Partnership Opportunities
(2018 – 2019)
Dear valued community member,

Thank you for your consideration in supporting the 40th Annual McMaster World Congress. We are a direct affiliate of McMaster University and the DeGroote School of Business as well as the largest and oldest student run event on campus. We are excited to announce that this year’s conference will focus on Blockchain Technology. The conference is scheduled to take place on Thursday, January 31 and Friday, February 1, 2019 and we will be partnering with the Faculty of Engineering for the first time in our history. We expect to reach a full capacity of 4550 students in this year’s conference and expect our attendees to consist of students from diverse backgrounds such as our DeGroote Business School, the Faculty of Engineering, Hillfield Strathallan College and various other Hamilton high schools. Since its inauguration in 1978, the McMaster World Congress has become one of the most prestigious educational conferences in Canada consistently attracting thousands of students each year. The event is a cutting edge educational forum for examining current business and technological trends around us. Your rich expertise and real-life management experience is the value that attendees expect from taking part in a conference this large. McMaster World Congress attendees are part of tomorrow’s generation and the inspiration that you will instill among attendees, students, and leaders alike will provide them with the necessary support to succeed in the future. We aspire to make the conference an opportunity for delegates to listen, learn and interact with leaders so that they may be empowered to become one. In all of this, we are inviting you to review our Sponsorship Package that outlines how you can lend your wealth of experience and passion to make this conference an amazing experience.

Please feel free to contact us, should you wish to become involved in a partnership to realize this exciting opportunity.

Sincerely,

Alex Sai Wang
Rosalyn Stetler-Bozek
Will Grafham
"The McMaster World Congress is one of the rare conferences which stands out in the crowd. It offers a holistic view on the trends shaping the business world and featuring the latest developments in research and practice. It is a unique world-class conference worth the time and money."

- Dr. Ante Pulic
  *Director and Owner, Austrian Intellectual Capital Research Center*
  *Professor, University of Zagreb*
“The mission is to integrate the unique perspectives of leading voices in the professional and academic spheres on issues relevant in today’s business environment; providing a vehicle to advance the learning of students and all delegates”
Our Speakers

For a full list of our speakers visit: https://worldcongress.mcmaster.ca/

Alan A. Wunsche  
MBA, CPA, CA, BSc, CBP

Alan Wunsche is CEO & Chief Token Officer of TokenFunder, Chair & Co-Founder of Blockchain Canada and Canadian Chair of ISO TC307 (Blockchain Standards) Committee.

Alan is a finance and blockchain technology expert focused on the disruptive impacts of blockchain and cryptocurrencies on capital markets and global wealth distribution. He recently led TokenFunder’s launch of Canada’s first regulatory-compliant security token offering on the Ethereum public blockchain. Alan is a CPA with hands-on technology experience leading finance and risk transformation programs as an executive at a global bank (Scotiabank), management consulting (Deloitte, PwC), incubators and startups.

Dr. Henry M. Kim  
PhD, MEng, BASc

Henry M. Kim is an Associate Professor at the Schulich School of Business at York University and the Co-Director of BlockchainLab. As one of the leading blockchain scholars in Canada, he is engaged in blockchain research projects with the UN, Toronto and Region Conservation Authority, the Canadian blockchain startup Nuco Networks, Ontario Ministry of Agriculture), and National Institute of Standards and Technology in the US. Henry is on the faculty of Don Tapscott’s Blockchain Research Institute, a co-organizer of U of T’s Fields Institute Seminar Series on Blockchain, and an advisor on the Government of Canada’s whitepaper on Blockchain and Digital Ledger Technologies. He is a scientific advisor on several Canadian blockchain startups that are in the Financial Services and Mining and Natural Resources industries.
Elena Sinelnikova

Elena Sinelnikova founded CryptoChicks.ca in July 2017 with the vision to empower and inspire women interested in learning about blockchain and cryptocurrencies. She managed to involve hundreds of women who became blockchain evangelists, blockchain developers and blockchain entrepreneurs themselves. Elena developed CryptoChicks into an international hub for women in blockchain technology with programs in Canada, US, Russia, Pakistan and the Bahamas hosting major hackathon events supported by RBC, Deloitte, Microsoft & IBM. Elena holds a Master of Computer Science and her specialties are in blockchain, cryptocurrencies, application architecture, software design and development.

Aaron Grinhaus

Aaron Grinhaus is a business and tax lawyer who advises on corporate structures, estates matters and commercial transactions, and is an established Fintech consultant who advises on ICOs and crypto structuring as well as the use of blockchain technology, smart contracts and cryptocurrency to reduce business costs, support capital raises and expedite cross-border wealth transfer and commercial transactions. He has also acted as chair and lecturer through a number of organizations including the Ontario Bar Association (OBA), RBC Dominion Securities, Osgoode Hall Law School and Michigan State University College of Law.

Othalia Doe-Bruce

Othalia is the Founder of the Innovative Financier, an information hub that helps institutional investment managers embrace disruptive technologies. She is also the Global Ambassador and External Relationships Manager for the BlockchainHub, a NPO associated with York University that provides blockchain education, research and commercialization of start-ups. She was featured in the Globe & Mail and by Coinsquare as one of the Women in Blockchain disrupting the gender imbalance status quo in the industry. Before her involvement with blockchain she accumulated 10 years of international experience working in the asset & wealth management fields. She has a Certificate in Ethereum Blockchain Development, an MBA in Investment Finance and is a member of the CFA Institute Toronto Society.
Benefits of Partnering

Shaping the Future
✓ Boost CSR by enhancing academic experiences and influencing new leaders
✓ Be part of a long-standing conference known for its educational initiatives

Quality Networking
✓ Reach a diverse audience consisting of business practitioners and students from various faculties
✓ Connect with the top speakers/experts in the industry and build long-lasting relationships with McMaster University and faculty members

Brand Exposure
✓ Options for brand advertising through online, on-campus and on-site promotion
✓ Reach 4000 attendees of all ages and backgrounds
✓ Expecting full capacity due to hot blockchain theme
Exclusive Networking Dinner

We invite you to be a part of our exclusive networking dinner where we will aim to connect your company with our talented speakers, industry professionals, a select pool of the best students, alumni and top faculty members from Business and Engineering at McMaster University. After listening in to our informative speaker sessions, you will be given a spot in an exclusive space where you can network and interact individually with the brightest minds at our conference. We will also proudly display recognition of your support in making this dinner possible. If you are interested in building lasting relationships with the talent and staff at our university, feel free to contact us!
Our Partners

Principal Partner
$2000+

Major Partner
$1500+

Supporting Partner
$500+
## Partnership Benefits

<table>
<thead>
<tr>
<th>support level</th>
<th>Supporting</th>
<th>Major</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organization brand on our <a href="#">website</a> throughout year</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Advertisement through <a href="#">social media</a></td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Small sized display of logo on <a href="#">banners, posters, TV Screens and Conference Screens</a></td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Bring a speaker of your choice and visuals while speaking will be displayed</td>
<td></td>
<td>✔️</td>
</tr>
<tr>
<td>Special highlight on our two sponsor reel display screens</td>
<td></td>
<td>✔️</td>
</tr>
<tr>
<td>Medium sized display of logo on <a href="#">banners, posters, TV Screens and Conference Screens</a></td>
<td></td>
<td>✔️</td>
</tr>
<tr>
<td>Large sized display of logo on <a href="#">banners, posters, TV Screens and Conference Screens</a></td>
<td></td>
<td>✔️</td>
</tr>
<tr>
<td>Spoken / visual recognition of thanks on all displays, at conference and through all digital, print &amp; radio promotion</td>
<td></td>
<td>✔️</td>
</tr>
<tr>
<td>Reserved seats/sponsor at our exclusive networking dinner</td>
<td></td>
<td>✔️</td>
</tr>
<tr>
<td>A booth by the entrance where a representative can distribute company merchandise</td>
<td></td>
<td>✔️</td>
</tr>
</tbody>
</table>
Contact Us

DSB 133, 1280 Main St. W
DeGroote School of Business
McMaster University, Hamilton, Ontario, L8S 4M4

905-525-9140 ext. 23962

https://www.linkedin.com/company/worldcongress/

https://worldcongress.mcmaster.ca/

Thank you for your time and consideration!