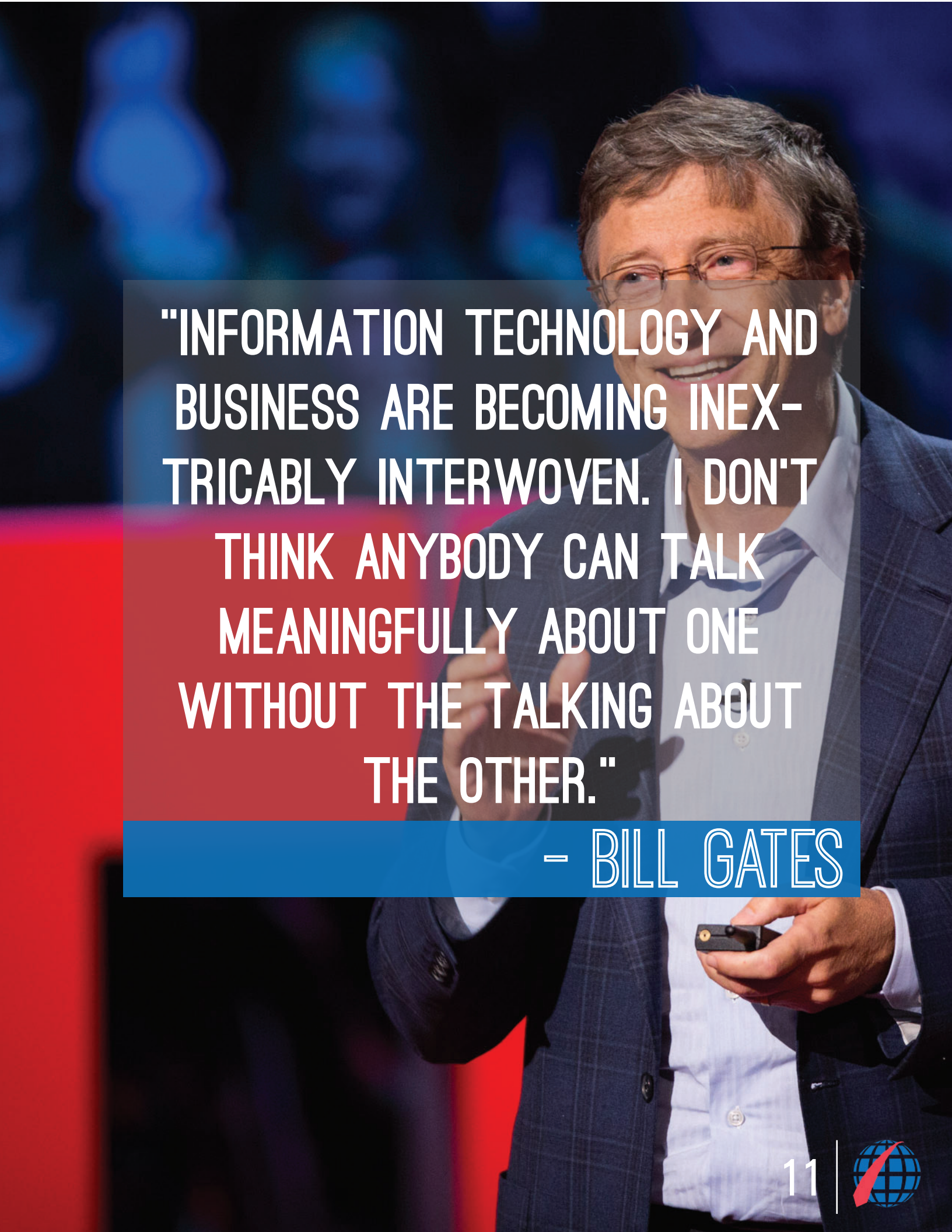
At QCBT, we are passionate about creating a community that fosters mutually beneficial relationships between our sponsors and delegates. Our commitment is to provide our sponsors with a unique experience and flourishing partnership that caters to the needs of your company. Therefore we would be delighted to have your organization on board with our mission and would love to work further with you. To learn more about a partnership with the Queen's Conference on Business and Technology and the unique sponsorship opportunities we provide, please contact one of our sponsorship representatives. We appreciate you taking the time to read through this package to learn about our vision as QCBT, we look forward to hearing from you soon.

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A photograph of Bill Gates speaking at a conference. He is wearing a blue plaid blazer over a light blue shirt and glasses. He is smiling and gesturing with his right hand. The background is blurred with blue and red lights.

**"INFORMATION TECHNOLOGY AND
BUSINESS ARE BECOMING INEX-
TRICABLY INTERWOVEN. I DON'T
THINK ANYBODY CAN TALK
MEANINGFULLY ABOUT ONE
WITHOUT THE TALKING ABOUT
THE OTHER."**

- BILL GATES

