



*On the Edge of*  
**Tomorrow**

September 29 – October 4, 2007  
Vancouver Convention & Exhibition Centre  
Vancouver, BC, Canada



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Promotional  
Partner  
Opportunities

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## Join us in Vancouver to explore the “Edge of Tomorrow”...

at the Oceans 2007 MTS / IEEE Conference. Learn about BC’s Neptune and Venus projects, which will usher in a new era in gathering data to understand the oceans. This Conference features a partnership of engineering technology and scientific researchers. Vancouver, having a history of discovery and innovation in ocean systems and technology, is the home of many pioneers in these fields. We believe that our location at an international crossroads, equally distant from Europe and Asia, coupled with facilities and associated marine community and infrastructure provide the underpinning for a first class Oceans 2007.

Dr. James McFarlane, OC, CD, P.Eng  
Conference Chair  
Oceans 2007 MTS/IEEE Vancouver



Photographs courtesy of Tourism Vancouver

## Introduction

The West Coast Marine Technology industry is an international success story, founded on the work of pioneers in marine engineering and ocean science. There is a tradition of leadership and innovation in Vancouver – a heritage of excellence. Vancouver is home to a strong marine technology community that includes education and research institutions, as well as companies, all of which will contribute to a successful, thought-provoking, and exciting Oceans 2007 conference. Vancouver’s marine technology community is supported by relationships with three universities: Simon Fraser University, the University of British Columbia, and the University of Victoria.

In 2002 as part of Canada’s Innovation Strategy, the Government of Canada announced Canada’s Oceans Strategy to provide greater incentives for programs that target the commercialization of Oceans technologies. Overall, the Oceans Strategy has three basic aims:

- 1) to understand and protect the marine environment
- 2) to support sustainable economic opportunities in Oceans industries
- 3) to make Canada an international leader in Oceans management

This commitment is providing new energy and opportunity for the Marine Technology sector and for Oceans research and education within Canada. An already vibrant industry is poised for growth.

At this exciting time, Vancouver will be a desirable destination for Oceans people from around the world:

- a key element of the Oceans Strategy is the establishment of Marine Protected Areas, the first of which to be created under this initiative is the Endeavour Hydrothermal Vents in British Columbia
- the National Research Council has made Ocean Engineering a key area of research and funding
- the Oceans Technology sector is targeted by the Government of Canada’s Innovation Strategy, as well as supported by Human Resources Development Canada’s Knowledge Matters Initiatives and Industry Canada’s development initiatives for technology cluster development

Vancouver is Canada’s Pacific gem: a combination of spectacular natural setting and all the excitement of a culturally diverse world class city. Nearby Whistler Mountain Resort is the home of the 2010 Winter Olympics, while the Gulf Islands and coastal communities offer diverse marine and wilderness recreation. Delegates will therefore have the opportunity to not only discuss and learn about Oceans initiatives, but also experience them first-hand in the natural beauty of Canada’s West Coast.

## Outline of Promotional Partner Opportunities and Benefits

Promotional Partnership Benefits	Platinum \$30,000 USD	Gold \$20,000 USD	Silver \$15,000 USD	Bronze \$10,000 USD
Complimentary Premium Entrance "6-Pack" Exhibit Booth	•			
Complimentary Premium Entrance "4-Pack" Exhibit Booth		•		
Two (2) Complimentary Exhibit Booths (Choice of Available Spaces)			•	
One (1) Complimentary Exhibit Booth (Choice of Available Spaces)				•
Complimentary Full Registrations	10	4	2	1
Logo on Oceans 2007 Website	•	•	•	•
Link from Oceans 2007 Website to Promotional Partner's Website	•	•		
Logo on Onsite Promotional Partners Sign	•	•	•	•
Logo on Conference Program	•	•	•	•
Logo on Speaker Appreciation Gifts	•	•		
Ad in the Conference Program	Full Page	Half Page	Quarter Page	Business Card
Brochure Insert into Delegate Bags	•	•	•	
One reserved and named table for ten (10) at a luncheon (MTS or IEEE/OES)	•			

## Additional Promotional Partner Opportunities and Benefits

Additional Opportunities	Exclusive Promotional Partner	Co-Promotional Partner
<b>Cyber Café</b> Includes: <ul style="list-style-type: none"> <li>• Logo on website</li> <li>• Logo on Conference Program</li> <li>• Logo on signage at the Cyber Café</li> <li>• Promotional Partner screensaver</li> <li>• Promotional Partner's website set as default home page</li> </ul>	\$17,500.00 USD	
<b>Welcome Reception</b> Includes: <ul style="list-style-type: none"> <li>• Logo on website</li> <li>• Logo on Conference Program</li> <li>• Logo on signage at the Welcome Reception</li> </ul>	\$20,000.00 USD	\$10,000.00 USD
<b>IEEE/OES Awards Luncheon</b> Includes: <ul style="list-style-type: none"> <li>• Logo on website</li> <li>• Logo on Conference Program</li> <li>• Logo on signage at the IEEE/OES Luncheon</li> <li>• Executive speech at the IEEE/OES Luncheon</li> </ul>	\$20,000.00 USD	\$10,000.00 USD
<b>MTS Awards Luncheon</b> Includes: <ul style="list-style-type: none"> <li>• Logo on website</li> <li>• Logo on Conference Program</li> <li>• Logo on signage at the MTS Awards Luncheon</li> <li>• Executive speech at the MTS Awards Luncheon</li> </ul>	\$20,000.00 USD	\$10,000.00 USD
<b>Gala Reception</b> Includes: <ul style="list-style-type: none"> <li>• Logo on website</li> <li>• Logo on Conference Program</li> <li>• Logo on signage at the Gala Reception</li> <li>• Executive speech at the Gala Reception</li> </ul>	\$50,000.00 USD	\$25,000.00 USD
<b>Coffee Breaks (8 spots available)</b> Includes: <ul style="list-style-type: none"> <li>• Logo on website</li> <li>• Logo on Conference Program</li> <li>• Logo on signage at Coffee Break</li> </ul>	\$16,000.00 USD	\$2,000.00 USD
<b>Conference Delegate Bags (5 spots available)</b> Includes: <ul style="list-style-type: none"> <li>• Logo on website</li> <li>• Logo on Conference Program</li> <li>• Logo on conference delegate bags</li> </ul>	\$30,000.00 USD	\$6,000.00 USD

### Additional Opportunities please contact:

Lara Smith, Promotional Partnership Chair  
 1734 Broadway Street  
 Port Coquitlam, BC  
 V3C 2M8 Canada  
 Telephone: 1.604.942.5223  
 Facsimile: 1.604.942.7577  
 Email: lsmith@ise.bc.ca  
 Website: www.oceans07mtsieevancouver.org

## Promotional Partner Opportunities

As a Promotional Partner for the Oceans 2007 MTS/IEEE Vancouver Conference, your organization will benefit from the following:

- visibility at the Premiere Oceans Community Event
- reach over 1,000 of the world's top leaders in ocean policy and technology
- benefit from extensive branding across Oceans 2007 events
- communicate cost effectively
- enhance publicity and visibility throughout the oceans industry
  - increase market exposure
  - be noticed and appreciated by key government and other decision makers
  - generate interest by new clients and reinforce relationships with existing customers
  - associate your company with the leading oceans event of the year
  - take advantage of the Vancouver venue and proximity to industry leaders and centres of academic excellence

The Oceans 2007 MTS/IEEE Organizing Committee believes that by working with Promotional Partners to get a clearer understanding of their business objectives we can tailor specific programs to fit individual needs. Promotional Partner opportunities range from \$5,000 to \$100,000 to allow for maximum industry participation.

## Promotional Partnership Levels

### PLATINUM..... \$30,000 USD

The Platinum Promotional Partner Package includes:

- One (1) complimentary premium entrance "6-Pack" exhibit booth (additional booths may be purchased)
- Ten (10) complimentary full conference registrations (additional registrations may be purchased)
- Logo and link to Promotional Partner's website on the Oceans 2007 website
- Logo on on-site Promotional Partners sign
- Logo on Conference Program
- Logo on Speaker Appreciation Gifts (Promotional Partner provides the pre-printed gifts, artwork to be approved by the Oceans 2007 Organizing Committee prior to implementation)
- Full page ad in the Conference Program
- Brochure insert into delegate bags (provided by Promotional Partner)
- One reserved and named table (10 places) at a luncheon (MTS or IEEE/OES)

### GOLD ..... \$20,000 USD

The Gold Promotional Partner Package includes:

- One (1) complimentary premium entrance "4-Pack" exhibit booth (additional booths may be purchased)
- Four (4) complimentary full conference registrations (additional registrations may be purchased)
- Logo and link to Promotional Partner's website on the Oceans 2007 website
- Logo on on-site Promotional Partners sign
- Logo on Conference Program
- Logo on Speaker Appreciation Gifts (Promotional Partner provides the pre-printed gifts, artwork to be approved by the Oceans 2007 Organizing Committee prior to implementation)
- Half page ad in the Conference Program
- Brochure insert into delegate bags (provided by Promotional Partner)

### SILVER..... \$15,000 USD

The Silver Promotional Partner Package includes:

- Two (2) complimentary exhibit booths (additional booths may be purchased)
- Two (2) complimentary full conference registrations (additional registrations may be purchased)
- Logo on the Oceans 2007 website
- Logo on on-site Promotional Partners sign
- Logo on Conference Program
- Quarter page ad in the Conference Program
- Brochure insert into delegate bags (provided by Promotional Partner)

### BRONZE ..... \$10,000 USD

The Bronze Promotional Partner Package includes:

- One (1) complimentary exhibit booth (additional booths may be purchased)
- One (1) complimentary full conference registration (additional registrations may be purchased)
- Logo on the Oceans 2007 website
- Logo on on-site Promotional Partners sign
- Logo on Conference Program
- Business card ad in the Conference Program

## Additional Opportunities

### Cyber Cafe

*Exclusive Promotional Partner ..... \$17,500 USD*

The Cyber Cafe is a special area in the Exhibit and Poster Hall that allows conference delegates to get connected while attending Oceans 2007. Delegates can use the Cyber Cafe to check their email and search the Internet.

This Promotional Partner opportunity includes:

- Logo on the Oceans 2007 website
- Logo on Conference Program
- Logo on signage at the Cyber Cafe
- Promotional Partner screensaver (provided by Promotional Partner, subject to approval by Oceans 2007 Organizing Committee prior to implementation)
- Promotional Partner's website set as default home page

### Welcome Reception

*Exclusive Promotional Partner ..... \$20,000 USD*

*Co-Promotional Partner (max 2) ..... \$10,000 USD*

The welcome reception, luncheons and conference dinner banquet are centrepiece events for Oceans 2007. Each event averages 800 to 1200 professionals and guests from around the world, and gives Promotional Partners a unique opportunity to market to a captive audience.

This Promotional Partner opportunity includes:

- Logo on the Oceans 2007 website
- Logo on Conference Program
- Logo on signage at the Welcome Reception

### IEEE/OES Awards Luncheon

*Exclusive Promotional Partner ..... \$20,000 USD*

*Co-Promotional Partner (max 2) ..... \$10,000 USD*

This Promotional Partner opportunity includes:

- Logo on the Oceans 2007 website
- Logo on Conference Program
- Logo on signage at the IEEE/OES Luncheon

### MTS Awards Luncheon

*Exclusive Promotional Partner ..... \$20,000 USD*

*Co-Promotional Partner (max 2) ..... \$10,000 USD*

At the MTS Awards Luncheon, companies, institutions and individuals will be honoured for their outstanding work and service in the oceans industry.

This Promotional Partner opportunity includes:

- Logo on the Oceans 2007 website
- Logo on Conference Program
- Logo on signage at the MTS Awards Luncheon

## Gala Reception

*Exclusive Promotional Partner ..... \$50,000 USD*

*Co-Promotional Partner (max 2) ..... \$25,000 USD*

This Promotional Partner opportunity includes:

- Logo on the Oceans 2007 website
- Logo on Conference Program
- Logo on signage at the Gala Reception
- Executive speech at the Gala Reception

## Coffee Breaks

*Exclusive Promotional Partner ..... \$16,000 USD*

*Co-Promotional Partner (max 8) ..... \$2,000 USD*

Two coffee breaks per day will be offered in the Exhibit and Poster Hall for delegates.

This Promotional Partner opportunity includes:

- Logo on the Oceans 2007 website
- Logo on Conference Program
- Logo on signage at the coffee break

## Conference Delegate Bags

*Exclusive Promotional Partner ..... \$30,000 USD*

*Co-Promotional Partner (max 5) ..... \$6,000 USD*

Bags will be distributed to all conference delegates and will become a vital resource to those collecting technical and commercial brochures and information packets.

This Promotional Partner opportunity includes:

- Logo on the Oceans 2007 website
- Logo on Conference Program
- Logo on Conference Tote Bags

## Other Opportunities

Items listed above are only a sample of the Promotional Partner opportunities that are available. We look forward to discussing other ideas with you.

Please contact:

Lara Smith, Promotional Partnership Chair

1734 Broadway Street

Port Coquitlam, BC

V3C 2M8 Canada

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Facsimile: 1.604.942.7577

Email: [lsmith@ise.bc.ca](mailto:lsmith@ise.bc.ca)

Website: [www.oceans07mtsieevancouver.org](http://www.oceans07mtsieevancouver.org)

## Preliminary Program at a Glance

TIME	SATURDAY, September 29	SUNDAY, September 30	MONDAY, October 1	TUESDAY, October 2	WEDNESDAY, October 3	THURSDAY, October 4
morning	Pre-conference fun in the Vancouver area • golf • local tours • shopping	<b>Exhibit Move-in</b>	<b>Exhibit Move-in</b>	Speakers Breakfast	Speakers Breakfast	Speakers Breakfast
			Tutorial	Opening Plenary	Technical Sessions	Technical Sessions
			Tutorial		Technical Sessions	Technical Sessions
			Coffee Break	Coffee Break	Coffee Break	Coffee Break
			Tutorial	Technical Sessions	Technical Sessions	Technical Sessions
			Tutorial	Technical Sessions	Technical Sessions	Technical Sessions
lunch				Awards Lunch #1	Awards Lunch #2	
afternoon		<b>Exhibit Move-in</b>	Tutorial	Technical Sessions	Technical Sessions	Closing Plenary
			Tutorial	Technical Sessions	Technical Sessions	
			Coffee Break	Coffee Break	Coffee Break	Coffee Break
			Tutorial	Technical Sessions	Technical Sessions	<b>Exhibit Dismantle</b>
			Tutorial	Technical Sessions	Technical Sessions	
<b>Exhibit Move-in completed by 17:00</b>						
evening			Icebreaker Reception	Exhibitor's Reception in Exhibit Hall	Gala Reception	

Subject to change.



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## Promotional Partner Application Form

### Company Name

is interested in becoming a Promotional Partner for the Oceans 2007 MTS/IEEE Vancouver Conference in Vancouver, BC, Canada September 29 - October 4, 2007. I understand that in order to secure our status as Promotional Partner, a letter of intent detailing our partnership commitment must accompany this form. Upon written confirmation by the Conference Management Team of our selection as a Promotional Partner a 25% deposit is to be submitted (within 20 business days) with the balance due on or before May 31, 2007. Please submit deposits in the form of a cheque or bank draft made payable to **Oceans 2007 MTS/IEEE Vancouver**. When more than one application for a Promotional Partner opportunity is received, the opportunity will be allocated on a first-come basis.

Contact Name

Address

Phone

Fax

Contact's Email Address

Company Website

Authorized Signature

Date Signed

### Promotional Partnership Level

- Platinum     Gold     Silver     Bronze

### Additional Opportunities

- Cyber Cafe                       Welcome Reception                       IEEE/OES Awards Luncheon  
 MTS Awards Luncheon             Gala Reception                               Coffee Breaks                               Conference Delegate Bags  
 Other (please specify request) \_\_\_\_\_

### Contact

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