McMaster WORLD CONGRESS

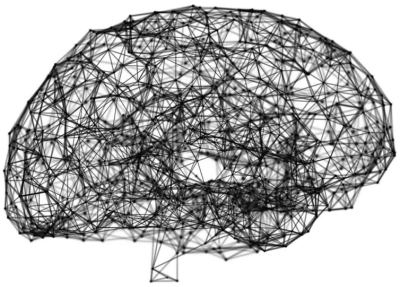
Partnership opportunities 2020

Theme: Artificial Intelligence

McMaster WORLD CONGRESS

DeGroote SCHOOL OF BUSINESS EDUCATION WITH PURPOSE

McMaster University



Dear valued community member,

Thank you for your consideration in supporting the **41st Annual McMaster World Congress**. We are owned and managed by **McMaster University and the DeGroote School of Business** as well as the largest and oldest student run event in **Canada**. We are excited to announce that this year's conference will focus on **Artificial Intelligence**.

The Conference is scheduled to take place on **Thursday, February 6th and Friday, February 7th, 2020** and we are looking forward to once again partnering with the Faculty of Engineering. We expect to reach a full capacity of **3000** students in this year's conference and anticipate our attendees to consist of students from **diverse backgrounds** such as our DeGroote School of Business, the Faculty of Engineering, and other members of the McMaster and Hamilton community. 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 our 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 instil 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 invite you to review our Sponsorship Package that outlines how you can lend your experiences and passion to the minds that will grow this industry into the future.

Please feel free to contact us should you wish to become involved in a partnership and make this conference an amazing experience.

Sincerely,
Aaron Sprague and Amelia Wat

The McMaster World Congress takes place at the McMaster University Student Centre in CIBC Hall and attracts upwards of **3,000** students and faculty members yearly.

The theme this year involves **Artificial Intelligence**. 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.

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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 of students and all delegates"

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SOME OF OUR PAST PARTNERS

CPA CHARTERED PROFESSIONAL ACCOUNTANTS CANADA

Grenning & Co. A Division of Tayluc Corporation Accounting, Bookkeeping & Taxation

Investors Group™

Red Bull ENERGY DRINK

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McMaster University | ALUMNI

AM900 HAMILTON'S NEWS TALK LEADER CHML

McMASTER INNOVATION PARK

ups™

SONY make.believe

ORACLE NUTRITION

RBC®

Hamilton

MSU

NISSAN

Scotiabank

dcs degroote commerce society

BENEFITS OF PARTNERING

SHAPING THE FUTURE

- Boost CSR by enhancing academic experiencing and influencing new leaders
- Be part of a long-standing conference known for its educational initiatives

QUALITY NETWORKING

- Connect with the top speakers/experts in the industry
- Reach a diverse audience consisting of business practitioners and top management students

BRAND EXPOSURE

- Options for brand/product advertising through online and on-site promotion
- Expecting record high attendance due to hot AI theme

Reach

3000+

attendees of all ages and backgrounds per year

CURRENT SPEAKER ROSTER

We are very proud to present our current speaker lineup

Uber Advanced Technology Group

Inmar Givoni

Sr Engineering Manager

Microsoft

Iman Abudagga

Artificial Intelligence Business lead

Orion Legal Group and Logos LP

Matthew Castel

Managing Partner

DeGroote School of Business, McMaster

Jodie Lobana

Researcher in governance of Artificial Intelligence, Doctoral Candidate

247 Labs Inc.

Azwar Khalid

Solutions Architect

Digital Finance Institute

Ellis Odynn

Executive Director & Chief of AI Officer

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**!

MCMASTER WORLD CONGRESS A.I. EXHIBITION

Join us for the **exclusive opportunity** to demonstrate the A.I. technologies your company is working on/with. **Display your companies' innovative technologies** in front of thousands of McMaster Students in the **high traffic** McMaster University Student Center (MUSC). Companies will be assigned specific areas in which booths will be displayed. Companies are responsible for the set up and compliment of booths unless prior arrangements are made with the McMaster World Congress team. Exhibition participants can **hand out** company swag and **interact** with some of the **brightest young minds** at McMaster; educating students on possible careers in the industry and potentially within your own company.

Benefits:

- Increase Brand Awareness and Exposure
- Connect with Students and the next generation of A.I professionals

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OUR PARTNERS

EXCLUSIVE TITLE PARTNER
$5000+ *only one available

PRINCIPAL PARTNER
$2000+

MAJOR PARTNER
$1500+

SUPPORTING PARTNER
$500+, In-kind sponsorship

OUR PARTNERS

Partnership Benefits

Pre-Event	Title	Principal	Major	Supporting
Logo & Profile on Website	✓	✓	✓	✓
Social media promotion	✓	✓	✓	✓
Complementary tickets	✓	✓	✓	✓
Advertisement in the event guide	Full Page	1/2 Page	1/4 Page	1 logo
Preferred speaker opportunity	✓	✓		
Exclusive branding on pre-event promo materials	✓			

On-site	Title	Principal	Major	Supporting
Logo on AV display at all times	✓	✓	✓	✓
Verbal/Visual recognition at the event	✓	✓	✓	
Join the exclusive networking exhibition to access pool of **selected talents**	✓	✓		
Join the exclusive **vendor to vendor** networking reception	✓	✓		
Exclusive branding on conference merch (lanyard, name badge, etc)	✓			

CONTACT US

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McMaster World Congress

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McMasterwc

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@ McMaster_WC

Thank you for your time and consideration!