

UNMANNED SYSTEMS CANADA 2021

Virtual Conference and Exhibition
Sponsorship Prospectus



SPONSOR CONTACT



Declan Sweeney

Executive Director

613.526.5487

sponsorship@unmannedsystems.ca



OPPORTUNITIES & BENEFITS

	Platinum	Gold	Silver	Partner	Exhibitor
Pricing	\$15,000	\$10,000	\$5,000	\$3,000	\$1,500
Number Of Sponsorships Available	2	4	6	20	30
Complimentary Conference Pass	12	8	6	4	2
Virtual Booth	✓	✓	✓	✓	✓
Social Media Cross Marketing	✓	✓	✓	✓	✓
Logo Recognition On Conference Site	✓	✓	✓	✓	
Logo Recognition On Communications	✓	✓	✓		
Logo Recognition on USC–STC Website	✓	✓			
Speaking Opportunity – Session Introduction	Main Stage	Main Stage	Technical Session	Technical Session	
Virtual Room Showcase	90 mins	60 mins	30 mins		
Speaking Opportunity – Industry Panel	✓	✓			
Speaking Opportunity – Keynote	✓				
Logo recognition as conference partner	✓				

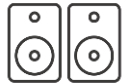
A LA CARTE OPTIONS

Main Page Virtual Photo Booth



Your logo will be placed front and centre of the virtual photo booth. All delegates are welcome to snap a photo of themselves that will appear within your corporate frame on the virtual lobby page. **2 available for \$2,000 each.**

Virtual Platform Music/Entertainment



Your company logo will be advertised on the main screen along with music. The most important part is that all delegates will see and enjoy this video! **3 available for \$2,000 each.**

Gamification



We will be using a feature called Gamification on the virtual event platform. This is a great way to entice delegates to explore the event. As the sponsor of the gamification feature, your company name will be incorporated within all gamification codes which means all delegates who collect these points, will see your company name throughout the event. Get ready for the competition to begin!

4 available for \$1,000 each.

Looking for something in particular? Contact our sponsorship team to start customizing the perfect sponsorship today!

SPEAKING OPPORTUNITY

Depending on your sponsorship package, you may be provided with certain speaking opportunities.

Speaking opportunities are subject to the sponsoring company's area of expertise and the suitability of their involvement in a **Plenary** or **Industry Panel** session.

PLENARY PANEL SPEAKER

The Platinum Sponsor can speak on an expert panel via live stream or pre-recorded session to the main virtual audience of the conference. As the opening event plenary session is the main stage opportunity, it usually draws the largest number of attendees, mainstream media, and social media activity. **The opening plenary session is only provided to the Platinum Sponsor.**

Plenary panel themes are pre-assigned by the conference committee. Sponsor participation in plenary session events will be used to highlight their expertise in their area of business or technology. The speaker committee will help panel speakers develop their approach and provide guidance to maximize their participation in this major part of the conference.

INDUSTRY PANEL SPEAKER

The **Platinum & Gold Sponsors** have an opportunity to join an industry panel speaking event via live stream or pre-recorded session on a specific Industry Panel topic.

Typically, these presentations follow a specific industry theme for which the Sponsor Company must be actively involved in as determined by the speaker committee. The speaker committee will help panelists develop their approach and provide guidance to maximize sponsor and speaker participation in this major part of the conference.

TECHNICAL SESSION INTRODUCTION SPEAKER

The **Silver & Partner Sponsors** have an opportunity to introduce a technical session via live stream. This provides an opportunity to increased engagement and visibility.

Your logo will be displayed with the session and you will have the opportunity for a 2-minute introduction to the session and speakers.

COMPLIMENTARY CONFERENCE REGISTRATION

Sponsors and Exhibitors may be provided virtual event passes as part of their package. Conference Passes may be designated by Sponsors and Exhibitors for their organization's use or allocated to enable work associates, suppliers, or customers to join them at the event.

Allocation of the passes must be coordinated with your assigned Sponsor Manager a minimum of 2 weeks prior to the event.

CONFERENCE PASS

The **Conference Access Pass** provides access to the event presentations, panel discussion, all workshops and virtual room activities. The pass holder has access to all the recorded digital content for 60 days following the conference.

VIRTUAL ROOM SHOWCASE

Virtual Room Showcases, included in some sponsorship packages, are available for **30 – 90 minutes during the conference** schedule to enable participants to connect directly with your team, attend live presentations or join discussion forums. Your virtual room can be customized to suit your objectives, which may include:



Sponsor and Exhibitor information and presentations (project information and announcements, marketing materials, training programs, case studies, new research, or pilot project announcements).



Video chats (25 attendees) for guided discussions for industry, policy and committee working groups, partnership, or project discussions, etc.



Branded room name

VIRTUAL BOOTHS IN THE EXHIBIT HALL

Virtual booths enable companies and organizations to share and promote their contact information and digital content to all event participants (Delegates, Speakers, Sponsors, and other Exhibitors) from across Unmanned Systems Canada's growing national and international community.

The Virtual Exhibit Hall enables companies and organizations to introduce themselves, key personnel, and their projects, programs, and technologies. Exhibitors can promote their confirmed speaker or panel presentations, collaborations, research, partnership, or job opportunities.

Visitors to your booth can also request private B2B meetings to connect directly with your personnel and other event participants. The exhibition area and booth access remain open for an additional 60 days post conference for all pass holders.

SPONSOR RECOGNITION DURING THE EVENT

Depending on the chosen Sponsor and Exhibitor package, you will receive pre-event, live, and post-event recognition from our Conference and Communications Committee.

Please speak with your assigned Sponsor Manager to maximize these marketing opportunities.

SEE YOU THERE!

