

A vintage typewriter is shown in a dark, moody setting with a strong red color cast. A stylized, multi-colored logo, resembling a wing or a flame, is superimposed over the typewriter's carriage and paper support area. The logo has shades of grey, white, and red.

CUTC¹⁵

E V O L V E

sponsorship package



From the Co-Chairs

We would like to cordially invite your organization to participate in the 15th annual Canadian Undergraduate Technology Conference (CUTC).

at MaRS Discovery District from May 2 to May 3, 2015.

The CUTC connects undergraduate students from diverse skillsets and interests across Canada to discover how technology will impact their future careers.

The CUTC is Canada's largest and longest running undergraduate technology conference. In the past 14 years, we've reached 4500 students by partnering with hundreds of industry leaders and have given opportunities for companies to connect with fresh talent.

This year we hope to deliver three days of opportunities for sponsors and students to engage in keynote presentations from dynamic industry leaders, technology exhibitions to showcase latest products and activities, and case-challenges to tackle real life issues.

By partnering with our conference, together we can offer our delegates an experience like no other. Whether your organization's primary objective is to create, monitor, fix, or use technology, we will have an audience that fits your industry.

In our sponsorship package you will discover our desire to deliver the best value to your organization through a variety of sponsorship levels, helping you choose the one that fits your needs. Please do not hesitate to contact us if you have any questions regarding the contents of this package or about a partnership with the Canadian Undergraduate Technology Conference.

We thank you for your time and interest, and look forward to hearing back from you.

Carl Cao
Co-Chair
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Neha Sharma
Co-Chair
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The Canadian Undergraduate Technology Conference is the bridge between generations of technology creators, users, and leaders.

The CUTC continues to expose thousands of people to the fundamental innovations and problems in the technology industry and gives them the opportunity to learn from the pioneers at the forefront of it all. Our alumni come out of CUTC with the inspiration, tenacity, and knowledge that guide them for years to come. As the organization grows, the CUTC continues to evolve beyond just a conference, into a platform to connect talent and employers in a richer and more rewarding way.

The CUTC brings together incredible organizations, high quality speakers, and droves of determined, curious individuals. Unlike other professional events, the CUTC focuses on satiating this curiosity without drowning delegates in unnecessary formality. Every piece of the conference challenges delegates to stop talking and start doing. With our partners, we create large scale events that ask delegates to tackle hard technology problems head on. Our breakout sessions are intimate, focused discussions between industry leaders and inquisitive delegates. And finally, the Tech Expo is a chance for all to go hands on with tomorrow's technology and interact with sponsors.

Evolve /ē'vālv/

[verb] develop gradually, especially from a simple to a more complex form

Throughout time humans have adapted to their environment. From sticks and stones to steel and electricity, we have certainly come a long way from our Neanderthal relatives. At the turn of the decade, we have once again leaped into the future to allow technology to enhance our lives. This year CUTC aims to showcase how businesses are incorporating more technology into their daily operations, how technology has made our lives easier, and the potential of technology that has yet to be commercialized. Allow us to show you our technological evolution!

BY THE NUMBERS

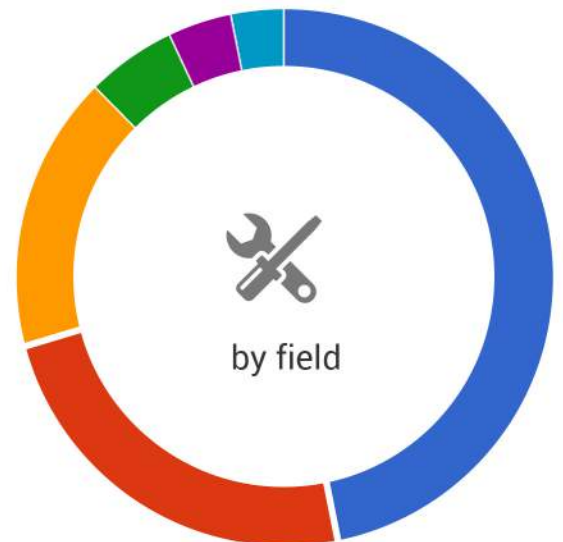
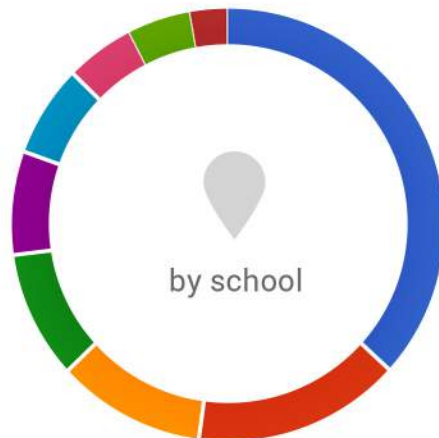
since 1999 | 15th annual conference

f 1,700+ t 1,000+

4,500+ students reached

200+ Past industry partners

500+ annual delegate attendance



| | |
|-------------------------------|----------------------------------|
| University of Waterloo 36.48% | Other 7.73% |
| University of Toronto 15.67% | Western University 6.87% |
| Queen's University 11.16% | McMaster University 5.15% |
| Ryerson University 9.44% | Wilfrid Laurier University 4.72% |
| | Professional Corporations 2.79% |

| | |
|--------------------|---------------|
| Engineering 46.62% | Science 5.41% |
| Business 24.32% | Math 3.83% |
| Software 16.67% | Other 3.15% |

Why CUTC

Our conference is all about showing delegates what's hot right now and where the future is headed. Our partners are more than just sponsors: They are crucial to our success. Our vision is to bring the latest advancements in technology to the floor for our delegates to discover. Partners have an opportunity to showcase their products and develop lasting branding impressions on a large audience. The CUTC is committed to providing for you a variety of ways to advertise your organization.

OPPORTUNITIES Custom Events Delegate Access Brand Promotion Event Passes

Custom Event: Creation of your custom event, Nationwide campus promotion for your custom event

Delegate Access: Network with over 500 tech enthusiasts, Access to Delegate Resume Database, Competition Winners Meet and Greet

Brand Promotion: Logos on Promotional Materials, Posts on CUTC Facebook and Twitter Feeds, Rotating advertisement on CUTC Website

Event Passes: Premium placement opportunities at the Tech Expo, Corporate Conference Passes, Opportunity for Speaker Positions on the Conference Panel



Sponsorship Tiers

The CUTC is excited to create unique partnership opportunities for our Sponsors. We are not limited to the rewards offered on the tiers depicted above. To discuss one of a kind advertising initiatives, or for more information on our different tiers of sponsorship, please contact a CUTC representative.

| | Diamond \$8,000 | Gold \$5,000 | Silver \$3,000 | Bronze \$500 |
|-----------------------------------|--|--|--|------------------------|
| Panel Spots | 2 | 1 | | |
| Blog Posts | X | X | | |
| Access to Delegate Resumes | X | X | X | |
| Event | Custom Case Study or Hackathon | Custom Workshop | Custom Event (CUTC Tour) | |
| Corporate Passes | 5 | 3 | 2 | 2 |
| Social Media Posts | Monthly | Monthly | Two | One |
| Swag Bags | X | X | X | X |
| Tech Expo (Tables) | 2 | 2 | 1 | 1 |
| Tech Expo (Placement) | Premium | Ideal | Ideal | Standard |
| Logo Advertising | Website + Conference Guide + Standup Banner + Volunteer Shirts | Website + Conference Guide + Standup Banner + Volunteer Shirts | Website + Conference Guide + Standup Banner + Volunteer Shirts | Website |

The Canadian Undergraduate Technology Conference Executive Team is proud to acknowledge the support of our past and present sponsors. The successful delivery of this conference would not have been possible without their involvement and support.

| | | | |
|---------------------------------|------------------------------------|-------------------------------|-------------------------------------|
| 17th Parallel Consulting | Critical Path | Leitch | RoyNat Inc. |
| 3DNA | Cyberplex | Linuxcare | Ryerson University |
| 3M | Dayforce HCM | M.I.T | Shell |
| 724 Solution | Defence Research and | MacDonald Dettwiler | Sheridan College |
| A Thinking Ape | Development Canada | Macromedia | Side Effects Software |
| Accenture | Deloitte | MagiTam Ltd | Siebel Systems |
| AdExact | DEM Society | Magna International | Singspiel |
| AGFA | Design Exchange | MappedIn | Sitrake |
| Agile Systems | Dexit | Mars Imager for Cloud and | Snap Media |
| Alcatel | Digital 4Sight | Aerosol | SocialSpark |
| Alias | Digital Domain | McCarthy Tetrault | Sony Music Canada |
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| Anchor Lamina | DYNAMATIK | McLuhan Global Research | Sybase iAnywhere Solutions |
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| Bank of Nova Scotia | Facebook | Microsoft | Thalmic Labs |
| Bedarra Research Labs | FirstVision | Mitel Networks | The Da Vinci Project |
| Bedford Consulting Group | Fog Creek Software | Mitra | The Electronic Commons |
| Big Viking Games | Freestyle Solve | Monetary Reform Magazine | The James Gang |
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| Blackberry | General Electric | National Institute of | Toronto Police Service |
| BNOTIONS | General Motors of Canada | Nanotechnology | Ubi Soft |
| Brightspark | Georgia Institute of Technology | National Instruments | United Way |
| Brock Solutions | Global Outlook Magazine | National Research Council of | University of Arizona |
| Business Objects | GrowLab | Canada | University of Calgary |
| Buybuddy.com | Handspring Canada | Nerdheaven Ltd | University of California, Berkeley |
| C.D. Howe Institution | Hanell Consulting Inc. | nID Solutions | University of Pittsburgh |
| Cacheflow | Harvard University | Nitido Inc. | University of South Florida |
| Canada Computers | Hermosol | Nortel Networks | University of Toronto |
| Canadastartups.com | Honeywell | Nspire | University of Waterloo |
| Canadian Institute of Health | Hootsuite | Nulogy | UofTDev |
| Research | HP Canada | Nulogy | Upverter |
| Canadian Lightsource | Human Chromo 7 Sequencing | Nvidia | UW Innovate |
| Canadian NanoBusiness Alliance | iBinary | Penyo Pal | Velocity |
| Canoe.ca | IBM | Planboard | VoiceGenie |
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| Centre for the Public Domain | and Ethics | PumpUp | Agency |
| Certicom | Institute for Global Ethics Canada | Quack.com | WiseUncle |
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| CH2M Hill Canada | Intellitactics | Queens University | XDL Ventures Ltd |
| CheckFree | International Road Dynamics | Quorum Funding Corp | Xerox |
| Cisco Systems | ITG | re:me | XJ Partners |
| CITO | Ivara | Reboot | York University |
| CMA | Ivyrook | RedHat | Zenon Environmental Inc. |
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| Cognos | Kennedy Management Partners | Reebie Inc. | |
| COM DEV | Kik Messenger | Report on Business Television | |
| Communitech | Kira Talent | Research In Motion | |
| Crimson Ventures | Knexa | Royal Bank of Canada | |

Past Speakers

The CUTC brings on board some of the most talented and accomplished speakers from the largest tech giants, prolific non-profits, rising startups, and top notch universities.



Alex Ohanian
Co-founder, Reddit



Mike Shaver
Founding Member
of the Mozilla Project



Chamath Palihapitiya
VP of User Growth,
Mobile and International,
Facebook



Mike Lazaridis
Founder, Blackberry



Steve Sinofsky,
President of Windows and
Windows Live, Microsoft



Werner Vogels,
VP, Amazon

Thank you

We've been running CUTC for over a decade, delivering a truly one of a kind conference each and every year.

Partnerships and monetary contributions are essential in creating an unforgettable experience. Join us, we can't wait to hear what you are up to.