

## SPONSORSHIP PACKAGE: ITAC CANADIAN CYBER TECH SHOWCASE

On October 2, 2018, the Information Technology Association of Canada (ITAC) will host a full-day event to showcase the Canadian cyber technology sector. The purpose of this event is to bring senior leaders from Government and the representatives from the Canadian cyber industry together for a full-day discussion around the issues facing Canada, and the solutions available to them.

It's important to note that this event will align with Public Safety Canada's *Cyber Security Awareness Month* and will highlight detailed information about the new Government of Canada's *National Cyber Security Strategy*.

Below is more detailed information about why cyber security is such an important topic as well as key dates, participant objectives, and sponsorship opportunities,

### **Why Cyber?**

Canada is a fully digital economy, and cyber security is critical to protecting its economy. Cyber attacks have already had a measurable adverse impact on Canada, totaling billions of dollars. Protecting assets from cyber attacks requires a whole of community approach and collaboration between the public and private sectors. It is critical that the federal government play a key role as convenor of the community.

New applications of technologies – whether through the expansion of mobile devices, smart buildings and cities, autonomous devices and vehicles or the rapidly expanding Internet of Things – have created a host of new vulnerabilities and attack vectors. Major factors from international organized crime, nation-state cyber-espionage organizations and hacktivists have escalated the severity and complexity of the threat, applying significant resources and skills to defeat enterprises that do not have robust cyber security, with a new focus on easy targets, SMEs.

Canada currently has a robust cyber security industry with expertise in emerging areas like quantum cryptography and artificial intelligence that form the basis of next generation technologies and the country is well positioned to address cyber threats and export technology. ITAC's goal is to bring Government of Canada leadership and leaders of the cyber industry into the same room for a full-day event highlighting the needs of government and solutions by the best of Canadian industry.

### **Proposed Date & Location**

Tuesday, October 30, 2018  
Shaw Centre, Ottawa Ontario  
Time: 8:30 am – 4:30 pm

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

## **PARTICIPANTS**

### **Government leaders:**

- Senior bureaucratic leaders and ministerial staff who are directly driving cyber security policy across the Government of Canada; and
- Ministers for departments Public Safety Canada (PSC), Department of National Defence (DND) Shared Service Canada (SSC) and Innovation, Science and Economic Development (ISED) and others will be invited to attend.

### **Industry leaders:**

- Public Sector Cyber Security Authorities, both policy and technology-focused
- Public Sector Digital Government Experts
- Public Sector Leadership, Vice President's and Chief Information Security Officers

### **Why it is Important to Attend**

- Attending this event keeps your organization aware of quickly evolving technology and policy landscape, provides insights to help shape the desired outcomes and aligns to the threat landscape on the horizon.

## **Sponsorship Opportunities**

Sponsoring this event is strategic – it will elevate your organization's profile with the federal leadership on a key strategic file across the many departments who are involved on the Government of Canada's cyber efforts.

### **\$6,000 – Co-Host Sponsorship (1 only)**

- Co-host event opportunity
- Provides speaking role on cyber security solution
- Option to join the agenda development working group;
- Branding on all event activities, materials, event signage, ITAC website etc.
- One seat at the head table during all plenary sessions
- Opportunity to have a booth in conference room
- 4 event passes

### **\$3,000 – Breakfast Sponsor (1 only)**

- Introduces speaker during event
- Branding on all event activities, materials, event signage, ITAC web site etc.
- Option to join the agenda development working group;
- One seat at the head table during all plenary sessions
- Opportunity to have a booth in conference room
- 3 event passes

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**\$5,000 – Luncheon Sponsor (1 only)**

- Introduces speaker during event
- Branding on all event activities, materials, event signage, ITAC web site etc.
- Option to join the agenda development working group;
- One seat at the head table during all plenary sessions
- Opportunity to have a booth in conference room
- 4 event passes

**\$2,000 – Morning Break Sponsor (1 only)**

- Introduces speaker during event
- Branding on all event activities, materials, event signage, ITAC web site etc.
- Option to join the agenda development working group;
- Opportunity to have a booth in conference room
- 2 event passes

**\$2,000 – Afternoon Break Sponsor (1 only)**

- Introduces speaker during event
- Branding on all event activities, materials, event signage, ITAC web site etc.
- Option to join the agenda development working group;
- Opportunity to have a booth in conference room
- 2 event passes

**\$1,500 – Event Sponsor (2 available)**

- Branding on all event activities, materials, event signage, ITAC web site etc.
- Option to join the agenda development working group;
- Opportunity to have a booth in conference room
- 1 event pass

**\$750 – Sponsor (5 available)**

- Branding on all event activities, materials, event signage, ITAC web site etc.
- Opportunity to have a booth in conference room
- 1 event pass

For more information about sponsorship, contact Janet Tite at [jtite@itac.ca](mailto:jtite@itac.ca).

For more information on the planning, please contact Nevin French at [nfrench@itac.ca](mailto:nfrench@itac.ca).