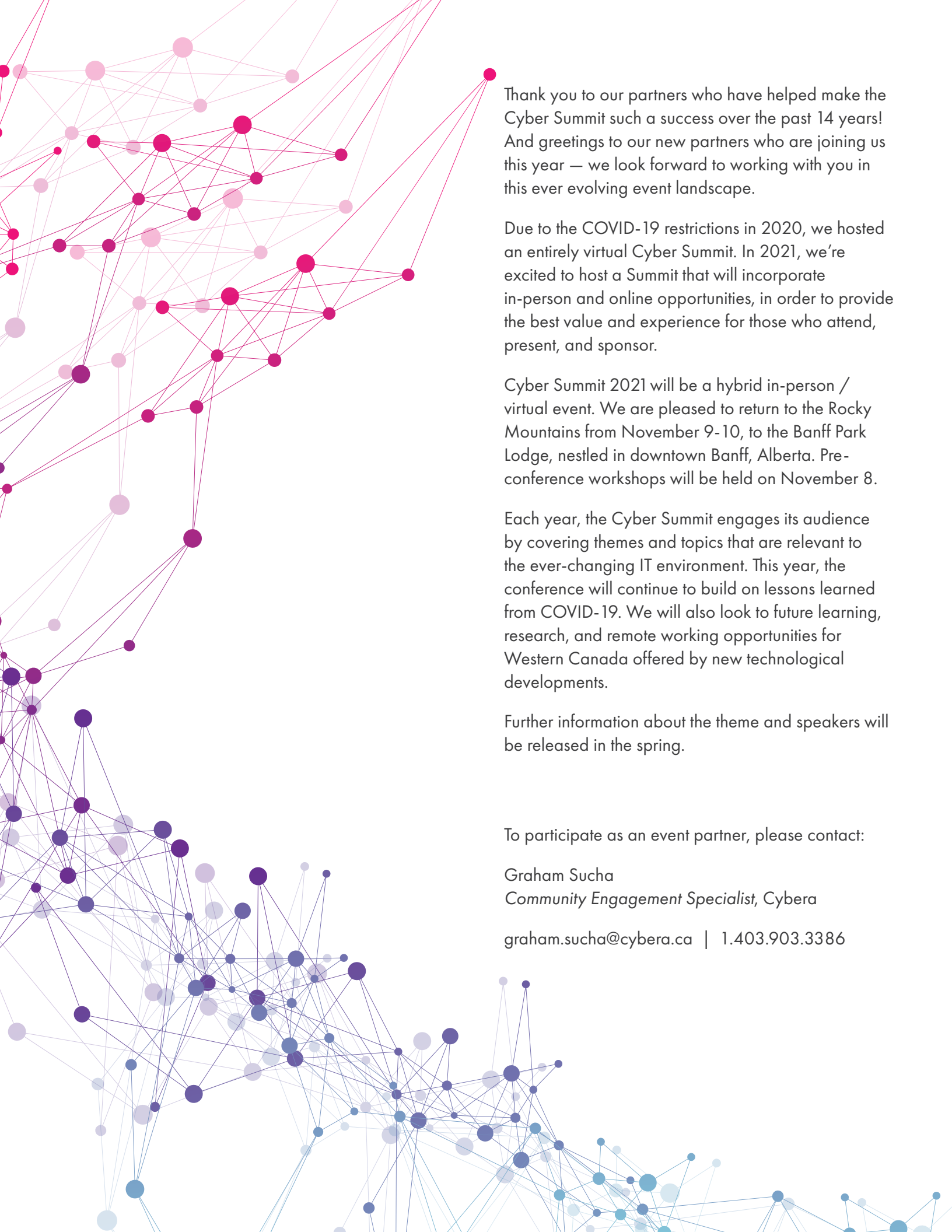




Sponsorship
Opportunities

CYBER SUMMIT 2021

MOVING TO THE "NEW NORMAL" | NOVEMBER 8-10, 2021 | BANFF, AB & VIRTUAL



Thank you to our partners who have helped make the Cyber Summit such a success over the past 14 years! And greetings to our new partners who are joining us this year — we look forward to working with you in this ever evolving event landscape.

Due to the COVID-19 restrictions in 2020, we hosted an entirely virtual Cyber Summit. In 2021, we're excited to host a Summit that will incorporate in-person and online opportunities, in order to provide the best value and experience for those who attend, present, and sponsor.

Cyber Summit 2021 will be a hybrid in-person / virtual event. We are pleased to return to the Rocky Mountains from November 9-10, to the Banff Park Lodge, nestled in downtown Banff, Alberta. Pre-conference workshops will be held on November 8.

Each year, the Cyber Summit engages its audience by covering themes and topics that are relevant to the ever-changing IT environment. This year, the conference will continue to build on lessons learned from COVID-19. We will also look to future learning, research, and remote working opportunities for Western Canada offered by new technological developments.

Further information about the theme and speakers will be released in the spring.

To participate as an event partner, please contact:

Graham Sucha
Community Engagement Specialist, Cybera

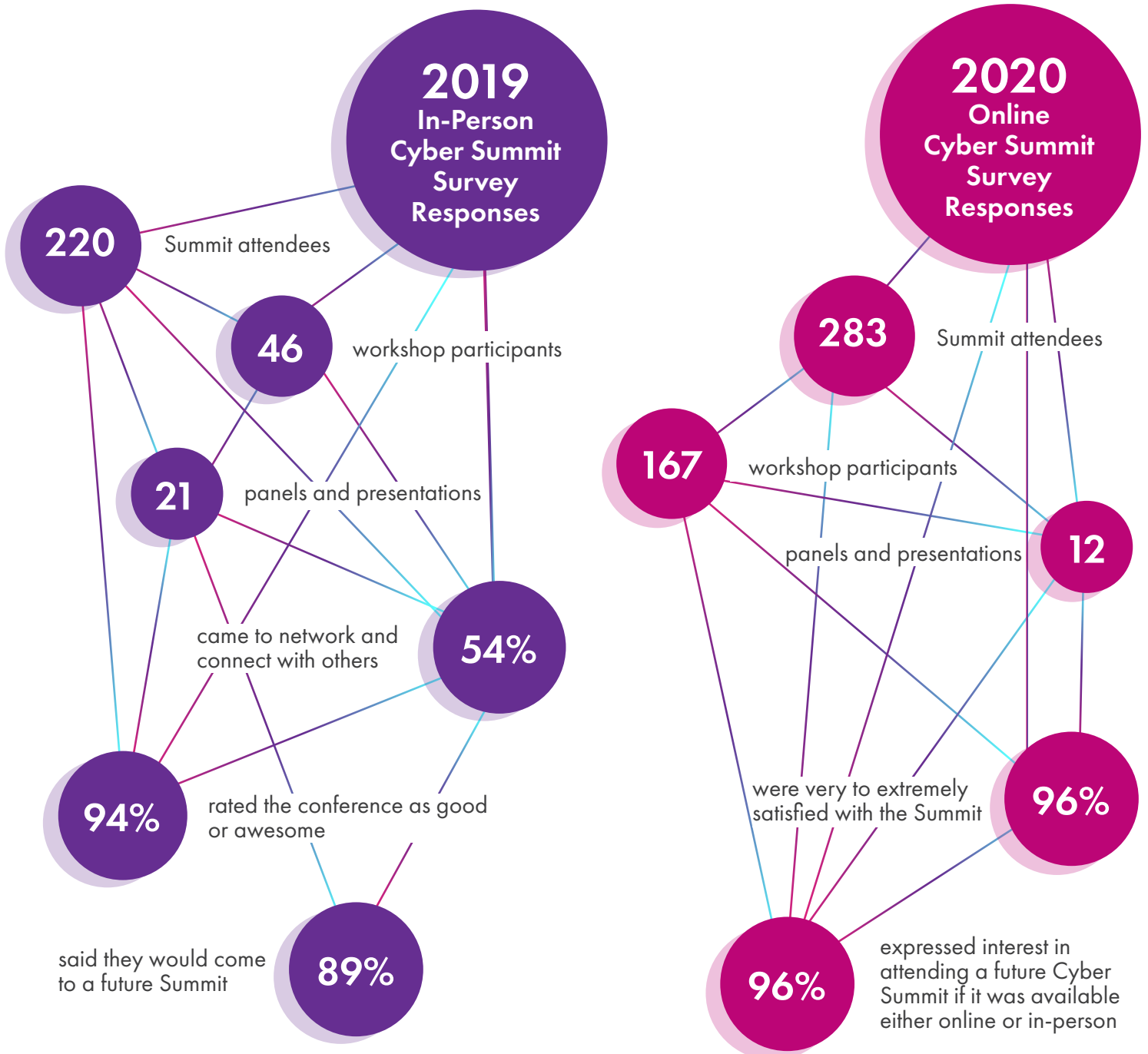
graham.sucha@cybera.ca | 1.403.903.3386

ORGANIZERS

This event is organized by the three Prairie organizations that run the Research and Education Networks in Alberta, Saskatchewan and Manitoba: Cybera, SRNET and MRnet. Each organization works with stakeholder groups in the public, education, and start-up space, who look to them for unbiased technical advice and support.



CYBER SUMMIT STATS



WHO ATTENDS

We will host ~150 of the West's greatest technology minds in-person, with an expected additional ~100 attendees who will join us virtually.

Business and IT professionals come to the Cyber Summit to explore the latest in technology trends and applications that can be leveraged in their organizations. These three days in Banff prove crucial to everyone on the operations team — from CIOs and systems administrators, to business development and policy officers.

**Please note that in-person projections are based on existing travel restrictions being lifted.*

2020 Attendees by Sector

24%	NREN
22%	Post-Secondary
11%	K-12
11%	Tech Supplier
9%	Research / Not-for-Profit
9%	Government
8%	Consultant / Entrepreneur
6%	Misc.

2020 Attendees by Job Title

22%	Director (Technology)
17%	Executive (CEO / VP / COO / CIO)
15%	Communications / Marketing / Sales
13%	Network Analyst / Architect / Manager
11%	Developer / SysAdmin / Systems Analyst
8%	Manager (Gov't / Operations)
6%	Misc.
5%	Consultant / Entrepreneur
3%	Teacher / Superintendent / Director of Learning

COMPANIES IN ATTENDANCE (2020)

Australia's Academic and Research Network	Fort McMurray Public Schools	Santander Oil Services (Consulting)
Alberta Conference SDA Church	Foundations for the Future Charter Academy	Saskatchewan Ministry of Education
Alberta Education	Genome Alberta	Saskatchewan Polytechnic
Alberta Innovates	Government of Alberta	Service Alberta
Ministry of Alberta Jobs, Economy & Innovation	Grande Prairie Public School Division	Softchoice
Amazon Web Services	Greater Saskatoon Catholic Schools	Soteria 120
Ambrose University	Haskayne School of Business, Uof	SAIT (Southern Alberta Institute of Technology)
AWS	InceptionU	SRNET
BCNET	Innovation Place	St. Albert Public Schools
Bow Valley College	ISAIC (Industry Sandbox & AI Computing)	St. Mary's University
Brandon University	Job Seeker	Suriya Group
Brandy Payne Consulting	Krux Analytics	Token Naturals Ltd.
Buffalo Trail Public Schools	Lenovo Canada	Town of Cochrane
Burman University	Lethbridge College	United States Consulate General
Calgary Catholic School District	Lethbridge School District No. 51	UBC Cloud Innovation Center
Callysto	MacEwan University	Under the GUI Calgary
CANARIE Inc.	Medicine Hat Public School Division No.76	Unit – the Norwegian Directorate for ICT and Joint Services in Higher Education & Research
CanSSOC	MERLIN	Université de Saint-Boniface
CDW	Microserve	University of Alberta
Cerena	MRnet	University of BC Cloud Innovation Centre
Chic Geek	MXV STUDIOS	University of Calgary
CIRA	My Petite Box	University of Manitoba
City of Calgary	NAIT (Northern Alberta Institute of Technology)	University of Regina
City of Lethbridge	NorQuest College	University of Toronto
Clearview School Division	Northern Lakes College	University of Winnipeg
Concordia University of Edmonton	Nulli Identity Management	University of Lethbridge
Conseil scolaire FrancoSud	Onlea	Value Shepherd
CRTC	ORION	Ventus Development Services Inc.
Cybera Inc.	Paradox Learning Inc.	WBM Technologies Inc.
Dell Technologies	Peer Guidance	Western Economic Diversification Canada
Edmonton Public Schools	Quantum Algorithms Institute	WestGrid
EvolveU	Replicon	Wolf Creek Public Schools
First Nations Technical Services Advisory Group	RICOH Canada	Yukon University
Focused Education Resources Society	Rural Municipalities of Alberta	

HEALTH AND SAFETY OF ATTENDEES

While it's difficult to predict what the pandemic situation will be in November, the Summit organizing committee feels confident about the federal government's projections for vaccinations, which currently forecasts the majority of Canadians having access to a COVID vaccine by this fall. However, we acknowledge that we cannot rely solely on vaccine numbers when planning for a safe event.

We are therefore working with our venue host, the Banff Park Lodge — who has comprehensive health and safety procedures — to ensure we meet and exceed the regulations and recommendations of the Town of Banff, Alberta Health Services, as well as the other provincial and federal government requirements. This event is being organized with the ability to pivot quickly to a partial in-person, or entirely virtual event to ensure we reduce the risk to attendees, staff, and sponsors.

If you would like to learn more, or if your organization has COVID-19 safety provisions that we should be aware of, please reach out to us.



PARTNERSHIP OPPORTUNITIES

Partnerships must be paid within 30 days of the invoice being issued. Sponsorships signed less than 30 days before the Cyber Summit must be paid in full by October 29, 2021. Payment can be made by cheque, electronic fund transfer, and Interac.

The 2021 Cyber Summit has plans to pivot to a virtual-only Summit should health restrictions prevent us from hosting in-person. We are happy to work with you to develop a contingency package to ensure you receive the best value for your contribution.

Partnership packages available:

SPECIAL EVENT PARTNER

- Workshop Partner
- Pub Quiz Sponsor

EXABYTE

- Keynote Sponsor
- Thought Leader & Breakfast Sponsor

PETABYTE

- Social Media Lounge Sponsor
- Lunch Break Sponsor
- Badge Sponsor

TERABYTE

- Coffee Break Sponsor

GIGABYTE

- Gigabyte Sponsor

To participate as an event partner, please contact:

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Community Engagement Specialist, Cybera
graham.sucha@cybera.ca | 1.403.903.3386

PARTNERSHIP OPPORTUNITIES

Special Event Partnerships

WORKSHOP PARTNER

Package Price: \$10,000 (one available)

- Presenting name rights of a workshop ("Presented by").
- Five (5) conference passes, including meals and sessions.
- Opportunity to deliver the content of a half or full-day workshop to attendees, both in-person and online. (Only thought leadership session topics will be considered).
- Opportunity to provide additional signage during the coffee and lunch breaks on the workshop day.
- Opportunity to host a post-workshop cocktail hour.

PUB QUIZ SPONSOR

Package Price: \$10,000 (one available)

- Presenting name rights of the Pub Quiz ("Presented by").
- Host of evening activity.
- Five (5) conference passes, including meals and sessions.
- Opportunity to address the entire audience to welcome the crowd, and deliver some key corporate messages.
- Company logo on appropriate pub quiz signage and promotion.
- Distribution of materials throughout the conference and at the Pub Quiz.
- Opportunity to provide prizes during the Pub Quiz.

Every partnership package includes:

- One (1) 6' tabletop exhibit space. Each space includes: 6' table with black drape and 2 chairs, 1 power cable and internet access.
- Partner acknowledgment during opening and closing comments.
- Company profile on the Cyber Summit '21 agenda.
- Logo included on the event website and pre-session rotating slides.
- Opportunity to offer an attendee giveaway item, to be awarded throughout the conference.
- Company logo on external correspondence including emails.
- Recognition on organizing companies' (Cybera and SRNET) social media platforms.
- The ability to host onsite hospitality events (available for all packages except Gigabyte, contact organizers for more information).
- Digital platform recognition including:
 - › Rolling logo during or after each break.
 - › Video package recognition (10-30 seconds depending on package purchased) at the beginning and end of each day.
 - › Contingencies including increased verbal recognition and virtual booths, should the event have to move away from in-person.

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PARTNERSHIP OPPORTUNITIES

Exabyte Partnerships

THOUGHT LEADER & BREAKFAST SPONSOR

Package Price: \$8,500 (one available).

- Presenting name rights of Registration (“Powered by”).
- Four (4) conference passes, including meals and sessions.
- Opportunity to present one (1) 30-minute featured plenary session, including the option to have a plenary video shared with attendees post-Summit. (Only thought leadership session topics will be considered).
- Opportunity to be featured sponsor of a breakfast.

KEYNOTE SPONSOR

Package Price: \$8,500 (two available)

- Presenting name rights of one of the two keynotes (“Brought to you by”).
- Four (4) conference passes, including meals and sessions.
- Opportunity to introduce the keynote speaker.
- Opportunity to present one (1) 30-minute featured session to all attendees, including the option to have a plenary video shared with attendees post- Summit. (Only thought leadership session topics will be considered).

Every partnership package includes:

- One (1) 6’ tabletop exhibit space. Each space includes: 6’ table with black drape and 2 chairs, 1 power cable and internet access.
- Partner acknowledgment during opening and closing comments.
- Company profile on the Cyber Summit ’21 agenda.
- Logo included on the event website and pre-session rotating slides.
- Opportunity to offer an attendee giveaway item, to be awarded throughout the conference.
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PARTNERSHIP OPPORTUNITIES

Petabyte Partnerships

SOCIAL MEDIA LOUNGE SPONSOR

Package Price: \$5,000 (one available)

- Presenting name rights of the Social Media Lounge (“Powered by”).
- Three (3) conference passes, including meals and sessions.
- One (1) 10-minute speaking opportunity to deliver key corporate messages and introduce a plenary session speaker (excluding keynote).
- On-site signage around Social Media Lounge in high-traffic areas (Cyber Summit to create one sign; Partner has option to create and provide additional signage).
- Opportunity to self-host the “Tweet to Win” contest, promoted throughout the conference by the organizers (prize provided by partner).

* Social Media Lounge will be open during the entire length of the conference *

LUNCH BREAK SPONSOR

Package Price: \$5,000 (two available)

- Presenting name rights of one lunch (“Brought to you by”).
- Three (3) conference passes, including meals and sessions.
- One (1) 10-minute speaking opportunity to all attendees (during sponsored lunch break).
- Opportunity to provide additional signage during the sponsored lunch break.

BADGE SPONSOR

Package Price: \$5,000 (one available)

- Presenting name rights of the official conference badge (logo on lanyard).
- Three (3) conference passes, including meals and sessions.
- One (1) 10-minute speaking opportunity to select attendees (to introduce breakout session of partner’s choice).
- Opportunity to provide branded swag to all attendees during registration.

Every partnership package includes:

- One (1) 6’ tabletop exhibit space. Each space includes: 6’ table with black drape and 2 chairs, 1 power cable and internet access.
- Partner acknowledgment during opening and closing comments.
- Company profile on the Cyber Summit ’21 agenda.
- Logo included on the event website and pre-session rotating slides.
- Opportunity to offer an attendee giveaway item, to be awarded throughout the conference.
- Company logo on external correspondence including emails.
- Recognition on organizing companies’ (Cybera and SRNET) social media platforms.
- The ability to host onsite hospitality events (available for all packages except Gigabyte, contact organizers for more information).
- Digital platform recognition including:
 - › Rolling logo during or after each break.
 - › Video package recognition (10-30 seconds depending on package purchased) at the beginning and end of each day.
 - › Contingencies including increased verbal recognition and virtual booths, should the event have to move away from in-person.

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PARTNERSHIP OPPORTUNITIES

Terabyte Level

COFFEE BREAK SPONSOR

Package Price: \$3,500 (four available) **ONE SPOT REMAINING!**

- Presenting name rights of the coffee area during either the morning or afternoon (“Brought to you by”).
- Two (2) conference passes, including meals and sessions.
- One (1) 10-minute speaking opportunity to select attendees (to introduce breakout session of partner’s choice).
- Opportunity to provide additional pop-up signage that will be featured around the coffee station during the allotted time frame.
- Verbal thank-you in sessions before and after sponsored coffee break.

Gigabyte Level

GIGABYTE SPONSOR

Package Price: \$2,000 (five available)

- One (1) conference pass, including meals and sessions.
- Company listing in handout materials.

WE LOVE OUR SPONSORS!

Not seeing what you
need? Contact us for
custom sponsor
packages.

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