

# Sponsor & Exhibitor Information Kit

*November 13, 2018*

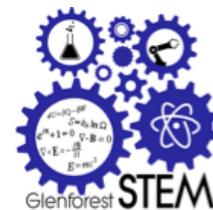
*Pearson Convention Centre  
Brampton, Ontario*

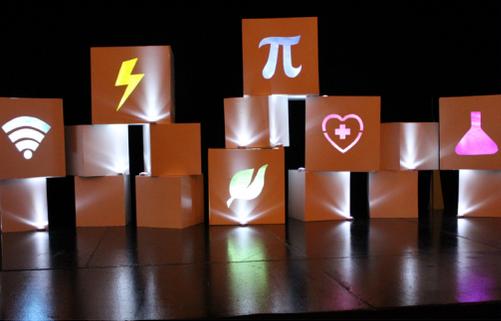


# 2018 Xplore STEM Youth Conference

*Canada's largest  
student organized  
conference*

*Brought to you in partnership with*





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## 2018 Xplore STEM Youth Conference



*Taranpreet Ghuman,  
Co-President  
2018 Xplore STEM  
Youth Conference*

### Fostering a Culture of Curiosity in STEM

Today, fewer than half of high school students graduate with senior STEM courses despite the fact that 70 per cent of Canada's top jobs require this type of education. (Source: Let's Talk Science, Oct 2016 Release) There is an even greater concern for the decline of women in these programs. The national enrollment of women in university STEM programs is only 20 per cent on average and just under 14 per cent of the country's 280,000 professional engineers are women. (Source: Engineers Canada).



*Shyla Gupta,  
Co-President  
2018 Xplore STEM  
Youth Conference*

The Information Technology Association of Canada (ITAC) believes that early exposure in a supportive and encouraging environment is the key to shifting mindsets and helping students build confidence to embrace these fields and is honoured to work with a fantastic team of students at Glenforest Secondary School in Mississauga, Ontario to organize the **2018 Xplore STEM Youth Conference**.

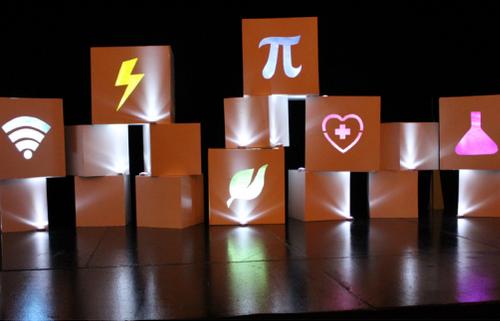
As noted by the Honourable Minister of Science, Kristy Duncan, a supporter of the STEM Youth Conference: "I cannot stress how important it is to encourage the thirst for knowledge in Canada's young population. All young Canadians should be able to see themselves taking part in the wonderful world of STEM. We need to create and maintain this culture of curiosity so that our population can be inspired to ask bold questions, and seek new knowledge."



*Gina van Dalen, CAE  
Executive Director  
ITAC Talent*

We encourage your organization to sponsor and actively participate in the fun STEM based activities and events planned for 2018 Xplore STEM Youth Conference. The day will be packed full of wide eyes and stimulating moments. Together, we can inspire Canada's next generation of leaders. It is our responsibility to encourage them to dream their greatest dream, to take every opportunity they are offered, and to remind them that "impossible" is just a dare to make it happen.

In this information kit, we have included details about the Xplore STEM Youth Conference. We hope you will participate in this exciting opportunity at Canada's largest student organized conference.



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## Introduction to the Partners

### Glenforest Secondary School – STEM

Glenforest Secondary School is a public secondary school located in Mississauga, Ontario. Glenforest STEM is a team of passionate students from the Glenforest International Baccalaureate, Enhanced, and Academic streams which organizes conferences and other events to encourage and expose students to the educational and career pathways in the STEM fields. For the third year, in partnership with ITAC Talent, it is again organizing the very successful STEM Conference. The team has been recognized by Prime Minister Justin Trudeau, Minister of Innovation Science and Economic Development Navdeep Bains and Minister of Science Kirsty Duncan.

### ITAC Talent

ITAC Talent is a division of the Information Technology Association of Canada (ITAC), Canada's business association representing the ICT sector, and is dedicated to addressing the significant demand for ICT talent and innovation by Canadian business and help make Canada a global leader in the 21st century knowledge economy. We are creating the skills for the digital economy and growing the talent pipeline. We inspire young people to choose technology careers, help transform education to accelerate the flow of talented people from all backgrounds into technology careers, support diversity in the industry, and help shape public policy to support the growth of talent.

### CareerMash

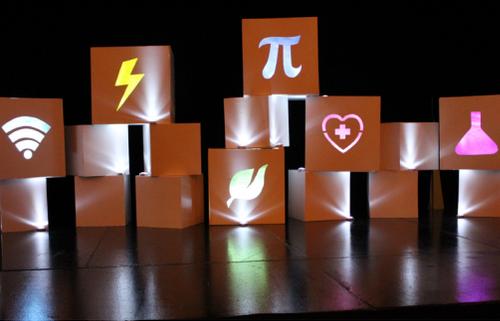
CareerMash is an ITAC program that spreads the word about the endless possibilities of today's tech careers. CareerMash helps to demystify tech by helping students, teachers, guidance counsellors, parents understand all the different ways the world is being changed by tech and the new career opportunities these changes are creating. Part of our goal is to provide easy-to-understand information on [CareerMash.ca](http://CareerMash.ca) that allows young people to match their personal interests and academic strengths to a tech-related career.



[Click here to see Prime Minister Trudeau's message supporting the STEM Youth Conference >>](#)

*"I was so impressed with the organization and excellent coordination and superb performance of this team to run an event like this."*

*Nicola Heinig, Magna*



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[Click here to experience what the conference is all about >>](#)

*"I'm literally blown away by the size and scale of the event. It's a great opportunity to ... interact with students. They are asking about the company and what kinds of careers we have in Microsoft."*

*Michael MacDonald,  
Technical Evangelist,  
Microsoft Canada*

## What is the 2018 Xplore STEM Youth Conference?

The **2018 Xplore STEM Youth Conference** is Canada's largest student organized conference promoting careers in Science, Technology, Math and Engineering (STEM). The conference brings together over 1,200 high school students from across the Greater Toronto Area (GTA) to explore STEM programs and careers to help clarify their plans for the future. The conference consists of speakers, hands-on activities and mentoring focused around the STEM topics and providing an inside look into STEM programs and careers.

### Inspirational Speakers

The conference hosts a variety of inspirational speakers from the STEM fields to inspire and motivate delegates into pursuing STEM professions. Speakers have included David Miller, CEO of World Wildlife Fund, Elizabeth Dowdeswell, Lieutenant Governor of Ontario, Chris Fonseca, Mississauga City Councillor, and Peter Fonseca, Member of Parliament.

### Hands-on activities

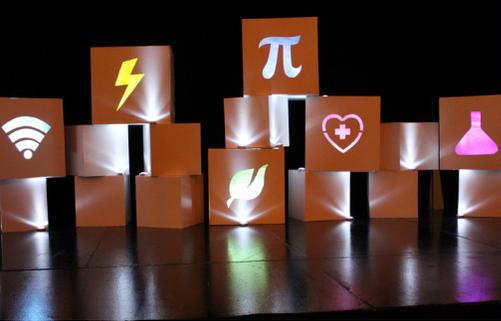
A set of hands-on activities hosted by Ontario post-secondary institutions and industry leading companies allow participants to develop cooperative skills in creating innovative solutions.

### Three-on-one Mentoring

Short three-on-one mentoring sessions will be held in which students are given the opportunity to ask questions and interact with a range of highly qualified STEM field professionals.

### Information Booths

The expo brings employers, various organizations and educational institutions together with students to learn about post-secondary and career opportunities.



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*“Students show genuine interest in finding out about the services and products of Google. We believe it’s important to show to students how important it is to engage in STEM and this conference is the right level for us to have that engagement”.*

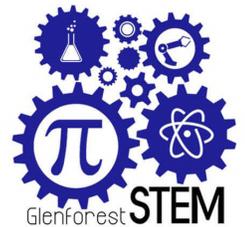
*Stergios Anastasiadis  
Engineering Manager  
Google*

## Meet the Amazing 2018 Xplore STEM Youth Conference Organizing Team

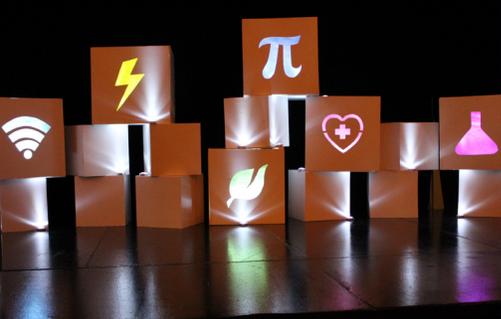
This year’s group of young, bright and passionate students leading will be working tirelessly to go above and beyond the expectations set from the 2017 conference and to ensure the 2018 event feedback is at least, if not even more positive than last years!



**Glenforest STEM**  
2017/2018 Team



Above: Glenforest STEM 2018: Associates, Directors, Vice-Presidents and Co-Presidents



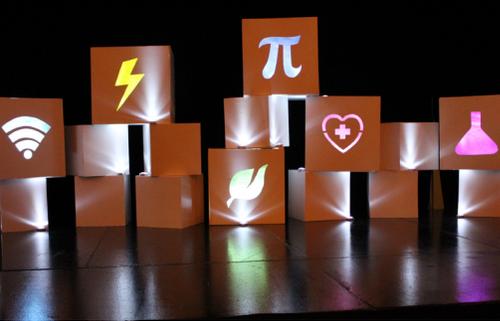
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2018 Xplore STEM Youth Conference

## Sponsor Levels

Features*	Power Contributor	Gold	Silver	Bronze	Exhibitor
	\$15,000	\$8,000	\$4,000	\$1,000	\$500
Participants at Event	5	4	3	2	1
Exhibit Tables (1)	3	2	1	1	1
"Powered by" slogan (2)	✓				
Educational Swag Material (3)	✓	✓			
Banner (4)	Sole Banner	Shared Banner	Shared Banner		
Opportunity to Speak at Event (5)	✓	✓	✓		
Verbal Acknowledgement During Opening Session (6)	✓	✓	✓	✓	
Logo on T-shirts	Extra-Large logo	Large logo	Medium logo	Small logo	
Logo on Website	Extra-Large logo	Large logo	Medium logo	Small logo	
Acknowledgement on Facebook	✓	✓	✓	✓	
Acknowledgement on Twitter	✓	✓	✓	✓	
Acknowledgement on Event signage	✓	✓	✓	✓	
Acknowledgement on slide show during opening session	✓	✓	✓	✓	
Acknowledgement on Event Materials (7)	✓	✓	✓	✓	✓
Logo printed on "Exhibitor Scavenger Hunt" cards"	✓	✓	✓	✓	✓

\* See Notes 1-7 for full descriptions of Features, page 7.



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*"I enjoyed the STEM conference and the various workshops that I attended. I learned the importance of first impressions and the different opportunities available in the science field."*

*Arav Saherwala, age 16*

## Sponsor Levels – Notes

### 1. Exhibit Tables

- 6' Tables are available to all sponsors but number of tables vary depending on level of sponsorship as noted in the chart (p.6)
- Tables will be set up in the lobby / common area of the venue and delegates will have allocated time to walk around to the various tables

### 2. "Powered By" Slogan

- This offer is only available to the Power contributor (the sponsor offering the largest sum of funds at or above \$15,000)
- This company's logo will appear below the Glenforest STEM Logo preceded with "Powered By" wherever STEM logo is present

### 3. Educational Complementary Material for Swag tote bags

- Power Contributor and Gold Sponsors may provide educational STEM related pamphlets from their organization to be included in swag tote bags

### 4. Banner at "Prime Location"

- Power Contributor may place own banners with logo and other promotional materials at the designated highest traffic location.
- Gold sponsors' logos will be printed on large posters and placed at the designated highest traffic location.

### 5. Opportunity to Speak at Event

- Power Contributor may allow one representative from the organization to speak at the Event
- More details will be provided upon confirmation

### 6. Verbal Acknowledgement During Opening Session

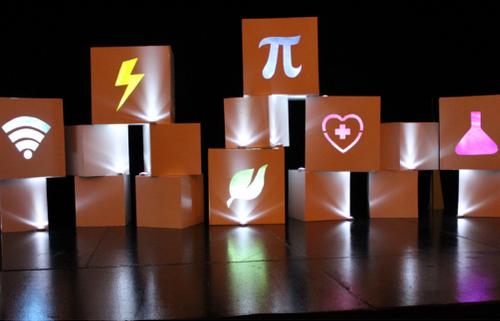
- Power Contributor and Gold Sponsors will be acknowledged verbally during the Opening and Closing Sessions.

### 7. Acknowledgement on Event Materials

- Logo printed on: Event Rooms Map, Event Programmes and other Event materials

### Glenforest Secondary School is a Charitable Organization

(CRA Charitable Registration Number: 108092008 RR0001)



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*"I attended the STEM conference last year when I was in grade 8. I didn't really know much about all the different STEM jobs that there are so, when I did the interviewing and listened to the speakers I found it interesting to talk and listen to people who's jobs came from my interests. It gave me a whole new knowledge of jobs that are possible for me to choose."*

*Student  
N. Haak*

## Past Conference Sponsors

### Educational Institutions

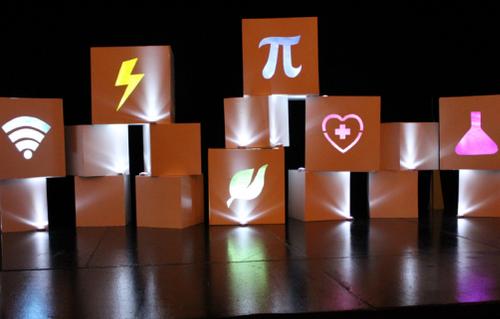
McMaster University  
Ryerson University  
Seneca College  
Sheridan College  
University of Toronto  
University of Waterloo  
University of Ontario Institute of Technology

### Corporations

Boehringer Ingelheim  
Cisco  
CPL  
Deloitte  
Facebook  
GE  
GM  
GSK  
Hydro One  
Magna  
Microsoft  
Oris Express Caanda  
Siemens  
Toronto Pearson International Airport

### Not-for-profit

Chartered Professional Accountants  
City of Brampton  
IB Schools of Ontario  
Professional Engineers of Ontario  
Science Odyssey  
The Actuarial Foundation of Canada

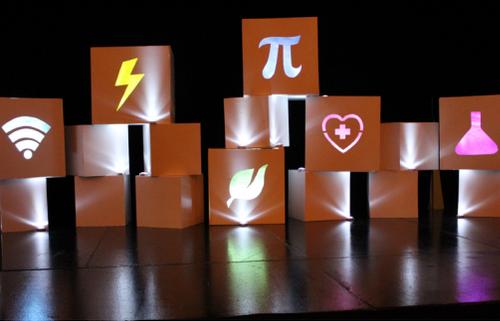


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## Conference Agenda

<b>Opening &amp; Keynote</b>	<b>9:30 a.m. - 10:15 a.m.</b>
<b>Transition</b>	<b>10:30 a.m. - 10:45 a.m.</b>
<b>Session 1: Speakers/Workshops/ Speed Mentoring/Booths/Lunch</b>	<b>10:45 a.m. - 11:30 a.m.</b>
<b>Transition</b>	<b>11:30 a.m. - 11:45 a.m.</b>
<b>Session 2: Speakers/Workshops/ Speed Mentoring/Booths/Lunch</b>	<b>11:45 a.m. - 12:30 p.m.</b>
<b>Transition</b>	<b>12:30 a.m. - 12:45 p.m.</b>
<b>Session 3: Speakers/Workshops/ Speed Mentoring/Booths/Lunch</b>	<b>12:45 p.m. - 1:30 p.m.</b>
<b>Transition</b>	<b>1:30 p.m. - 1:45 p.m.</b>
<b>Session 4: Speakers/Workshops/ Speed Mentoring/Booths/Lunch</b>	<b>1:45 p.m. - 2:30 p.m.</b>
<b>Transition</b>	<b>2:30 p.m. - 2:45 p.m.</b>
<b>Closing</b>	<b>2:45 p.m. - 3:00 p.m.</b>



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## 2018 Xplore STEM Youth Conference

### Organization and Contact Information



#### ITAC

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Executive Director, ITAC Talent  
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gvandalen@itac.ca



#### Glenforest Secondary School

*Diana Wang-Martin*  
*Daphne Habib*  
Glenforest Secondary School (IB World School)  
Peel District School Board  
416-305-5873 or 905-625-7731 ext. 321  
info@glenforestSTEM.com



[www.glenforeststem.com](http://www.glenforeststem.com)  
[www.itactalent.ca](http://www.itactalent.ca)  
[www.careermash.ca](http://www.careermash.ca)

