

geodiffusion 2010

Partnership Program

The 8th edition of Geodiffusion will take place on June 1 (Tech Day), 2 and 3 at Le Capitole de Québec, in Québec City.

Last year, more than 150 decision-makers, IT integrators, and geospatial and business intelligence users accepted the invitation of our President, Mr. Sébastien Vachon to attend. Attendees learned about and exchanged ideas on geospatial enterprise solutions offered by industry leaders such as Google, Pitney Bowes Business Insight (MapInfo), NAVTEQ, Oracle and ESRI.

It is a well-known fact that the integration of a geospatial dimension to your technological environment provides a crucial strategic lever to organizations in any industry.

Theme of Geodiffusion 2010

How geospatial leads you to redefining your business processes and offerings

Over the last few years, the adoption of geospatial technologies has become increasingly important, both in the organization's business processes and in the range of products and services offered. Popularized by Google's geospatial solutions, with better access to data and countless other location based applications, location intelligence has become a vital part of the decision-making process.

Geospatial provides an opportunity to adapt and change both your business processes and your offerings. By failing to integrate geospatial technologies, not only do you risk undermining the future development of your organization, you may also no longer be able to meet the rapidly changing needs of your customers. The 8th edition of Geodiffusion is the conference you should attend and learn how to take advantage of the new competitive landscape by making the best use of location technologies.

Geodiffusion is the occasion to learn how your organization can be transformed of implementing geospatial solutions, by hosting a variety of sessions on technologies developed by the major players in the industry. Real-world examples of some business applications of geospatial technologies will also be demonstrated and discussed.

This worldwide event aims to bring together decisions-makers and executives, IT managers, integrators, as well as users and experts in geospatial and business intelligence technologies from both the public and private sectors.

Also, don't miss on the opportunity to meet end discuss with your pairs from the industry at our highly anticipated cocktail reception and show, which will be held on June 2 at the Cabaret du Capitole, starting at 6PM.

Thank you to our sponsors of the 2009 edition

Gold Partners:



Silver Partner:



Bronze Partner:



Organized By:



Geodiffusion 2010 at-a-glance

Whether you are looking to improve your expertise, discover new technologies or increase your knowledge, Geodiffusion is the best event to stay up-to-date with all things related to geospatial and business intelligence.

- **Keynote presentations** will be delivered by some of the industry's internationally renowned experts who will take this unique opportunity to address the audience and share their vision of the industry.
- Some sessions will allow organizations to present **case studies** showcasing the benefits of implementing geospatial solutions.
- Technical briefs are also scheduled for the Tech Day on June 1.

Geodiffusion's audience ...

Geodiffusion 2010 is intended for those who are interested in the integration of the spatial dimension into information technologies. Expected attendees come from Québec, Canada, the United-States and Europe.

Geodiffusion will present high profile sessions for:

- Decision makers and C-Level executives;
- Integrators and IT managers;
- Users and GIS experts.

... Related industry segments

It is estimated that 80% of corporate information has a component that can be located geographically such as a zip code, an address, a city name, etc. Consequently, geospatial and business intelligence technologies relate to a wide range of industry segments. Sessions at Geodiffusion 2010 will address a variety of industries from both public and private sectors.

Sponsorship Program Description

PLATINUM PARTNER (number available: 3) – \$ 8 000 *Only one opportunity left!*

- **4 two-days conference pass(es)** (June 2 and 3) (no lodging) including cocktail reception on June 2 in the evening;
- **1 opportunity to present in the main conference room** (30 minutes presentation) (June 2 and/or 3);
- **1 opportunity to present a product or case study during the conference days** (30 minutes presentation) (June 2 and/or 3);
- **3 opportunities to present a solution or a product during Tech Day** (25 minutes presentation) (June 1);
- **1 opportunity to give a 5 minutes speech during the cocktail reception** on June 2 in the evening;
- **Opportunity to have a table top display ;**
- **Opportunity to provide two PowerPoint slides** which will be presented in the main room during breakfasts and lunches;
- **Company logo on the home page and on the Partners page** (with hyperlink) on Geodiffusion official Website;
- **Company logo in the conference promotion materials** (emails, e-news bulletin, event program, and promotional banners on Directions Magazine and *Directions Magazine français* Websites, and others publicities to be confirmed);
- **Partner recognition on the conference banner;**
- **Opportunity to display a stand up banner** (Roll Up or Parapost) in the main conference room;
- **Company logo in the official event program;**
- **Opportunity to provide a registration bag insert;**
- **8 passes for the cocktail reception** and show on June 2 in the evening.

GOLD PARTNER (number available: 5) – \$ 5 500

- **2 two-days conference pass(es)** (June 2 and 3) (no lodging) including cocktail reception on June 2 in the evening;
- **1 opportunity to present a product or case study during the conference days** (30 minutes presentation) (June 2 and/or 3);
- **2 opportunities to present a solution or a product during Tech Day** (25 minutes presentation) (June 1);
- **Opportunity to have a table top display;**
- **Opportunity to provide one PowerPoint slide** which will be presented in the main conference room during breakfasts and lunches;
- **Company logo on the home page and on the Partners page** (with hyperlink) on Geodiffusion official Website;
- **Company logo** in the conference promotion materials (emails, e-news bulletin, event program, and promotional banners on Directions Magazine and *Directions Magazine français* Websites, and others publicities to be confirmed);
- **Partner recognition on the conference banner;**
- **Opportunity to display a stand up banner** (Roll Up or Parapost) in the main conference room;
- **Company logo in the official event program;**
- **Opportunity to provide a registration bag insert;**
- **6 passes for the cocktail reception** and show on June 2 in the evening.

SILVER PARTNER – \$ 3 000

- **1 two-days conference pass(es)** (June 2 and 3) (no lodging) including cocktail reception on June 2 in the evening;
- **1 opportunity to present a product or case study during the conference days** (30 minutes presentation) (June 2 and/or 3);
- **Opportunity to have a table top display;**
- **Company logo on the home page and on the Partners page** (with hyperlink) on Geodiffusion official Website;
- **Company logo** in the conference promotion materials (emails, e-news bulletin, event program, and promotional banners on Directions Magazine and *Directions Magazine français* Websites, and others publicities to be confirmed);
- **Partner recognition on the conference banner;**
- **Company logo in the official event program;**
- **Opportunity to provide a registration bag insert;**
- **4 passes for the cocktail reception** and show on June 2 in the evening.

BRONZE PARTNER – \$ 1 500

- **1 two-days conference pass(es)** (June 2 and 3) (no lodging) including cocktail reception on June 2 in the evening;
- **Company logo on the home page and on the Partners page** (with hyperlink) on Geodiffusion official Website;
- **Company logo** in the conference promotion materials (emails, e-news bulletin, event program, and promotional banners on Directions Magazine and *Directions Magazine français* Websites, and others publicities to be confirmed);
- **Partner recognition on the conference banner;**
- **Company logo in the official event program;**
- **Opportunity to provide a registration bag insert;**
- **2 passes for the cocktail reception** and show on June 2 in the evening.

CORPORATE PARTNERSHIPS – \$ 500

As a corporate partner of Korem, you are invited to contribute to the success of our annual conference. Offer an exposure to your organization and come and network at our highly anticipated cocktail reception. You must be an official Korem services supplier to benefit from this level of sponsorship.

Here are the main benefits:

- **2 passes for the cocktail reception** and show on June 2 in the evening;
- **Company logo in the conference promotion materials** (emails, e-news bulletin, event program, and promotional banners on Directions Magazine and *Directions Magazine français* Websites, and others publicities to be confirmed);
- **Partner recognition on the conference banner in the main conference room;**
- **Company logo in the official event program;**
- **A 50% discount** on any registration package.

MEDIA PARTNER – Advertising

- **1 two-days conference pass(es)** (June 2 and 3) (no lodging) including cocktail reception on June 2 in the evening;
- **Company logo on the home page and on the Partners page** (with hyperlink) on Geodiffusion official Website;
- **Company logo** in the conference promotion materials (emails, e-news bulletin, event program, and others publicities to be confirmed);
- **Partner recognition on the conference banner;**
- **Opportunity to provide a registration bag insert;**
- **2 passes for the cocktail reception** and show on June 2 in the evening.

Details: The media partner agrees to advertise the event in exchange for the above-mentioned services. The publicity will either be a banner on a Website or an ad in a publication, and will be published until the date of the event, in accordance with the publication frequency of the media. The ad will be provided by Korem and will respect the media's technical specifications.

COCKTAIL RECEPTION SPONSOR – \$ 5 000 **Sold !**

- **Increased visibility** during the cocktail reception on June 2 in the evening;
- **Partner recognition on the conference banner;**
- **Company logo** in the conference promotion materials (emails, e-news bulletin, event program, and promotional banners on Directions Magazine and *Directions Magazine français* Websites, and others publicities to be confirmed);
- **10 passes for the cocktail reception** and show on June 2 in the evening.

Summary table of the Platinum, Gold, Silver and Bronze partnerships benefits.

geodiffusion 2010	PLATINUM PARTNER (number available: 3) <i>Only one left!</i> 8 000 \$	GOLD PARTNER (number available: 5) 5 500 \$	SILVER PARTNER 3 000 \$	BRONZE PARTNER 1 500 \$
Two-days conference pass(es) (June 2 and 3) (no lodging) including cocktail reception on June 2 in the evening	4	2	1	1
Opportunity to present in the main conference room (30 minutes presentation) (June 2 and/or 3)	1	N/A	N/A	N/A
Opportunity to present a product or case study during the conference days (30 minutes presentation) (June 2 and/or 3)	1	1	1	N/A
Opportunities to present a solution or a product during the Tech Day (25 minutes presentation) (June 1)	3	2	N/A	N/A
Opportunity to make a 5 minutes speech during the cocktail reception on June 2 in the evening	1	N/A	N/A	N/A
Opportunity to have a table top display	1	1	1	N/A
Opportunities to provide two PowerPoint slides which will be presented in the main room during breakfasts and lunches	2	1	N/A *	N/A
Company logo on the home page and on the Partners page (with hyperlink) on Geodiffusion official Website	x	x	x	x
Company logo in the conference promotion materials (emails, e-news bulletin, event program, and promotional banners on Directions Magazine and <i>Directions Magazine français</i> Websites, and others publicities to be confirmed)	x	x	x	x
Partner recognition on the conference banner	x	x	x	x
Opportunity to display a stand up banner (Roll Up or Parapost) in the main conference room	x	x	N/A	N/A
Company logo in the official event program	x	x	x	x
Opportunity to provide a registration bag insert	x	x	x	x
8 passes for the cocktail reception on June 2 in the evening	8	6	4	2

*If the silver partner accepts the exhibitor's package included in the silver partnership level, he can provide the show organization with a PowerPoint slide which will be displayed in the main conference room – this benefit being included in the exhibitor's package.

Note: Partnership program fees do not include the applicable taxes and are in CAD currency

Contact information:

Please contact Ms Anne-Andrée Morin for any information regarding the partnership program.

Geodiffusion Secretariat

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