

QCBT


2018 SPONSORSHIP PACKAGE





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Getting Started

We are very delighted to invite you to the Queen's Conference on Business & Technology (QCBT), now in its fourth year running. Year after year, we have continued to attract a wide range of delegates from the faculties of Commerce, Engineering, Computer Science and Arts & Science. Last year, we successfully hosted over 130 delegates both from Queen's University, as well as 12 other prestigious institutions across Canada.

Our conference aims to educate, encourage collaboration, and expose students to the current major trends and advancements within the technology industry.

We offer many partnership opportunities and ways to get involved, and moving into our fourth year, we aim to focus on and continuously improve upon the value and recruitment opportunities that we offer to our partners.

We recognize the vital role sponsors play in the planning of our conference, and we will continuously work to ensure that we are offering a mutually value-adding partnership with each of our sponsors. On behalf of the QCBT 2018 executive team, we would like to thank you for taking the time to review our sponsorship package. Please do not hesitate to reach out to us if you have any questions regarding any of our partnership opportunities.

Sincerely,



Harjaap Singh Makkar and Linda Zhang

Queen's Conference on Business and Technology 2018 Co-Chairs



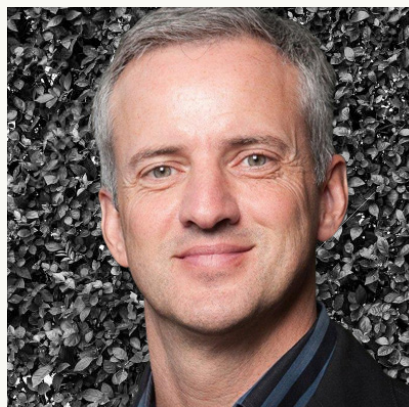
Executive Address

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

About Us & The BizTech Community

Build...

a community comprised of top talent from universities, organizations, and companies to foster learning and continuous growth.



Develop...

our delegates' ties with our partner companies to help foster long-lasting professional relationships.

Inspire...

the minds of future leaders with the knowledge of the latest breakthroughs in the technological world and how they are transforming the future of business.

The Queen's Conference on Business and Technology (QCBT) is a student-run conference, founded with the purpose of bridging the gap between business and technology to create new opportunities and promote existing ones within this field. The conference builds a community for curious minds and experts to engage in conversation through QCBT's passionate belief in collaboration. Help Build communities, Develop ties and Inspire the minds of future leaders by enabling them to become a part of what is increasingly becoming the predominant centre of technological innovation

- The BizTech Community

This year the conference will take place in early February 2018 in the heart of downtown Kingston, ON

Why Sponsor QCBT?

QCBT is a conference now in its fourth edition, and over the years we have helped develop awareness for a flourishing BizTech community.

Not only do we want your support in helping us distinguish our conference, but we would also like present you with the unique opportunity to exhibit your company to some of the brightest tech-minded leaders of tomorrow.

GROWING CAMPUS PRESENCE FOR RECRUITMENT

Year after year, QCBT has gone above and beyond to take student-industry interaction to new heights. We provide the opportunity for you to present your company's culture, goals and sought-after vacancies in your team to a group of 130 students carefully picked from an applicant pool nearly three times larger.

This year, we are offering the added benefit of coffee chats, as well as preferred seating during meal times with the delegates of your choice. As a sponsor, these interactions offer you exclusive face-time with students that you can see as the best fits with your firm. Furthermore, your firm is featured at all events of your choosing, highlighted in promotional material throughout the year, and - most importantly - offer plenty of opportunities for your company representatives to interact with the delegates.

EDUCATE EMERGING INNOVATORS

Become a leader in fostering an enriching atmosphere for emerging innovators. Showcase your company's talent and innovation by shedding light on its current technologies, future business planning and enabling the delegates to see themselves contributing to all that your organization excels at.



Our Past Sponsors :



In my travels, I have had the opportunity to meet many decision makers and stakeholders of projects both big and small. I have had the opportunity to collaborate with design and engineering teams and build out next generation solutions and outcomes. All my encounters have been both meaningful and fruitful. But in all the talks and one on ones, I place the evening I spent with the QCBT Team as one of the most memorable and rewarding. The energy, interest and thought provoking questions separated this event from others. The unique combination of delegates representing engineering, commerce and the arts was both unique and strategically differentiating. The group that I met will go far and create new businesses, solutions and business outcomes. Thank you for the opportunity of being part of a terrific conference.

Bill MacGowan, CISCO



Calibre Of Our Delegates

DIVERSITY IN BACKGROUND

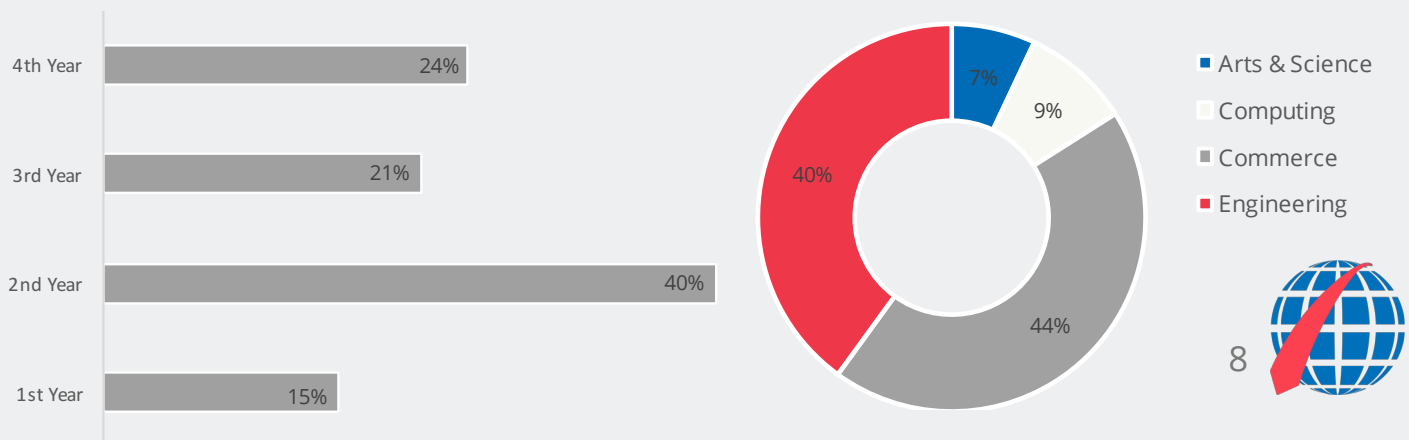
After a careful selection process, this conference open its doors to a group of bright, energetic individuals who exhibit an eagerness to proactively take the initiative to bring forward-thinking ideas into fruition. Our delegates come from prestigious institutions across Canada and are consistently at the top of their programs in Business, Engineering, Computer Science, as well as Arts and Sciences.

SCREENING PROCESS

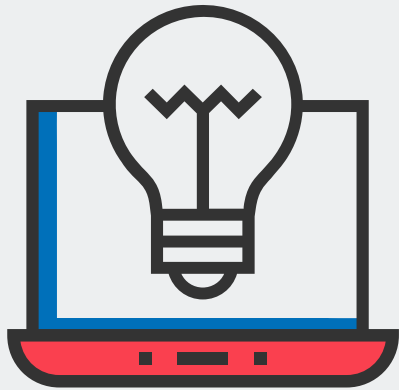
Established in 1841, Queen's University is one of Canada's leading research-intensive universities and the host for the 2018 conference. To ensure that only the delegates that exhibit the highest levels of intellect, passion and experience are offered a spot at the conference, we implement a screening process which involves an extensive application in which students must portray their skills, unique thought process, and passion for business and technology. The applications are then cross-screened by members of the QCBT committee before acceptance offers are extended. In the previous year, QCBT received more than 350 applications from 13 different universities.

ACTIVE JOB SEEKERS

Historically, we have seen a varied mix of different faculties and years in our delegate base. A majority of the delegates use the conference as a platform to explore exciting career opportunities with sponsors like yourself. QCBT has consistently been successful in its endeavour of opening up opportunities for our delegates, and allowing our sponsors to fill vacancies in their teams with top talent - all with relative ease. Year after year, we have found a growing trend of sponsors successfully securing multiple interviews with delegates over the conference weekend.



Conference Events

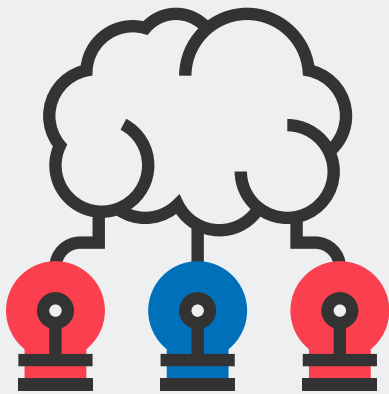


Case Challenge

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

The case is completely open-ended and will be presented to all of our delegates. Companies can use this as an opportunity to solve an ongoing inefficiency within their operations, seek creative solutions to a prominent problem within tech, or simply test our delegates' wit! This is the perfect chance for the case competitors to learn about your company's strategic imperatives, while enabling you to handpick the delegates who you would love to engage as your organization's full-time problem solvers.

For this case, we are looking for a company who is innovating through technology within their respective space, and hopes to connect with talented youths to further grow and expand their presence within the community. Company representatives are invited to attend as conference guests and case judges to directly interact with our delegates.



Workshops

The ideal space for you to showcase the most interesting projects your team has been working on, while recruiting top talent in the process. Our workshops are interactive seminars in which the presenters are invited to be creative with their content. In the past, companies have taken this opportunity to teach the fundamentals of machine learning, design thinking, rapid prototyping, etc. that have furthered QCBT delegates' interest for the tech space, while educating them on the values of your company. If you would rather keep the workshop non-technical, seminars that have encouraged engaging brainstorming sessions have also earned rave reviews from delegates in the past.





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. Each sponsor will be allocated a booth during our expo time, for which the representatives and recruiters are free to bring any promotional materials or product demos for your company. The expo allows you to not only showcase your organization, but also to network and learn more about the delegates who are eager to get involved with your team.



Breakfast/Lunch/Dinner

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 or dinner! At these events, you will be provided the opportunity to address the delegates directly and get to share your company's culture, values, and/or top vacancies. This is a prime opportunity for recruiting efforts and to get our delegate pool excited about your company.



Conference Events

Cocktail Networking Reception

Our cocktail reception sponsors are offered the opportunity to send firm representatives to engage and speak with our exceptional delegate pool in an intimate setting. Before the networking is kicked off, your team will have the exclusive spotlight to introduce your representatives and showcase your company, culture, and recruitment opportunities through a presentation to delegates.



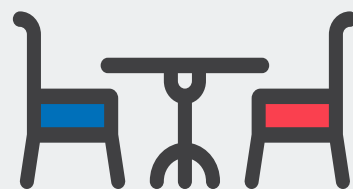
Dinner Gala

Wrap up the conference in a formal dinner setting. This is one of the high points of the conference, where prizes and closing keynotes are presented. Your company will be featured as the gala sponsor of the evening, and company representatives are invited to attend.



Preferential Seating

By offering early access to our delegate resume book, you will have the opportunity to choose which delegates you would like your representatives to be seated next to. By opening up the space for spontaneous one-on-one conversations with the delegates of your choice, our goal is to allow you to get to know your targeted delegates better, in a comfortable and laid-back setting.



Coffee Chats

With access to our delegate resume book, we are excited to offer select sponsors the opportunity to choose a select group of delegates for individual coffee chats. These coffee chats will be scheduled over the period of the conference during breaks between conference events.



*Please note: special requests to customize and tailor sponsorship preferences may be taken into consideration. If the decision is to sponsor a combination of events, a discount may be provided for the sponsoring party.

Sponsorship Guide

All event sponsors will be provided access to our Delegate Resume Book, and the opportunity to distribute company goods in delegate bags.

Title Sponsor [\$6,000]

- Includes naming rights to the Expo, an Expo Booth for networking opportunities, and one of the Evening Socials
- Includes an Executive Keynote for your organization's leadership to address delegates
- 8 coffee chat slots with delegates of choice
- Preferential dinner seating with delegates of choice
- X-Large sized logo prominently featured on all conference materials, promotions, social media and website

Case Sponsor [\$4,000]

- An open ended opportunity to present a unique business case to groups of students comprised of a mix of business, engineering, and computer science backgrounds
- 4 coffee chat slots with delegates of choice
- Large sized logo prominently displayed on all conference materials, promotions, and website

Dinner Sponsor [\$2,500]

- Deliver a presentation on your firm, its culture and recruiting opportunities
- Preferential dinner seating with delegates of choice
- Large sized logo prominently displayed on all conference materials, promotions, and website

Cocktail reception [\$2,250]

- Present firm representatives and address recruitment opportunities
- Opportunity to network directly with our exceptional delegate base
- 4 coffee chat slots with delegates of choice
- Includes an Expo Booth for networking opportunities
- Large sized logo prominently displayed on all conference materials, promotions, and website

Sponsorship Guide



Conference Opening [\$2000]

- Deliver opening address to all delegates on the first day of the conference and opportunity to network with delegates
- Large sized logo prominently displayed on all conference materials, promotions, and website

Breakfast and Lunch Sponsor [\$2,000]

- Opportunity to present firm representatives and address recruitment opportunities
- Invitation to breakfast/lunch on given day
- Medium sized logo displayed on all conference materials, promotions, and website

Workshop Sponsor [\$2,000]

- An opportunity to get creative and showcase an interactive presentation. Geared towards demonstrating advancements being made by your organization and furthering QCBT delegates' knowledge of the business and tech space
- Includes an Expo Booth for networking opportunities
- Medium sized logo displayed on all conference materials, promotions, and website

Evening Social [\$1,350]

- Naming rights to an evening social
- Medium sized logo displayed on all conference materials, promotions, and website

Sponsorship Guide

Expo Booth [\$1,000]

- Opportunity to display your company brand & gadgets while networking with our diverse, and interdisciplinary pool of delegates
- Medium sized logo displayed on all conference materials, promotions, and website

In-Kind Sponsorship

- Donation of samples, gift cards, products, or branded delegate bags in order to spike brand interest, build exposure, or test your products
- Typically ~150 units are required to distribute across all bags
- Delegate bag sponsors are eligible for a quarter-page ad in our conference manual

Additional Options Include:

Option 1 : \$650	Option 2: \$650
<ul style="list-style-type: none">- Coffee chat slots (4)- Social media spotlight- L size logo on conference banner- Access to delegate Resume Book	<ul style="list-style-type: none">- Preferential seating at dinner of choice- Printed material in delegate bag- L size logo on conference banner- Access to delegate Resume Book- 1/2 page promo section in Official Delegate Handbook

Recruiter+ : \$1000
<ul style="list-style-type: none">- Coffee chat slots (8)- VIP table at dinner with preferential seating- Social media spotlight- Printed material in delegate bag- Extra table at Expo (for Expo sponsors only)- Full page promo section in Official Delegate Handbook- XL size logo on conference banner- Early Access to Delegate Resume Book

Contact Us

We highly value our sponsors and hope that you will embark on this journey with us!



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