



APRIL 29 & 30, 2020
ST. GEORGE CAMPUS
UNIVERSITY OF
TORONTO

CONFERENCE SPONSORSHIP 2020

University of Toronto's TechKnowFile (TKF):

A one and a half day conference where IT and higher education professionals put partnership into practice and vision to action.

The experience



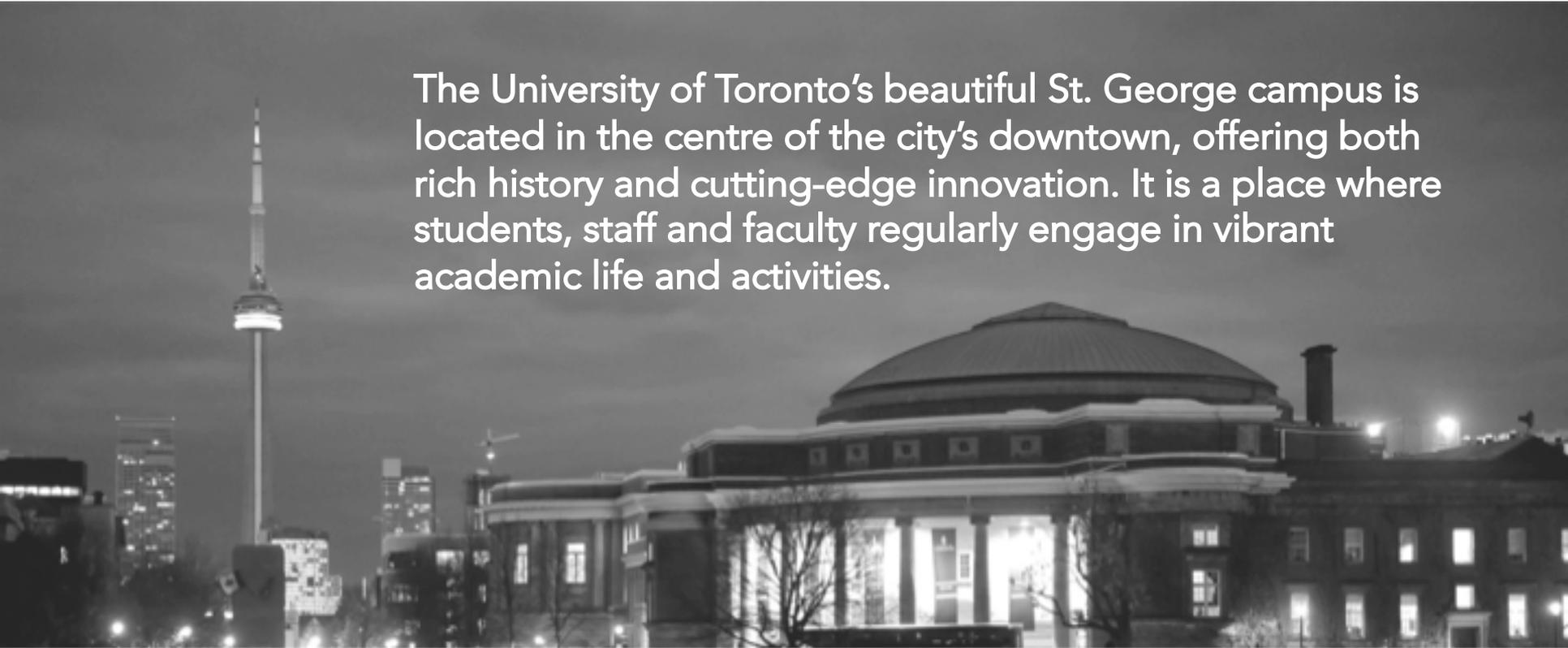
TechKnowFile (TKF) provides a platform for higher education professionals at the University of Toronto to discuss, share and disseminate innovative and pioneering views. Topics explored will include recent trends and development in information security, IT@UofT and leadership.



At TKF 2020, guests from across the tri-campus community will have the opportunity to attend more than 40 sessions, including two keynote speakers and an IT@UofT presentation delivered by the University of Toronto's Chief Information Officer Bo Wandschneider.

Location

The University of Toronto's beautiful St. George campus is located in the centre of the city's downtown, offering both rich history and cutting-edge innovation. It is a place where students, staff and faculty regularly engage in vibrant academic life and activities.





Join us

- April 29 & 30, 2020
- Approximately 700 attendees
- Keynote speakers, presentations and remarks at the prestigious University of Toronto Convocation Hall.
- 40+ high quality sessions by the community, for the community

Sponsor privileges



As a sponsor and/or exhibitor at TKF 2020, connect with approximately 700 conference attendees.

This diverse group of participants will consist of higher education faculty and staff (management and non-management — including IT leaders, decision-makers, directors, managers, communications professionals and administrators.

It's a unique opportunity to showcase products and services as well as develop valuable partnerships with an engaged audience.

Sponsor FAQs



When is the conference?

April 29 & 30, 2020. Schedule to be announced.

Where will exhibitors be set up?

Myhal Centre for Engineering Innovation & Entrepreneurship, located at 55 St. George St.

What does the exhibitor space entail?

It includes a six-foot space with a table. AV is limited. More details to come.

What time should the set-up begin?

This will be communicated to exhibitors closer to the conference date.

Will the exhibitor booths be set up for both days? Yes.

When is the deadline for sponsorship opportunities?

The deadline for sponsors to join TKF 2020 is **March 2, 2020**.

Other opportunities



Many unique touchpoints are open for sponsorship.

We are seeking exhibitors, in-kind sponsorship, goods/services and prize donations.



Sponsor benefits



1. Association with Canada's top ranked university, and the Times Higher Education 21st university in the world.
2. Event website, signage and promotions via social media channels by U of T.
3. Optional: exhibition space, while supplies last (standard size).



Sponsor experiences

ELEMENT	#	COST	DESCRIPTION
Keynote	2	\$20,000	Includes appearance on keynote stage to introduce a high-caliber renown speaker. Special mention by MC and company logo on keynote stage screen.
Coffee break	2	\$10,000 (each)	Coffee/snack break (April 29-30), site-specific signage, recognition from keynote stage by the MC during opening/closing remarks.
Breakfast	1	\$15,000	One breakfast on April 29, site-specific signage, recognition from keynote stage by the MC during opening/closing remarks.
Lunch	1	\$25,500	One lunch on April 29.

Sponsor experiences

ELEMENT	#	PRICE	DESCRIPTION
Swag Bag	1	\$6,000	Includes your logo on the bag, optional item inside the bag (provided by sponsor), and site-specific signage at the registration desk.
Exhibitor Table	15	\$5,000	Exhibition space at U of T's new, state-of-the-art Myhal Centre, including site-specific signage. Availability is limited.
Ad-hoc	N/A	N/A	Physical items/products for giveaways or ad-hoc monetary support and in-kind support. Examples include attendee swag bags, badge sponsorship and t-shirts. Website recognition and recognition at giveaway event only (if applicable).
Badges	1	\$4,000	Badge insert, holder and lanyard for each attendee. Includes your logo on the badge insert and website recognition.
Charitable Donation	1	\$2,500 - \$5,000	Donate to U of T's Student Wellness Fund , which offer a wide range of mental health services for the University's diverse student population. Includes onsite signage, website recognition and mention in marketing materials.

Prices listed above are in CAD and include taxes.
Please note: the deadline for sponsorship is: March 2, 2020.

A photograph of a dark grey sign with the words "UNIVERSITY of TORONTO" in white, serif capital letters. The sign is mounted on a light-colored stone pillar. In the background, there are green trees and a building.

UNIVERSITY of TORONTO

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Thank you for
your support!

