



Transforming Through Innovation

2017 MUNICIPAL CIO SUMMIT - SPONSORSHIP OPPORTUNITY

The Municipal Information Systems Association of Canada (MISA/ASIM Canada) will be holding its 7th annual Municipal CIO Summit from September 12-14, 2017 at the Hyatt Regency in downtown Montreal. In response to delegate requests, the 2017 event is being extended to two full days in order to provide more time for program content and networking.

Building on the success of the previous Municipal CIO Summits which involved participation from over 30 CIOs from across Canada, the 2017 event will invite CIOs and IT leaders from Canada's leading municipalities for two full days of engaged discussion of issues facing today's municipal IT leaders. Registration for the 2017 Summit will be capped at 50 CIOs to encourage active participation from all attendees.

The Summit will be appended to RIMQ's annual conference and trade show being held September 11th and 12th. While this relationship will facilitate a strong turnout of Quebec municipal IT leaders, the MCIO Summit has a **national** focus. Every effort will be made to ensure representation from the major municipalities across the country.

In this regard, MISA/ASIM Canada will encourage the members of its Large Municipalities Special Interest Group (SIG), focusing on the 14 large Canadian cities with populations greater than 300,000, to attend the MCIO Summit. We are hoping to have a strong turnout from these cities.

To further enrich this Summit, MISA/ASIM Canada is offering you – one of our National Vendors – advanced opportunity to sponsor and participate fully in the Summit, before we extend an invitation to others.

For \$7,500, each participating sponsor will receive the following benefits:

- Each sponsoring organization's company name and/or logo will be featured and **highlighted** on:
 - MISA/ASIM Canada website starting as soon as sponsorship has been confirmed and continuing until approximately three months after the event;
 - Sponsorship board displayed prominently at appropriate location at the Summit venue;
 - Summit program which will be distributed to all delegates;
 - **One** delegate from each sponsoring organization will be registered for and invited to participate fully in the Summit. Registration includes all meals, sessions, evening receptions and entertainment. A second representative may attend only if registered as a paid delegate.
- Each sponsoring organization will have the opportunity to include promotional materials in the e-registration kit. In order to minimize the impact on our environment, we will be providing the registration kit electronically. All delegates will receive this kit in advance by download from the MISA/ASIM Canada website. Sponsoring organizations will also have the opportunity to



provide further (hard copy) promotional materials during the event to delegates who indicate an interest in such information.

- Each sponsoring organization will have the opportunity to provide relevant background material on the specific topics to be discussed at the Summit. All such contributions will be screened, in advance, by the organizing committee, to confirm relevance and interest.
- Sponsoring organizations will be provided with access to mailing list information for Summit attendees, both prior to and after the event.

For \$10,000, each sponsoring organization will receive the benefits listed above, and get a speaking opportunity on the program.

In addition to the above, the Municipal CIO Summit organizing committee is open to discussing additional ways in which organizations might further contribute to the success of the event – e.g. by sponsoring a cocktail hour, evening entertainment, etc.

We believe that this exclusive sponsorship opportunity represents exceptional value, providing unparalleled access to the CIOs and IT leaders from many or most of Canada's largest cities. Contact us before March 31st to ensure your place at this year's Summit. Sponsorship will open up to non-members of the National Vendor Program on April 1st and will be reserved on a first come first served basis.

Don't miss out on this exclusive opportunity to spend two full days of networking with municipal CIOs from across the country!

For further information, please contact:

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