

TiECon Canada



2016

PROGRAMS & SPONSORSHIP OPPORTUNITIES

Engage with TiE-Ottawa

Access to the Network

- Gain access to TiE-Ottawa's network of entrepreneurs and start-ups
- Connect with serial entrepreneurs who have an established record of successful start-ups
- Join TiE Ottawa mission to foster entrepreneurship in Ottawa and to create wealth through entrepreneurship
- Leverage TiE's rapidly expanding global network of over 60 chapters in 17 countries to tap global business opportunities

Customers and Executive Talent

- Access an Executive Talent Pool of some of the most highly experienced, trained, and educated professionals in the world
- Interface directly with key Decision Makers in high-growth companies
- Attend special executive-level talent-sourcing events throughout the year
- Connect with prospects seeking your products and services.
- Receive support for your professional and diversity hiring goals.

Increased Visibility

- Accrue mindshare among major players in downstream industries.
- Network with TiE charter members comprised of leadership from top Ottawa firms, entrepreneurs, and other sponsors at special events
- Prominent display of your logo on the TiE-Ottawa website
- Gain exposure to leading entrepreneurial companies for partnership or acquisition.
- Participate in events as speaker or panelist to communicate directly with thought leaders, professionals, and stakeholders in your industry.

Foster Entrepreneurship

- Be an advisor or mentor to TiE companies
- TiE is the only organization helping 4000 entrepreneurs annually round the globe
- Participate in 7 distinct TiE Ottawa programs
- Join the cause and make a difference in the Ottawa community

Stay Engaged in the Ecosystem

- Access the foresight of the extended TiE network
- Take advantage of the interconnectivity
- Seize the next big opportunity



Fostering Entrepreneurship Globally

Invest in the Next Generation of Canadian Entrepreneurs:

TiECon Canada 2016 Partnership Package

Support Canada's Entrepreneurial Community on November 3 - 4, 2016

The Indus Entrepreneurs (TiE) is one of the largest entrepreneurial organizations in the world. With more than 12,000 members, 2500 charter members and 61 chapters in 18 countries, our organization is dedicated to the virtuous cycle of wealth creation and giving back to the community. TiE strives to generate and nurture entrepreneurship through networking, mentorship, global connectivity and education.

Serving as an inspiration, learning and networking forum for Ottawa-based entrepreneurs, TiE Ottawa organizes and hosts more than 20 events each year. The Ottawa Chapter will host the fourth annual *TiECon Canada*, TiE's flagship entrepreneurial conference, on **November 3 and 4, 2016 at the Brookstreet Hotel**. This event will bring together hundreds of aspiring entrepreneurs, industry leaders, investors and other decision-makers. This creates a unique opportunity for your organization to promote our growing entrepreneurial community at a critical juncture in its development.

This conference will build directly on the success of the last three TiECons hosted in October 2013, 2014 and 2015. With a focus on connecting and equipping entrepreneurs for success, past events opened the door to a world of new entrepreneurial learning, networking, investment and opportunity. With a roster of more than 50 speakers, each past TiECon brought together over 300 entrepreneurs, SMEs and industry veterans, investors and other members of the local, national and global business community. They also generated significant media coverage and publicity for our 25 sponsors and promotional partners, with coverage spanning CTV, the Ottawa Citizen, CBC Radio, CFRA, IT Business and other business trade publications. I invite you to review the full coverage of TiECon Canada 2013, 2014 and 2015 on our website at www.tieconcanada.org for additional insight on this event. We look forward to leveraging this momentum, and delivering even greater value to entrepreneurs, sponsors and partners at TiECon Canada this year.

Ottawa is historically recognized as a government town and Canadian high-tech centre. Like many ICT hubs around the world, Ottawa's booming technology sector suffered significant losses during the telecom bust, knocking out some of the region's largest innovators and employers. Following a challenging recovery, our resilient city is thriving once again as entrepreneurs embrace emerging technologies and launch new companies. Ottawa is a new entrepreneurial city, and it is giving rise to a new breed of entrepreneur and several success stories in the past three years. TiECon Canada aims to fuel and accelerate this development. As a partner, you will play a pivotal role in helping us to achieve this objective.



Fostering Entrepreneurship Globally

With the theme **Disruptive Entrepreneurship**, this event will feature local, national and global experts from all spheres of business as we explore key entrepreneurial opportunities and challenges, and share lessons learned and recommendations that promote growth and success. As a partner, you will help to inspire and educate entrepreneurs and business leaders, and directly influence the further development of Ottawa as one of Canada's fastest growing entrepreneurial hubs.

TiECon Canada creates an opportunity to invest and market to the next generation of entrepreneurs and leave a legacy to Ottawa's entrepreneurial community. We look forward to working together to build successful industry leaders and companies that will shape the future of business and contribute to the society.

See testimonials from an attendees and a PicthFeat winner at TiECon Canada 2015:

"I had the opportunity to attend the TiECon Canada 2015. It was an amazing conference held in Ottawa. I had no expectation but to meet fellow entrepreneurs. I was in the process of working on my new startup and I had some time on hand. I met a company looking for someone with my expertise and I was able to secure a \$36 K contract. I also connected with 2 investors for my new startup. Speaker were great and the audience was relevant to entrepreneurs. I am looking forward to TiECon Canada 2016." - Haseeb Awan, Co-founder, Efani

"TiECon Canada 2016 was one of the best events we've attended. Aside of the logistics and organization that were flawless, the quality of the speakers and post-event discussion were of high value. Winning TiECon was a game changer for us. Thanks to the added exposure and validation, not only we were able to close our pre-seed round faster than anticipated, but also raised the profile of the new venture significantly and positioned us well for additional sales a larger seed round with Tiers 1 VCs. Simply said, TiE Ottawa has played an important role before and after TiECon in the life of our company." - Solon Angel, Founder, Squanto

TiECon Canada Partnership Packages

Platinum Partner – \$25,000

As a Platinum partner, you will receive all the privileges of gold partner. In addition, we will work with you to prepare a customized package that meets your needs.

Gold Partner – \$15,000

As a Gold partner, you will receive five complimentary passes to TiECon Canada and have the opportunity to:

- Serve as a host of one of the two TiECon Canada conference days with an introductory speaking opportunity
- Work directly with the TiECon committee to address your specific partnership objectives and garner customized exposure throughout TiECon Canada
- Serve as a panelist or moderator of one conference session
- Attend a special reception and dinner with invited speakers, TiE Charter members and sponsors (by invitation only)
- Achieve significant branding and visual exposure throughout the conference, on the TiECon Canada website and all related electronic communication; this includes the potential to contribute a full-page color article in the TiECon Canada welcome package (maximum of 2,500 words) and other promotional materials to the delegate; and recognition as Gold partner in all TiECon Canada marketing material, banners and other signage
- Secure a prime exhibit location with 4' table or banner (with organization name) on both days of the conference to enable networking, distribution of promotional materials, and delegate engagement
- Annual sponsorship for TiE Ottawa. This includes promotion for next 12 months on all the electronic and printed communication and speaking opportunity at TiE Ottawa events.

Sliver Partner – \$10,000

As a Silver partner, you will receive three complimentary passes to TiECon Canada and have the opportunity to:

- Attend a special reception and dinner with invited speakers, TiE Charter members and sponsors (by invitation only)
- Deliver brief opening remarks and introduce a keynote speaker or panel during the conference
- Secure a prime exhibit location with 4' table or banner (with organization name) on both days of the conference to enable networking, distribution of promotional materials, and delegate engagement



Fostering Entrepreneurship Globally

- Achieve significant branding and visual exposure throughout the conference, on the TiECon Canada website and all related electronic communication; this includes the potential to contribute a full-page feature in the TiECon Canada welcome package and other promotional materials to the delegate; and recognition as Silver partner in all TiECon Canada marketing material, banners and other signage
- Semi-annual sponsorship for TiE Ottawa. This includes promotion for next 6 months on all the electronic and printed communication and speaking opportunity at TiE Ottawa events.

Bronze Partner – \$5,000

As a Bronze partner, you will receive two complimentary passes to TiECon Canada and have the opportunity to:

- Attend a special reception and dinner with invited speakers, TiE Charter members and sponsors (by invitation only)
- Introduce a keynote speaker or panel during the conference
- Achieve significant branding and visual exposure throughout the conference, on the TiECon Canada website and all related electronic communication; this includes the opportunity to contribute promotional materials to the delegate welcome package; and recognition as Bronze partner in all TiECon Canada marketing material, banners and other signage

If you would like to explore TiECon partnership opportunities, please contact Bharat Rudra at: brudra@gmail.com .

For additional information on TiE Ottawa, please visit: <https://ottawa.tie.org/>. Information regarding the conference will soon be available at TiEConCanada.org. In the mean please visit the site and see speakers and other details of past TiECons..