



DIGITAL
TRANSFORMATION 
CONFERENCE AND AWARDS

2020 ITWC Digital Transformation Conference featuring the CIO of the Year Award reception

JULY 15, 2020

Our annual summer conference brings together national DX thought leadership experts for a full-day of discussions. Our companion awards program, acknowledging the best examples of digital transformation in both the public and private sector, will punctuate the panels and presentations. The event culminates with the new **CIO of the Year Awards**, supported by the **CIO Association of Canada**.

EVENT PROGRAM

9:00 AM
Welcome

9:15 AM
Keynote address by anchor sponsor

9:45 AM
Panels and presentations

12:00
Lunch

1:15 PM
Digital Transformation program continues

3:45 PM
Conference concludes

4:00 PM
CIO of the Year reception begins

5:15 PM
CIO of the Year Awards presented

6:15 PM
Concluding remarks

Digital Transformation Awards

These awards recognize the leaders in digital transformation, and inspire those who are at just beginning their journey. Five awards are presented.

- ✓ Large Private Sector Transformation
- ✓ Small Private Sector Transformation
- ✓ Large Public Sector Transformation
- ✓ Transformation by Municipalities/Universities/Hospitals/
Schools or the Not for Profit Sector
- ✓ AI-Powered Digital Transformation



CIO of the Year Awards

The CIO of the Year Awards recognize Canadian technology leaders who have demonstrated business and technological vision, entrepreneurship, a capacity to drive enterprise transformation and a demonstrated ability to drive value in the marketplace.

Four awards will be presented:

- ✓ Private Sector
- ✓ Public Sector
- ✓ Not for Profit
- ✓ Next Generation Leader



PARTNERSHIP OPPORTUNITIES

ITWC OFFERS SEVERAL PARTNERSHIP OPPORTUNITIES

PLATINUM SPONSOR

For 2020 ITWC has introduced the opportunity for an anchor sponsor for 2020 that would receive benefits beyond the traditional premiere sponsorships

Those benefits include:

- ✓ Hosting the sponsor dinner at a five-star restaurant for event panelists and speakers with the exclusive opportunity to speak to the conference leaders
- ✓ Delivering an opening address
- ✓ Moderating a 30-minute panel developed in coordination
- ✓ Have a senior leader present one of five **DX Awards**
- ✓ Access to VIP room
- ✓ Solutions Centre
- ✓ Present one of **CIO of the Year Awards** at the evening reception
- ✓ Includes all Premiere Sponsor benefits

PREMIERE SPONSOR

(3 AVAILABLE)

- ✓ Opportunity for your executive to moderate a key panel
- ✓ A three-minute onsite interview with a senior executive on a topic aligned with their panel or presentation
- ✓ Access to VIP room for sponsors with special food and beverages for quiet conversations
- ✓ Quote in editorial coverage
- ✓ Solution Centre
- ✓ Opportunity to post two assets (video or whitepaper) on the event website
- ✓ Four passes to the conference and awards
- ✓ Logo recognition on all marketing material
- ✓ Podcast interview with senior leader running up to the event
- ✓ Two-month sponsorship of ITWC podcast or video series
- ✓ Social media amplification
- ✓ CASL-compliant list of registrants and attendees

PRESENTING SPONSOR DX AWARDS (4 OF 5 AVAILABLE)

- ✓ Opportunity for senior executive to present one the five categories of awards
- ✓ Logo placement on the award
- ✓ Opportunity to post one asset on the event website
- ✓ Logo recognition on all marketing material
- ✓ Half-page feature in awards program
- ✓ Complete video coverage of presentation for use on web or social media
- ✓ Podcast interview opportunity in advance of the event
- ✓ One month sponsorship of ITWC podcast or video series (based on availability)
- ✓ Social media amplification
- ✓ Four complimentary tickets
- ✓ CASL-compliant list of registrants and attendees



PRESENTING SPONSOR CIO OF THE YEAR AWARDS (3 OF 4 AVAILABLE)

- ✓ Podium presence with the presentation of one **CIO of the Year Award**
- ✓ Complete video coverage of individual presentation for use on web or social media
- ✓ Opportunity to post one asset on the event website
- ✓ Logo recognition on all CIO of the Year marketing material
- ✓ Social media amplification
- ✓ Four complimentary tickets
- ✓ CASL-compliant list of registrants and attendees
- ✓ Includes all Premiere Sponsor benefits

Hosted by Humza Teherany, CIO, Maple Leaf Sport and Entertainment

ADDITIONAL PACKAGES

SOLUTION CENTRE

Use this opportunity to showcase your product or solution to our Digital Transformation audience. Your package includes:

- ✓ A high top table
- ✓ Sponsorship signage with logo
- ✓ Monitor with connector
- ✓ Power and access to WiFi
- ✓ Two passes
- ✓ CASL compliant list of attendee

Attendees will have the opportunity to visit the Solution Centre area prior to the start of conference, during breaks and lunch and during the **CIO of the Year Awards** reception.

ADDITIONAL PACKAGES

LUNCHEON SPONSOR (1 AVAILABLE)

- ✓ Branding at food stations
- ✓ Recognition from the podium
- ✓ Logo recognition on all marketing material
- ✓ Two complimentary tickets



ADDITIONAL PACKAGES

CIO OF THE YEAR RECEPTION (1 AVAILABLE)

- ✓ Branding at food stations
- ✓ Napkins sporting your brand
- ✓ Recognition from the podium
- ✓ Logo recognition on all marketing material
- ✓ Two complimentary tickets

ADDITIONAL PACKAGES

SUPPORTING SPONSORS (3 AVAILABLE)

There are several visibility opportunities to win the attention of our highly-engaged audience.

- ✓ Charging Station sponsor - with your branding
- ✓ Interactive quiz sponsor
- ✓ Throwable mic sponsor - your brand on a novel microphone that's thrown around the room during audience Q&A opportunities

CONTACT US

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