



Sponsorship Opportunities

The Brookstreet Hotel – Ottawa, Ontario, Canada

September 9-10, 2019

Presented by



In partnership with



CAV Canada 2019

Anchored in the nation's capital and one of the world's top tech hubs, CAV Canada is the must-attend event for any innovator, organization or community driving the safe development, commercialization and deployment of connected and autonomous vehicles (CAVs).

Co-hosted by the Kanata North Business Association and Invest Ottawa in partnership with the Canadian Automated Vehicles Centre of Excellence (CAVCOE), this national conference will bring together hundreds of stakeholders from across Canada's thriving CAV ecosystem and around the world to propel Canada's global leadership in, and contribution to, this dynamic sector.

With the worldwide economic impact of CAVs estimated to reach US\$7 trillion by 2050, this event aims to help Canada capitalize on this global market opportunity and achieve greater CAV impact. It will equip participants with the knowledge, connections and resources required to enable and accelerate the safe implementation of CAV technologies and solutions.

This powerful experience includes top tier speakers; B2B and investor meetings; access to talent; a CAV Showcase; technology demonstrations at Ottawa L5 CAV Test Facilities; tours of CAV leaders in the Kanata NorthTech Park, the largest of its kind in Canada; and a host of networking opportunities.

➤ **If you are an innovator, company, investor, policy maker, government or community leader with a stake in the CAV revolution, all roads lead to CAV Canada 2019 on September 9-10, 2019 in Ottawa.**

Conference Attendee Profile

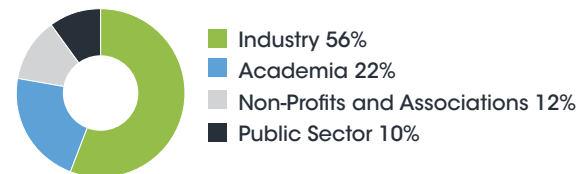
Based on the demographics of 2018 participants

Why Sponsor?

1. Gain exclusive exposure to national and global CAV leaders from industry, academia and government, and explore new opportunities for collaboration
2. Increase your profile as a leader in CAV, and create new opportunities for your organization
3. Meet and build relationships with prospective customers, investors, partners and talent
4. Expand your CAV knowledge and ways to apply it for competitive advantage, while influencing Canada's CAV sector
5. Experience CAV innovation at exclusive demos reserved for sponsors, speakers and VIPs

Increase your profile as a leader in the CAV sector, and create new opportunities for your organization

- ▶ More than 500 participants expected from industry, academia, government, and non-profits from Canada's Capital Region, across the country and around the world



▶ **“It’s an amazing event with lots of excellent opportunities to expand your knowledge and have discussions with prospective customers and partners as well as talent. It’s shaping up to be Canada’s premier CAV Conference.”**

– John Wall, SVP, BlackBerry QNX

Why Sponsor

All Sponsorship Includes:

- ▶ Prominent signage with company logo during the conference
- ▶ Recognition in all CAV Canada 2019 print and online marketing
- ▶ Logo recognition on “Thank You Sponsors” conference posters and onsite digital screens

Sponsorship Levels:

TRAILBLAZER Sponsor - \$15,000 - 2 options

- ▶ Keynote intro
- ▶ Moderator/panelist role
- ▶ Advance access to talent

INNOVATOR Sponsor - \$10,000 - 4 options

- ▶ Moderator/panelist role
- ▶ Advance access to talent access

CONNECTOR Sponsor - \$5,000 - 5 options

ACCELERATOR Sponsor - \$2,500 - Unlimited

CAV Showcase Sponsor - \$1,500

**See next page
for more details**

Custom Sponsorship Package:

Have an idea you would like to try? We would be pleased to meet with you, and explore opportunities to create a custom sponsorship package that meets your specific needs

Sponsorship at a Glance

	TRAILBLAZER	INNOVATOR	CONNECTOR	ACCELERATOR
OPPORTUNITIES AVAILABLE	2	4	5	Unlimited
SPONSORSHIP VALUE	\$15,000	\$10,000	\$5,000	\$2,500
DELEGATE PASSES				
Complimentary Conference Pass	6	4	2	1
SPEAKING OPPORTUNITIES				
Opening Keynote(s) Introductions High profile session subject to availability and content (2 minutes x 2 keynotes)	●			
Moderator or Panelist Role	●	●		
Video Interview High profile video to be shared on CAV Canada online properties post-event	●			
Choice of Technology or Deployment Track (Option 1 or 2) Exclusive branding and opening introduction of your track		●		
ACCESS TO TALENT				
Advanced access to a broad spectrum of CAV talent with an opportunity to interview candidates at conference	●	●		
NETWORKING FUNCTIONS				
Feature Sponsor at either Connector Lunches: (Option 3 or 4) ▶ Lunch sponsor for both Sept. 9 and Sept. 10 OR Feature Sponsor at the Connector Mixer: ▶ Networking Mixer Sept. 9		●		
Featured Sponsor of: Lead the Way Breakfast, Sept. 9 (1 opportunity) Charge Me Up Breakfast, Sept. 10 (1 opportunity) Fill Me Up Networking Break (3 opportunities)			●	
MARKETING AND BRANDING				
Recognition as a sponsor on the conference website (logo and weblink), conference program (logo), and CAV Showcase	1st	2nd	3rd	4th
Recognition as a sponsor in CAV Canada 2019 social media by Kanata North Business Association and Invest Ottawa: ▶ LinkedIn ▶ Twitter ▶ Facebook	6	4	2	1
Placement in the conference program	Full pg	1/2 pg	1/4 pg	
Access to the conference delegate list featuring the name, title, organization and contact information for all CAV Canada participants who opt in	●	●		
CAV SHOWCASE				
Dedicated display space: 8' table and 2 chairs positioned in area of high delegate traffic during breaks and lunch	Double display space	Single display space	Single display space	Single display space

Exhibitors: CAV Showcase

Package: \$1,500

The CAV Showcase is where networking will begin and relationships will grow. On September 9, sponsors and exhibitors will have the opportunity to showcase products and services to our attendees during meals and refreshment breaks, as well as our evening reception.

- ▶ Single Display: 8' draped table and 2 chairs
- ▶ Delegate Pass (1)
- ▶ Company listing in Showcase list of Exhibitors
- ▶ 4.5 hours of exhibit time

➤ **Reserve your space today.**
Full exhibitor information coming soon.

For more information on conference details, sponsorship opportunities and participation, please contact:

Kanata North Business Association

Veronica Farmer
Director, Operations
613.862.3346
veronica.farmer@kanatanorthbia.ca

Invest Ottawa

Sonya Shorey
Vice President, Strategy, Marketing and Communications
613.851.9416
sshorey@investottawa.ca