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# MISA



# MISA

CORPORATE  
SPONSORSHIP  
OPPORTUNITIES

2014 - 2015

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# WHO ARE WE?

The Management Information Systems Association (MISA) is a student organization that belongs to the Faculty of Business Administration at Simon Fraser University, British Columbia. There is an elected student executive that is responsible for MISA and a membership list that ranges between three to four hundred depending on the semester.

MISA is one of the most active clubs on campus, with a strong emphasis on not only professional development but also on having fun.

MISA works most within the SFU Business Administration student body. We have been responsible for many successful campus events in the past and we're always thinking of new ideas.



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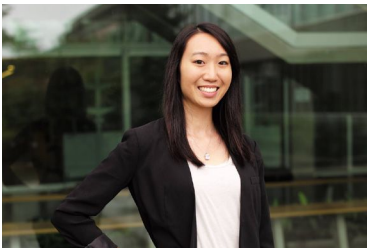
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Over the years, the Management Information Systems Association (MISA) has been actively involved as a guiding force for business students enrolled in Simon Fraser University's Faculty of Business Administration.

Our organization consists of dedicated executives and active members who recognize the importance of providing students with opportunities to learn more about the information technology industry and to participate in networking and social activities with the local industry.

With over 400 members, MISA is continuously growing and coming up with new, innovative ideas for events.

By working together with industry firms like yours to provide students with high-caliber events, MISA also provides you with an exclusive look at the future leaders of tomorrow's technology management industry – your future employees. To accomplish this, MISA has paved the way with our signature networking event of the year – MISA Mixer.

We intend to continue providing our MIS students with opportunities to open new doors to the future, while developing closer ties between SFU and the local IT industry. Our commitment and dedication is reflected by our continued success and we look forward to sharing that success with you.

# SCHEDULE OF EVENTS

## Summer 2014

### MAY

- Executive Team Retreat
- Student Leadership Retreat
- Student Awards Gala

### JUNE

- Traction on Demand Tour

### JULY

- Visual Analytics Workshop

## Fall 2014

### SEPT

- Frosh
- Clubs Day
- Spark Icebreaker
- MIS Workshop

### OCT

- The Pitch Competition
- HTML/Database Workshop

### NOV

- MISA Mixer
- Social Event/Fundraiser

## Spring 2015

### JAN

- Clubs Day
- Spark Icebreaker
- Project Management Workshop

### FEB

- Social Event
- Careers in MIS Panel

### MAR

- CATT Tutorial
- Company Tour



# SIGNATURE EVENTS



## The MISA Mixer

The MISA Mixer brings forth an opportunity for undergraduate MIS students and industry professionals to mingle and build relationships.

This event will focus on featuring representatives from several companies, creating a more personal networking experience. During this casual evening, current students will be given the opportunity to gain multiple perspectives from different sources regarding the movement of the IT industry.

As well, prospective management information systems concentrators will learn how to prepare for the transition from university to the workforce through the interaction with younger, recently graduated industry professionals. MISA Mixer promises a lively, fun atmosphere!



## Careers in MIS

Careers in MIS was built to allow students to delve into the field of MIS and discover the different kinds of opportunities available after graduation.

This event brings various industry representatives to give seminars and to interact with the students – providing students with the opportunity to truly experience the various positions, responsibilities and opportunities available in each firm.

The casual setting will give students a chance to get the inside scoop as to what the starting positions will be like and what will follow. Careers in MIS inform students on what kind of careers they can expect with an education in MIS.



## Career Applicable Technology Training

Whether you're in the classroom or the workplace, computers and software applications are a fact of life.

The courses students take at SFU often require them to use these office applications. However, to get an edge and learn the intricacies of each program, MISA is proud to host these CATT workshops where either student or sponsored instructors well versed in these applications provide quality instruction to students who are looking to get that extra edge.

Currently, CATT provides training in the following areas, while always looking to expand its borders: Python, Android Application, Adobe Creative Suite, Access, Excel, HTML/CSS, PHP, PowerPoint, Visio, and Word.

# SPONSORSHIP PACKAGES

\$800

ANNUAL SPONSORSHIP

We believe in maximizing the benefits available for your firm, and as our annual sponsor you will receive benefits from the exposure provided at our events, the network that our association has built within our academic community as well as greater promotion of your firm on campus.

\$200 OR \$300

EVENT SPONSORSHIP

We recognize that you may prefer to sponsor our organization on a per-event basis, and so we are pleased to provide to you the option of event sponsorship. With event sponsorship, you may pick and choose which events you would like to support:

CAREERS IN MIS

4

add. admission tickets to event

+

1

Keynote Speaker

+

Onsite promotional banner and materials

+

Named recognition as annual sponsor

CAREERS IN MIS \$200

2

add. admission tickets to event

+

1

Keynote Speaker

+

Onsite promotional banner and materials

+

Recognition as Careers in MIS sponsor

MISA MIXER

4

add. admission tickets to event

+

1

Keynote Speaker

+

Onsite promotional banner and materials

+

Named recognition as annual sponsor

+

Tickets to event for all company alumni

MISA MIXER \$300

3

add. admission tickets to event

+

1

Keynote Speaker

+

Onsite promotional booth, banner, and materials

+

Recognition as MISA Mixer sponsor

PROMO BENEFITS

*\*for annual sponsor*

Company logos, firm description, and direct link to your firm's website on MISA homepage

+

Featured tour of your firm, as an opportunity to recruit students (optional)

+

Named recognition as our annual sponsor at all our signature events

+

Company logos on mainly the SFU Burnaby campus MISA bulletin board spaces

+

Company logos on our pamphlets for each semester's Club Days and annual SFU Open House

+

Company swags to MISA members as well as SFU Business Students (optional)

MISA MIXER

The MISA Mixer brings together students and industry professionals from a limited number of companies. This event promises to be a fun-filled evening, and is a great opportunity for firms to showcase and connect with undergraduate MIS students.

CAREERS IN MIS

This is your opportunity to show how your company values students with management information systems backgrounds, and how it helps your employees on their career paths through your firm.





# EXECUTIVE TEAM

MISA's Executive Team consists of a group of motivated, dedicated, and award-winning individuals elected by our members. We are committed to achieving the goals of MISA, to the continuing improvement of the education that SFU Business students receive and the delivery of nothing but perfection in our events and programs. We are constantly on the lookout for new opportunities to build relationships with the local IT community, and are always coming up with new, innovative ways to work together. We look forward to working with you throughout the coming year!

## CONTACT US

The MISA executive team would be more than happy to work with you to create a package that best suits your company's needs. For a complete sponsorship arrangement, please contact:



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# MISA

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