



TRAIN IN TECHNOLOGY

[www.trainintech.com](http://www.trainintech.com)

# Sponsor the TRAIN IN TECHNOLOGY EXPO

March 27, 2018

Barrie Molson Centre

555 Bayview Drive

Barrie, Ontario

## Careers for the future...





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# Sponsorship Opportunities

**Show your commitment to building a strong, technologically driven workforce by sponsoring the Train in Technology Career Expo!**

**Be front and centre to hundreds of students making critical career path decisions, people investigating a career change, and job seekers looking for immediate employment.**

**Identify new and potential hires, from full-time to co-op placements and internships.**

## **Why a technology career expo?**

Technology is meshed into every industry in some shape or form and the current and future economy will only thrive if talent is well matched to local employment opportunities. Technology drives innovation and business growth, and is critical to the future of the region's economy. Our region has experienced an influx of data centres, an emergence of global technology firms, significant growth in the number of high-tech start-ups, and an expansion of our advanced manufacturing sector. Opportunities like the Train in Technology Career Expo will build our local talent pool to ensure we have the future workforce our employers need.

The 2018 expo will have a special focus on mathematics to help students understand its importance and how it applies in a career setting such as data analytics, artificial intelligence, and robotics.

## **Why participate?**

- Recruit new talent and identify candidates for co-op/internships and summer placements
- Showcase your company
- Gain hearts and minds with young people through demonstrating your products and services
- Network with customers and clients
- Inspire and educate students
- Be a community leader in the local technology movement
- Grow B2B opportunities



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### Who will attend?

- Senior elementary, secondary and post-secondary (college and university) students will be bussed in for separate focused sessions (more than 800 students attended 2017 event)
- Job seekers and those interested in possible career changes
- Members of the general public and business community interested in learning about new technologies and innovations
- Employees of participating companies are welcome to attend

### Schedule

- **8:30 – 10 a.m.** Post-secondary student focus group sessions. To help students gain confidence in speaking with employers and prepare them for future interview situations. College students will be organized into small groups to rotate through the exhibitor booths.
- **10 a.m. – noon** Local secondary school students will be bussed in to attend the expo.
- **Noon – 2 p.m.** Local senior elementary school students will be bussed in to attend the expo.
- **2 - 3 p.m.** Networking break and lunch for exhibitors (lunch will be provided).
- **3 - 6 p.m.** Career expo open to the public. Exhibitors' employees will be invited to explore post-secondary continuing education opportunities.

\*Schedule subject to change\*

**Please see the following sponsorship opportunities available and contact InvestBarrie at [invest@barrie.ca](mailto:invest@barrie.ca) or 705-728-9850 for more information.**

\*\* Please note: All sponsorships include a 10x10 or 10x20 booth depending on the sponsorship level. Sponsors do not need to register online for a booth.\*\*



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# Opportunities Available

	Presenting Sponsor	Panel/Speaker Sponsor	Lunch Sponsor	VIP Lounge Sponsor	Start Up Alley Sponsor	Contributing Sponsor
<b>Amount (\$ or in kind)</b>	\$10,000 (1)	\$5,000 (1)	\$3,000 (1)	\$3,000 (1)	\$3,000 (1)	\$1,000 (multiple)
<b>Opportunity</b>	Recognized as Presenting Sponsor leading up to and at Expo	Recognized as Panel/Speaker Sponsor at Expo	Recognized as Lunch Sponsor at Expo	Recognized as VIP Lounge Sponsor at Expo	Recognized as Start Up Alley Sponsor at Expo	Recognized as Contributing Sponsor at Expo
<b>Booths included</b>	2	2	1	1	1	1
<b>Website</b>	Logo on home page and sponsor section with company description and link to website	Logo in sponsor section with company description and link to website	Logo in sponsor section with link to website	Logo in sponsor section with link to website	Logo in sponsor section with link to website	Logo in sponsor section with link to website
<b>Expo Guide</b>	Logo in sponsor section, company description, and full page ad	Logo in sponsor section, company description, and 1/2 page ad	Logo in sponsor section and company description	Logo in sponsor section and company description	Logo in sponsor section and company description	Logo in sponsor section
<b>Onsite Signage</b>	Logo included on event signage at main entrance, at speaking area, on sponsor 'Thank you' signage, and on rotating screen	Logo included on sponsor 'Thank you' signage, on event signage at speaking area, and on rotating screen, and option to provide additional banners for display in presentation area	Logo included on sponsor 'Thank you' signage, and on rotating screen, and recognition on boxed lunch as Lunch Sponsor, option to provide handouts to exhibitors along with their lunch	Logo included on sponsor 'Thank you' signage and on rotating screen, recognition signage in VIP Lounge, option to provide additional banners for display and provide hand out materials in VIP Lounge	Logo included on sponsor 'Thank you' signage and on rotating screen, recognition signage in Start Up Alley, option to provide additional banners for display in Start Up Alley	Logo included on sponsor 'Thank you' signage and on rotating screen
<b>Exhibitor Handout</b>	Recognition as Presenting Sponsor in exhibitor handout	Recognition as Panel/Speaker Sponsor in exhibitor handout	Recognition as Lunch Sponsor in exhibitor handout	Recognition as VIP Lounge Sponsor in exhibitor handout	Recognition as Start Up Alley Sponsor in exhibitor handout	Recognition as Contributing Sponsor in exhibitor handout
<b>Speaking</b>	Recognition as Presenting Sponsor at speaking engagements leading up to and at the Expo, opportunity to speak for 2-3 minutes	Recognition as Speaker/Panel Sponsor at onsite Expo speaking/panel sessions, opportunity to introduce speakers/panel members	NA	NA	NA	NA
<b>Advertising</b>	Logo included	NA	NA	NA	NA	NA
<b>Social Media</b>	Identification as Presenting Sponsor on Facebook post, including company logo, 500 character description and link to company website on Train in Technology Facebook page. Tag or description and link in 5 other social media messages (ie. Twitter, LinkedIn, Facebook)	Identification as Panel/Speaker Sponsor Facebook post, including company logo, 250 character description and link to company website on Train in Technology Facebook page. Tag or description and link in 3 other social media messages (ie, Twitter, LinkedIn, Facebook)	Identification as Lunch Sponsor on Facebook post, including company logo, 140 character description and link to company website on Train in Technology Facebook page. Tag or description and link in at least one other social media message (ie. Twitter, LinkedIn, Facebook)	Identification as VIP Lounge Sponsor on Facebook post, including company logo 140 character description and link to company website on Train in Technology Facebook page. Tag or description and link in at least one other social media message (ie. Twitter, LinkedIn, Facebook)	Identification as Start Up Alley Sponsor on Facebook post, including company logo, 140 character description and link to company website on Train in Technology Facebook page. Tag or description and link in at least one other social media message (ie. Twitter, LinkedIn, Facebook)	Thank you on social media