

# Sponsorship Prospectus



ARMA NCR (Ottawa) Chapter presents:  
The NCR Fall IM Days  
November 23 & 24, 2011  
Chateau Cartier  
Aylmer, Quebec

[www.imdays.ca](http://www.imdays.ca)

# Introduction

ARMA has successfully built a conference for the NCR community which has collectively attracted over 1000 participants over the past 6 years. This year's iteration is opening its doors to the greater public service in the NCR Region by instituting a "Community Based" approach to the development of the learning program.

As such, the ARMA NCR (Ottawa) Chapter presents The NCR FALL IM Days developed with the support and cooperation of:

- Treasury Board of Canada
- Library and Archives Canada
- Canadian Library Association (CLA) CASLIS Ottawa
- Dalhousie University IM Program
- Perram Consulting Inc.
- Canada School of Public Service
- City of Ottawa
- DAMA

The NCR Fall IM Days create an opportunity for all of the private and public IM functional community to gather, share and learn from each other. This conference will provide the NCR with a chance to discuss "Information Culture", last year's theme, and the basis for this year's continued education.

ARMA NCR FALL IM Days is the place for members of the IM Community to gather, share, and learn from each other. As an IM worker, come and share your successes and discuss new strategies. **This is the place.**

# Business Case

Event marketing provides a unique venue for people with common interests to connect with one another, live and in person. Attendees can learn from experts in their field at a fraction of the cost of a personal consultation. Exhibitions provide them with a one-stop shop to check out the latest innovations in their industry, compare products and make purchasing decisions. They are also a great place to view the product lines of competitors and network with others. These attractions give exhibitors a highly targeted market of prospects who have pre-screened themselves as interested buyers. It's a win-win for everyone involved.

In contrast, how much does it cost your business to:

- Develop a list of qualified leads?
- Associate your brand with best practices in a growing market?
- Set up a meeting with a new prospect?
- Take a client or prospect to lunch?
- Publish a 2 page advertisement to 400 – 600 qualified prospects and clients?
- From a research and product development perspective, listen to clients and prospects present on the future of this market?

# Why Will They Attend?

If you manage or work in Records and Information Management program today, you will likely agree that your RIM program would be better appreciated and better funded if only it could be clearly demonstrated that it contributes to the achievement of organizational goals. This inexpensive Seminar will give attendees insight into tools, techniques, trends and opportunities to improve RIM program performance and to make sure that others recognize that Records and Information Management is a disciplined practice that is crucial to the success of organizations in a work environment where accountability is expected.

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# Who Will Attend?

IM Newcomers, Functional Specialists and Managers should all be in attendance.

Newcomers can be:

- record analysts
- collection managers
- document controllers
- records classifiers
- as well as those who manage content

Functional Specialists include those who:

- apply retention schedules
- deal with acts and regulations within the governance structure
- control data migrations

Managers plan and supervise the work of others and the implementation of the RIM program.

You should also attend if:

- You are a member of your organization's library community and are concerned with how information is categorized
- You are an archivist and are responsible for managing legal and historically significant information for potential use at a later date
- You are records manager responsible for managing program and/or client personal information
- You are a knowledge manager responsible for leveraging the information management practices of your organization
- You are interested in managing information for the purposes of:
  - o Service Improvement
  - o Service Transformation
  - o Management Accountability Framework
  - o Departmental Audit
  - o Program Management
  - o Information Technology

# Sponsorship Packages

## Platinum

\* 1 available \*

- 10"x 10" Demonstration Space including draped table and two chairs
- Company listing and logo placement on conference collateral material.
- Logo placement and web link on conference website.
- 1 page (double-sided) advertisement in the conference handbook (provided by exhibitor)
- 1 Conference VIP pass for clients, prospects or staff to attend all sessions, luncheons, and breaks
- 1 Refreshment Break Sponsorship
- Preferential placement of advertising on conference collateral material
- Your logo on a place card at each table.

**\$3000**

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## Custom Sponsor

- Refreshment Break Sponsor
- Bottled Water Sponsor
- Pen Sponsor (pens supplied by sponsor)
- Tote Bag Sponsor - Price Negotiable
- Advertising in Workbook Only - (full page, double sided provide by sponsor)
- Advertising in Conference Delegate Kit - (provided by sponsor)
- Evaluation Gift Sponsor
- Coffee Mug Sponsor
- Wine and Cheese Reception Sponsor

**Call Sean Downey of  
Verney Conference Management  
at (613) 226-8317 x221 or email  
sdowney@verney.ca  
for details on these or any other  
interesting offers!**

## Gold

\* 2 available \*

- 10"x 10" Demonstration Space including draped table and two chairs
- Company listing on conference collateral material.
- Logo placement and web link on conference website.
- 1 page (double-sided) advertisement in the conference handbook (provided by exhibitor)
- 1 Conference VIP pass for clients, prospects or staff to attend all sessions, luncheons, and breaks

**\$1500**

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## Silver

\* 5 available \*

- 10"x 10" Demonstration Space including draped table and two chairs
- Company listing on conference collateral material.
- Logo placement and web link on conference website.

**\$1000**

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## Basic Exhibition

\* 8 available \*

- 10"x 10" Demonstration Space including draped table and two chairs
- Company listing on conference collateral material.

**\$850**

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