



2023 CONFERENCE SPONSORSHIP and TRADESHOW PACKAGE

MAY 8-10, 2023

Fantasyland Hotel West Edmonton Mall
17700 87 Ave NW, Edmonton, Alberta

2023 MISA PRAIRIES CONFERENCE

With the success of the 2022 Fall Symposium at the Renaissance Hotel in Edmonton, the MISA Prairies' Board is ready to return to the full-blown Conference we know and love. Join us May 8-10, 2023, at the Fantasyland Hotel in the world-famous West Edmonton Mall for the 2023 MISA Prairies Spring Conference & Trade Show.

The MISA Prairies' Annual Conference and Trade Show is the "can't miss" municipal networking event in the prairie provinces. The 2023 Spring Conference will mark the return of your event favorites like pre-conference workshops, CIO panels, Roundtable discussions, and the popular event-opening walking reception.

As in past years, the standard conference offerings will continue to be top-notch. Municipal technology usage continues to grow, and municipal IT staff are expected to adapt and create efficiencies, all while budget challenges are ever-present. Join us as we learn and discuss these challenges and create collaborative strategies to help guide our way to successful outcomes.

MISA Prairies welcomes members from the municipal sector, as well as IT & Communication organizations from across North America. We offer a variety of forums that encourage networking and business development, including large conferences, regional workshops, professional development training, and social events.

MISA was founded on the concepts of sharing best practices, collaboration among peers, and volunteerism. These attributes remain fundamental to who we are and how we operate. Our chapters across Canada work closely together and guide the evolution of our national body, MISA/ASIM Canada.

VISION

Connect municipal IT professionals through communities and collaboration to deliver public value.

MISSION

To build a collaborative community that enables innovation and leadership in municipal technology services.

Collaboration

Inclusion

Community

Respect

Values

MISA PRAIRIES MEMBERS

Memberships by Region

The following summarizes the MISA Prairies Municipal Members by region.

Alberta

- Includes the Cities of: Airdrie, Brooks, Calgary, Cold Lake, Edmonton, Fort Saskatchewan, Grande Prairie, Leduc, Lethbridge, Lloydminster, Medicine Hat, Red Deer, and St. Albert
- Includes the Towns of: Banff, Canmore, Chestermere, Cochrane, Crossfield, High River, Morinville, Okotoks, Stony Plain, Strathmore, Sylvan Lake, Taber
- Includes the Municipal Districts and Counties of: Bonnyville, Flagstaff, Foothills, Grande Prairie, Leduc, Lethbridge, Mountain View, Newell, Opportunity, Parkland, Red Deer, Rocky View, Strathcona, Sturgeon, Vulcan, Wetaskiwin, and Wood Buffalo

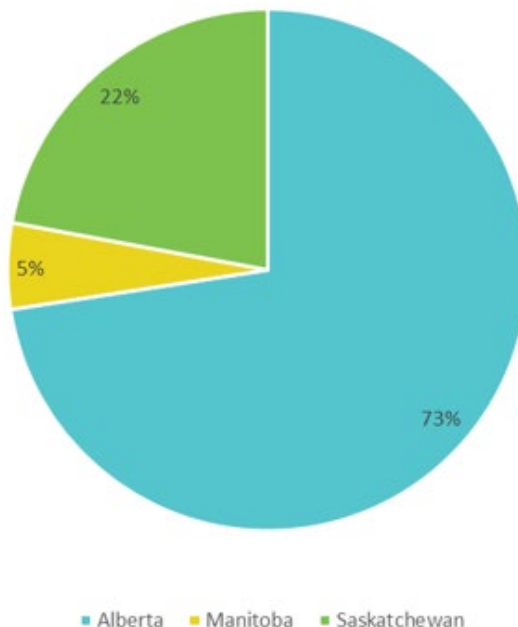
Saskatchewan

- Includes the Cities: Estevan, Lloydminster, Moose Jaw, Prince Albert, Regina, Saskatoon, Swift Current, Weyburn, and Yorkton

Manitoba

- Includes the Cities of: Brandon, Dauphin and Winnipeg

Members Per Province



MEMBERSHIP INFORMATION

To attend any events hosted by MISA Prairies, memberships must be current and in good standing.

Non-Municipal Partner Organization: Status is available to any organization that is not a municipal government entity. This includes private sector organizations, not-for-profit organizations, and provincial and federal government agencies.

MISA Canada National Partners (NPP): MISA Prairies Non-Municipal Partner memberships are included in the MISA Canada National Partner Program (NPP). Therefore, organizations that subscribe to the MISA Canada NPP are also MISA Prairies members.

Non-Municipal Partner Rate : \$300 + GST

REGISTRATION INFORMATION

Delegate Type	Early Bird Registration	Regular Registration	Late Bird Registration
	January 1 - February 28	March 1 - April 14	April 15 - 28
Vendor Partner – Full Registration *Includes all meals and receptions *Does not include Workshops	\$600	\$650	\$775
Companion - Full Registration - All inclusive *Includes all meals, receptions, 1 Waterpark Pass, 1 Galaxyland Pass	\$250	\$300	\$350
Companion - Evening only *All evening meals	\$150	\$175	\$200
Tuesday Companion Dinner *Tuesday evening dinner only	\$100	\$125	\$150
Wednesday Companion Dinner *Wednesday evening dinner only	\$100	\$125	\$150
Workshops	\$550	\$600	\$650
**Above rates do not include GST			

WHY INVEST IN THIS EVENT?

Trade Show Exhibitor

The Trade Show offers an excellent opportunity for delegates to familiarize themselves with companies that offer products or services that will help enhance their community. This annual event allows you to capture the attention of these decision-makers who attend to learn, network, and find new businesses to partner with. There is plenty of time specifically allotted for delegates to visit booths and converse with exhibitors.

This event will provide you with an opportunity to leave a lasting impression on our delegates by distributing promotional items at your booth or by participating in one of our well-attended prize draws.

Download and complete the [Tradeshow Application and Contract](#)

Event Wide Sponsor

Don't miss the opportunity to make your mark in the municipal IT sector. Share your brand with hundreds of enthusiastic and engaged municipal IT delegates. Event-wide sponsorship is a great way to demonstrate your organization as an industry expert. Meet your target audience and approach them all in one place.

Download and complete the [Event Sponsorship Application and Contract](#)

All partner sponsors must complete the [Registration Form](#).

THE OPPORTUNITIES

Event Wide Sponsorship

1	Delegate Bags	\$10,000
2	Delegate Name Tags	\$7,500
3	Registration Desk	\$5,000
4	Conference Facility	\$2,500
5	Conference App	\$2,500
6	Trade Show Wireless	\$2,500
7	Charging Station	\$2,500
8	Audio Visual	\$2,500
9	Companion Experience	\$2,500
10	Tradeshow Lounge 1	\$2,500
11	Tradeshow Lounge 2	\$2,500

May 7th Sponsorships

12	Hospitality Suite	\$2,500
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May 8th Sponsorships

13	Workshop Breakfast	\$5,000
14	Leadership Workshop	\$7,500
15	Technical Workshop	\$7,500
16	GIS Workshop	\$7,500
17	Workshop Lunch	\$5,000
18	Tradeshow Reception	\$7,500
19	Networking Social @ L 1 Lounge	\$7,500
20	Networking Social @ The Ship	\$7,500
21	Networking Social @ Ed's Bowling	\$7,500
22	Networking Social @ Hudsons Canada's Pub	\$7,500
23	Hospitality Suite	\$5,000

May 9th Sponsorships

24	Breakfast	\$5,000
25	Keynote Speaker	\$10,000
26	AM Coffee Break	\$3,000
27	Municipal Showcase	\$5,000
28	Lunch	\$5,000
29	Vendor Sponsor Speaking Opportunity 1	\$5,000
30	Vendor Sponsor Speaking Opportunity 2	\$5,000
31	Vendor Sponsor Speaking Opportunity 3	\$5,000
32	PM Coffee Break	\$3,000

33	Vendor Sponsor Speaking Opportunity 4	\$5,000
34	Vendor Sponsor Speaking Opportunity 5	\$5,000
35	Trade Show Reception	\$7,500
36	Dinner Banquet	\$15,000
37	Entertainment	\$7,500
38	Hospitality Suite	\$5,000
May 10, 2023		
39	Breakfast	\$5,000
40	Keynote Speaker	\$10,000
41	AM Coffee Break	\$3,000
42	Sponsor Speaking Opportunity 6	\$5,000
43	Lunch	\$5,000
44	Vendor Sponsor Speaking Opportunity 7	\$5,000
45	Vendor Sponsor Speaking Opportunity 8	\$5,000
46	PM Coffee Break	\$3,000
47	Data Round Table	\$4,000
48	Leadership Round Table Session	\$4,000
49	Technical Round Table Session	\$4,000
50	GIS Round Table Session	\$4,000
51	Cocktail Reception	\$7,500
52	Dinner Banquet	\$7,500
53	Entertainment	\$7,500
54	Hospitality Suite	\$5,000

PARTNERSHIP OPPORTUNITIES

PLATINUM PARTNERS

Total Investment over \$15,000 Platinum sponsors receive the following marketing benefits at no additional cost:

- Advertisement identifying the vendor partner as a platinum sponsor, displayed on signage throughout the conference
- Sponsor logo displayed in the Conference Mobile App
- 4 door prizes (approximately \$600 total value) to be presented at the Banquet on behalf of the Sponsor
- The opportunity to provide 4 items of collateral in the delegate bags (swag, waste-free/recyclable items, etc.)
- Microphone acknowledgment announced during each opportunity (dinner, special events, etc.)
- Includes 3 event registrations (*registrations must be completed before the end of the early bird deadline)

GOLD SPONSORSHIP

Total Investment between \$10,000 and \$14,999 Gold sponsors receive the following marketing benefits at no additional cost:

- Advertisement identifying vendor partner as a Gold sponsor, displayed on signage throughout the conference
- Sponsor logo displayed in the Conference Mobile App
- 3 door prizes (approximately \$450 total value) to be presented at the Tuesday Banquet on behalf of the Sponsor
- The opportunity to provide 3 items of collateral in the delegate bags (swag, waste-free/recyclable items, etc.)
- Microphone acknowledgment announced during each opportunity (dinner, special events, etc.)
- Includes 2 event registrations (*registrations must be completed before the end of the early bird deadline)

SILVER SPONSORSHIP

Total Investment between \$5,000 and \$9,999 Silver sponsors receive the following marketing benefits at no additional cost:

- Advertisement identifying vendor partner as a Silver sponsor, displayed on signage throughout the conference
- Sponsor logo displayed in the Conference Mobile App
- 2 door prizes (approximately \$300 total value) to be presented at the Tuesday Banquet on behalf of the Sponsor
- The opportunity to provide 2 items of collateral in the delegate bags (swag, waste-free/recyclable items, etc.)
- Microphone acknowledgment announced during each opportunity (dinner, special events, etc.)
- Includes 1 event registrations (*registrations must be completed before the end of the early bird deadline)

BRONZE SPONSORSHIP

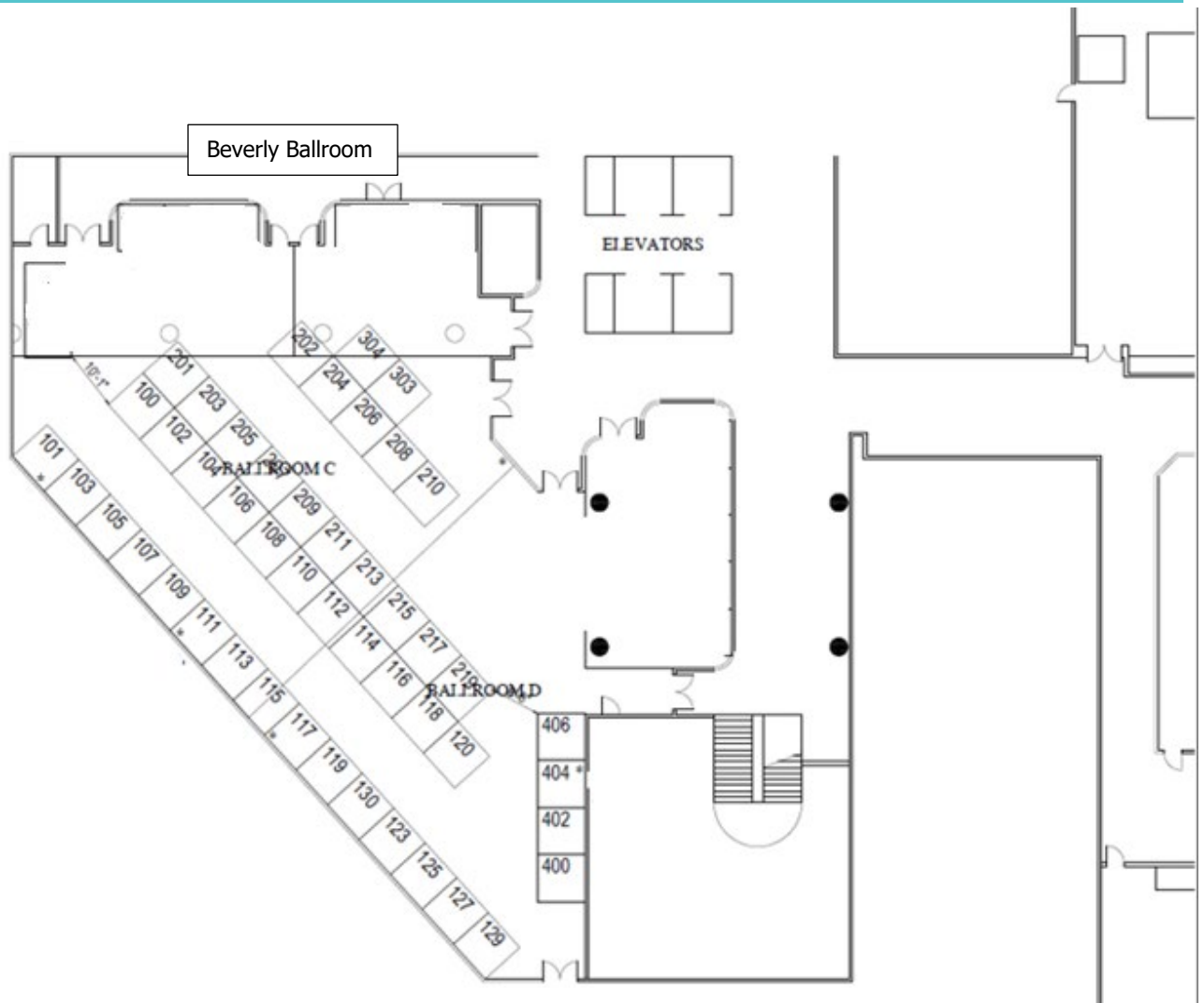
Total Investment between \$2,000 and \$4,999 Bronze sponsors receive the following marketing benefits at no additional cost:

- Advertisement identifying vendor partner as a Bronze sponsor, displayed on signage throughout the conference
- Sponsor logo displayed in the Conference Mobile App
- The opportunity to provide 1 items of collateral in the delegate bags (swag, waste-free/recyclable items, etc.)

SPONSOR OBLIGATIONS

- Sponsors, and any of their representatives, are required to review the MISA Prairies Code of Conduct.
- Review the MISA Prairies Code of Conduct.
- Sponsors, and their representatives, shall refrain from any conduct that would detract from the brand, image, and reputation of MISA Prairies.
- Sponsors, and their representatives, shall maintain in confidence any privileged information shared with them by MISA Prairies.
- Sponsors are expressly prohibited from booking any events or activities that compete or conflict with the Annual Conference and Tradeshow.
- Sponsors will be entitled to use the MISA Prairies logo and name for marketing and promotional purposes related to the MISA Prairies Annual Conference and Tradeshow.

TRADE SHOW MAP AND BOOTH RATES



Trade Show Information:

BOOTH RATES

\$1,750 Early Bird (\$2,500 per booth after March 1)

Booth Inclusions

- 8'x8' booth
- 1 – 6' skirted table
- 2 – chairs
- 1 – 750-Watt Outlet
- Free Wi-Fi

*Trade show booth purchases do not include any delegate registrations

Move-in

Monday, May 8th - 12:00 PM - 4:00 PM

Schedule

Monday, May 8th - 4:30 PM - 6:00 PM

Tuesday, May 9th - 9:45 AM - 6:30 PM

Wednesday, May 10th - 9:30 AM - 1:30 PM

Move-out

Wednesday, May 10th - 1:30 PM - 4:00 PM

ADDITIONAL TRADESHOW DETAILS

The MISA Prairies Annual Conference and Tradeshow is a MEMBERS ONLY event. All organizations and attendees must possess a valid 2023 MISA Prairies membership.

****No exceptions****

MISA Prairies does not recognize partnerships established between organizations participating in the trade show. MISA Prairies will only recognize the name of the organization that purchases the trade show booth in any event communications or materials.

Booths are only confirmed once payment is received. Booth holds and reservations are not permitted.

There are no limits to the number of delegates working a booth at any time. Due to space constraints, each booth will only have one table and two chairs, it will be up to the delegates to figure out attendance throughout the day.

Multiple organizations may be represented in one booth; however, all organizations must hold a membership in good standing.

****ALL BOOTH PURCHASES ARE NON-REFUNDABLE ****

All trade show inquiries and purchases are managed by the MISA Prairies Events Team. Please contact the events team with any questions events@misaprairies.ca.

Once the booth selection is finalized by an exhibitor and the MISA Prairies Events Team, an invoice will be issued for the booth purchase. Booth invoices must be paid within 10 days of being issued. Invoices that are unpaid after 10 days will be made available for purchase by other interested parties.

In the event an exhibitor temporarily reserves a booth but does not issue payment, another exhibitor may express interest in the reserved booth. The exhibitor with the booth on temporary reserve will be contacted and given the opportunity to issue payment for the booth under a temporary reserve. If the exhibitor with the temporary reserve on the booth is unable to issue payment in a timely manner, MISA Prairies reserves the right to remove the temporary reservation and sell the booth to another exhibitor who can immediately pay for the booth. Temporarily reserved booths will not be identified on the event website.

PRIZES

Exhibitors are welcome to give away door prizes to encourage delegates to visit their booth. All exhibitor door prizes must be listed in the trade show app and all prize draws will be coordinated

by the MISA Prairies Events Team via the trade show app. Exhibitor door prizes will be drawn during dessert on Wednesday, May 10th.

****Prizes are not a requirement of the event****

All the prizes are drawn via the MISA trade show app only.

****No business card draws, or other non-sanctioned draws are permitted at the event****

If you have any questions, please contact the MISA Prairies Events Team (events@misaprairies.ca). We look forward to having you as part of our event!

SHIPPING

All packaging, including the receiving and shipping of materials at the Fantasyland Hotel, is handled through the Receiving Department. Shipping should be addressed to:

Attention: Catering Manager

17700 - 87th Avenue

Edmonton, Alberta, T5T 4V4

RE: MISA Prairies 2023 Conference

Date: May 8 – 10, 2023

The Fantasyland Hotel does not maintain storage space. Delivery of materials should be planned for arrival **no earlier than 7 days prior to the event**. Shipment of materials from the hotel should occur **no later than 3 days after the event**. The Fantasyland Hotel does not accept responsibility for any loss or damage to goods stored prior to, during, or after the conference.

For materials being shipped from outside of Canada or for secure storage please contact GES:

GES Canada Limited (“GES”)

Attention: Tod Large

6292 – 50 Street NW

Edmonton, AB

Mobile: 780.818.1213

<mailto:tlarge@ges.com>

Connect

Carol Melnychuk

587.899.0590

events@misaprairies.ca

www.misa.ca

ACCOMMODATIONS

MISA Prairies' guestroom block will be available for reservations until **April 7, 2023**. Reservations after this date will be subject to hotel availability and public pricing. Public pricing is estimated to be \$200 more than the rates MISA Prairies has secured for this venue.

Individual reservations can be made by using Code # 7454490 when [booking online](#) or by contacting the Fantasyland Hotel Reservations Department directly at (780) 444-3000 or toll-free 1-800-737-3783. **Callers MUST mention they are attending MISA PRAIRIES 2023 Conference to receive the negotiated rate.**

MISA Delegates can enjoy extra time at the Fantasyland Hotel **4 days pre and 4 days post-conference** for the same rate offered during the conference.

Room Type	Sunday, May 7	Monday, May 8	Tuesday, May 9	Wednesday, May 10
Superior room with 2 Queens	\$179	\$179	\$179	\$179
Combination of Executive Rooms & Superior Theme rooms (one king or 2 queens)		\$184	\$184	
Standard Theme rooms		\$219	\$219	

**All rates are subject to 5% GST, 4% Tourism Levy, and are subject to change without notice*

**Rates are based on per night (accommodation only, single or double occupancy)*

**Rates provided are based on single/double occupancy. A \$20.00 charge per day, will apply for each extra adult. Maximum occupancy is 4 adults per room.*

Note: When booking online guests will need to select the **"Group Code"** from the Promo Code dropdown and enter Code # **7454490**.

The screenshot shows a hotel booking interface. At the top, it displays 'Guests: 1 Adult, 0 Children', 'Check-in: Sun, May 7, 2023', and 'Check-out: Tue, May 9, 2023'. Below this is a section for 'Special Codes or Rates' with a dropdown menu. The dropdown menu is open, showing 'Promo Code' and 'Group Code' options. The 'Promo Code' option is selected, and the text 'Enter Code' is visible. Below the dropdown are 'Cancel' and 'APPLY' buttons. At the bottom, it says 'Prices shown in CAD for 1-night stay' and shows a calendar view for 'April 2023' and 'May 2023'.

- Wi-Fi high-speed internet access
- Local calls & 1-800-access
- 24/7 use of the Business Centre
- 24/7 use of the Fitness Centre
- Use of Crunch Fitness at West Edmonton Mall
- In-room coffee, tea, iron/ironing board
- Surface, self-parking

Valet parking is available at a daily rate of \$20.00 per vehicle. Charges will be posted to room folios.

Parking space for oversized vehicles is limited and may be restricted.

Check-in time is 4:00 p.m. While every effort is made to accommodate guests arriving before the check-in time, rooms may not be available. Luggage may be held at the Concierge desk until the guestrooms are ready.

Check out time is 12:00 p.m. Requests to retain rooms beyond that hour should be directed to the Front Office Manager and may be subject to a late departure charge. Luggage may be held at the Concierge desk until time of departure.

DRAFT SCHEDULE

<u>Date</u>	<u>Start Time</u>	<u>End Time</u>	<u>Description</u>
7-May	800	1600	Board Meeting
7-May	800	1600	Trades Show Setup
7-May	1800	2359	Hospitality Suite
May 8, 2023			
8-May	0730	0830	Workshop Breakfast
8-May	0900	1200	Leadership Workshop
8-May	0830	1200	Technical Workshop
8-May	0830	1200	GIS Workshop
8-May	1200	1300	Workshop Lunch
8-May	1300	1630	Leadership Workshop cont.
8-May	1300	1630	Technical Workshop cont.
8-May	1300	1630	GIS Workshop cont.
8-May	16:00	16:30	Partner Reception
8-May	16:30	18:00	Tradeshow Reception
8-May	18:00	22:00	Travelling Reception
8-May	1700	1700	Hospitality Suite
May 9, 2023			
9-May	0730	0830	Breakfast
9-May	0830	0845	Welcome address
9-May	0845	0945	Keynote Speak
9-May	0945	1015	Coffee Break
9-May	945	1830	Tradeshow Open
9-May	1030	1045	Municipal Showcase #1
9-May	1045	1100	Municipal Showcase #2
9-May	1100	1105	Buffer Time
9-May	1105	1120	Municipal Showcase #3
9-May	1120	1135	Municipal Showcase #4
9-May	1135	1140	Buffer Time
9-May	1140	1155	Municipal Showcase #5
9-May	1155	1200	Closing Address/Voting Instructions
9-May	1200	1330	Lunch
9-May	1330	1400	Partner Presentation 1
9-May	1330	1400	Municipal Presentation 1

9-May	1330	1400	Municipal Presentation 2
9-May	1330	1400	GIS Presentation 1
9-May	1420	1440	Partner Presentation 2
9-May	1420	1440	Municipal Presentation 3
9-May	1420	1440	Municipal Presentation 4
9-May	1420	1440	GIS Presentation 2
9-May	1450	1520	Partner Presentation 3
9-May	1450	1520	Municipal Presentation 5
9-May	1450	1520	Municipal Presentation 6
9-May	1450	1520	GIS Presentation 3
9-May	1530	1600	Coffee Break
9-May	1600	1630	Partner Presentation 4
9-May	1600	1630	Municipal Presentation 7
9-May	1600	1630	Municipal Presentation 8
9-May	1600	1630	GIS Presentation 4
9-May	1640	1710	Partner Presentation 5
9-May	1640	1710	Municipal Presentation 9
9-May	1640	1710	Municipal Presentation 10
9-May	1640	1710	GIS Presentation 5
9-May	1710	1830	Tradeshow Reception
9-May	1830	211	Dinner
9-May	2100	2230	Entertainment
9-May	1130	0100	Hospitality Suite
MAY 10, 2023			
10-May	0730	0830	Breakfast
10-May	0830	0930	Keynote Speaker
10-May	0930	1015	Coffee Break
10-May	0930	1345	Tradeshow Open
10-May	1015	1115	CIO Leadership and Innovation Panel
10-May	1125	1155	Partner Presentation 6
10-May	1125	1155	Municipal Presentation 11
10-May	1125	1155	Municipal Presentation 12
10-May	1125	1155	GIS Presentation 6
10-May	1200	1330	Lunch
10-May	1315	1345	Trade Show Prize Draw and Municipal Showcase Awards
10-May	1345	1415	Partner Presentation 7
10-May	1345	1415	Municipal Presentation 13

10-May	1345	1415	Municipal Presentation 14
10-May	1345	1415	GIS Presentation 7
10-May	1415	1445	Partner Presentation 8
10-May	1415	1445	Municipal Presentation 14
10-May	1415	1445	Municipal Presentation 15
10-May	1415	1445	GIS Presentation 8
10-May	1445	1515	Coffee Break
10-May	1515	1645	Leadership Round Table
10-May	1515	1645	Technical Round Table
10-May	1515	1645	Data Management Round Table
10-May	1515	1645	GIS Round Table
10-May	1645	1700	Transition to AGM
10-May	1700	1800	AGM
10-May	1800	1900	Cocktail Reception
10-May	1900	2100	Dinner Reception
10-May	2100	2300	Entertainment
10-May	2300	0100	Hospitality Suite

IMPORTANT DATES

