

GEEK WEEK 5.0



PROTOTYPE DEVELOPMENT SYMPOSIUM

October 18 – 26, 2018

Library and Archives Canada
395 Wellington Street
Ottawa, ON

Lead Sponsor:



TREND
MICRO™



Carleton
UNIVERSITY



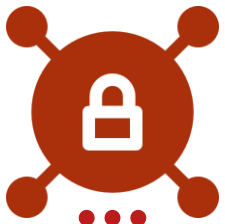
ABOUT US

- Invitation-only prototype development symposium
- Take a dream or crazy idea relating to the prevention, identification, analysis or mitigation of cyber-attacks and develop a prototype
- GeekWeek provides access to millions of samples of spam emails, malware and analysis reports
- Carleton University supports sponsors, logistics and event execution
- Sponsorship packages: from \$3,000 to \$25,000 per year
- NEW: We've made multi-year sponsorship deals available in 2018



G33K W33k 2018

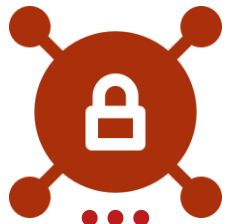
- **Date:** October 18th to 26th 2018
- **Tentative Location:** Library and Archives Canada
395 Wellington Street, Ottawa ON
- **Attendance:** 150-220
- **Website:** g33kw33k.ca
- **Target participants:** Cybersecurity experts, analysts, researchers and data scientists from both public and private sectors



EVENT AT A GLANCE

Making Canada stronger in cybersecurity

INSPIRE	COLLABORATE	EVOLVE
Discuss solutions to real problems	Create early prototypes	Enable prototype development after event



PLATINUM SPONSORSHIP

\$25,000 per year – multi-year option available*

Logo and profile on website front page and promotional material

Promotional material in attendee bag (x3)

Company banner at venue (x8)

Company logo on attendee bag

Technical demo (30 min) of a product by company's engineers with Q&A (15 min)

White paper insert in attendee bag/material (x2)

Logo in official Geek Week 5.0 Banner

Company logo on attendee t-shirt

Logo on participant docket

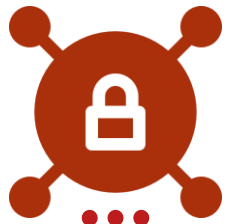
Sponsor remarks at opening ceremony (10 min)

10 VIP Guest Passes for opening & closing ceremony

**Only one Platinum Sponsor slot is available*

**Additional requests from the sponsor may be discussed further with the sponsor prior to entering the sponsorship agreement.*





SPONSORSHIP PACKAGES

BRONZE

\$3,000

*\$2,500 multi-year**

Logo & profile on website

Promotional material insert
in attendee bag (x1)

Company banner at venue
(x1)

SILVER

\$5,750

*\$5,000 multi-year**

Logo & profile on website

Company swag or
promotional insert in
attendee bag (x1)

Company banner at venue
(x2)

1 VIP pass for opening &
closing ceremonies

GOLD

\$12,500

*\$10,000 multi-year**

Logo & profile on website and
promotional material

Promotional material insert in
attendee bag (x2)

Company banner at venue
(x4)

Logo on attendee bag

Technical demo (30 min) of a
product by company's
engineers with Q&A (15 min)

2 VIP passes for opening &
closing ceremonies

**The discounted multi-year sponsorship price is only applicable to sponsors entering a multi-year agreement.
I.e. You would commit to paying \$5,000 to be a Bronze Sponsor of Geek Week for the next two years in a row.*



ALTERNATIVE PACKAGES

COFFEE STATION

\$5,000

*\$2,500 multi-year**

Company logo and profile
featured on website and
promotional material

Company banner (x2) and
flyers featured exclusively in
the coffee area

SINGLE LUNCH SPONSOR

\$7,000

*\$6,500 multi-year**

Company logo and profile featured
on website and promotional
material

Company Banner and flyers
exclusively at that day's lunch event
(x2)

Company Swag may be provided to
guests at social event.

Technical Demo of a product by
company's engineers with Q&A

**The discounted multi-year sponsorship price is only applicable to sponsors entering a multi-year agreement.
I.e. You would commit to paying \$5,000 to be a Bronze Sponsor of Geek Week for the next two years in a row.*



CONTACT US



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makalaevents@gmail.com

Some considerations:

- You may choose both a Bronze-Platinum package and a Special event/badge/shirt sponsorship to increase your company's exposure.
- Discounts on sponsorship options only available to sponsors entering a multi-year agreement.
- The sponsor must decide between making a lump-sum or annual payment when entering a multi-year sponsorship agreement.
- Material must be provided in both official languages by date agreed on sponsorship agreement.
- All attendees must apply to participate in the event.
- Approval to attend event is based on the participant's skills and project ideas.
- Be aware you're dealing with a highly technical audience. Keynote speeches and technical demos must be aligned with the event's objectives; guidelines will be provided and may include:
 - Focus on ideas and values, not product promotions
 - Focus on topics relevant to the symposium; inspire!