

QCBT | 2017



Queen's Conference on Business and Technology

2017 Sponsorship Package

January 20-22

TABLE OF CONTENTS

1 | Getting Started

2 | Executive Address

3 | About Us

4 | Why Sponsor QCBT

5 | Our Delegates

6-7 | Conference Itinerary

8 | Year-round and Conference Events

9 | Sponsorship Guide

10 | Contact Us



GETTING STARTED

We are delighted to invite you to the Queen's Conference on Business and Technology for its third year, after a very successful inaugural launch. QCBT is a conference that aims on connecting students from the faculties of Commerce, Computer Science, Engineering and Arts & Science to revolutionize the rapidly growing business and technology sector. After successfully hosting over 260 delegates over the last two years, we plan to build on the momentum and take QCBT to new heights.

Our conference aims to inform delegates on the current advancements in technology and how they can become a part of a community whose purpose is to learn how to improve the experience of tomorrow. A diverse range of students, sponsors, speakers, and other partners will come together to spark innovation in this space. Simply put, the conference aims to create a community of individuals who have the drive and initiative to drive the next chapter of innovation.

Approaching our third year in operation, we recognize the vital role sponsors play providing value to delegates, speakers and the entirety of the conference. In addition, the conference and our delegates offer exceptional opportunities for potential partners. 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 QCBT 2017!

Sincerely,

Nichola Trinh
Co-Chair
Sci '17



Jason Xu
Co-Chair
Comm '17



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 Technology (QCBT) is a new 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



BUILD

a community with the top talent from companies, organizations, and universities to learn and grow.

GROW

a passion and interest for partners and delegates, to prepare individuals to achieve their goals.

ABOUT US & THE BIZTECH COMMUNITY

INSPIRE

the minds of future leaders with knowledge of the latest discoveries in the technological world and how to take them to new heights.

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 achieve new successes and advance in this booming sector. The conference builds a community for curious minds and experts to engage in conversation because QCBT believes passionately in the power of collaboration. Become a part of what will be a leading centre of technological innovation - the biztech community.

This year the conference will occur in late January 2017 in the heart of downtown Kingston, ON



WHY SPONSOR QCBT? SHOWCASING YOUR FIRM

GROWING CAMPUS PRESENCE FOR RECRUITMENT

QCBT aims to go above and beyond other conferences in regards to student-industry interaction. Present your company's goals and ambitions to a group of 150 talented minds from Queen's and other prestigious universities. We will ensure that your firm is featured as much as possible through the expo, promotional material throughout the year, banners at the conference, and plenty of opportunities for company representatives to speak to delegates.

EDUCATE EMERGING INNOVATORS

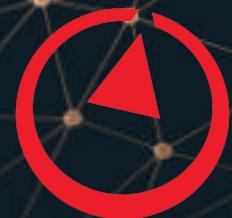
Become a leader in fostering an enriching atmosphere for emerging innovators to learn about current technologies, future business planning, and all the areas your company excels at. Showcase your company's talent and innovation sector.

PREVIOUS SPONSORS:



accenture >

Deloitte.



BAIN & COMPANY



LoyaltyOne



WHY SPONSOR QCBT

CALIBRE OF OUR DELEGATES

DIVERSITY IN BACKGROUND

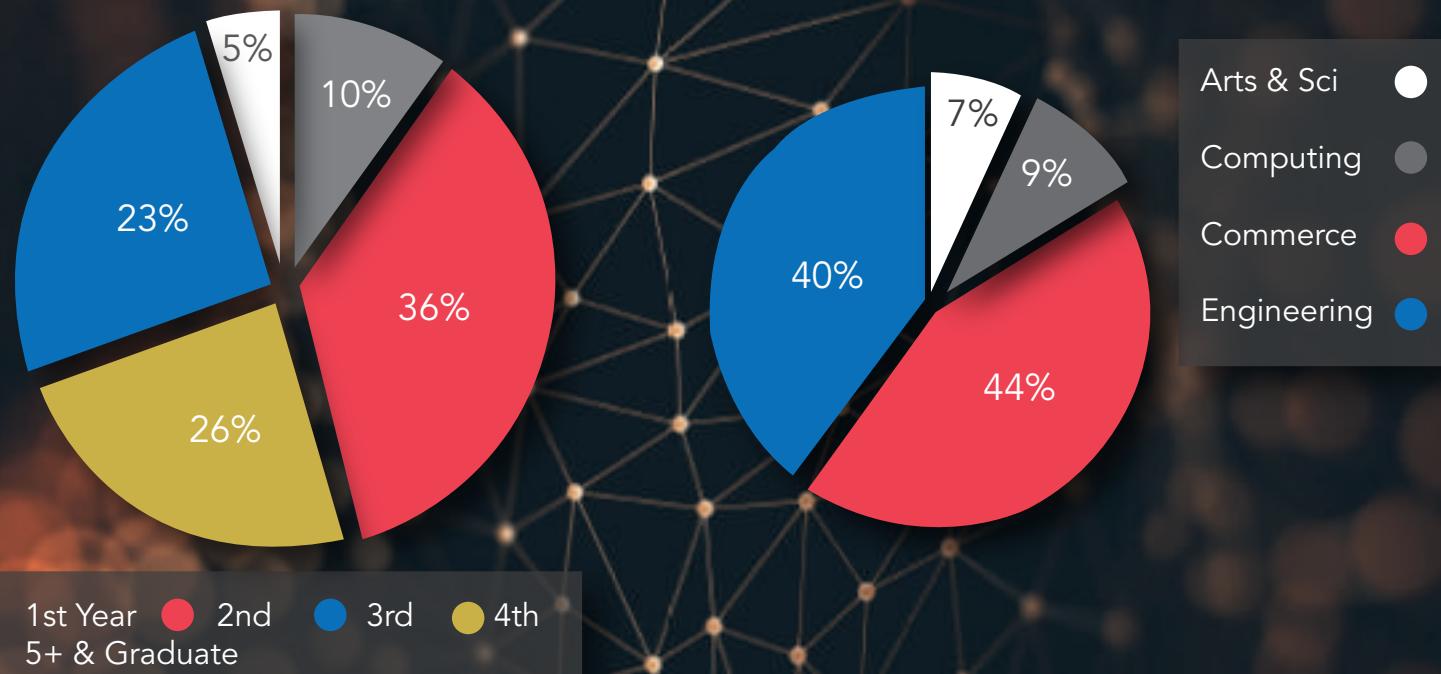
This conference brings together a diverse group of individuals who dare to define a new status quo and are willing to take the initiative to bring forward-thinking ideas into fruition. Our delegates come from prestigious universities across Canada and they are at the top of their programs in Commerce, Engineering, Computer Science, and Arts and Science.

SCREENING PROCESS

Hosted at one of Canada's premier universities, QCBT attracts the brightest and most driven individuals across the nation. To select our delegates, we implement an intensive screening process which involves an extensive application in which the student has to portray their passion for business and technology, skills, and unique thought process. Last year, we received more than 350 applications from 10 different universities.

ACTIVE JOB SEEKERS

54% of our delegates are either post-graduates or in their third or fourth year. They are actively looking for jobs they can pursue after they graduate in the technology sector.



CONFERENCE

FRIDAY

JANUARY 20

3:00 - 5:30	HOTEL CHECK-IN & NETWORKING
6:00	DINNER
7:00	KEYNOTE SPEAKER
8:00	SEMINAR SPEAKERS
10:00	SOCIAL

SATURDAY

JANUARY 21

8:00	BREAKFAST
9:00	WORKSHOPS
10:30 - 11:00	LUNCH & TRAVEL TO GOODES
11:00 - 11:30	MINI-CASE INTRO
11:30 - 1:30	MINI CASE
1:30 - 2:30	TRAVEL TO HOTEL
2:30 - 4:30	EXPO
5:00 - 6:00	STARTUP PANEL
6:30	DINNER



ITINERARY

SATURDAY CONT.

7:30 KEYNOTE SPEAKER

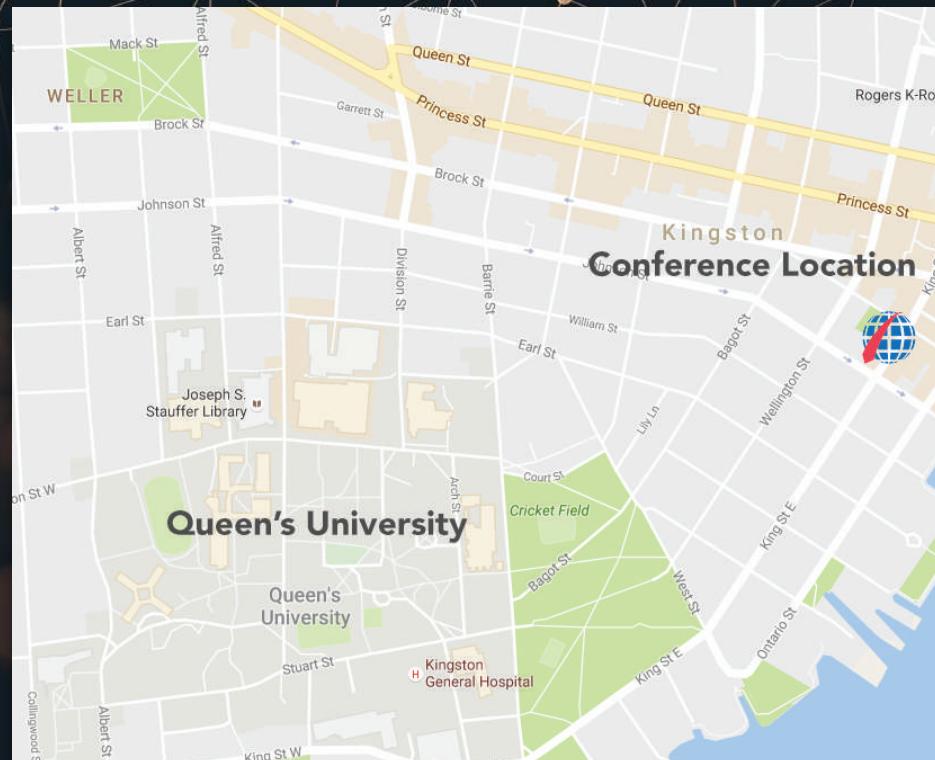
8:30 AWARDS & CASE WINNERS

10:00 SOCIAL

SUNDAY

JANUARY 22

9:00 BREAKFAST & CHECK-OUT



CONFERENCE EVENTS

NETWORKING RECEPTION & WORKSHOPS

Companies will be able to showcase the company's unique values and recruit top talent in the process

CASE COMPETITION

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

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.

BREAKFAST OR LUNCH

Help wake up delegates with a hearty breakfast on Friday or Saturday, and get to know them over a good cup of joe. Or reach out to delegates once they're past the morning grogginess with a sponsored lunch and networking!

DINNER GALA

Wrap up the conference in a formal dinner setting. Acknowledge the high points of the conference, along with the success of the outstanding members.



SPONSORSHIP GUIDE

	TITLE	GOLD	SILVER	BRONZE	FEATURED
CONTRIBUTION	\$7,000	\$5,000	\$2,500	<\$1,500	<\$1,000
<i>TITLE SPONSOR RECOGNITION</i>					
<i>NAMING RIGHTS TO THE EXPO</i>					
<i>EXPO BOOTH</i>					
<i>CASE COMPETITION</i>					
<i>CONFERENCE OPENING OR CLOSING ADDRESS</i>					
<i>OPENING OR CLOSING DINNER</i>					
<i>CHOICE BETWEEN LUNCH OR NETWORKING RECEPTION OR WORKSHOP</i>					
<i>CHOICE BETWEEN EVENING SOCIAL OR BREAKFAST</i>					
<i>PREFERRED DELEGATE SEATING</i>					
<i>ACCESS TO DELEGATE RESUME BOOK</i>					
<i>PROGRAM ADVERTISEMENT</i>	CENTERFOLD	FULL PAGE	1/2 PAGE	LOGO	LOGO
<i>BANNER ADVERTISEMENT</i>	XL	LARGE	MEDIUM	SMALL	SMALL
<i>COMPANY LOGO ON WEBSITE</i>	XL	LARGE	MEDIUM	SMALL	SMALL
<i>IN-KIND DISTRIBUTION</i>					

INCLUDED BENEFITS



CONTACT US

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 coordinators. We appreciate you taking the time to read through this package to learn and learning about our vision as QCBT, we look forward to hearing from you soon.

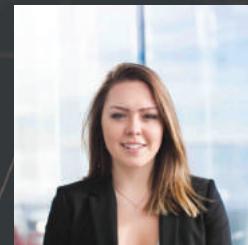


Jenny Kim
Sponsorship
Director
(343) 363-2514
jenny.kim@qcbt.ca



Daniel Kao
Sponsorship
Coordinator
(613) 929-7137
daniel.kao@qcbt.ca

Katherine Krische
Sponsorship
Coordinator
(613) 985-8844
katie.krische@qcbt.ca



Anna Zhdanova
Sponsorship
Coordinator
(647) 839-0905
anna.zhdanova@qcbt.ca

