MARI TECH
CONFERENCE & EXHIBITION

Follow the conversation for #MTMarine21
@MariTechConf

2021 VIRTUAL CONFERENCE & EXHIBITION

VISION, INNOVATION AND TRENDING IN THE MARINE SECTOR

APRIL 27 - 29, 2021

SPONSORSHIP AND EXHIBITOR PROSPECTUS

- Thought Leadership
- Making Connections and Building Community
- National and Global Audience
- Corporate Citizenship

mari-techconference.ca

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WE'VE GONE VIRTUAL | APRIL 27 – 29, 2021

The Mari-Tech Conference has developed an extensive network of stakeholders, among the hundreds of organizations within Canada's marine engineering community. It has earned a respected position as a neutral, non-governmental organization devoted to engaging the private sector, government and academia to provide insight and solutions for the most important issues concerning marine engineering in Canada.

Virtual events have seen an increase of 10 – 50% in attendance. Why? People want to be part of their community and see where their industry is trending. We recognize the overwhelming need for our community to stay connected with each other, learn about the latest industry updates, and grow your organization. Our virtual platform is designed to promote social interaction, B2B and B2G meetings and enable collaboration among participants while delivering content guaranteed to inspire, now from the comfort of your home office.

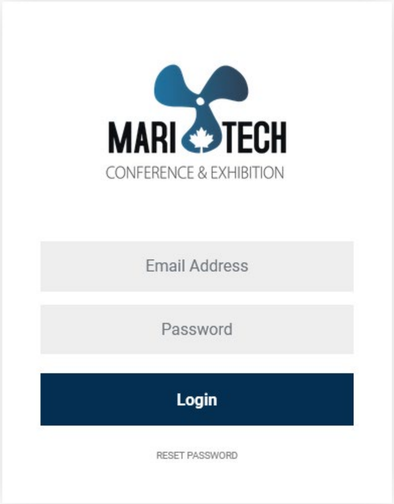
The world of virtual events is here for 2021, we have all been fully immersed in digital communications, and it is now considered a necessity to be involved in virtual conferences. If your organizations' objectives are to stay top of mind, continue to expand your reach, share the latest in marine technologies and services, generate new business leads and communicate and engage with one another, then we hope to see YOU at Mari-Tech 2021!

WHY YOU SHOULD BE SEEN AT MARI-TECH 2021

Investment Impact	For your Organization	For the Marine Engineering Community
Networking	Access to the nation's most important marine engineering innovation stakeholders	Developing relationships with organization who are players in the industry
Brand Exposure	Affiliation with private and public partner organizations to optimize visibility within target market	Partnership with a leading corporation that understands the value of collaboration across all stakeholders and nurturing a broad and evolving community of innovative policy thinkers
Corporate Citizenship & Community	Strengthening your association with a community of marine engineering experts and R&D advocates in Canada	Investment in activities which support the advancement of marine engineering policy in Canada by enabling a framework for inclusive and multi-sectoral partnerships
Engagement Benefits	Meeting with leading marine engineering firms Renewal of professional and personal connections	Sharing of Marine Engineering expertise, updating contacts and developing new relationships in industry

BENEFITS OF VIRTUAL EVENT SPONSORSHIP & EXHIBITS

- A virtual environment provides our sponsors and exhibitors with the ability to have real-time visitor awareness, live video conversations, lead generation tools and visitor analytics that provide insight into customer nurturing
- A virtual environment provides our sponsors and exhibitors the opportunity to engage with the attendees for the duration of the event. whether in sessions, during designated exhibit hall time, or networking functions
- Share your latest information - from White Papers to video tutorials - in your own virtual booth as public documents or by request only
- Use our live chat feature to engage with attendees and answer any questions they have
- Position yourself as an industry thought leader. Showcase your expertise through our daily demo sessions
- Lead generation included. With the click of a button, attendees can request information from exhibiting companies, sharing their contact information similar to having their badge scanned at a live event
- Straightforward to organize requiring only digital assets and participation



Virtual portal log-in page that all participants must use for access provides our Diamond and Platinum sponsors with high visibility and brand recognition.

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Virtual Sponsorship Packages	Diamond	Platinum	Gold	Silver	Student
	$ 15,000	$ 10,000	$ 6,000	$ 3,500	$1,000
	1 available	2 available	6 available	6 available	6 available
Conference registrations to participate in sessions and virtual networking events	6	5	4	3	1
Virtual Exhibit Hall Booth*	Top placement	2nd / 3rd Placement	Placement after platinum	Placement after gold	
Sponsor demo session in virtual meeting room and demo listed in conference program (30 min)	3 (1 per day)	2 (1 per day)	1		
Sponsored Group Networking Room	1	1			
Logo placement on event registration page	x				
Logo placement on: virtual event log-in page | virtual portal static header | virtual lobby banner	Tier 1	Tier 2 & 3			
Logo placement in virtual portal header carousel	x	x	x	x	x
Logo placement on student subsidy info page					x
Sponsor video displayed in the virtual lobby (120 second maximum / provided by sponsor)	Day 1	Day 2 & 3			
Sponsor video to play before the start of a session.(120 seconds maximum / provided by sponsor) * Additional branding opportunities available for purchase on the following page	1st choice of: 1 Keynote and 1 Concurrent	2nd and 3rd choice of: 1 Keynote	1 concurrent		
Custom event announcements sent to attendees and displayed in the lobby event feed	3 (1 per day)	2 (1 per day)	1		
Social Media post(s) during conference (LinkedIn / Twitter)	4	3	2	1	
Conference email blast to CIMarE members within the 2 months prior to conference	1	1			
Sponsor level recognition in select email communications leading up to conference	x	x	x	x	x
Branding of either: i) Mari-Tech recorded “How to video’s”; or ii) live demo “Virtual events 101”; or iii) “Tips and Tricks for Virtual Events”	1st option	2nd and 3rd option			

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VIRTUAL EXHIBIT HALL

The virtual exhibit booth includes the following benefits:

- Logo recognition on Virtual Conference Website with company profile and links to website
- Control of your virtual booth presentation space; resource downloads (brochures, white papers etc..), video content
- Real-time feed of all attendees visiting the booth. Know precisely who is there, for how long, and you can immediately start engaging with them in real-time
- Let's Connect - Exhibitors and attendees can instantly jump into live video/audio conversations straight from the virtual event portal
- Get Social - attendees can see and chat publicly with all live attendees at any booth. They can branch off into private conversations or join larger ones that an exhibitor is having with a large number of attendees
- Visibility on virtual platform and website for up to 6 months (the sooner you sign up and build you booth, the longer the visibility)
- Exhibit Lead Retrieval - Attendee Analytic Reports; profile activity and visits
- Booth Raffle Draw - $100 gift card per booth (supplied by Mari-Tech) to be used for booth raffle/survey to incentivize visits – winners to be announced post conference. List of who participated in draw to be provided post event
- Mari-Tech to provide training to effectively use the system

- Exhibit booth ONLY – your commitment includes 2 conference registrations to participate in sessions and virtual networking events

Exhibit Booth Pricing	
Exhibit booth ONLY (includes 2 conference registrations)	$2,500
The booth is included in Diamond, Platinum, Gold and Silver sponsorship	

Additional Branding Opportunities for Sponsors & Exhibitors	
Sponsor demo session in a virtual meeting room and demo listed in conference program (30 min)	4 available at $2,500 each
Sponsor video to play before the start of a session.(120 seconds maximum / provided by sponsor)	3 plenary panel sessions available at $2,500 each
	6 concurrent sessions available at $1,500 each

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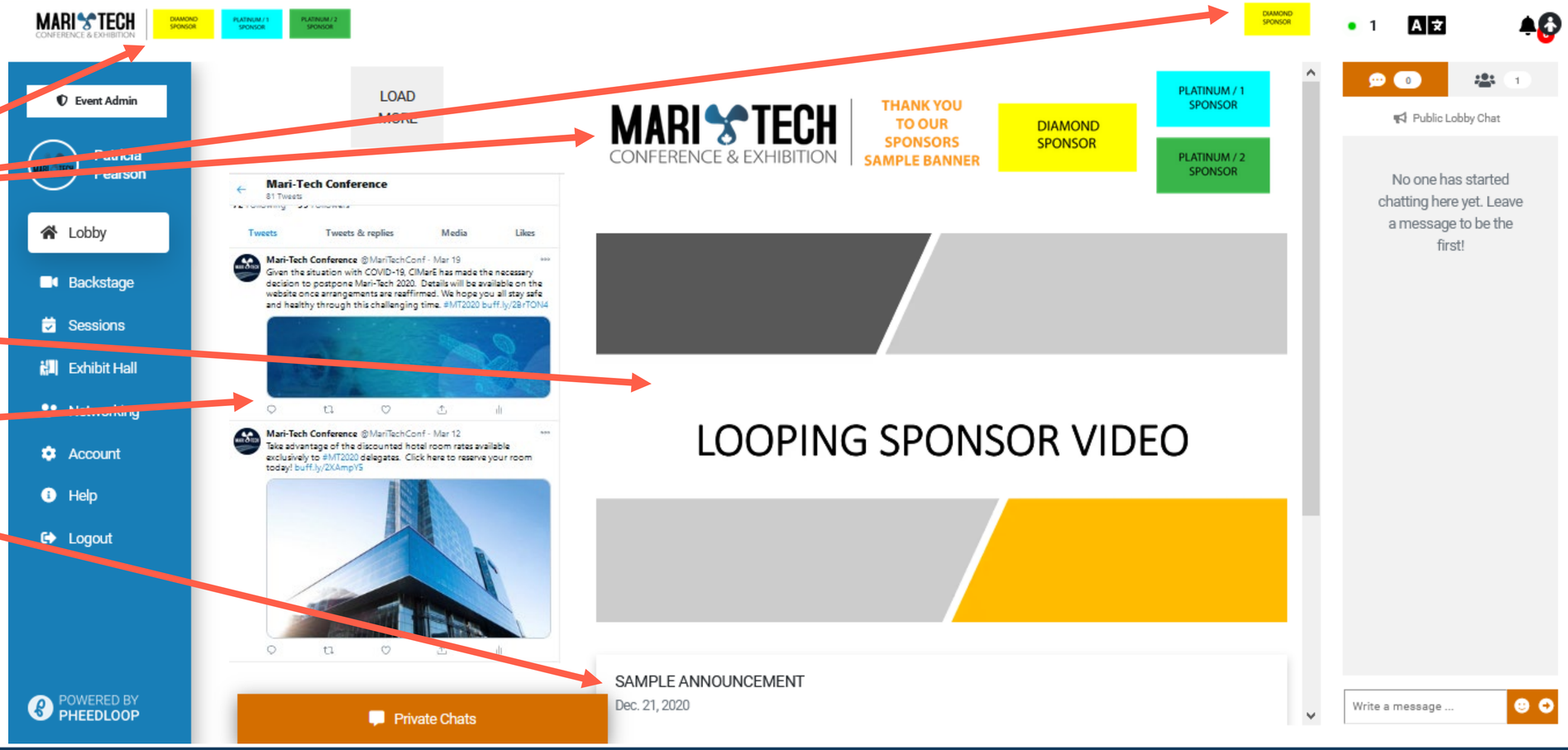
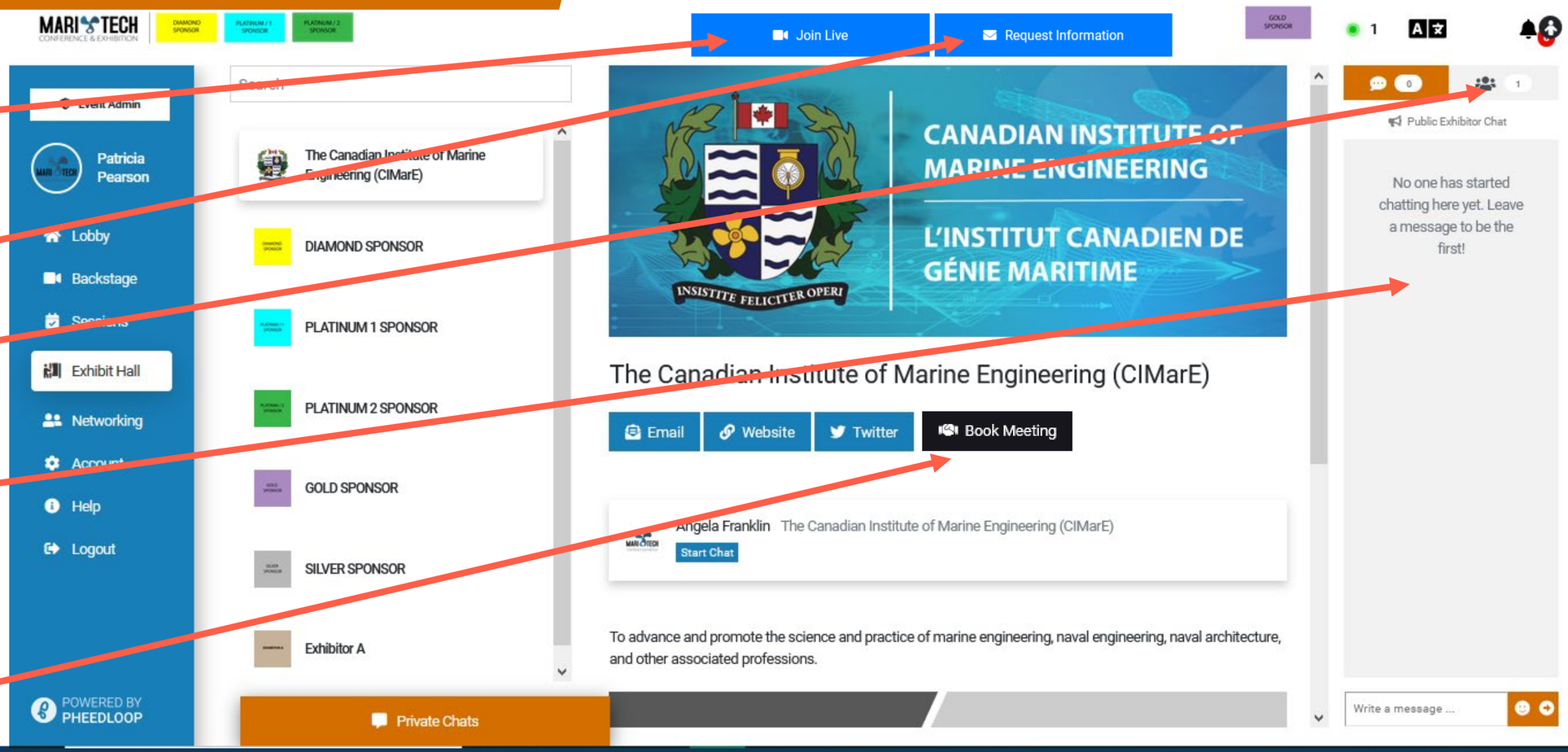
VIRTUAL LOBBY SCREEN SHOT

- Logo placement on:
  - virtual portal static header
  - virtual lobby banner
  - virtual portal header carousel
- Sponsor video displayed in the virtual lobby
- Social Media post(s) during conference (LinkedIn / Twitter)
- Custom event announcements sent to attendees and displayed in the lobby event feed



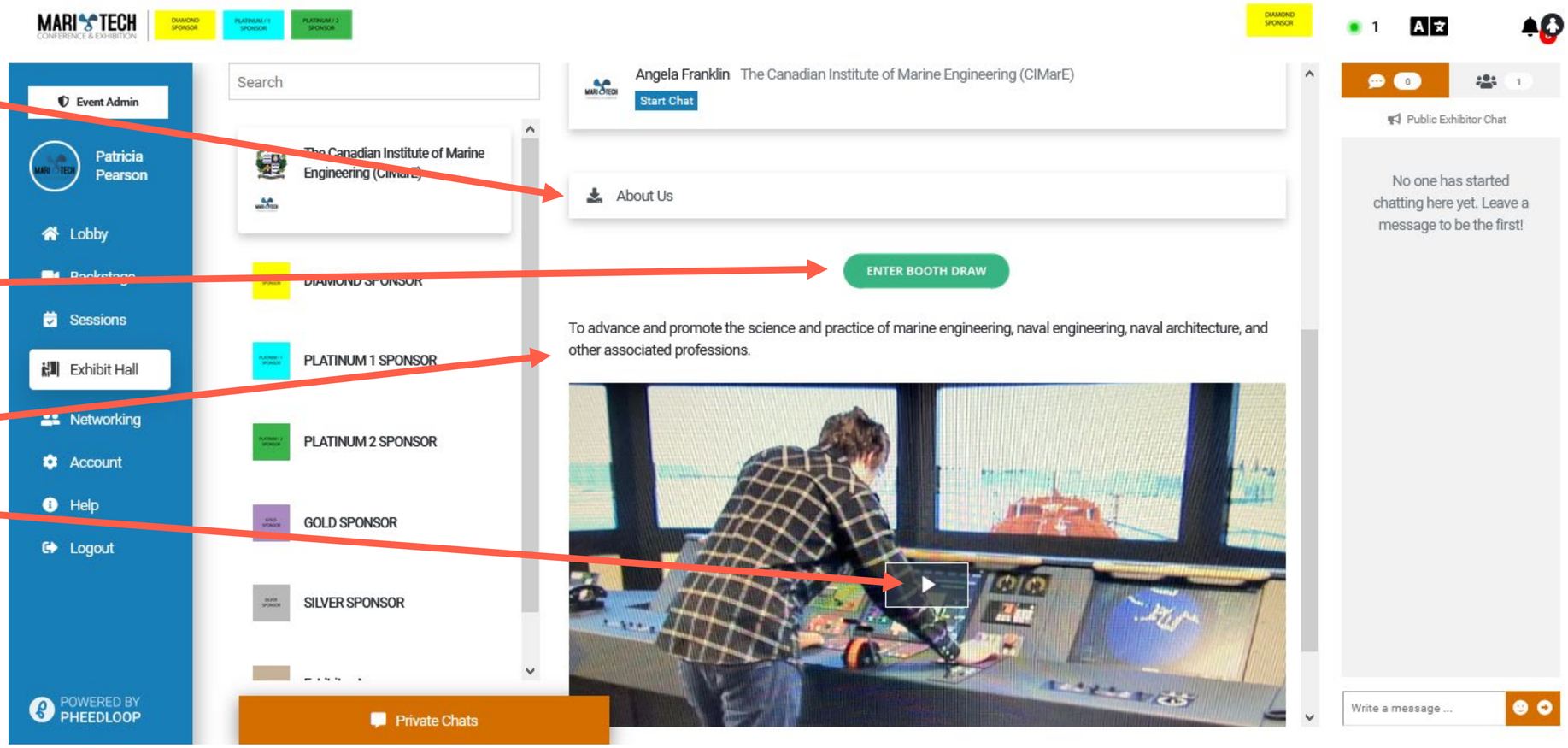
VIRTUAL EXHIBIT HALL SCREEN SHOT

- Let's Connect - Exhibitors and attendees can instantly jump into live video/audio conversations straight from the virtual event portal
- Control of your virtual booth presentation space; resource downloads (brochures, white papers etc..), video content
- Real-time feed of all attendees visiting the booth. Know precisely who is there, for how long, and you can immediately start engaging with them in real-time
- Get Social - attendees can see and chat publicly with all live attendees at any booth. They can branch off into private conversations or join larger ones that an exhibitor is having with a large number of attendees
- Visitors to your booth can book private meetings at a designated time as per your schedule (Calendly is used to enable this function)

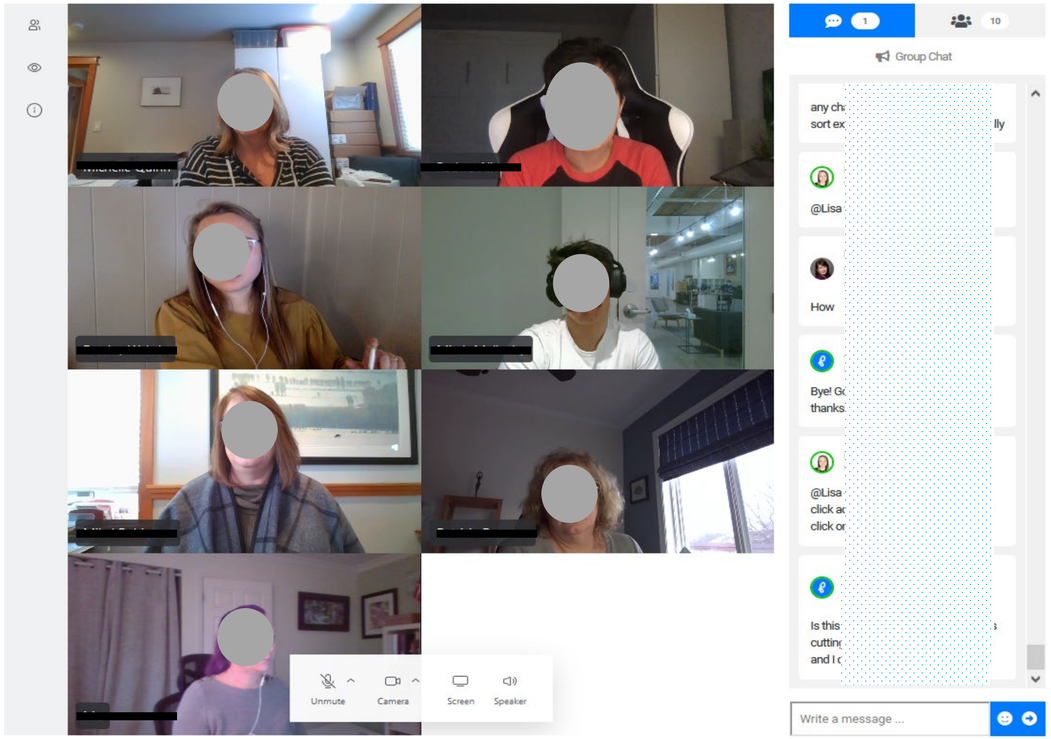


VIRTUAL EXHIBIT HALL SCREEN SHOT

- Share your resources, brochures or other documents; there is no limit to the number or assets you can share and visitors must "Request Information" to access these downloads so you know who is getting this information
- Link to your individual booth draw is front and center to entice your visitors to enter and engage with you
- Let your audience know more about you in your organizations description, this area can include text, images and external links to webpages
- Share videos with your visitors, these can be played anytime a visitor is in your booth
- Through the exhibitor portal, (your own unique back-end access / not shown in this image) you can update your booth content in real-time and review your lead retrieval data



VIRTUAL GROUP NETWORKING AND DEMO SCREEN SHOTS



HOW TO NETWORK:

- Participants can reach out to one another through a private chat function; this is encrypted and secured; the option to connect via written message or when both participants are willing they can connect via video/audio
- Group networking is where participants can join an active group discussion based on a theme; participants can enter and exit just as someone may join in a conversation at a refreshment break if you were in person
- DIAMOND and PLATINUM sponsors receive a public group networking room each. Maximum capacity per room is 5 participants at a time
- The sponsor demo session has a similar look with video and audio capability and is accessed through the JOIN LIVE button in their booth
- Every participant will have the option to accept/deny a video call and enable their audio and video device

SPONSORSHIP AND EXHIBITOR OPPORTUNITIES ARE LIMITED CONFIRM YOUR PARTICPATION EARLY

Please contact Patricia Pearson
for questions or to confirm your space.
Email: patricia@canplaninc.ca