

TechKnowFile 2014 Sponsorship Package

TechKnowFile is an annual internal conference, which showcases many of the projects and initiatives, which are being undertaken by the IT community at the University of Toronto. This event has been held annually since the year 2000 and attracts more than 500 staff from all across the university, many are IT professionals but there are many others who use the technology provided by the university.

This year's theme is "SECURITY & INNOVATION"

This year, we are pleased to welcome Mr. Brad Wheeler, Vice-President of IT and CIO, Indiana University, as the **Keynote Speaker**. Over the past decade, Wheeler has co-founded and led over \$70M of pooled university investments in open source software communities for Sakai and Quali; co-founded the HathiTrust and Digital Preservation Network; and led IU's new model for digital textbooks. In 2012 he was named one of The Chronicle of Higher Education's "12 Tech Innovators Who Are Transforming Campuses" and one of Government Technology's "Top 25 Doers, Dreamers, and Drivers in Public Sector Innovation".

Brad Wheelers keynote address will focus on the shift of higher education to more of a private than a public good and the rapidly increasing digitization of education and research, which favors scale.

To complement the Keynote Speaker's address, we invite all attendees and presenters to think about the important connection between security and rapid innovation required to keep up with the growing technology trends in higher education.

In what will be the 13th edition of TKF, 2014 is shaping up to be an exciting conference for the University of Toronto's IT community. The TKF Organizing Committee would like to partner with like-minded organizations in the private sector to enhance this professional conference full of exciting keynote speakers and innovative events.

We'd like to thank you for your ongoing support of our events. It is through these partnerships that we are able to work together to meet the ever-increasing demands for IT within the higher education sector. Your extraordinary support has a direct impact on our ability to bring together so many decision makers and shape our future through active collaboration.

To that end, we hope you consider renewing your partnership with TKF. We are grateful for your consideration of this partnership opportunity, which enhances and further builds on the strong relationship we've established with you.

We invite you to review the various sponsorship opportunities available listed on the second page. If you have any questions or if you would like to become a valued sponsor of TKF 2014, please contact the TKF Organizing Committee at its@utoronto.ca or go to <http://tkf.utoronto.ca>.

Dates: Wednesday, May 7th and Thursday, May 8th, 2014

Attendees: 500+ attendees, including the CIO, IT decision-makers, subject experts and professionals from University of Toronto.

Schedule: 2 days of seminars, including keynote speakers, 2 breakfasts, 2 lunches and a networking reception

Sponsorship Levels

There are two sponsorship packages available:
TechKnowFile VIP Partner and **TechKnowFile Partner**

The following information provides a breakdown of the sponsorship packages and the marketing opportunities and commitments involved.

Benefits of Sponsorship:	VIP Partner \$3,500 or more	Partner \$3,000 or less
Host a break-out session in our program sponsor track	x	
Be aligned with one of our keynote speakers or dinner events	x	
Be aligned with one of breakfast or lunch events	x	
TKF will pay for X sponsor representatives to attend all TKF seminars and social events	4	2
Socialize with conference attendees	x	x
Host a sponsor table in the main conference area during lunch break	x	x
Recognition of Sponsorship	O/C, K/N, B/L, R	C, R
Vendor link & bio on the TKF website	x	x
May provide promotional materials to be distributed to all attendees from the registration desk	x	x
Option to book an additional 1-hour exclusive feature presentation during the 2014/2015 calendar year sponsored by TKF for IT staff at UofT	x	

O/C: Opening/Closing session, **K/N:** Keynote or Networking Reception event, **B/L:** Breakfast or Lunch event, **R:** Refreshment Break

Sponsorship Levels Summary and Deadlines:

TechKnowFile VIP Partner: \$3,500 and up

VIP Partner Sponsorship will be offered to companies that are major stakeholders in the higher education environment. We request that the VIP Partner Sponsorship fee of \$3,500 or more be paid by May 1st, 2014.

TechKnowFile Partner: \$3,000 or less

TechKnowFile Partner Sponsorship will be offered to companies that would like to break into the higher education market and get further insight into the landscape of higher education IT. We request that the Partner Sponsorship contribution of \$3,000 or less be paid by May 1st, 2014.