



The Exchange District



The Forks



CanWest Global Park



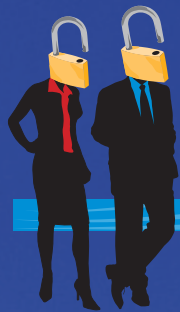
Esplanade Riel



St. Boniface Cathedral



The Forks Market



OPEN SKIES,
OPEN MINDS
WINNIPEG 2008



OPEN SKIES, OPEN MINDS
WINNIPEG 2008

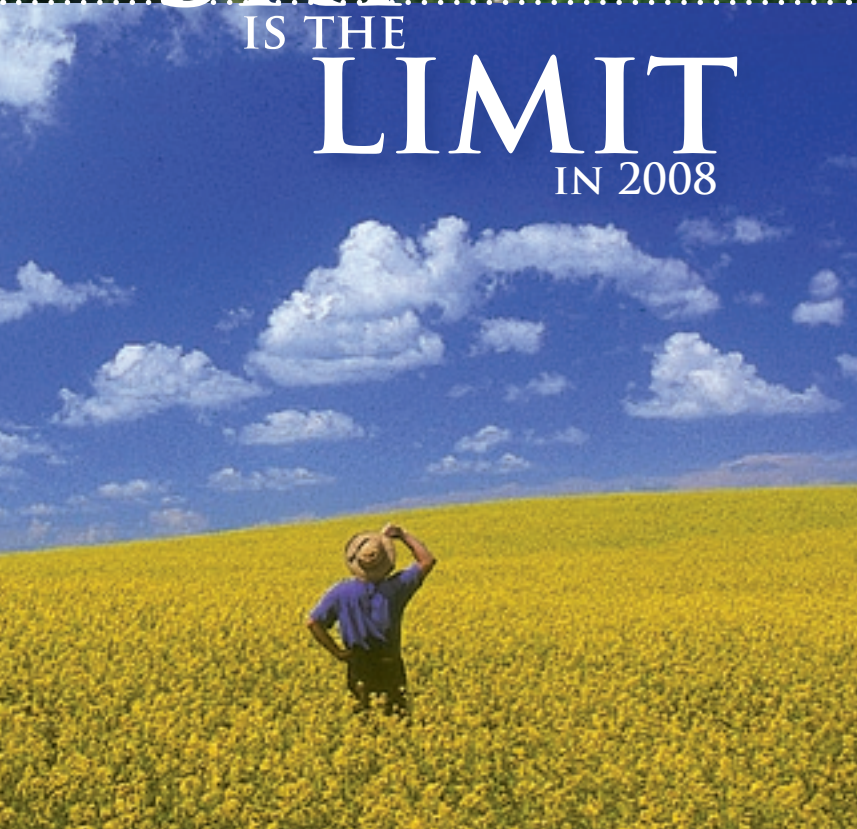
SPONSORSHIP PROSPECTUS



THE
SKY
IS THE
LIMIT
IN 2008



2008 MRIMA
CONFERENCE
MAY 25-28, 2008



IN THE HISTORIC
HEART OF WINNIPEG
AT THE FAIRMONT
HOTEL

SPONSORSHIP PROSPECTUS

BECOME A SPONSOR NOW, AS THE SKY'S THE LIMIT AT THE 2008 MRIA CONFERENCE!

Canada's premiere Marketing Research Conference attracts 300 to 400 decision makers and marketing research practitioners from research agencies and user organizations. Sponsoring this exciting conference allows you and your organization to be recognized as a supporter of our industry and offers access to the industry's leading decision makers. Your sponsorship of the 2008 MRIA conference provides maximum exposure to conference delegates and MRIA members.

This 2008 MRIA Conference Sponsorship Prospectus is designed to help you select the opportunity that best suits your marketing objectives. Stand-alone sponsor packages are available from \$2,000 to \$25,000. Each category guarantees that you will build profile, recognition, and access to the attending delegates. This prospectus has been designed to help you find a level of sponsorship that is best for your organization. We would also be happy to customize a package for you to better address your needs.

Our conference coordinator, Geoff Powell, of Strauss Event and Association Management, and our Sponsorship Chairperson for the conference, Sigrid Penner, will be pleased to discuss these sponsorship opportunities to ensure that you receive the most benefit for your support at the 2008 MRIA conference.

"OPEN SKIES, OPEN MINDS" DIAMOND SPONSORSHIP: \$25,000 (1 AVAILABLE)

Full-service research organizations will find the Diamond sponsorship package to be the most effective way to inform potential clients and employees about their organization and to position themselves as a leader in the Canadian marketing research industry that is distinct from its competitors.

Support at the Diamond Level is limited to only one sponsor and will enable your organization to be the key supporting sponsor of the entire 2008 MRIA conference. As the Diamond sponsor, you will receive maximum brand exposure for your organization, and recognition and visibility as a prominent industry player and MRIA supporter.

The "OPEN SKIES, OPEN MINDS" DIAMOND LEVEL sponsorship benefits include:

- Exposure on the conference website with your organization's logo, link to your organization's website, and description of up to 250 words
- Company logo placed on delegate nametag holders (worn by all delegates throughout the conference)
- Company name and logo displayed on all conference literature
- Prominent sponsorship positioning on conference print and promotional materials (including advertising in other marketing research-related organization publications as determined by the 2008 MRIA conference committee)
- Sponsorship recognition displayed at registration centre
- Corporate name and logo presented on conference signage
- Full page color advertisement in conference program on the back cover
- Post conference recognition in VUE
- Trade show visibility on running board
- An opportunity to speak at a pre-determined time during the conference about your organization and organization's support and involvement with the MRIA
- Formal recognition and acknowledgement of sponsorship commitment at conference commencement and throughout the conference as appropriate
- Full registration list of delegates provided via email prior to the conference
- Opportunity to include 1 insert in delegates' bags
- Reserved VIP table for gala dinner and awards ceremony at the Western Canadian Aviation Museum
- Option to donate a door prize to be distributed at a specified time during the conference (with verbal sponsorship recognition at time of draw and on packaging of door prize)
- Five conference registrations with full access to all events and programs
- Opportunity to host the Gala Dinner After Party (i.e., hospitality suite), which is an official part of the program. The conference committee will be responsible for advertising the party in both pre-conference marketing and promotions materials and during the conference, providing delegates with transportation from the gala dinner to the after party location, providing basic decorations (such as MRIA banners, banner of Diamond Sponsor logo), and assisting with site selection and basic logistical arrangements. The cost of facility rental and refreshments, detailed arrangements, and decorating the venue will be the responsibility of the Diamond level sponsor (with the permission of the venue).

SPONSORSHIP PROSPECTUS

THE SKY'S THE LIMIT SPONSORSHIP: \$20,000 (1 AVAILABLE)

Full-service research firms will find The Sky's the Limit sponsorship package to be an effective way to inform potential clients and employees about their organization, and to position themselves as a leader in the Canadian marketing research industry.

The Sky's the Limit sponsorship opportunity provides high visibility at the conference marquee event. The gala dinner combined with the Excellence in Research Awards generates high enthusiasm as an optimal networking and social event. In having the opportunity to greet and thank all delegates for attending, your organization will receive prominence at the 2008 MRIA conference.

The SKY'S THE LIMIT sponsorship benefits include:

- Official sponsor and host of the gala dinner and awards presentation evening
- Positioning as the Sky's the Limit sponsor on all specific event signage
- Opportunity to greet, direct to gala events, and thank guests for attending at the dinner and reception
- Speaking opportunity to launch the gala dinner formalities to briefly describe their organization, particularly in how they support and are involved with the MRIA and national conference (maximum 5 minutes)
- Chance to host delegates on the bus
- Sponsorship of the bus transportation to and from the venue
- Recognition and thank you at the gala dinner and awards ceremony
- Reserved VIP table for awards presentation and gala dinner
- Option to donate a door prize at the gala dinner and awards ceremony (with verbal sponsorship recognition at time of draw and on packaging of door prize).
- Opportunity to host a hospitality suite / after tradeshow reception party, which is an official part of the program. The conference committee will be responsible for advertising the party in both pre-conference marketing and promotions materials and during the conference, providing basic decorations (such as MRIA banners, banner of sponsor logo), and assisting with site selection and basic logistical arrangements. The cost of facility rental and refreshments, detailed arrangements, and decorating the venue will be the responsibility of the sponsor (with the permission of the venue).
- Exposure on the conference website with organization logo, description (up to 200 words), link to your organization's website, and link to the gala dinner and awards ceremony on the conference website
- Prominent logo and company name on all gala event related literature and signage
- Company name and logo displayed on all conference literature (including advertising in other marketing research-related organization publications as determined by the 2008 MRIA conference committee)
- Sponsorship recognition displayed at the registration centre
- Full page color advertisement in conference program (inside front cover)
- Full registration list of delegates provided via email
- Opportunity to include 1 insert in delegates' bags
- Post conference recognition in VUE
- Four conference registrations with full access to all events and programs
- Please note the gala dinner and awards ceremony Master of Ceremonies and event itself will be selected / lead by the MRIA National Conference committee.

PLATINUM SPONSORSHIP: \$10,000 (2 AVAILABLE)

Full service research organizations will find a Platinum sponsorship to be a cost effective way to inform potential clients and employees about their organization and the things that distinguish them from other research organizations through hosting a signature event.

The PLATINUM sponsorship benefits include:

- Prominent signage on sponsored event and supporting printed materials
- Official recognition of your role as the sponsor of the event
- Speaking opportunity to launch sponsored event (maximum of 5 minutes), which would include a brief description of your organization and your organization's support and involvement with the MRIA and national conference
- Opportunity to distribute promotional materials on tables or at the entrance way of your event
- Three conference registrations with full access to all events and programs
- Reserved table at gala dinner and awards presentation
- Exposure on conference website with your organization's logo, name, link to event they are hosting, and one sentence description of your organization
- Sponsorship recognition displayed at registration centre
- Full page black and white advertisement in the conference program
- Full registration list of delegates provided via email
- Opportunity to include 1 insert in delegates' bags
- Post conference recognition in VUE
- Option to donate a door prize to be distributed at a specified time during the conference (with verbal sponsorship recognition at time of draw and on packaging of door prize).

OPEN MINDS KEYNOTE LUNCHEON SPONSOR (1 AVAILABLE):

This event is designed to generate excitement about the research industry by featuring the luncheon keynote speaker addressing great things done in our field. By sponsoring, you will have the opportunity to introduce the keynote speaker. Formal acknowledgement of your role as the luncheon sponsor will be given. In addition, your organization name and logo will appear on signage throughout the event.

OPENING ACT SPONSOR WELCOME KICK-OFF RECEPTION AND WINE TASTING EVENT (1 AVAILABLE):

Have the opportunity to be the first event sponsor of the 2008 MRIA conference! The reception and wine tasting event will be held in the tradeshow hall and provides optimal networking opportunities. The sponsor will play a key role in the announcements and prizes drawn throughout the evening.

SPONSORSHIP PROSPECTUS

GOLD SPONSORSHIP: \$5,000 (18 AVAILABLE)

Full-service research organizations will find the Gold sponsorship to be a cost effective way to inform clients and employees about their organization by providing conference delegates with the appropriate breaks, sponsoring keynote speakers, panel discussions, or pre-conference workshops.

The GOLD sponsorship benefits include:

- Prominent signage on sponsored event and supporting printed materials
- Official recognition of your role as the sponsor of the event
- Given the option to distribute promotional materials on tables or the front entrance at your event
- One conference registration with full access to all events and programs
- Exposure on conference website with your company logo and one sentence description of your organization
- Sponsorship recognition displayed at registration centre
- Half page black and white advertisement in the conference program
- Full registration list of delegates provided via email
- Opportunity to include 1 insert in delegate bags
- Option to donate a door prize to be distributed at a specified time during the conference (with verbal sponsorship recognition at time of draw and on packaging of door prize).

OPENING DOORS ROOM KEY SPONSOR (1 AVAILABLE):

"Open doors" with your organization's logo on delegates' room keys for the Fairmont Hotel! The sponsorship package provides optimal visibility for your organization each time delegates use their key to access their hotel room. The conference committee will arrange for the logo to be printed on the room keys, but will be at the expense of the sponsor.

OPEN ARMS MASSAGE STATION (1 AVAILABLE):

Be remembered as the organization people felt relaxed to be around! A massage station will be placed in the trade show hall where delegates receive the gift of comfort from your organization throughout the conference. The conference committee will organize the logistics of the massage therapists and station. Massage therapists will wear t-shirts with the sponsor's name and logo, verbally recognize your sponsorship of the massage station to delegates, and distribute the sponsor's material (up to 1 item) after delegates receive a massage.

OPEN EYES BREAKFAST SPONSOR (2 AVAILABLE):

Didn't you know breakfast is the most important meal of the day? With delegates ready to tackle the new day, your organization will be given prominence as the sponsor to the meal as the event is held in the trade show room with optimal mingling opportunity. Sponsorship acknowledgement would be placed at the food stations.

OPEN MOUTHS NETWORKING LUNCH SPONSOR (1 AVAILABLE):

A working lunch is served in the trade show hall, ensuring multiple opportunities to circulate with conference delegates and trade show exhibitors. Sponsorship acknowledgement would be placed at each of the food stations.

OPEN CONCEPTS KEYNOTE SPEAKERS AND PANEL SESSIONS (6 AVAILABLE):

Keynote speakers and panel sessions are often the most memorable part of a conference. In sponsoring a keynote event, you are part of making those memories for the delegates. In addition to supporting the furthering of knowledge and enthusiasm for the research industry, you have the opportunity to introduce and thank the sponsored keynote speaker and panellists.

The keynote speakers we have confirmed to date include:

- Jeffrey Simpson, *The Globe and Mail*
- Michael Adams, President of the Environics Group of Companies, and author of the newly released *Unlikely Utopia: The Surprising Triumph of Canadian Pluralism*
- Mitch Joel, *Twist Image*

The keynote speaker your organization would like to sponsor is based on a first come, first serve basis.

OPEN MINDS BREAKOUT ROOM SPONSOR (4 AVAILABLE):

Your organization has the option to "own a room" for the breakout sessions during the conference! You will receive exposure to attendees in a more intimate setting as they attend "your" room. You will be able to introduce each speaker throughout both days as well as provide your organization's highlights prior to each session (including mentioning how your organization supports and is involved with the MRIA and national conference). Gold sponsors will have the ability to pick the room they would like to sponsor based on a first come first serve basis.

OPENING ACT PRE-CONFERENCE WORKSHOP SEMINARS AND COURSES (3 AVAILABLE):

Conference delegates have the opportunity on the day before the conference to register for a variety of full or half day specialized MRIA workshop seminars and courses taught by leaders in the field. These sessions are designed to further delegates' knowledge in various facets of marketing research including online research, innovative qualitative techniques, return on investment, ethics and privacy, and advanced data analysis. In addition to supporting the furthering of knowledge and enthusiasm for the research industry, you have the opportunity to introduce and thank the course instructors / session leaders.

SPONSORSHIP PROSPECTUS

SILVER SPONSORSHIP: \$3,000 (8 AVAILABLE)

Full-service research organizations will find Silver sponsorship to be a cost effective way to demonstrate their support of professional development in our industry by providing conference delegates with pleasant surprises that can make the difference, such as refreshment breaks, Internet Café and wireless Internet, cappuccino station, bottled water, and the in-room loot bag.

The SILVER sponsorship benefits include:

- Prominent signage on sponsored event and supporting printed materials
- Official recognition of your role as a sponsor of the event
- Given the option to distribute promotional materials on tables at your event
- Receive 1 conference registration with full access to all events and programs
- Exposure on conference website with small organization logo
- Sponsorship recognition displayed at registration centre
- One-quarter page black and white advertisement in the conference program
- Full registration list of delegates provided via email
- Opportunity to include 1 insert in delegates' bags
- Option to donate a door prize to be distributed at a specified time during the conference (with verbal sponsorship recognition at time of draw and on packaging of door prize)

OPEN MOUTHS REFRESHMENT BREAKS (4 AVAILABLE):

Here is your opportunity to put a memorable stamp on the conference that will assure your organization of excellent exposure and the opportunity to network with delegates and trade show exhibitors! The refreshments are available in the trade show hall.

OPEN ARMS CAPPUCCINO AND COFFEE STATION SPONSOR (1 AVAILABLE):

Align yourself with caffeine! A cappuccino and coffee station will be set-up within the trade show hall.

BRONZE SPONSORSHIP: \$2,000

The MRIA is pleased to offer this category of sponsorship for those organizations that would prefer a cost-effective method to support the conference.

The BRONZE sponsorship benefits include:

- Receive 1 conference registration with full access to all events and programs
- Opportunity to include 1 insert in delegates' bags
- Exposure on the conference website and in the conference program with company name
- Full registration list of delegates provided via email
- Sponsorship recognition displayed at the registration centre
- Bronze Sponsor Night sponsorship, which includes recognition on signage at the venue, conference materials, and acknowledgement at the final social networking event of the conference – the "Manitoba Social"

OPEN NETWORKS INTERNET CAFÉ AND WIRELESS INTERNET SPONSOR (1 AVAILABLE):

Provide connectivity to delegates while in the conference and trade show area. Throughout the conference, a corner of the conference floor will be dedicated to the Internet Café. This provides delegates with the opportunity to spontaneously check email or view content with a larger screen than their wireless device allows. Providing this service enables you to "connect" with delegates in a relaxed, informal setting. You will also be showcased in the conference program as the event wireless provider. Signage will be placed throughout the venue to remind delegates of wireless access and its sponsor and the login page will profile your company. In the wireless age of communication devices, you will be viewed as the organization with a view to the future of research.

OPEN ARMS IN-ROOM DROP AND WELCOME GIFT (1 AVAILABLE):

Be the first contact delegates have with the conference! Here is an opportunity to provide a welcome gift along with promotional materials to guests when they first get to the conference hotel. Be creative and memorable! The welcome gift must be approved by the 2008 MRIA conference committee. The gift and in-room drop will be at the cost of the sponsor.

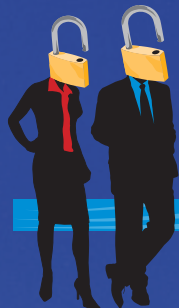
OPEN ARMS BOTTLED WATER SPONSOR (1 AVAILABLE):

Branding bottled water with your organization logo, name and slogan provides an optimal opportunity to be visible throughout the days of the conference. There will be three water stations placed in the trade show hall and by the breakout rooms. These stations will provide signage highlighting your contribution to the conference. The bottled water would be arranged by the conference committee, but will be at the expense of the sponsor.

ADDITIONAL OPPORTUNITIES:

Customized sponsorship opportunities may be arranged through the Conference Coordinator and Sponsorship Chairperson. Additionally, opportunities exist for recognition for in-kind support. For further information, please contact either Geoff Powell (Conference Coordinator) at (204) 947-9766 or mria@strauss.ca or Sigrid Penner (Sponsorship Chairperson) at (204) 792-0132 or spenner@focusfurther.ca

2008 MRIA CONFERENCE ~ MAY 25-28, 2008



OPEN SKIES,
OPEN MINDS
WINNIPEG 2008



SPONSORSHIP REQUEST

Name of Organization

Name of Contact

Company Address

City

Province

Postal Code

Telephone

Fax

Email

We apply to sponsor the following:

Event/Item

Amount

Date of Event (if applicable)

Signature

Submission Instructions:

Please fax this form to Geoff Powell, Conference Coordinator, at (204) 947-9676 to reserve the event or item you wish to sponsor.

Submission Deadlines:

Sponsor opportunities will be allocated on a first-come, first-serve basis. However, previous sponsors of the 2007 MRIA conference (Our Changing Communities) will have the first right of refusal until **January 15, 2007**. Submit early for your best selection of sponsorship opportunity!

Your submission should be sent to:

Conference Contact Geoff Powell

For more information, contact **Geoff Powell**, Conference Coordinator at: Strauss Event & Association Management
503-386 Broadway
Winnipeg, MB R3C 3R6
(204) 947-9767 Email: mria@strauss.ca

Payments:

Once sponsorship of event / item has been confirmed, a contract will be issued together with an invoice.

Additional Note:

MRIA reserves the right to approve sponsorship, sponsorship advertisements, and welcome bag items to ensure it conforms to the standards required by the conference.

Or contact **Sigrid Penner**


(204) 792-0132 Email: spenner@focusfurther.ca


Consult the MRIA website for updates to the programs as it is developed

www.mria-arim.ca



Images courtesy of Destination Winnipeg and Travel Manitoba.

Event Professionally Managed by  Strauss

Communications piece designed by  bounce design