



2006 Annual MISA Conference & Tradeshow,  
The Westin Hotel, June 4 – 7, 2006  
Leveraging Technology for Value and Performance - *Taking IT to the TOP!*

A large, light gray watermark of the MISA logo is centered on the page, behind the main title. It consists of the word "MISA" in a serif font, with a thin circle around it and a dot above the circle's opening.

# Sponsorship Package

Westin Ottawa Hotel  
11 Colonel By Drive,  
Ottawa, Ontario  
K1N 9H4  
June 4-7, 2006

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*Greetings to potential sponsors:*

Our conference attracts a national audience and draws attention from all levels of government. There are many opportunities to have your organization recognized this year because we have a lot planned to make this conference one of our best.

In addition to the opportunity to sponsor our golfing event, award ceremony, keynote speakers, hospitality suites and receptions we have added a few extra incentives.

All sponsors will be acknowledged on our website and in the conference itinerary next to their event.

Sponsors who contribute over \$5,000 will be given the opportunity to provide their own promotional material in the conference totes.

Half page ads in the conference's itinerary booklet will be given to partners who provide sponsorship over \$10,000, and after each event you sponsor for \$15,000 or more there will be an opportunity to display your products and information packages near the registration table on the main conference floor.

Each of these opportunities will provide your organization with greater visibility to conference attendees.

The vendor who contributes the highest dollar value in sponsorship dollars will be highlighted as our *Platinum Sponsor*. In addition to the recognition described above, the platinum sponsor will receive a premium booth located at the main entrance of the dining hall, which provides full access to all delegates. The platinum sponsor will also be permitted to address delegates during a 10 minute speaking opportunity on the first day of the conference, and their logo will be displayed on the delegate's conference passes.

This year we are concentrating on ways to ensure that your information technology initiatives and expertise remain at the forefront of the minds of those in municipal government. Each of this year's themes - choosing the right technology, appealing to those who will use it and achieving results that work - encompass a great number of ideas, making plenty of room for your organization to make its presence known to our members.

Our conference delegates are the people who will ensure that IT becomes a priority for municipal government. Your sponsorship will benefit both your company and MISA as a whole.

I look forward to seeing you all this spring!

Yours,

Mitch Stecko  
Co-coordinator, Tradeshow & Sponsorship  
(613) 580-2424 ext. 28907

Danielle Radford  
MISA Project Manager  
(613) 580-2424 ext. 29053

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**“Taking IT to the Top!” golf tournament**

This year’s conference opens with the “Taking IT to the Top!” golf tournament at The Meadows Golf & Country Club, Ottawa’s Premier 36-Hole Golf facility. This event offers a number of chances to have your brand recognized by conference attendees and network with you peers in the IT community.

There are three “best-of” awards that you can sponsor, where your company name and logo will be displayed at the hole and you will present the award to the winner. Your photo will be taken with the winner and displayed at our opening reception after the tournament and on the MISA Web site.

By sponsoring individual holes you can have your company name displayed to every player that comes through.

While MISA members tee off you will be able to have them wearing your logo on a hat or shirt that you provide, or hitting a ball with your brand on it.

The “Taking IT to the Top” golf tournament is sure to be a hit with our members - and by sponsoring the event you can be an integral part of the fun while bringing attention to your company.



**Sponsorship opportunities and details:**

Vendors may choose to sponsor the following items by providing these items on a complimentary basis with their company logo:

Hats, golf shirts, golf tees, sleeves of golf balls

Tournament (\$10,000):

Shotgun Starts - Includes Golf, mandatory carts, on-site professional services

- Your name and logo will be located at the first tee as well as on all conference documentation noting the tournament.
- Your photograph to be taken with the tournament’s winning team.
- Half page ad for your company in the itinerary booklet

Hole in one

- Your company to obtain the necessary insurance for the sponsorship.
- Your company name identified at the hole.
- In the event of a winner, the sponsor will be asked to present the award.
- Your photograph to be taken with the winner

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Closest to the pin (men and women): (\$1,000)

- Your company name identified at the hole
- Your representative to award the winners.
- Your photograph to be taking with the winners.

Longest drive (men and women): (\$1,000)

- Your company name identified at the hole.
- Your representative to award the winners.
- Your photograph to be taking with the winners.

*Cost to sponsor the entire golf event (\$12,000)*

Sponsor a hole (\$500): Your company name identified at the hole.



MISA

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### **The Launch**

This evenings festivities will take you to The Terraces located at the Ottawa Congress Centre just a few minutes from the Westin Hotel. We will delight you with our speciality bars; our Wine Tasting Bar will let our guests experience a truly diverse and unique wine list; our Beer Bar will let you taste some the worlds best imported beers, whereas our Martini Bar will leave our guests stirred not shaken.

The opening reception of the MISA conference is a chance to have your company recognized visually by MISA members. To encourage conversation and the exchange of ideas, the evening's repast consists of a standing buffet. Sponsoring this event means your logo will be visible either at the buffet table, the bar, or both as people circulate.



### **Sponsorship opportunities and details:**

#### **Entertainment (\$3,000):**

- Your name and logo located on signage.

#### **Cocktail Reception (\$10,000):**

- Your name and logo located on the signage at the buffet area.

#### **Speciality Bars (\$14,000):**

- Your name and logo located on the signage at the bars.
- Special cocktail to be named after sponsor
- Sponsor logo to appear on drink and food passport distributed to each guest
- Sponsor logo to appear on drinks seminar presentation projection

***Cost to sponsor the total event is \$27,000***

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**Space Cowboy**

Enjoy dinner and live entertainment amidst bombers, transport and training aircraft in the British Commonwealth Air Training Plan section of the National Aviation Museum's *Walkway of Time*. With music provided by Country-Rock band *Ambush*, a dinner of some of the best Fajitas in Ontario, and Beer, Margaritas and Sangria to go with it, this promises to be a great party!

Just as Canada became central in the aviation world as a training centre during the second world, so too MISA hopes to *Take IT to the TOP!* in the years to come.

A ten-minute drive from the Parliament buildings in downtown Ottawa, the National Aviation Museum is built on the Rockcliffe Airport site, a former military base. RCAF Station Rockcliffe was used to train many pilots and test many planes during the Second World War, after Canada agreed to the British Commonwealth Air Training Plan. Thousands of pilots from several nations trained in Canada, making the training scheme Canada's greatest single contribution to the allied war effort. While the military buildings have since disappeared, the Rockcliffe Airport Site is now home to one of the most extensive aviation collections in Canada and ranks amongst the best in the world.



**Sponsorship opportunities:**

Live entertainment - (\$5,000)

- Your company's name at the stage.
- Your company thanked during dinner.

Appetizers (\$3,000):

- Your name and logo located on the signage at the buffet area.

Dinner (\$16,000)

- Your name on signage at the front doors of the museum, as well as on each table.
- Your company thanked during speeches at dinner
- Table to display products and pamphlets near registration area on Tuesday

Vineyards & Spirits (\$8,000)

- Your name on signage at the bar
- Your company thanked during speeches at dinner

Sweet Table (\$3,000)

- Your name and logo located on the signage at the sweet table

***Cost to sponsor the total event "Space Cowboy" is (\$35,000) - SOLD!***

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**Banquet and Award Ceremony**

Have your company recognized during the conference's award banquet and the official launch of MISA Canada in the Confederation room at the Westin Hotel. Sponsors of this event will receive space on the signage in the ballroom, on the stage and dinner tables, and verbal recognition in the evening's speeches.



**Sponsorship opportunities:**

**Entertainment (\$5,000)**

- Your company's name at the stage.
- Your company thanked during speeches at dinner.

**Appetizers (\$5,000):**

- Your name and logo located on the signage at the buffet area.

**Dinner (\$20,000)**

- Your name on signage at the front doors to the ballroom, as well as on each table.
- Your company thanked during speeches at dinner

**Vineyards & Spirits - (\$10,000)**

- Your name on signage at the bar
- Your company thanked during speeches at dinner

***Cost to sponsor the total Award Banquet is (\$40,000)***

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**Other sponsorship opportunities**

It is also possible to have your name and logo visible during speaking events, meals, breaks, and in the evening at the sure-to-be-popular hospitality suites. These sponsorship opportunities give you room to place your logo on signage, your sponsorship announced by speakers in speeches to the delegates, and an ad in our itinerary booklet.

**Keynote speakers:**

**Monday (\$6,000) - Mike Mandel presented by K & M PRODUCTIONS - [www.kmproduc.com](http://www.kmproduc.com)**

As Canada's award-winning Mentalist, MIKE MANDEL has been working with brains for over 25 years. This tremendous first-hand experience along with extensive study and research on the mind's remarkable abilities, translate into an intelligent, witty and powerful presentation. Mike's pointed; uniquely entertaining, cutting-edge approach delivers gigabytes of fascinating and useful information. You've already got the hardware. Now get the software: "BRAIN SOFTWARE". "BRAIN SOFTWARE" offers a wide variety of useful and dynamic skills to the business and academic communities. It is a great way to augment your career training and reshape your personal behaviour.

- Your name a logo on the signage at the stage
- Your name announced as the sponsor of the speaker
- Your name and logo on signage at the entrance of the theatre.
- Half page ad for your company in the itinerary booklet

**Tuesday (\$6,000) - Tod Maffin**

Tod Maffin is Canada's leading high-tech futurist, and one of the country's go-to commentators on the impact of technological change and innovation on the business and economic environment. He is also an outstanding speaker - one of North America's best. He is in fact a rare combination of someone with a deep and impressive store of technical knowledge, and the ability to translate that knowledge into presentations with the "wow" factor. How many technology speakers can get a standing ovation after an early morning breakfast talk? Tod Maffin can. Tod's viewpoint on technology has widespread appeal. He has hosted a technology series on CBC Television's Canada Now, and a national technology column on CBC radio. Maffin also is the editor of The Future File, a web site and monthly email newsletter followed closely by more than 10,000 readers, including national business journalists and senior managers in the information technology field. His writing has appeared in *The Wall Street Journal* and the *Vancouver Sun*.

- Your name a logo on the signage at the stage
- Your name announced as the sponsor of the speaker
- Your name and logo on signage at the entrance of the theatre.
- Half page ad for your company in the itinerary booklet

**Hospitality Suites**

Each night will feature a specialty drink for delegates to enjoy. Munchies will also be available for all to enjoy for those late night hungers. Last call is scheduled for 1:00 am!

**Sunday, Monday, or Tuesday night (\$6,000 per night)**

- Your name and logo on the signage at the bar, coffee bar and DJ area in the suite.
- Your name announced at the end of dinner event as the sponsor of that nights hospitality suite.

All three nights (\$18,000)

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**Breakfast:**

**Monday (\$5,000):**

- Your name and logo on the signage at the buffet
- Your company thanked prior to keynote speaker for the meal.

**Tuesday (\$5,000):**

- Your name and logo on the signage at the buffet
- Your company thanked prior to keynote speaker for the meal

**Wednesday (\$5,000)**

- Your name and logo on the signage at the buffet
- Your company thanked prior to the speaker sessions

**Breaks**

**Monday, Tuesday and Wednesday AM Breaks (\$2,000 per day)**

- Your name and logo on the signage at the break table

**Monday, and Tuesday (\$2,000 per day)**

- Your name and logo on the signage at the break table

**Lunch**

**Monday Lunch (\$6,000)**

- Your name and logo on the signage at the buffet
- Half page ad for your company in the itinerary booklet
- Table to display products and pamphlets near registration area on Monday

**Tuesday Lunch (\$6,000)**

- Your name and logo on the signage at the buffet
- Half page ad for your company in the itinerary booklet
- Table to display products and pamphlets near registration area on Tuesday

**Wednesday Lunch (\$3,000)**

- Your name and logo at the lunch table station
- Table to display products and pamphlets near registration area on Wednesday

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**Contract and sponsorship details**

Contracts for all sponsorships must be completed, signed and returned as per the instructions on the contract form. All sponsorships are available on a first come first serve basis. *Payment for all sponsorships is due March 30<sup>th</sup> 2006.*

***NEW***

Sponsorships over \$5,000 will be given the opportunity to provide material / brochures in the conference totes, provided the material is received before May 15<sup>th</sup>.

Sponsorships over \$10,000 in total will include a half page ad for the sponsor in the itinerary booklet.

Sponsorships over \$15,000 will be permitted to place products and information packages at a display table on the main floor near registration the day after their event

All sponsorships at events for Monday - Wednesday will be noted in the itinerary booklet beside the event.

All attendees at the conference will be provided a hard copy list of conference attendees prior to the conference and after the conference.

All sponsorships will be acknowledged on the conference web site.

**Platinum Sponsorship**

A new Platinum sponsorship program is available in 2006.

The vendor who contributes the highest dollar value in sponsorship dollars will be highlighted as the platinum sponsor for the 2006 Annual MISA Conference & Tradeshow. The platinum sponsor will receive, in addition to the above-mentioned recognition, a premium booth located at the main entrance of the dining hall, thus providing full access to all delegates. The Platinum Sponsor will also receive the opportunity to address the delegates during a 10 minute speaking opportunity on the first day of the conference.

***General Information***

Any sponsorship, whereby the vendor is providing the items, must be delivered to the City of Ottawa, Attention Danielle Radford, Information Technology Services 110 Laurier Avenue West, 3<sup>rd</sup> floor, Ottawa Ontario K1P 1J1, no later than March 30<sup>th</sup>. Vendor logos must be provided in the specified format to Danielle Radford ([danielle.radford@ottawa.ca](mailto:danielle.radford@ottawa.ca)), no later than March 15<sup>th</sup>. Please note the format for the logo may differ based on the sponsorship. Each vendor will be contacted directly with the necessary logo format required for his or her sponsorship.

All vendors who sponsor events will have their logo displayed on the Conference Banner. All sponsorships will be noted, by a minimum, of signage at the sponsored event and in the conference program.

Joint vendor sponsorships, for events over \$10,000, are an option for vendors. Please note these events do not include the hospitality suites.

Vendors not wishing to sponsor a specific event are encouraged to contribute funds towards general sponsorship of the Conference. Each vendor will have their name and logo prominently displayed throughout the conference facilities and in the conference proceedings kits.

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Any events where individual sponsorships have been sold will no longer be available for full event sponsorship. Entire event sponsorships require payments to be made within 30 days of invoice or March 30, whichever comes first.

If you are interested in sponsoring one of our events, or providing promotional items for the conference, contact Mitch Stecko or Danielle Radford as soon as possible to facilitate reserving an events sponsorship. An invoice will subsequently be issued to you - requesting payment in full for your preferred sponsorship opportunity. Payment must be made in the name of MISA Ontario and will be due within 30 days of the invoice or by April 15, 2006.

To reserve a sponsorship opportunity please contact:

Mitch Stecko  
Co-coordinator, Tradeshow & Sponsorship  
(613) 580-2424 ext. 28907  
[mitch.stecko@ottawa.ca](mailto:mitch.stecko@ottawa.ca)

Danielle Radford  
MISA Project Manager  
(613) 580-2424 ext. 29053  
[danielle.radford@ottawa.ca](mailto:danielle.radford@ottawa.ca)