

47 | MWC

McMaster
University 

DeGroote
School of
Business

A man with dark hair, wearing a blue plaid blazer over a light blue patterned shirt, is seated in a brown leather armchair. He is holding a black microphone in his right hand and gesturing with his left hand. A name tag is pinned to his shirt that reads "2025 MCMASTER WORLD CONGRESS", "Scottie Wilson Building 1000", "Charles Barone", "Scottie Wilson Building", and "FEB 6-7 2025".

Partnership Package

Careers & Certifications 25/26

WHO WE ARE



Meet the People Who Make it Happen



Fatima Gohar
(647) 676-9437

Co-Chair



Sam El-Kadi
(905) 869-6740

Co-Chair



Nick Barone
(905) 512-9064

Lead Director



Christian Barone
(905) 518-0423

External Director



Ethan Slobodzian
(289) 808-4223

External Associate



Luke O'Leary
(416) 819-5905

External Associate

MESSAGE FROM OUR FACULTY DIRECTOR



Dr. Nick Bontis

Dear Potential Partner,

The McMaster World Congress is Canada's **longest** running, **student-led** conference. It has taken place for the last **46** years in Hamilton, Ontario. Since **1978**, thousands of attendees have collaborated, innovated and socialized.

We are excited to welcome you to the **47th annual conference** which will take place on **February 5-6, 2026**. This year's event promises to be **bigger** than ever bringing together university **students**, **academic** researchers and **business** professionals to McMaster.



The conference theme is “**Careers and Certifications**”. We hope that this exciting topic will spark **important** conversations about the **current professional landscape** and **bridge** the **gap** between **academia** and the **professional world**. Through informative, inspirational, and interactive **speaker sessions**, the McMaster World Congress provides students with knowledgeable information that helps them better **understand** how to **adapt** to real-world situations.

As a **partner** to the McMaster World Congress, you can **contribute** directly to an **unmatched** historical legacy and **connect** with McMaster students who are ready to take on the role of **future business leaders**. We **invite** you to consider **partnering** with us, not only to **benefit** from increased **visibility** and **community engagement**, but also to position your organization as a **leader** committed to fostering **student excellence** and **future success**.

Thank you in advance for your support!

Sincerely,

Dr. Nick Bontis
Faculty Director
McMaster World Congress

TESTIMONIALS

Discover the value of MWC through the voices of those who know it best.



Rod White

CIM, Senior Wealth Advisor & Portfolio Manager at Escarpment Advisory Group

"I think the event provides a ton of value for the attendees. There is a great variety of speakers and content, making it appealing to a wide audience."



Jennifer Mazzarolo

CPA, President at Maverick Consulting Group and CEO of CPA Hamilton

"The team of organizers was awesome! Very organized, thorough and the event went off without a hitch from my perspective as a speaker. Communication was clear and timely. The event overall seemed to be very professionally run and the lineup of speakers appeared to be high quality and diverse. Student audience was engaging and had some great questions."



Emily Nichols

P.Eng, President & Founder, Connect Better Inc.

"Highly recommend!! The McMaster World Congress team runs this conference with the energy and dedication you'd expect from seasoned event professionals. For audience members, speakers and sponsors alike, they deliver a high-value experience that truly *connects better*."

BENEFITS OF PARTNERING 47 | MWC

Shape the Future

- **Show** your *dedication* to empowering the next generation of leaders.
- **Associate** your *brand* with a prestigious event focused on knowledge sharing.
- **Highlight** your organization's values through visible support for community engagement.



Networking Opportunities

- **Engage** with *ambitious* potential recruits who are driven and career-focused.
- **Benefit** from *structured* networking sessions, designed to foster meaningful conversations.

On-Campus Presence

- **Gain** direct *exposure* to an engaged student audience.
- **Create** lasting *positive* associations that encourage students to consider your organization for future opportunities.



PARTNERSHIP BREAKDOWN 47 | MWC

Join the Legacy. Partner With Us.

	Price	What's Included	What You Gain
Silver Plan	\$750	• Booth on both days • Acknowledgement during opening and closing ceremonies • Logo on website & all promotional materials	• Direct exposure to all event attendees • Increased brand visibility through pre-event promotions and day-of-marketing
Gold Plan	\$1500	• All benefits from Silver Plan • Exclusive opportunity to be a speaker for the conference • Dedicated social media campaign	• Chance to connect with students directly through a speaking session • Amplify your brand in a way of your choosing across our social media • Enhanced recognition before, during, and after the event
Custom Plan	We offer tailoured options designed around your priorities	• We will work together to decide what is most beneficial. This can include, and is not limited to: • Silver and Gold Plan specific offerings • Potential for other collaborative events (e.g. case competitions, office tours, networking dinner) • Giveaway in your name • Naming rights	• We aim to deliver the value you seek • A fully custom partnership designed to meet your unique brand goals and engagement strategy • Long-term value beyond the event through collaborative initiatives

ONLY MADE POSSIBLE THROUGH YOUR SUPPORT

47 | MWC



Thank You to Our Previous Partners

Your continued support has played a vital role in helping students make meaningful strides toward their futures. Because of your generosity, we've been able to offer valuable opportunities, resources, and experiences that empower tomorrow's leaders. Interested in joining the list? Your partnership can make a lasting impact. Join us in shaping the legacy.

47 | MWC

