



**Carleton**  
UNIVERSITY

Office of the Dean  
Faculty of  
**Engineering  
and Design**

**Infrastructure  
Resilience  
Research  
Group**

February 2017

Dear Sponsor:

**2017 International Urban Security and Resilience  
Conference, Workshop and Exhibition: New Realities – New Strategies**  
*The Sheraton Centre, Toronto, Ontario (Canada)*  
*Tuesday, May 16<sup>th</sup> to Friday, May 19<sup>th</sup>, 2017*

Canada will play host to a major international conference next May that will bring together leading experts from around the world to develop new strategies in the fight against extremists, violent urban civil disorder and terrorism.

**This event offers valuable sponsorship opportunities for organizations seeking a strategic platform from which to promote their offerings to some of the sectors most influential decision makers.**

The purpose of the International Urban Security and Resilience Conference, Workshop and Exhibition is to provide a high-level forum for representatives of the security intelligence and law enforcement communities, public and private security practitioners, government officials, community and corporate leaders, non-governmental agencies, and academia to engage in focused dialogue aimed at finding solutions to counter the increasingly complex security challenges of the 21st century.

This first-ever conference will be hosted by the Infrastructure Resilience and Research Group (IRRG), Office of the Dean, Faculty of Engineering and Design, at Carleton University. The IRRG is mandated to convene conferences and specialized forums to help build knowledge and foster professional networking among public and private stakeholders.

IRRG is collaborating with [ASIS International](#), and [Building Owners and Managers Association](#) (BOMA) of Canada to host the event taking place at the Sheraton Centre, 123 Queen Street West, Toronto, Ontario, from Tuesday, May 16, 2016 to Friday, May 19, 2016.

Attached, please find a description of the benefits offered at each sponsorship level. To determine which level would be right for your organization, please contact [irrg@carleton.ca](mailto:irrg@carleton.ca). We look forward to hearing from you.

Yours sincerely,

Felix Kwamena, Ph.D.  
Adjunct Professor / Director  
Infrastructure Resilience Research Group (IR<sup>2</sup>G)  
Office of the Dean  
Faculty of Engineering and Design  
Attachment: (1)

**ATTACHMENT 1**



## **SPONSORSHIP LEVELS**

### **Principal Sponsorship \$100,000.00**

This level of sponsorship affords your company with the opportunity to:

- Have its name/logo and sponsorship level listed in the sponsorship section of delegate binders;
- Include promotional items in delegate welcome bags (marketing brochures will not be accepted at this sponsorship level);
- Include business cards and brochures (maximum 2 pages) in delegate binders;
- Have the company name/logo on a Coffee Break / lunch / reception / gala dinner Sponsor sign at the table;
- Showcase your company and its products at an (2) 10' x 10' booth in the Exhibition;
- Sponsor a speakers to participate on a panel or to participate as a workshop leader (all travel costs covered by sponsor and non- sales-oriented workshop);
- Showcase your company and products at a table in the Central / Exhibition Room or wherever hospitality is provided;
- Make remarks (15 minutes) to the delegates at the opening evening reception as part of the welcome speeches;
- Have up to 20 of your representatives participate in the evening reception with delegates and attend all activities.

### **Diamond Sponsorship \$80,000.00**

This level of sponsorship affords your company with the opportunity to:

- Have its name/logo and sponsorship level listed in the sponsorship section of delegate binders;
- Include promotional items in delegate welcome bags (marketing brochures will not be accepted at this sponsorship level);
- Include business cards and brochures (maximum 2 pages) in delegate binders;
- Have the company name/logo on a Coffee Break / lunch / reception / gala dinner Sponsor sign at the table;
- Showcase your company and its products at an (2) 10' x 10' booth in the Exhibition;
- Sponsor a speakers to participate on a panel or to participate as a workshop leader (all travel costs covered by sponsor and non- sales-oriented workshop);
- Showcase your company and products at a table in the Central / Exhibition Room or wherever hospitality is provided;
- Make remarks (15 minutes) to the delegates at the opening evening reception as part



of the welcome speeches;

- Have up to 15 of your representatives participate in the evening reception with delegates and attend all activities.

### **Platinum Sponsorship \$50,000.00**

This level of sponsorship affords your company with the opportunity to:

- Have its name/logo and sponsorship level listed in the sponsorship section of delegate binders;
- Include promotional items in delegate welcome bags (marketing brochures will not be accepted at this sponsorship level);
- Include business cards and brochures (maximum 2 pages) in delegate binders;
- Have the company name/logo on a Coffee Break / lunch / reception / gala dinner Sponsor sign at the table;
- Showcase your company and its products at an 10' x 10' booth in the Exhibition;
- Sponsor a speaker to participate on a panel or to participate as a workshop leader (all travel costs covered by sponsor and non- sales-oriented workshop);
- Showcase your company and products at a table in the Central / Exhibition Room or wherever hospitality is provided;
- Make remarks (5 minutes) to the delegates at the opening evening reception as part of the welcome speeches;
- Have up to 10 of your representatives participate in the evening reception with delegates.

### **Gold Sponsorship \$30,000.00**

This level of sponsorship affords your company with the opportunity to:

- Have its name/logo and sponsorship level listed in the sponsorship section of delegate binders;
- Include promotional items in delegate welcome bags (marketing brochures will not be accepted at this sponsorship level);
- Include business cards and brochures (maximum 2 pages) in delegate binders;
- Have the company name/logo on a Coffee Break Sponsor sign at the break table;
- Showcase your company and its products at an 10' x 10' booth in the Trade Show;
- Sponsor a speaker to participate on a panel OR to participate as a workshop leader (all travel costs covered by sponsor and non- sales-oriented workshop);
- Showcase your company and products at a table in the Central / Exhibition Room or wherever hospitality is provided;





- Make remarks (5 minutes) to the delegates at the opening evening reception as part of the welcome speeches;
- Have up to 6 of your representatives participate in the evening reception with delegates.

**Silver Sponsorship \$25,000.00** (package and reservation of a booth)

This level of sponsorship affords your company with the opportunity to:

- Have its name/logo and sponsorship level listed in the sponsorship section of delegate binders;
- Include promotional items in delegate welcome bags marketing brochures will not be accepted at this sponsorship level);
- Include business cards and brochures (maximum 2 pages) in delegate binders;
- Have the company name/logo on a Coffee Break Sponsor sign at the break table;
- Showcase your company and its products at an 10' x 10' booth in the Trade Show;
- Have up to 6 of your representatives participate in the evening reception with delegates.

**Bronze Sponsorship -- \$10,000.00**

This level of sponsorship affords your company with the opportunity to:

- Have its name/logo and sponsorship level listed in the sponsorship section of the delegate binders;
- Include promotional items in delegate welcome bags (no marketing brochures will be accepted at this sponsorship level);
- Include business cards and brochures (maximum 2 pages) in delegate binders;
- Have up to four (4) of your representatives participate in the evening reception with delegates.

**Other Sponsorship Levels:**

The following level of sponsorships involve acknowledgement of the company:

- **Dinner -- \$8,000.00**
- **Reception -- \$5,000.00**
- **Lunch -- \$2,500.00**
- **Breakfast and Networking Breaks -- \$1,500.00**