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

Thank you for your consideration in supporting the 40th annual McMaster World Congress. We are McMaster’s largest and oldest student run event and we are excited to announce that this year’s conference will focus on Blockchain Technology. After last year’s tremendous success and high turnout, the conference is scheduled to take place on Thursday, January 31 and Friday, February 1, 2019. Since its inauguration in 1978, the McMaster World Congress has become one of the most prestigious university business 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. The inspiration that you will instill among attendees, students, and leaders alike will provide them with the necessary support to succeed in the future. McMaster World Congress attendees are part of tomorrow’s generation representing several levels of education including high school students, undergraduates, MBA’s, and PhD’s from the Hamilton region. Students will gain a multilateral perspective on issues surrounding the corporate world and the latest trends in the workplace. Upwards of 4,000 students from various faculties attend this conference annually. We aspire that the conference is more than an opportunity for delegates to listen in on leaders, but also 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 Graftham
The McMaster World Congress takes place at the McMaster University Student Centre in CIBC Hall and attracts upwards of 4,000 students and faculty members yearly.

The theme this year involves Blockchain Technology. Don’t miss this opportunity to be a part of this educational initiative that guarantees enlightening management perspectives and promises to draw in even greater numbers than usual.

“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 Pulić
  Director and Owner, Austrian Intellectual Capital Research Center
  Professor, University of Zagreb
Mission

“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

Alan A. Wunsche \textit{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.

Aryan Nava \textit{BSc CIS}

Aryan Nava is the Founder of Blockchain Mind Inc. He has 18+ years of experience working for corporations like TSX, TSX Venture, TSX Trust, Canadian Depository for Securities, Extendicare, Direct Energy and E-Health Ontario. He was involved in developing a decentralized crypto exchange (LinkCoin) and raising over $10 Million for ICOs. He is currently working as a CTO for EzExchange.

Blockchain Mind has successfully developed a hardware wallet prototype, ICO platforms, the AML/KYC automated process for crypto-exchanges and provides network/security/auditing services to host smart contracts, code audits and monitoring to ensure that ICO services run smoothly.
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.

Kerem Kolcuoglu  

Kerem was a DeGroote MBA and now a business leader who has harnessed the disruptive power of blockchain technology to uncover opportunities for multinational enterprises, governments and educational institutions. He is currently the Director of Enterprise Consulting for MLG Blockchain Consulting and has bridged his experience in multiple industries to collectively foresee digital transformation within large scale enterprises. He has provided thought leadership to global business executives through his expertise relating to blockchain subject matter.

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 top management students
- Connect with the top speakers/experts in the industry

Brand Exposure
- Options for brand/product advertising through online and on-site promotion
- Reach 4000 attendees of all ages and backgrounds per year
- Expecting record high attendance due to hot blockchain theme
Exclusive Networking Event

We invite you to be a part of our student engagement event where we will aim to connect your company with a select pool of the best students from McMaster University and Mohawk College. After listening in to our informative speaker sessions, you will be given a spot in an exclusive space in CIBC Hall where you can connect with a body of our finest student candidates to help enrich their learning experiences and empower them to make an impact in the future outcome of their studies. If you are interested in building lasting relationships with the talent 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></th>
<th>Supporting</th>
<th>Major</th>
<th>Principal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organization brand on our <strong>website</strong> throughout year</td>
<td>![Checkmark]</td>
<td>![Checkmark]</td>
<td>![Checkmark]</td>
</tr>
<tr>
<td>Complimentary tickets to event</td>
<td>![Checkmark]</td>
<td>![Checkmark]</td>
<td>![Checkmark]</td>
</tr>
<tr>
<td>Advertisement through social media and visibility throughout conference</td>
<td>![Checkmark]</td>
<td>![Checkmark]</td>
<td>![Checkmark]</td>
</tr>
<tr>
<td>Bring a speaker of your choice and visuals while speaking will be displayed</td>
<td>![Checkmark]</td>
<td>![Checkmark]</td>
<td>![Checkmark]</td>
</tr>
<tr>
<td>Join exclusive networking event to access pool of select future graduates</td>
<td>![Gray Checkmark]</td>
<td>![Checkmark]</td>
<td>![Checkmark]</td>
</tr>
<tr>
<td>Medium sized poster of organization brand will be present at all times</td>
<td>![Checkmark]</td>
<td>![Checkmark]</td>
<td>![Checkmark]</td>
</tr>
<tr>
<td>Large sized poster of company brand visible at all times</td>
<td>![Checkmark]</td>
<td>![Checkmark]</td>
<td>![Checkmark]</td>
</tr>
<tr>
<td>Spoken / visual recognition of thanks will always mention company support</td>
<td>![Checkmark]</td>
<td>![Checkmark]</td>
<td>![Checkmark]</td>
</tr>
<tr>
<td>A booth by the entrance where a representative can distribute company merchandise</td>
<td>![Checkmark]</td>
<td>![Checkmark]</td>
<td>![Checkmark]</td>
</tr>
</tbody>
</table>
Thank you for your time and consideration!

For More Information:
https://worldcongress.mcmaster.ca/
https://www.linkedin.com/company/worldcongress/

Contact Us:
DSB 133, 1280 Main St. W
DeGroote School of Business
McMaster University, Hamilton,
Ontario, L8S 4M4
worldcongress@mcmaster.ca
(905) 525 – 9140 ext. 23962