

**Calgary Stampede Roundup Centre  
May 7, 8 and 9, 2012**

**Sponsorship – Exhibitor Prospectus**

Diversified Business Communications Canada (DBC) has been producing business analysis and project management conferences for over 14 years. Our events currently span 15 cities across three countries – USA, Canada and Australia.

Now three years into this event we have helped build a core community of BA practitioners, professionals and others interested in business of business analysis. We are very excited to continue this growth and build on the excitement of the past two years

We sincerely hope you will consider the sponsorship opportunities outlined here. These types of events can help build strong communities of professionals over the years that will serve us all in some way. By sponsoring, you will be able to support that growth while at the same time send a message to the local BA community about your products or services.

Other BusinessAnalystWorld events planned for 2012:

Ottawa, ON

Atlantic Canada (Halifax)

Toronto

Boston

Chicago

Vancouver

Philadelphia

Sydney, Aus.

Melbourne, Aus.

Perth, Australia

Bangalore, India

PUNE, India

Our web site is [www.businessanalystworld.com](http://www.businessanalystworld.com)

# BusinessAnalystWorld Calgary

The event sponsors of our regional events get connected to the key decision makers and influencers from the region's leading organizations. Our events provide the ideal opportunity for sponsors to meet with prospects who are hungry for solutions that will save time and money. Attendees are looking to be better at what they do – now. They are looking for great training programs, better tools and new ideas. Our events have dedicated conference programs and association support (ie: Regional chapters of PMI, IIBA, etc) to meet their specific educational needs.

The objectives of the events are:

Provide an opportunity for local BAs to:

- Congregate (possibly for the first time)
- Meet other BAs
- Learn about the IIBA
- Learn about new products and services
- Learn more about their profession and improve their skills

Our event in Calgary is two days long featuring a keynote speaker, track session presentations, lunches and a networking reception at the end of the first day.

## Location and Timing

Our event in Calgary will be held on May 7, 8 and 9, 2012 at Calgary Stampede Roundup Centre.

## Advisory Board

Samia Osman, Osman & Associates Inc.

Frances Pender

Jared Gorai, IIBA Calgary

Michael Fisher, LPI Learning

Brad Sewall, Ethier Associates

Allison Langton, Sierra Systems

Jay Wallace, Shaw Communications

Karen Duke, Calgary Board of Education

Neil Bazley, IIBA Calgary

Wayne Norris, Telus

Jacqui Chrystal

Barbara Peace, WestJet

Sophia Munoz-Guzman, Devon Canada Corporation

Harry Ulmer, Spectra Energy

Stephanie Arena, Canadian Pacific

Garry Kolodychuk, Cenvous Energy Inc.

**Sponsorship and Exhibitor Inquiries should be directed to:**

David Barrett

Conference Director

Diversified Business Communications

888-443-6786 ext 2254

[dbarrett@divcomevents.com](mailto:dbarrett@divcomevents.com)

**diversified**

BUSINESS COMMUNICATIONS



## **2012 Marketing Opportunities**

We see two very important ingredients to a successful launch of a new event: support from the local IIBA Chapter(s) and support from the local vendor community.

Our vendor sponsorship program is designed to give local providers of BA services and products optimal exposure to our delegates and potential delegates.

### ***Platinum Sponsor Partner - \$5,000***

This is a special designation for two vendors per city offering premium exposure and pre, onsite and post event marketing opportunities. It includes marquee exposure thru prominent logo attribution on web and print, 2X email and direct mail usage, and selection of options personalized to your specific goals and objectives.

### ***Silver Sponsor - \$2,250***

This is a base sponsorship package offering premium exposure and pre, onsite and post event marketing opportunities. It includes marquee exposure thru prominent logo attribution on web and print, 2X email and direct mail usage, and selection of options personalized to your specific goals and objectives.

### ***Tabletop Display - \$1000***

*See detailed list of features for all packages on the next page*

### ***E-media Marketing Options***

The reader should note that DBC is the publisher of BATimes.com and Projecttimes.com – two of the world's most popular portals for BAs and PMs. Through these two products we can also develop an effective integrated marketing approach that includes e-media and conference presence.

## 2012 Sponsorship Packages

	<b>**Platinum Sponsor</b>	<b>Silver Sponsor</b>	<b>Table Top Display Only</b>
<b>Marketing:</b>			
Listing as 'PLATINUM Sponsor' on all promotional material including web sites, early-bird brochures, main brochures and any advertising (print only)	✓		
Listing as 'SILVER Sponsor' on all promotional material including web sites, early-bird brochures, main brochures and any advertising (print only)		✓	
Introduce Symposium Keynote or Roundtable Discussions (1st contracted selects)	✓		
Corporate logo displayed on all on-site banners	✓	✓	
Corporate logo and 150 word company description in the sponsor section of Conference Guide & event web site	✓		
Corporate logo and 50 word company description in the sponsor section of Conference Guide & event web site		✓	

### Event Presence:

Symposium days: double table top display area (two 6' tables)	✓		
Symposium days: single table top display area (one 6' table)		✓	✓
Workshop days: table top display area (open to attendees during non-symposium days)	✓		

### Advertising:

Inclusion of full page ad in Conference Guide	✓		
Sponsor email to pre-registered attendees, as part of pre-show logistics email – includes company name, 75 word description and link to company web site	✓		
Keynote speaker or roundtable discussion seat drop (1st contracted selects & material to be approved by DBC prior to event)	✓		
Inclusion of one marketing piece or item in the attendee conference bags (material to be approved by DBC prior to event)	✓	✓	

### Mail List:

Two-time use of pre and/or post event mail list	✓		
One-time use of pre or post event mail list		✓	




### Email List:

One-time use of pre or post event email list (email produced by sponsor & approved and distributed by DBC)	✓		
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### Passes:

4 VIP Guest Passes for your clients and/or staff for the Symposium days	✓		
1 VIP All Access Guest Pass for your client or staff for the Workshop days		✓	
2 VIP Guest Passes for your clients and/or staff for the Symposium		✓	

## Other eMedia Products from Diversified Business Communications

	<p>Business Analyst Times has quickly become one of the most recognized online publications dedicated to BA professionals. BA Times explores the significant issues surrounding business and systems analysis, requirements management, modeling, training, certification and software integration.</p> <p>BA Times offers a number of opportunities to obtain qualified leads and/or increase brand awareness to a vast number of qualified subscribers and visitors. With highly effective marketing tools such as customized webinars, animated banners, e-Newsletter presence, online contests, data collection and specialized sponsorships at your disposal, partnering with BA Times is a great way to boost your marketing campaign.</p>
	<p>The Project Executive Forum is an e-community designed to bring project executives together to share knowledge and exchange ideas in order to enhance their own project management practices and those of their organizations. Membership is restricted to the most senior of this audience in order to provide the exclusive learning at the top level.</p>
	<p>ProjectTimes is quickly becoming one of the most recognized online publications and communities dedicated to project management. ProjectTimes explores the significant issues surrounding skills development, program and portfolio management, software implementation, process improvement, training and certification and industry events.</p> <p>ProjectTimes offers a number of opportunities to increase brand awareness to a vast number of qualified subscribers and visitors. With highly effective marketing tools such as customized webinars, animated banners, e-Newsletter presence, and specialized sponsorships at your disposal, partnering with ProjectTimes is a great way to boost your marketing campaign.</p>

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