

EVENT SPONSORSHIP OPPORTUNITY

Decision deadline: March 12, 2012



GOVERNANCE  
*for* WOMEN 2012

Presented By **AlbertaVenture**  
OurBusiness.OurBest.

Alberta  
SCHOOL of BUSINESS  
UNIVERSITY OF ALBERTA 

Today's rapidly changing business environment is demanding better governance models from corporations, including balanced boards reflecting our diverse Canadian society. Despite several decades of focused efforts to increase the number of women on corporate boards, the reality is that 47.2% of FP500 companies have no women on their boards. Only 12% of board positions among FP500 companies are held by female executives. *Alberta Venture* and the *Alberta School of Business* have recognized this fact and have combined efforts to produce the *Governance for Women Symposium*.

Now in its 7th year, the *Governance for Women Symposium* is a distinctive learning experience that aligns world-class insight from the *Alberta School of Business* with guest panelists discussing their board experiences. This 1 1/2 day symposium is designed specifically for senior female executives interested in gaining the knowledge and insight required for their board directorship position.

**By popular demand, the streamlined program will take place over 1 1/2 days in Calgary.**

Join us as an event sponsor for the 7th Annual 2012 *Governance for Women Symposium* and align your company with this distinct learning experience. The *Governance for Women* symposium offers you an unequalled opportunity to reach a select audience – high level female executives with extensive decision-making and purchasing power.

- According to recent studies 80% of consumer decisions are made or influenced by women\*
- Women make the purchasing decisions for: 60% of automobiles, 89% of new bank accounts, 91% of houses, and 92% of vacations\*\*

Symposium attendees want to engage, learn, and interact. They see the immense benefits and career value in attending *Governance for Women*. With over 58% of past attendees being in senior executive or CEO roles, the *Governance for Women* symposium creates a unique community environment that facilitates development and networking.

### Here's what past attendees had to say about *Governance for Women*:

"An innovative and completely refreshing initiative"

"Great content overall. Excellent mix of academic and real-life content"

"The networking was excellent and I truly enjoyed connecting with like-minded women"

### AWARENESS & BRANDING

As a sponsor, you not only interact with women with extensive buying power but you also have the opportunity to enhance your brand's exposure. Put your company's name at the forefront and gain direct exposure with potential clients.

### INTEGRATION

Sponsors at every level receive logo identification and corporate recognition in all event promotions, advertising and event displays. Online, direct mail and print advertising in *Alberta Venture* and *Alberta Oil* magazines put your company in front of a cumulative audience of over 1.5 million business decision-makers. In addition, title and silver sponsors receive additional exposure through the dedicated *Governance for Women* microsite and the alumni networking receptions.

The *Governance for Women* microsite hosted at [albertaventure.com](http://albertaventure.com) provides year-round exposure for sponsors through banner advertising and the opportunity to provide expert content and articles related to governance.

\* The 80% Minority, Joanne Yaccato (Viking Canada, 2003)

\*\* Marketing to Women, Martha Barletta (Dearborn Trade, 2003)

### NEW FORMAT FOR 2012

**DAY ONE (evening):**  
networking, keynote  
address.

**DAY TWO (full day):**  
panels and faculty  
instruction.  
Past attendees are  
welcome to register  
for the keynote dinner  
or full symposium.  
Dinner-only pricing  
will be available.

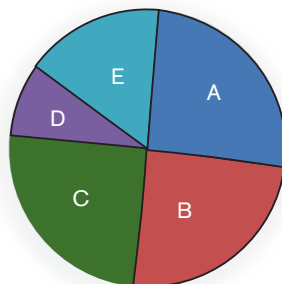
## SUMMARY

### EVENT DATE

June 27-28, 2012

### LOCATION

Calgary, AB



- A: Senior Level Executive (Director/Vice President)
- B: President/CEO/Board Member/Owner
- C: Professional
- D: Management
- E: Other

## AUDIENCE & ATTENDEES

The attendees at the Governance for Women Symposium reflect a community of like-minded female professionals. The symposium is kept to a select number of spots to ensure an interactive, intimate learning experience. This gives attendees the opportunity to learn in an open environment. The chart to the right illustrates the attendance composition from past symposiums. In a survey of past attendees, 88% of respondents indicated they would return to learn or refresh from new content and for the networking opportunities.

## EVENT OBJECTIVE

The Governance for Women Symposium is designed specifically for high-level female executives who are seeking corporate board appointments or have recently received their first appointment. Today's director must stay current and have the relevant knowledge to monitor and advise with confidence. The symposium covers a wide range of governance topics from board functionality and strategy to financial reporting, accountability and managing risk.

## SPONSOR ADVANTAGE

The Governance for Women Symposium gives sponsors the opportunity to connect with Alberta's prominent business leaders as well as business professionals. These are individuals with extensive buying power and individuals who directly impact their company's purchasing decisions. A unique advantage of this symposium is that it builds a strong community of like-minded women, many of whom stay in communication through our post-event contact database and alumni networking events. **Make your company a part of the Governance for Women community and be recognized as a community leader in board development facilitation in Alberta. Past attendees have included senior female executives from the following companies:** Enbridge, EPCOR, Deloitte, Ernst & Young, Suncor, TransCanada, Bank of Montreal, Transalta, Direct Energy, ATCO Gas/Electric, Petro-Canada, Hewitt Associates, Nexen, Bennet Jones LLP, Canadian Western Bank, Imperial Oil, Sherritt International Corporation, and many more.

## SPONSOR LEVELS

- Title Sponsorship (1 sponsorship available)
- Silver Sponsorship (2 sponsorships available)
- Breakfast Sponsorship (1 sponsorships available)

## CONTACT

For sponsorship availability please contact your account executive.

## ALUMNI NETWORKING EVENT

Description of Event: These exclusive networking and learning events will be in Edmonton and Calgary on a rotating basis and are presented by *Alberta Venture* and the Alberta School of Business. Attendees are senior decision-makers, women executives who currently hold or are pursuing corporate board appointments. The format of the event will consist of a panel discussion or keynote followed by networking and a reception/refreshments for attendees.

Sponsorship of the alumni networking events is included at the Symposium Title and Silver level.

### PRE-EVENT

- Logo identification in all applicable print materials including direct mail components, alumni event invitation and any additional promotions including email or other online materials
- Logo identification on the alumni event web page within the Governance for Women microsite on [albertaventure.com](http://albertaventure.com)

### EVENT

- Verbal recognition during alumni event opening remarks
- Opportunity to address audience during opening remarks
- Logo identification on reception signage within venue
- Logo identification on any event materials produced (handouts)
- Opportunity to display and/or include materials in participant swag bags
- 4 (Title)/2 (Silver) complimentary tickets to the networking event

### POST-EVENT

- Logo identification on post-event alumni web page
- Recognition in thank-you ad in issue of *Alberta Venture* following event

## ALUMNI MICROSITE

Located at [albertaventure.com](http://albertaventure.com), this microsite designed for current and previous attendees of the Governance for Women program will contain articles and other resources on issues of governance, as well as serve as a locus for networking and development for attendees. Sponsors will have the opportunity to gain year-round exposure through banner advertising and the opportunity to provide expert comment, articles or white papers.

Participation in the microsite is included in the Title and Silver Symposium Sponsorship.

### TITLE SPONSORSHIP

The title sponsor's **name and logo** will be affixed to the symposium name and will appear alongside the Governance for Women logo in all applicable promotional materials, advertising and event displays. The title sponsor also receives exclusivity of category for the entire 2012 symposium as well as a customized event day presence.

#### PRE-SYMPOSIUM

- Name recognition and logo identification in all applicable **print materials** including symposium registration form and direct mail components
- Name recognition and logo identification in all applicable **online promotions** including event web page, web registration form and event banner ads
- Name recognition and logo identification in four full page, full colour symposium ads within *Alberta Venture* (2) and *Alberta Oil* (2) magazine (value of \$9970)
- One full page, full colour advertisement **promoting your brand or company** in *Alberta Venture* magazine. This print campaign can be utilized within any issue of *Alberta Venture* within one year of contract signing (value of \$5165)

#### ALUMNI EVENT

Name recognition and logo identification in all applicable event promotional materials including print, direct mail, online and event display signage Verbal recognition at both events and opportunity to address audience during opening remarks. Four complimentary tickets for event.

#### DURING SYMPOSIUM

- Customized presence with the opportunity to facilitate a panel discussion at the event, verbal recognition and opportunity to address attendees during the welcome reception
- Verbal recognition during welcome reception
- Opportunity to host clients/other guests at 'after party' or other activity (sponsor to bear cost)
- Name recognition and logo identification on sessional materials and site signage as Title Sponsor
- Display space during symposium
- Opportunity to provide promotional items for inclusion in event 'swag bags' received by attendees
- Two complimentary symposium registrations, including all sessions, meals and accommodations (symposium value of \$4000)

#### POST-SYMPOSIUM

- Name recognition and logo identification within one 1/3 page, full colour ad in *Alberta Venture* thanking sponsors and attendees (value of \$680)

#### MICROSITE

Exposure to symposium participants and alumni through banner advertising and provision of articles (white papers) on the microsite is included in Title Sponsorship Level.

**TITLE SPONSORSHIP COST: \$22,500.00 (NET)**

### SILVER SPONSORSHIP

(2 sponsorships available)

Silver program sponsors will have their logo included in all applicable promotional materials, advertising and event displays **plus** the opportunity to host a morning or afternoon sessional portion of the program.

#### PRE-SYMPOSIUM

- Logo identification in all applicable **print materials** including symposium registration form and direct mail components
- Logo identification in all applicable **online promotions** including event web page and web registration form
- Name recognition and logo identification in four full page, full colour symposium ads within *Alberta Venture* (2) and *Alberta Oil* (2) magazine (value of \$5985)
- One 1/2 page, full colour advertisement **promoting your brand or company** in *Alberta Venture* magazine. This print campaign can be utilized within any issue of *Alberta Venture* within one year of contract signing (ad value of \$3340)

#### ALUMNI EVENT

Name recognition and logo identification in all applicable event promotional materials including print, direct mail, online and event display signage Verbal recognition at both events and opportunity to address audience during opening remarks. Two complimentary tickets for event.

#### DURING SYMPOSIUM

- Opportunity to introduce Alberta School of Business faculty during classroom sessions
- Verbal recognition during welcome reception
- Logo identification on sessional materials as Silver Sponsor and special site signage within venue indicating your hosting of the morning or afternoon session
- Display space during symposium
- Opportunity to provide promotional items for inclusion in event 'swag bags' received by attendees
- One complimentary symposium registration, including all sessions, meals and accommodations (symposium value of \$2000)

#### POST-SYMPOSIUM

- Name recognition and logo identification within one 1/3 page, full colour ad in *Alberta Venture* thanking sponsors and attendees (value of \$680)

#### MICROSITE

Exposure to symposium participants and alumni through banner advertising and provision of articles (white papers) on the microsite is included in Silver Sponsorship Level.

**SILVER SPONSORSHIP COST: \$12,500.00 (NET)**

### BREAKFAST/LUNCH SPONSORSHIP

(2 sponsorships available)

The breakfast and lunch sponsors will have their company name at the forefront with logo inclusion in all applicable promotional materials, advertising and event displays. Give your company the opportunity to interact and network with high level female executives.

#### PRE-SYMPOSIUM

- Logo identification in all applicable **print materials** including symposium registration form and direct mail components
- Logo identification in all applicable **online promotions** including event web page and web registration form
- Logo identification in four full page, full colour symposium ads within *Alberta Venture* (2) and *Alberta Oil* (2) magazine (value of \$5985)

#### DURING SYMPOSIUM

- Opportunity to MC breakfast or lunch and introduce guest speaker
- Opportunity to provide company signage and/or marketing collateral for breakfast or lunch venue and each table
- Acknowledgement as breakfast or lunch sponsor
- Logo identification on sessional materials (binders) and site signage
- One complimentary symposium registration, including all sessions, meals and accommodations (symposium value of \$1350)

#### POST-SYMPOSIUM

- Name recognition and logo identification within one 1/3 page, full colour ad in *Alberta Venture* thanking sponsors and attendees (value of \$680)

**BREAKFAST OR LUNCH SPONSORSHIP COST: \$3,500.00 each (NET)**