Sponsorship Packages

Everything is changing. Everything is connected.

Join us at the Big Data for Productivity Congress on October 19 to 21, 2015 for the world's first conference to focus on how Big Data is improving the productivity of business and government.

The Congress, co-hosted by the Big Data Congress III and the 17th World Productivity Congress, is primarily a business and policy conference with a stated objective to connect decision makers. The congress will focus on innovations in productivity in relation to Health Services, Smart Cities, Enterprise Efficiency, and the Internet of Everything.

Industry and governments around the world are striving to make Big Data work for them. Atlantic Canada is a rapidly growing global center of excellence in Big Data. This will be the most important Big Data conference for senior executives in business and government in 2015. We look forward to you joining us in Halifax for an opportunity to learn, collaborate, connect, and do business.

Plenary Speaker: World Renowned Futurist **Mr. Ray Kurzweil**
Ray Kurzweil has been described as "the restless genius" by The Wall Street Journal, and "the ultimate thinking machine" by Forbes. Inc. magazine ranked him #8 among entrepreneurs in the United States, calling him the "rightful heir to Thomas Edison," and PBS selected Ray as one of 16 "revolutionaries who made America," along with other inventors of the past two centuries. He is considered one of the world's leading inventors, thinkers, and futurists, with a 30-year track record of accurate predictions.

Sponsorship Levels

ZETTA
$50,000

Exclusive sponsorship of one break-out session and opportunity to introduce the session speaker(s)
Six complimentary passes (value of $4,800)
60 second sponsor reel (video to be provided by sponsor)
Two pull up banners, placed in key Congress areas (banners to be provided by sponsor)
Logo recognition on a minimum of four easel signs. Each sign will sponsor logos, sized to reflect contribution
Logo & recognition across all media channels (web, mobile, press releases, program, social media etc.)
Logo on attendee bag and opportunity to include one item in attendee registration bag
Provision of content in Congress Mobile App (up to 90 days before event.)

PETTA
$25,000

Exclusive sponsorship of one break-out session and opportunity to introduce the session speaker(s)
Three complimentary passes (value of $2,400)
One pull up banner, placed in key Congress area (banner to be provided by sponsor)
Logo recognition on a minimum of four easel signs. Each sign will sponsor logos, sized to reflect contribution
Logo & recognition across all media channels (web, mobile, press releases, program, social media etc.)
Identity in Congress mobile app
Opportunity to include one item in attendee registration bag

GIGA
$7,500

Logo recognition on a minimum of four easel signs. Each sign will sponsor logos, sized to reflect contribution
One complimentary pass (value of $800)
Logo & recognition across all media channels (web, mobile, press releases, program, social media etc.)
Identity in Congress mobile app

Sponsor Agreements
Sponsorship funds are due at time of invoicing or as pre-scheduled milestones. We ask all sponsors to assign a primary contact person in order to ensure you receive maximum exposure for your investment.

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DALHOUSIE UNIVERSITY

WORLD CONFEREDERATION OF PRODUCTIVITY SCIENCE

Specialty Packages

De-Stress Zone $2,500	One corporate sign with logo and one piece of marketing material in De-Stress area (supplied by sponsors). Zone to include: massage chair and therapist (shoulders and above only). Monday and Tuesday 10 am to 3:30 pm.
Table Topics $1,500/table	Up to four tables in the centre of the congress lunch area. The Sponsor will select the topic for a table and provide an easel mounted corporate sign with logo. The table topics will be announced before lunch. Interested delegates will join the sponsor representative(s) at the table to discuss.
Caffeine Sponsor $3,000	Corporate logo and identity at coffee zone, name in printed program associated with breaks
Blog Post Sponsor $750.00/post	Sponsor gets name mentioned in blog with logo and link to site along with social media push in scheduled social media broadcasts and content posted on mobile app.
Window Clings $3,500	Corporate logo displayed on Congress window clings located on two windows of the main entrance doors of the World Trade and Convention Centre
Register & Info Booth $2,500	One corporate sign with logo and one piece of marketing literature at registration booth (supplied by sponsor).
Charging Station $1,800/zone	There will be 4 charging zones with adapter for smartphones and tablets. Sponsor may include one piece of promotional literature at charging station.
Hydration Zone $1,800	One corporate sign with logo at a hydration zone (supplied by sponsor). In place for the duration of the congress.
Quiet Zone $2,500	Exclusive sponsor of one Quiet Zone. One corporate sign with logo and one piece of marketing material in the Zone (supplied by sponsor). Listed in the printed program and mobile app. Zone will be set for the duration of the congress with comfortable chairs and dim lighting.
Pro Head Shot Booth $4,500	Exclusive sponsorship of the booth (Monday evening event and Tuesday AM). Delegate will receive a professional headshot (good for online profiles such as LinkedIn). One corporate sign with logo in the booth (provide by sponsor). Included in the printed program and mobile app, plus a marketing message in the email sent to the delegate with the photo.
WiFi Sponsor $2,500	Exclusive sponsor of the WiFi service during the congress. Sponsor selects the password (e.g. Nike might select "justdoit"). Included in the printed program and in the mobile app.

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Congress Program (as of August 4)

The only conference in 2015 to focus on the **Business** side of Big Data

BIG DATA FOR PRODUCTIVITY CONGRESS 2015 — EVERYTHING CHANGES

WORLD CONFEDERATION OF PRODUCTIVITY SCIENCE

October 19	October 20	October 21	Tech Track Oct 21
Good Morning Coffee & Networking (8AM)			

October 19	October 20	October 21	Tech Track Oct 21
Congress Opening and Morning Keynote: David Kasik, Senior Technical Fellow, **Boeing**	**Morning Keynote:** John Heap, President, **World Confederation of Productivity Science**	**Morning Keynote:** Dan Russell, Senior Research Scientist, **Google**	**Big Data Tech Track**

Morning Coffee and Nutrition Break (10AM)

Digitial Marketing Panel — Cisco, Adobe, MRM/McCann	Smart Cities Panel — iCanada, IBM, TBD	World Seafood Panel — UNIDO, Humber, Ocean Tracking Network	Health Panel — Kaiser Permanente, Texas A&M, NB Dept of Health	Areospace Panel — Boeing, Lockheed Martin, CARIC	Security and Privacy Panel — IBM, McInnes Cooper, TBD

For those interested in the technology behind Big Data.

Presented by: **DALHOUSIE UNIVERSITY**

Lunch and Trade Meetings (11:30AM)

Afternoon Keynote: Bill Hutchison, Chair, **iCanada** & Chen Shengchang, Vice Chairman, **CAPS**	**Congress Plenary Speaker:** Ray Kurzweil, Futurist	**nscc**

Internet of Things — Eugene Roman CTO, **Canadian Tire**	Smart Cities — Paul Lewis CTO Canada & Jay McGloin, VP Social Innovation, **Hitachi**	Healthcare Analytics — Margie Kennedy, Associate Managing Partner, **Gevity**	Business Productivity — Anil Yilmaz Director General, **Government of Turkey**	Internet of Things — TBD	**Smart Cities** — Zheng Xinli, Vice Chair, **CPPCC** & Zheng Changhong, CEO, **China South Railway**	Healthcare Analytics — John Mattison CMIO, **Kaiser Permanente**	Business Productivity — Don Hathaway Chairman, **Compute Canada**

Big Data Student Day

Keynote: Hilary Mason, Founder at **Fast Forward Labs**

Brilliant Labs and Volta — High School Superpower Challenge

Brilliant LABS LABOS Créatifs — Volta

Coffee and Networking (2:15PM)

Internet of Things — Hari Harikrishnan Vice President, Services Platform Group **Cisco**	Smart Cities — TBD	Healthcare Analytics — Brett Trusko Professor, **Biomedical Informatics at Texas A&M**	Business Productivity — Louise Clements President, **MRM/McCann East**	Internet of Things — Speaker TBD **NTTData**	Smart Cities — David Fraser Partner, **McInnes Cooper** & Cathy Simpson VP Public Sector, **T4G**	Healthcare Analytics — Steve Shaha Professor, **Center for Policy and Public Administration**	Business Productivity — Tim McGuire Senior Partner, **McKinsey**

Fellow Induction Ceremony — World Confederation of Productivity Science	**Industry & Academic Connector /Networking Event** — Springboard Atlantic and NSERC	**Note:** Program is current as of August 4th. Speakers and sponsors continue to be added. Please visit bigdatacongress.net to see the latest.
Big Trade for Big Data — Networking and Cultural event hosted by Nova Scotia Business Inc.		

From the Chairman of the Big Data for Productivity Congress:
Mike Shepherd, Dean of Computer Science Dalhousie University

In Atlantic Canada, we enjoy a lifestyle where smart people want to live. We have universities and colleges that are proven to be active partners. Public, private and corporate entities are making investments in big data capabilities in our region.

Please join me at the Big Data for Productivity Congress as we expand current, and pursue new, business opportunities, and continue to position Atlantic Canada as a global leader in the big data space.

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