



## Sponsor Information Kit

[www.massivetechshow.com](http://www.massivetechshow.com)





## Overview

**What is Massive?** The Massive Technology Show is a three-part, interactive forum that showcases technology to the general business community.

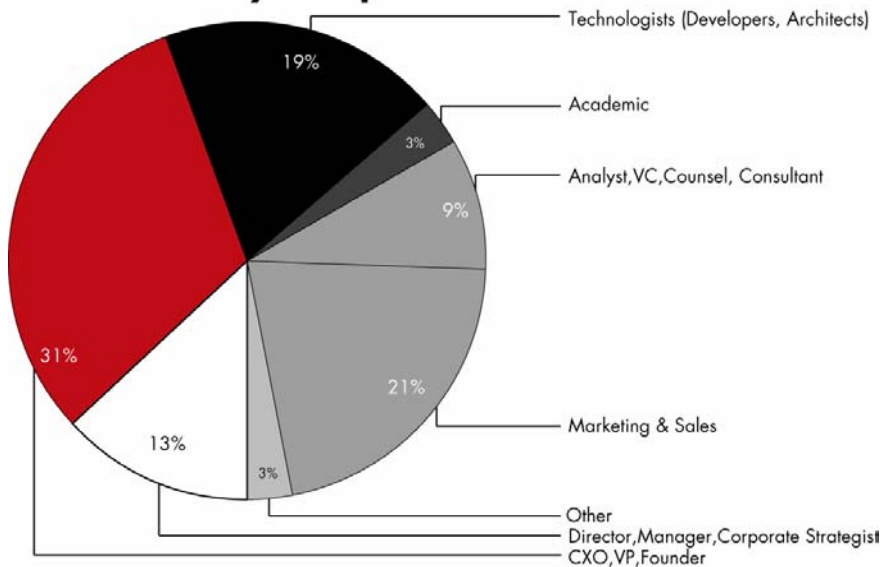
**Purpose:** This *massive* one day event connects business professionals with high-tech companies, offering them a chance to learn about new technologies for business in a user-friendly environment. The Massive Technology Show gives businesses the knowledge they need to make more informed decisions when buying technology. The 2007 show is focused on, but not limited to, technologies that will help improve business communications and systems infrastructure.

**Your Opportunity:** As businesses look for new cost-effective ways to grow, the technology sector is provided with an opportunity to help them address these systematic and communications needs. Get your brand out to thousands of buyers and generate targeted leads for your sales team.

**Format:** The 2006 show boasted over 4000 attendees and reached tens of thousands of business leaders during the pre-show marketing campaign. Don't miss your opportunity to reach this profiled audience of key decision-makers during our conference, tradeshow, and networking events.

- **CONFERENCE:** The show features several highly respected business thought-leaders who share their experience and wisdom on using technology in business. Topics on our radar for this year's conference include:
  - Participatory Journalism
  - Blogging for Business
  - Web 2.0
  - Protecting your customer data
  - Improving internal and external communications using interactive media
  - Improving the flow of data transfer in your office
  - Generating targeted leads using internet
  - Search Engine Optimization 101
- **TRADESHOW:** Demonstrations and interactive exhibits by leading technology companies.
- **NETWORKING RECEPTION:** Connecting tech-industry guru's with business decision-makers from various business sectors including education, film, professional services, retail, and much more.

## Attendees by occupation



## Get Involved

Be a leader among two hundred participating companies who will showcase their products/services to technology purchasing decision-makers, influencers, and business owners at the 2007 Massive Technology Show.

Get the word out about your company/organization in an innovative, interactive, and refreshing environment.

## Attendance

Projected Tradeshow Attendance: 4500 +  
 Projected Conference Attendance: 600+  
 Region of focus: Canada





## **TITLE SPONSOR PACKAGE – \$40,000** (Limited to one company)

The Title Sponsorship Package gives you top billing to all attendees before, during, and after the event, as well as premium advertising and exhibit placement at the event. Position your company as a leader in technology and strengthen your brand to business professionals across western Canada.

**One 10-minute opening remarks opportunity** (subject to availability, Massive Events Co. consultation, and approval of speaker and content)

**One 45-minute keynote speaking opportunity** (subject to availability, Massive Events Co. consultation, and approval of speaker and content)

- Opportunity to hang banner in keynote ballroom during keynote
- Opportunity to distribute materials during keynote
- Premier logo placement in show visuals in presentation room

Estimated audience size: 300+

**One 20-minute speaking opportunity on the Feature Technology Stage**

- Opportunity to distribute materials during presentation

Estimated audience size: 100+

**Full page, full-colour ad in Massive Magazine** (30,000 copies distributed)

- Opportunity to submit 300 word editorial for Massive Magazine (subject to availability, Massive Events Co. consultation, and approval of topic and content)

### **Web/print ads**

- Company logo and 100-word description prominently displayed on show web site and program
- Top logo placement and link on all pages of show website
- Logo inclusion in online banner campaigns
- Premier logo placement and link in all email marketing campaigns (distribution list of 20,000 business professionals, as well as distribution through partner industry associations)
- Premium logo inclusion in all print publication ads (past shows included Backbone Magazine, BC Business Magazine, Blitz Magazine, Business in Vancouver Magazine, and more!)
- Premium logo placement in flyer/poster campaign (distributed through partner vendors and associations throughout western Canada)

### **Signature logo placement on show signs and visuals**

- Includes placement on presentation room screens before and after speaking opportunities (4 stages in total)
- Signature logo placement on program cover
- Signature logo placement on show directional signs

### **16x20ft carpeted display area at tradeshow**

Includes:

- Two 8x2' skirted tables
- 8' high draped back wall to hang banner





- Carpeted area (no need to rent carpet)
- Electrical connection for two computers

**Use of press conference room for one private press event** (on a first-come, first-served basis)

**Customized Show passes**

- 50 all access speaker passes; conference materials included (value of \$149 each)
- 250 tradeshow passes (value of \$29 each)

**Two-time use of opt-in attendee list (pre and post conference)**

**Attendee bag insert**

**Opportunity to host VIP Networking Reception on the evening of March 28th**

*(on a first-come, first-served basis; vendor responsible for reception costs)*

**Access to the pre-registered press list and assistance with press**

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## Platinum Sponsorship - \$30,000 (Limited to two companies)

The Platinum Sponsor Package gives you unparalleled access and exposure to all attendees before, during, and after the event, and demonstrates your company's strong leadership presence in the Canadian technology marketplace to business from across Western Canada.

A platinum sponsorship is 1 of 3 signature show sponsors and receives several additional custom benefits in addition to the basic package. These benefits are determined on a case-by-case basis depending on the sponsor's needs and goals.

**One 45-minute keynote speaking opportunity** (subject to availability, Massive Events Co. consultation, and approval of speaker and content)

- Opportunity to hang banner in keynote ballroom during keynote
- Opportunity to distribute materials during keynote
- 2<sup>nd</sup> tier logo placement in show visuals in presentation room and throughout entire show

Estimated audience size: 300+

**One 20-minute speaking opportunity on the Feature Technology Stage**

- Opportunity to distribute materials during presentation

Estimated audience size: 100+

**Full page, full-colour ad in Massive Magazine** (30,000 copies distributed nationally)

- Opportunity to submit 300 word editorial for Massive Magazine (subject to availability, Massive Events Co. consultation, and approval of topic and content)

### Web/print ads

- Company logo and 50-word description prominently displayed on show web site and program
- 2<sup>nd</sup> tier logo placement and link on all pages of show website
- 2<sup>nd</sup> tier logo placement and link in all email marketing campaigns (distribution list of 20,000 business professionals, as well as distribution through partner industry associations)
- 2<sup>nd</sup> tier logo inclusion in all print publication ads (past shows included Backbone Magazine, BC Business Magazine, Blitz Magazine, Business in Vancouver Magazine, and more!)
- 2<sup>nd</sup> tier logo placement in flyer/poster campaign (distributed through partner vendors and associations throughout western Canada)

### Signature logo placement on show signs and visuals

- Includes placement on presentation room screens before and after speaking opportunities (4 stages in total)
- Signature logo placement on show directional signs

**16x20ft carpeted display area at tradeshow** (located in front of main show entrance doors, see floor plan)

Includes:

- Two 8x2' skirted tables
- 8' high draped back wall to hang banner
- Carpeted area (no need to rent carpet)





- Electrical connection for two computers

**Use of press conference room for one private press event** (on a first-come, first-served basis)

**Customized Show passes**

- 25 all access speaker passes; conference materials included (value of \$149 each)
- 200 tradeshow passes (value of \$29 each)

**Two-time use of opt-in attendee list (pre and post conference)**

**Attendee bag insert**

**Access to the pre-registered press list and assistance with press**

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## Gold Sponsorship - \$20,000

The Gold Sponsor Package is a powerful way to gain the mind share of technology purchasing decision-makers across western Canada.

**One 5-minute speaking opportunity prior to keynote presentation** (subject to availability, Massive Events Co. consultation, and approval of speaker and content)

**One 20-minute speaking opportunity on the Feature Technology Stage**

- Opportunity to distribute materials during presentation

Estimated audience size: 100+

**Half page, full-colour ad in Massive Magazine** (30,000 copies distributed nationally)

- Opportunity to submit 150 word editorial for Massive Magazine (subject to availability, Massive Events Co. consultation, and approval of topic and content)

**Web/print ads**

- Company logo and 50-word description prominently displayed on show web site and program  
*...Gold Sponsor deliverables continued from previous page*
- 3rd tier logo placement and link on all pages of show website
- 3rd tier logo placement and link in all email marketing campaigns (distribution list of 20,000 business professionals, as well as distribution through partner industry associations)
- 3<sup>rd</sup> tier logo inclusion in all print publication ads (past shows included Backbone Magazine, BC Business Magazine, Blitz Magazine, Business in Vancouver Magazine, and more!)
- 3rd tier logo placement in flyer/poster campaign (distributed through partner vendors and associations throughout western Canada)

**20x8ft carpeted display area at tradeshow** (situated close to tradeshow entrance doors)

Includes:

- Two 8x2' skirted tables
- 8' high draped back wall to hang banner
- Carpeted area (no need to rent carpet)
- Electrical connection for two computers

**Use of press conference room for one private press event** (on a first-come, first-served basis)

**Customized Show passes**

- 15 all access speaker passes; conference materials included (value of \$149 each)
- 150 tradeshow passes (value of \$29 each)

**Two-time use of opt-in attendee list (pre and post conference)**

**Attendee bag insert**

**Access to the pre-registered press list and assistance with press**

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## Silver Sponsorship - \$10,000

The Silver Sponsor Package is a great way to increase awareness of your company to technology purchasing decision-makers across western Canada.

### One 20-minute speaking opportunity on the Feature Technology Stage

- Opportunity to distribute materials during presentation

Estimated audience size: 100+

**1/4 page, full-colour ad in Massive Magazine** (30,000 copies distributed nationally)

### Web/print ads

- Company logo and 25-word description prominently displayed on show web site and program
- 4th tier logo placement and link on all pages of show website
- 4th tier logo placement and link in all email marketing campaigns (distribution list of 20,000 business professionals, as well as distribution through partner industry associations)
- 4th tier logo inclusion in all print publication ads (past shows included Backbone Magazine, BC Business Magazine, Blitz Magazine, Business in Vancouver Magazine, and more!)
- 4th tier logo placement in flyer/poster campaign (distributed through partner vendors and associations throughout western Canada)

### 20x8ft carpeted display area at tradeshow

Includes:

- Two 8x2' skirted tables
- 8' high draped back wall to hang banner
- Carpeted area (no need to rent carpet)
- Electrical connection for two computers

### Customized Show passes

- 10 all access speaker passes; conference materials included (value of \$149 each)
- 100 tradeshow passes (value of \$29 each)

**Two-time use of opt-in attendee list (pre and post conference)**

**Attendee bag insert**

**Access to the pre-registered press list and assistance with press**

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## Additional Sponsor Opportunities

- Internet Café Sponsorship
- Attendee Bag
- Lanyard Sponsorship
- Lunch Sponsorship
- Breakfast Sponsorship
- Attendee Pens & Notepads

## Massive Magazine Ads

Full color, 5'x8' magazine showcasing technology for business. 30,000 copies distributed to businesses across Canada.

- Full-page \$1995
- ½ page \$1595
- ¼ page \$995
- Bag Insert \$995



# Sponsor Exhibit Locations:



**March 28, 2007**  
 Vancouver Convention & Exhibition Centre  
 999 Canada Place, Vancouver, BC Canada

Note: For an updated floorplan with booth availability visit [www.massivetechnology.com/floorplan\\_07.pdf](http://www.massivetechnology.com/floorplan_07.pdf)

## Tradeshow floor plan & space availability - Hall B

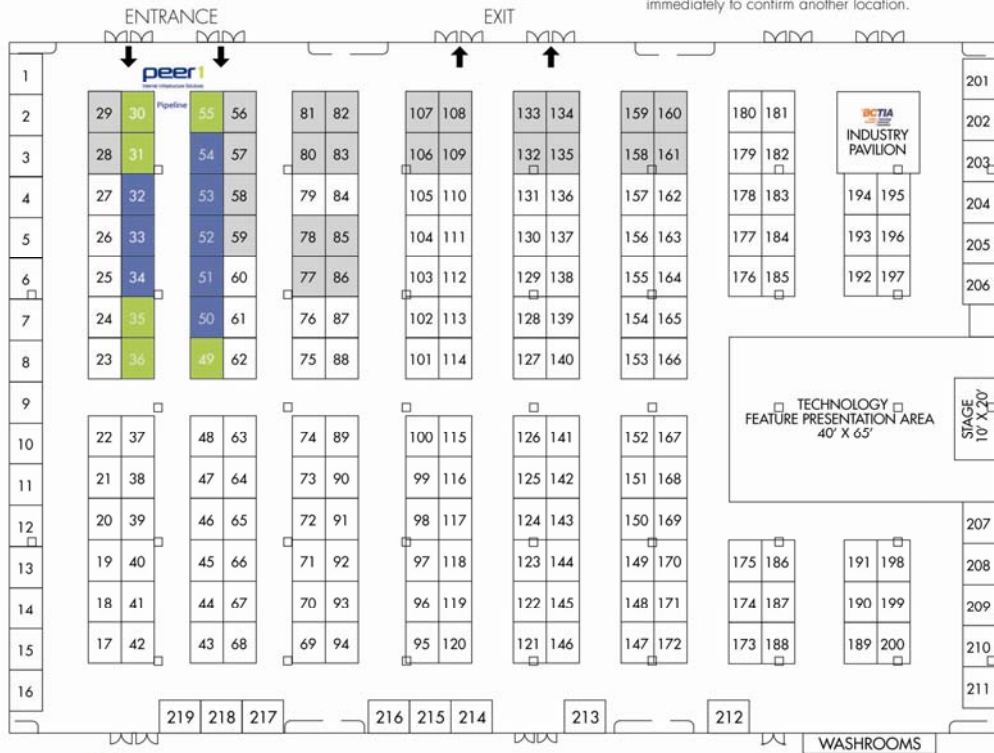
Conference Location: meeting rooms 9-12, level 2

WASHROOMS

← BUILDING ENTRANCE, REGISTRATION, AND MEETING ROOMS

### MAIN HALLWAY CORRIDOR

Note - This floor plan may be changed according to production needs. Should the Massive team need to reassign your booth number, we will contact you immediately to confirm another location.



### Map Legend

- 8x10 carpeted exhibit area suitable for stand alone booths, banners stands, and other objects less than 14ft high.
- Grey shading indicates exhibit area is reserved booths for sponsors





## Testimonials

"Massive was one of the best tradeshow I've attended for sometime. The combination of energy and quality of participants made it a worth while investment for Research in Motion." **Rene Vierling, Carrier Marketing Manager, Blackberry / Research in Motion**

"Massive was impressive! We definitely want to be involved next year. We were very successful and I enjoyed the event. Well organized, busy, lots to see, etc. Great work!" - **Brianne Roe, Marketing Manager, Canada Wide Magazines & Communications Ltd.**

"I just wanted to send a quick email to thank you for all your wonderful hard work in pulling off such a successful show. Your team truly out did yourselves this time, and all the feedback I received from attendees and fellow exhibitors was outstanding. Not only was I impressed with the quality of the show, but proud to be a part of it. Can't wait till next year!" **Lama Al-Azzeh, Director, Marketing & Special Events, SOHO Business Group**

### Past Massive Sponsors

Adobe  
Chalk Media  
Duocom  
Fat Port  
Geek Squad  
HSBC  
Ipsos-Reid  
NetNation  
Peer 1 Network  
Quetec Wireless  
Research In Motion (Blackberry)  
Rogers Communications  
Royal Lepage  
Soulular  
Staples Business Depot  
Telus  
Webnames.ca  
Western Economic Diversification

### Past Media Sponsors

Backbone Magazine  
BC Business Magazine  
Business In Vancouver  
CTV  
KVOS Television  
News1130  
Vancouver Sun

### Past Massive Speakers

Jim Carroll, Author and Futurist  
David Chalk, Founder & Host of Dave Chalk Connected Live  
Steve Mossop, President, Ipsos-Reid  
David Neale, VP Service Development, Rogers  
Kendall Collins, VP Product Management & Marketing, Salesforce.com

Dick Hardt, CEO, Sxip  
Duane Nickull, Senior Strategy Analyst, Adobe  
Jeff McDowell, Director of Alliance, Blackberry  
Stephen Smith, CEO, Webnames.ca  
Claudia Ng, CEO, FatPort

### Past Exhibiting Companies

6S Marketing  
A2Z Wireless .com  
Access Computer Rentals  
Adobe Systems Incorporated  
AOL Canada  
ASTT BC  
Backbone Magazine  
BC Business Magazine  
BC Jobs Online Inc.  
BCIT  
BCTIA  
Bell Mobility Lougheed Town Centre  
Bitblock Systems Inc.  
BIV Media Group  
Blitz Magazine  
Bluesun Productions  
Bryght Communications  
Burchett Andrews Distribution Inc.  
Business Objects  
Canada Customs  
CDI College  
CDI/ POLAR BEAR  
Cell I Communications Inc.  
Cellcom Wireless Inc.  
Centre For Creative Technology & Community Arts  
Chalk Media  
City University  
Convergent Media Network  
CTC Train Canada



CTM  
Custom FAQs Solutions  
Data Base File Tech Group  
desktopsites  
Destiny Media Technologies  
Domain People, Inc.  
Duocom  
eBC  
Eclipse Awards International Inc.  
Exhibit Creative  
Faronics Corporation  
FatPort  
Fujitsu Canada, Inc.  
Fusion Recruitment  
Geek Squad  
Genesis Exchange Corp.  
Global Relay Communications Inc.  
Go Wireless  
Half Price Computer Books  
Hansen Industries Ltd.  
Hot Conference  
HSBC Technology Services  
Iamota Corporation  
Illuminated Technologies Inc.  
Image Group Inc.  
Inception Software Technology Inc.  
Industry Mailout  
Info Touch Technologies Corp.  
InfoCanada  
Initiative Prince George - Economic Development  
INNOGO Technologies Inc  
IntelliNet  
Inteqna  
International Internet Marketing Association  
Intozone Solutions  
Ipsos-Reid  
iStockphoto.com  
IVCI International Video Conference Inc.  
JDQ Systems Inc.  
Jobline Canada  
Kinetix Media  
KRP Communications  
Langara College/CS  
Ledgers Online  
Liebert Canada  
Marqui  
Metrobridge Networks Corp  
Mission Control  
MITACS Inc.  
myZone Media Inc.  
Netconex Technologies  
NetNation Communications  
netVOICE communications  
New Media BC  
Okanagon Science & Technology Council  
Olive E Business Canada  
Pacific Sport Canadian Sport Centre

Peer 1 Network  
Phonsource Communications Ltd.  
Precision Cameras  
Primus Telecommunications Canada Inc..  
Protocol Data Systems Inc.  
Radiant Communications  
Radical Entertainment  
Relic Entertainment  
Research In Motion  
Robert Half Technology  
Rogers Business Solutions  
Sandermax Computer Systems  
Searchwest Inc.  
Segway of British Columbia  
SFU Business, Management of Technology MBA  
Simply Computing  
Skyway West  
Small Business BC  
SOHO Business Group  
Sophos  
Souluar Media Group Inc  
Staples Business Depot  
Stargate Communications  
Techvibes  
Telenotes Canada  
Telus  
The Bronson Group Insurance Services  
The Interpreters' Group Inc.  
The Office Journal  
Totally Connected Security  
Tugboat Enterprises  
UBC CO-OP Programs  
Ultra Xpress Printing  
Uniserve  
University Canada West  
University of Phoenix  
Vancouver International Airport Authority  
VIATeC  
Webalive  
Webnames.ca  
Westlink Innovation Network Limited  
WINBC  
Wired Woman

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**The Massive Technology Show is produced by:**

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604.622.7479) to secure your spot!

