



**GTEC**

**OCTOBER 17-20, 2011** › Ottawa Convention Centre

**Canada's Government Technology Event**

**SPONSORSHIP &  
EXHIBITOR OPPORTUNITIES**

[www.gtec.ca](http://www.gtec.ca)

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As Canada's Government Technology Event, GTEC brings together leading public and private sector experts to collaborate on serving citizens better through innovation and technology. Our conference, exhibition and Distinction Awards program celebrates best of breed technology, and best practice leadership in Canadian and international government. As part of our continued goal to offer relevant and targeted content we are in the process of redesigning our sponsorship offerings for 2011.

## **2011 THEME: CONNECTED GOVERNMENT — WORKING TOGETHER TO BETTER SERVE CANADIANS**

GTEC 2010 focused on high performance government and surfaced the priorities that are essential to achieving high performance. Among the priorities, the need to work horizontally across departments and jurisdictions to satisfy citizen and business expectations for service echoed repeatedly throughout the deliberations. Combined with the increasing dependence on technology throughout the public service and the public they serve, delegates recognized the need to leverage technology in order to harness the tsunami of change ahead.

The pressure on governments to provide more and better services within diminishing budgets continues.

GTEC 2011 will continue to push the discussions forward and will examine this evolution in government service delivery. Within the theme, *'Connected Government - Working Together to Better Serve Canadians'*, GTEC participants will collaborate and participate in discussions on:

- › Collaboration through connections - connectedness within the public service at large and with the public they serve
- › Completing the service loop - working together and collaborating within the public service and with external partners to satisfy citizen and business expectations to provide better and a more seamless service experience
- › Embracing the technology - Leveraging and renewing the technology and information infrastructure and deploying new and emerging technologies that promote more collaboration and connections;
- › Protecting the individual and government - adopting and reinforcing the information policy and practices that are necessary to balance the demands for more connectedness, convenience and transparency while at the same time protecting the privacy of the individual
- › Examining the communities and organic organizations that are emerging in response to a more connected and mobile service provision environment
- › Understanding the people and the relationships - our communities, our employees and our cross-functional, cross-jurisdictional, public-private partnerships that are emerging to provide better more seamless service.

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## CONFERENCE PROGRAM

The GTEC Conference truly is Canada's Government Technology Event. It is a highly anticipated educational forum that attracts the vanguard of IT decision makers across governments at all levels. The conference consists of a 4-day format including our Executive Roundtable discussions and CIO program on Monday followed by the official Conference opening on Tuesday. This year's program will focus on a variety of topics and technologies that will be presented by both government and private sector leaders including:

- › Information Security and Risk Management
- › Identity Management
- › Data Center and Virtualization
- › Wireless and Mobile Platform
- › Enterprise Communications
- › Networking and Infrastructure
- › Cloud Computing
- › Open Government
- › Social Media
- › Green IT
- › Emerging Technologies
- › Emerging Organizational Strategies & Skill Sets Development

## DISTINCTION AWARDS GALA

The Distinction Awards is truly becoming the recognition program they were conceived to be. Every nomination that makes it through to the final round of judging will be recognized with a Service Delivery Award which will include the project name and the individual names of up to 50 team members listed on the project, and up to 18 exceptional nominations will receive a coveted gold Distinction Award Medal. The Awards will be attended by government CIOs, invited Deputy Ministers, leaders in industry, and team members. The Gala will be held this year on October 17th, 2011, and will be another sold-out evening with only a limited number of tickets still available.

## GTEC EXHIBITION

GTEC is Canada's Government Technology Event. As the largest, most comprehensive information technology event serving the Canadian government for the past 18 years, our program draws over 7,000 senior level IT decision makers from federal, provincial, municipal, and international government annually. We continue to serve as the only platform for visitors to access the tools, talents and technologies through learning and networking opportunities helping influencers and decision makers alike implement cost effective, innovative, and efficient IT solutions. In addition to booth space, we offer sponsorship opportunities which provide a great way for your organization to maximize its ROI at Canada's Government IT Event.

## EXCITING NEW OFFERINGS TO SET YOUR ORGANIZATION APART

As we focus our efforts on relocating to the all new state of the art Convention Centre for the 2011 event we will continue to offer our current sponsorship opportunities and are in the planning process of additional sponsorship offerings for 2011.

As a Sponsor, you can select from a wide range of promotional opportunities designed to help increase booth traffic, strengthen brand awareness and provide an overall increase in corporate profile. Combine your 2011 booth space purchase with selected sponsorship(s) and apply this towards becoming a 2011 Event Partner and take advantage of additional profile opportunities.

## EXHIBITION OPPORTUNITIES

### CONFERENCE-AT-A-GLANCE INSERT SPONSORSHIP (LIMITED TO ONE COMPANY) — **SOLD**

This high profile sponsorship allows attendees to the event to see your company logo and description on the front of a folded pocket map which fits nicely into the attendee's badge holder. Sponsor can also provide pens which can be included within the holder as well.

› **Investment: \$20,000**

### REGISTRATION SPONSOR (LIMITED TO ONE COMPANY) — **SOLD**

Be the first to Welcome GTEC attendees by promoting your brand within the registration area. Includes sponsor logo on signage within the registration area, logo recognition in the GTEC Source Guide - the onsite guide provided to show attendees as well as an opportunity to provide a small give away (provided by sponsor)

› **Investment: \$15,000.00**

### LANYARDS (LIMITED TO ONE ORGANIZATION) — **SOLD**

› Includes production of lanyards

› **Investment: \$8,500**

### AISLE SIGNS SPONSORSHIP — **SOLD**

(LIMITED TO ONE ORGANIZATION)

› An excellent branding opportunity that includes your company's name and logo suspended above the exhibit hall main aisles.

› **Investment: \$7,500**

### EXHIBIT FLOOR DECALS (LIMITED AVAILABILITY)

› Includes up to 8 12"x12" decals positioned in designated areas of the exhibition floor designed to drive traffic to your booth (locations tbd by show management)

› Investment \$ 1,500.00 (per day) includes production of banners (camera ready art work to be provided by sponsor)

### ESCALATOR BANNER SPONSORSHIP

(LIMITED TO THREE ORGANIZATIONS)

› An excellent branding opportunity that includes your Company's name and logo visible to attendees.

› **Investment: \$7,500 or all 3 for \$15,000**

### CORPORATE BANNER SPONSORSHIP

› Prices vary based on size and location (some restrictions apply)

› **Investment: \$2,500-\$10,000**

### CYBER CENTRE

(LIMITED TO ONE ORGANIZATION) — **SOLD**

› Includes company logo on signage as well as opportunity to provide branded mousepads & screensavers.

› **Investment: \$5,000**

### WATER STATIONS

(LIMITED TO ONE ORGANIZATION) — **SOLD**

› Satisfy attendee's thirst with these co-branded water stations located throughout the event facility. Includes sponsors logo on the water station as well as the GTEC website.

› **Investment: \$7,500**

### DELEGATE LOUNGE SPONSORSHIP

(LIMITED TO ONE ORGANIZATION) — **SOLD**

› The Delegate lounge offers a relaxing environment not far from the hustle and bustle of the show floor where attendees can sit and relax, check their email or take time out to review their daily conference schedule.

› **Investment: \$15,000**

### SHOW FLOOR THEATRE/RECEPTION SPONSORSHIP

(LIMITED TO ONE ORGANIZATION) — **SOLD**

› The Show floor theatre will host a series of 1 hour Workshops over the course of the 2 day exhibition which are complimentary to both Conference Delegates as well as Expo pass holders. In addition to the branding opportunity on the theatre structure itself the sponsorship will also include recognition as a sponsor for a special "Teams Reception" for our 2011 Distinction Awards Gala honorees as well as their teams on Tuesday Oct 18th at 4:30-6:30 in the theatre

› **Investment: \$20,000**

### SOURCE BOOK POST IT NOTE

(LIMITED TO ONE ORGANIZATION) — **SOLD**

› Includes design of post it note image on cover of Guide

› **Investment: \$2,500**

### RECYCLE STATIONS SPONSORSHIP

(LIMITED TO ONE ORGANIZATION)

› GTEC encourages attendees to recycle lanyards and badges by dropping them into branded drop boxes. This sponsorship will show your leadership and commitment to the green initiative with your logo.

› **Investment: \$5,500**

## CONFERENCE OPPORTUNITIES

### EXECUTIVE ROUNDTABLES

(LIMITED TO ONE ORGANIZATION) — **SOLD**

> **Investment: \$17,000**

### NEXT GENERATION CIO

(LIMITED TO TWO ORGANIZATIONS) — **SOLD**

> **Investment: \$10,000**

### SPEAKER GIFTS

(LIMITED TO ONE ORGANIZATION) — **SOLD**

> Contact us for details.

> **Investment: \$7,500**

### COFFEE BREAKS (LIMITED TO THREE ORGANIZATIONS)

> Includes production of branded coffee cups and signage includes all three days.

> **Investment: \$12,000 or \$4,500 per day**

### NEWSLETTER BANNER SPONSORSHIP

(LIMITED AVAILABILITY)

> Includes banner on the GTEC Insider Newsletter

> Banner designed by sponsor—specs (tbd) complete with custom landing page on the GTEC website (specs TBD). Please note: issue dates will be available. December 2010 and selection priority will be given to first signed organization.

> **Investment: \$1,500 per email**

**(minimum of 2 emails per organization)**

### WORKSHOP SPONSORSHIP — **SOLD**

> Based on room availability:

> Half-day, full-day, two-day

> Investment before January 1, 2011

> One hour: \$1,750

> Half-day: \$4,000

> Full day: \$8,000

> Two days: \$15,000

> Investment after January 1, 2011

> One hour: \$1,950

> Half-day: \$4,500

> Full day: \$8,750

> Two days: \$16,250

### LUNCH SPONSOR

(LIMITED TO TWO ORGANIZATIONS) — **SOLD**

> Logo included on eco friendly lunch bags distributed to 1200 + conference delegates both days

> Logo recognition on "This Lunch provided by" signage located at lunch pickup stations

> Logo recognition as Lunch break sponsor prior to breaks, on slides in the conference rooms

> **Your Investment: \$6,000.00 for exclusive or \$3,500.00/per day**

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## DISTINCTION AWARDS GALA OPPORTUNITIES

### **GALA PATRON (LIMITED SPONSORSHIPS) — SOLD**

> **Investment: \$15,000**

### **GALA AWARDS WELCOMING RECEPTION**

(LIMITED TO ONE ORGANIZATION) — **SOLD**

> **Investment: \$7,500**

### **HOST WINE SPONSORSHIP**

(LIMITED TO ONE ORGANIZATION) — **SOLD**

> **Investment: \$8,500**

### **GALA EVENING PROGRAM — SOLD**

(LIMITED TO ONE ORGANIZATION)

> **Investment: \$10,000**

### **2011 HONOUREES ANNOUNCEMENT RECEPTION**

(LIMITED TO ONE ORGANIZATION) — **SOLD**

> Ensure your organization is a part of this special evening announcing the finalists for the 2011 Distinction Awards Gala in advance of this year's event. Profile includes logo placement on GTEC website, onsite signage and special announcement in the Ottawa Citizen.

> **Your Investment: \$10,000**

For more information about Exhibiting and/or Sponsorship opportunities at GTEC 2011, please contact:  
**Terry Horsman at 613-599-8880 Ext. 105 or [thorsman@gtec.ca](mailto:thorsman@gtec.ca)**