

MAY 30
TO JUNE 2 **2010**
MRIA CONFERENCE
THE WESTIN HARBOUR CASTLE, TORONTO

**SPONSORSHIP
PROSPECTUS**



WE'RE 50 YEARS YOUNG! BE PART OF THE CELEBRATION AS A SPONSOR OF THE 2010 MRIA CONFERENCE IN TORONTO!

MRIA is the single authoritative voice of the marketing and public opinion research and marketing intelligence industry in Canada. Over the past 50 years, the association has grown to include more than 400 corporate members and over 2,000 individual members; and it accounts for more than \$784 million dollars in economic activity annually.

At some point, everyone in this industry has benefited, and continues to benefit, from its efforts. Consider a few of the things that MRIA brings to you as a user or practitioner of research in Canada:

- The Charter of Rights informs research project participants of their rights in one respondent-friendly document. That translates into higher response rates and lower data collection costs.
- The Research Registration System provides the public with a mechanism to confirm the legitimacy of a given research survey and to ensure that any personal information requested is being collected and used for legitimate purposes – ensuring continued participation in your studies.
- The Code of Conduct and Good Practice helps maintain quality standards that are among the most rigorous in the world, ensuring that you are part of a consistent and high-quality industry.
- A conduit to best practices throughout the rest of the world, MRIA ensures that you and the rest of the Canadian research industry keep pace or lead with evolving methodologies and techniques.
- Continuous advancement through education assures you that the courses you and your staff need are there for the asking.

There is no doubt you can think of many more benefits, but be confident in knowing MRIA will continue to expand the products and services it offers to the industry.

In 2010, the association will turn 50 years young. To help celebrate this milestone, you have an opportunity to participate in what will undoubtedly be the biggest and most memorable event in the history of the market research industry in Canada.

It is anticipated that the 2010 MRIA Conference will attract almost double the average attendance at this annual event, so you can expect to find more than 600 decision-makers and senior- to mid-level staff of marketing research buyers and suppliers at the conference. As well, given the importance of insights and knowledge management in business decision-making, the conference will attract significant media coverage.

Our sponsorship prospectus provides you with an opportunity to sponsor a component of the conference that best suits your individual marketing and sponsorship strategies. Stand-alone sponsor packages are available from \$2,000 to \$50,000. Each category guarantees the sponsor a profile, recognition and access to the attending delegates. Please review this document and select a level of sponsorship that best fits your organization.

Customized packages are also available upon request.

Our sponsorship team will be pleased to discuss these sponsorship opportunities with you to ensure that you receive the most benefit from your support of the 2010 MRIA Conference.

Dan Kirkland, Group Vice-President, Harris/Decima Inc.
dkirkland@harrisdecima.com

Steve Levy, President, Market Research Canada East
Ipsos Reid Corporation– steve.levy@ipsos.com

Ian Lightstone, Director, MJI Global Inc.
i.lightstone@mjiglobal.com

Linda Rainey, Project and Registration Manager, aNd Logistix
lrainey@andlogistix.com

Brendan Wycks, Executive Director, MRIA
bwycks@mria-arim.ca

Thank you for your continued support!

Show Location

The Westin Harbour Castle, Toronto
1 Harbour Square
Toronto, Ontario, Canada M5J 1A6

EACH SPONSORSHIP LEVEL PACKAGE IS A LITTLE DIFFERENT.

Pinnacle Sponsorship \$50,000 (value – priceless)

Support at this level is not limited in number, but it will undoubtedly be a very exclusive group. You will be a key sponsor of the entire conference. Your company will be assured of high visibility, prominence and recognition as an industry leader and supporter.

The range of sponsorship benefits includes

- **Promotion.** Named sponsorship will appear on key promotional material distributed before, during and after the conference. This will include all signage at the conference and at all events that surround the conference as well as special mention at each event (including the gala dinner and party for Diamond and Pinnacle sponsors).
- **Speaking Opportunity for a key person.** This would be a great opportunity for your global CEO to outline some of his or her thinking for the future and no doubt plug your company with a little bit of soft sell.
- **Sales/Corporate Message.** We are planning for a circumstance where a limited number of companies will be offered the opportunity to provide a 20-minute sales pitch (for a fee in most instances but included in the package of benefits for pinnacle-level sponsors). We are in the process of creating an interesting venue within the conference (perhaps within the tradeshow).
- **Complimentary Double Booth at Tradeshow.**
- **A predetermined number of memberships in MRIA offered at various sponsorship levels.** There will be a limited number of individual memberships in MRIA.
- **Media Releases.** Before and during the conferences, media releases will clearly recognize and highlight the contribution of major sponsors.
- **Complimentary Advertising Opportunity.** To be determined, in one or more of *vue*, MRIA's monthly magazine; the annual *Research Buyer's Guide*; the *Canadian Journal of Marketing Research*; the annual *MRIA Membership Directory*; banner advertising in *Pulse*, MRIA's monthly electronic newsletter; and the "Job Postings" section of the MRIA website and/or posting of job opportunities.
- **Scholarship.** Part of your sponsorship contribution will be allocated, along with funds from other Pinnacle sponsors, towards a new MRIA scholarship for early-career members pursuing their CMRP designation. The scholarship will provide \$1,000 annually towards CMRP education over a 10-year period.

CHECK OUT BELOW WHAT YOU GET WITH EACH LEVEL

2010 MRIA Conference – Sponsorship Packages

Sponsorship Amount	Bronze \$2,000	Silver \$5,000	Gold \$10,000	Platinum \$15,000	Palladium \$25,000	Diamond \$30,000	Pinnacle \$50,000
What you get in return ...							
Promotion							
Named sponsorship on key promotional material distributed before, during and after the conference	✓	✓	✓	✓	✓	✓	✓
Signage and special mention at all events that surround the conference			✓	✓	✓	✓	✓
Recognition in media releases before and during the conference						✓	✓
The opportunity to make a 20-minute sales pitch at the conference							✓
A complimentary advertising opportunity						✓	✓
Your company logo positioned on participant nametags							✓
One VIP table for eight at the gala						✓	✓
A complimentary double booth at Tradeshow							✓
Individual MRIA memberships included – for 2010					1	2	6
Complimentary conference packages (full)					2	3	4
A speaking opportunity, as appropriate, at a designated time during the conference							✓
A scholarship created in the name of Pinnacle sponsors							✓

DIRECTING YOUR SPONSORSHIP DOLLARS

To all those who are not Pinnacle Sponsors

If you are happy to make a sponsorship donation to the 2010 conference and entrust the conference committee to decide how the money is used, that's great. If you would prefer to have your participation associated with a specific element of the conference, that's an option as well. Some specific sponsorship opportunities are outlined below. Choose the one you like and contact a member of the sponsorship committee.

Diamond (\$30,000)

- **Gala Dinner** - 2 available at \$30,000 each
- **Welcome Reception**

Gold (\$10,000)

- **Branded delegate bags** - 1 available
- **Wine** - Past-President's Dinner
- **Branded aluminum water bottles**
- **WiFi area** - with laptops provided (to be returned)

Palladium (\$25,000)

- **Audience Polling Sponsor**
- **Toronto Party** - 2 available at \$25,000 each

Silver (\$5,000)

- **Breakfasts** - 3 available at \$5,000 each
- **Lunches** - 3 available at \$5,000 each
- **Therapeutic massage chairs** - free five-minutes massages
- **Nutrition breaks** - for the entire conference

Platinum (\$15,000)

- **Welcome gift at registration**
- **Live feed** in trade show from podium to flat screens
- **Past-President's Dinner**

Bronze (\$2,000)

- **Attendee popcorn break** - \$2,000 per day or \$6,000 for exclusive sponsorship
- **Attendee coffee break** - \$2,000 per day or \$6,000 for exclusive sponsorship
- **Message station**
- **Coat check station**
- **Water coolers**

DIDN'T SEE
ANYTHING
THAT STRUCK
YOUR FANCY
BUT YOU
STILL WANT
TO HELP?

We would truly appreciate any and all cash donations, whether large or small.

SPONSORSHIP COMMITTEE MEMBERS CONTACT INFORMATION

Title	Name	Email	Telephone
Event Management, Steering Com., Program	Steve Levy	steve.levy@ipsos.com	416-324-2107
Sponsorship	Dan Kirkland	dkirkland@@harrisdecima.com	416-962-2013 x5005
Sponsorship	Ian Lightstone	i.lightstone@mjiglobal.com	416-482-9590
Sponsorship	Linda Rainey	lrainey@andlogistix.com	416-593-7744
Sponsorship	Brendan Wycks	bwycks@mria-arim.ca	905-602-6854 x8724
General inquiries		events@mria-arim.ca	

PLEASE NOTE:

MRIA will not accept gifts, enter into business relationships, or accept external support that may compromise its reputation, mission or values. MRIA does not accept gifts when a condition of such acceptance would compromise its fundamental principles.





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CALL FOR SPONSORS

Sponsorship Registration Form

Sponsor Information

Company name: _____

Key contact: _____

Mailing address: _____

City: _____ Province: _____ Postal code : _____

Telephone number: _____ Fax number : _____

Email: _____

Pricing (plus GST)

	Price	TOTAL
<input type="checkbox"/> Pinnacle	\$50,000	\$
<input type="checkbox"/> Diamond	\$30,000	\$
<input type="checkbox"/> Palladium	\$25,000	\$
<input type="checkbox"/> Platinum	\$15,000	\$
<input type="checkbox"/> Gold	\$10,000	\$
<input type="checkbox"/> Silver	\$5,000	\$
<input type="checkbox"/> Bronze	\$2,000	\$
<input type="checkbox"/> Other	\$ (please specify the amount)	\$
G.S.T. # 859160574RT0001		Subtotal \$
		GST 5 % \$
		TOTAL PAID \$

If you wish to have your participation associated with a specific element of the conference, please indicate below (the details and options are listed in the Sponsorship Prospectus):

Our sponsorship team will be pleased to discuss these sponsorship opportunities to ensure that you receive the most benefit for your support of the 2010 MRIA Conference.

For more information on sponsorship, contact Dan Kirkland at dkirkland@harrisdecima.com



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Sponsorship Checklist

Please check that your Sponsorship Registration form includes the following information:

- The Sponsor Information section;
- The category of sponsorship elected;
- The Payment Information (below);
- An EPS file of your organization's logo is sent to events@mria-arim.ca

Sponsorship Payment Information

Payment type:    Send me an invoice

Card No. Exp. Date:

Name of card holder: _____

Signature of card holder: _____

Please email, fax or mail with payment to:
Marketing Research and Intelligence Association
2600 Skymark Avenue, Building 4, Unit 104, Mississauga, Ontario L4W 5B2
Tel: (905) 602-6854 • Toll Free: 1-888-602-MRIA (6742) • Fax: (905) 602-6855
Attention: Erica Klie, ext. 8727 eklie@mria-arim.ca