



Capital BA Day 2020: Business Analysis in the Digital Tomorrow

October 30, 2020

Online virtual event - Whova

Sponsorship Kit

#CapitalBADay2020



Your Sponsorship of Capital BA Day 2020



**Christina Abbott, President
IIBA Ottawa-Outaouais Chapter**

Thank you for considering sponsorship of Capital BA Day, the first business analysis professional development conference in the Ottawa-Outaouais! This one-day conference will assemble and inspire business analysis professionals, managers, and technical professionals from a wide variety of industries across the region.

With its theme of looking ahead to the digital tomorrow, the conference will give business analysts insight into the important developments and challenges affecting our profession: innovative digital technologies, new business analysis methodologies, and evolving core competencies for BAs.

Your sponsorship of Capital BA Day is an investment in our business community and in business analysis as a profession. We would greatly appreciate your support of and commitment to the growth and development of business analyst professionals in the Ottawa-Outaouais region.

Christina

Conference Information

DATE

October 30, 2020

CONTACT US:

sponsors.capitalbaday@ottawa-outaouais.iiba.org

CONFERENCE VENUE

Online event on platform -Whova

PARTICIPANTS EXPECTED

150+

IIBA Ottawa- Outaouais Chapter

To demonstrate and promote excellence in professional business analysis in our community and foster an environment for engagement, learning and sharing

MIS

VIS

To build a strong BA community connected by a common language and purpose while embracing emerging trends and contributing to the evolving role of the BA

Why Sponsor?

- ✓ Highlight your organization, products and services
- ✓ Raise awareness of your business profile with influencers in the BA, IoT, PM, Agile, Cyber, AI, Analytics industries
- ✓ Create new business opportunities
- ✓ Strengthen relationships with existing clients
- ✓ Expand your reach and increase brand awareness to a ready BA audience

Sponsorship Packages



Sponsorship Package Options

PLATINUM
Sold
\$2,000

Pre-Event

- Most prominent recognition & links on conference website
- Most prominent company logo in email blasts to entire Ottawa-Outaouais Chapter Distribution List
- Ad in pre-conference IIBA Ottawa-Outaouais newsletter

On-Site Recognition

- Display of company's hyperlinked logo on the rotating sponsor banner of the Whova App, the Event page, the Sponsor page which can take the user to your desired web page.
- 4 complementary conference admissions
- Banner for virtual expo booth of your company with opportunity to showcase your products and services with either pre recorded videos or a live video stream session.
- Opportunity to introduce the event's keynote speaker
- Opportunity to introduce one of the topic speakers
- Opportunity to set up an exhibitor profile and coupons/giveaways through the Whova's exhibitor portal
- Opportunity to collect leads form attendee visits to the Virtual Exhibitor Booth and export the lead list into a spreadsheet.
- Opportunity to explore attendee profiles and engage them with in-app messages, bulletin board, group chat, business card exchanging.

Sponsorship Package Options

GOLD
\$1,500

Pre-Event

- Very prominent recognition & links on conference website
- Very prominent company logo in email blasts to entire Ottawa-Outaouais Chapter Distribution List
- Ad in pre-conference IIBA Ottawa-Outaouais newsletter

On-Site Recognition

- Display of company's hyperlinked logo on the rotating sponsor banner of the Whova App, the Event page, the Sponsor page which can take the user to your desired web page.
- 2 complementary conference admissions
- Banner for virtual expo booth of your company with opportunity to showcase your products and services with either pre recorded videos or a live video stream session.
- Opportunity to introduce one of the topic speakers
- Opportunity to set up an exhibitor profile and coupons/giveaways through the Whova's exhibitor portal
- Opportunity to collect leads form attendee visits to the Virtual Exhibitor Booth and export the lead list into a spreadsheet.
- Opportunity to explore attendee profiles and engage them with in-app messages, bulletin board, group chat, business card exchanging.

Sponsorship Package Options

SILVER
\$1,000

Pre-Event

- Prominent recognition & links on conference website
- Prominent company logo in email blasts to entire Ottawa-Outaouais Chapter Distribution List
- Ad in pre-conference IIBA Ottawa-Outaouais newsletter

On-Site Recognition

- Display of company's hyperlinked logo on the rotating sponsor banner of the Whova App, the Event page, the Sponsor page which can take the user to your desired web page.
- 1 complementary conference admission
- Banner for virtual expo booth of your company with opportunity to showcase your products and services with either pre recorded videos or a live video stream session.
- Opportunity to introduce one of the topic speakers
- Opportunity to set up an exhibitor profile and coupons/giveaways through the Whova's exhibitor portal
- Opportunity to collect leads form attendee visits to the Virtual Exhibitor Booth and export the lead list into a spreadsheet.
- Opportunity to explore attendee profiles and engage them with in-app messages, bulletin board, group chat, business card exchanging.

Sponsorship Package Options

BRONZE
\$500

Pre-Event

- Recognition & links on conference website
- Company logo in email blasts to entire Ottawa-Outaouais Chapter Distribution List
- Ad in pre-conference IIBA Ottawa-Outaouais newsletter

On-Site Recognition

- Display of company's hyperlinked logo on the rotating sponsor banner of the Whova App, the Event page, the Sponsor page which can take the user to your desired web page.
- Banner for virtual expo booth of your company with opportunity to showcase your products and services with either pre recorded videos or a live video stream session.
- Opportunity to set up an exhibitor profile and coupons/giveaways through the Whova's exhibitor portal
- Opportunity to collect leads form attendee visits to the Virtual Exhibitor Booth and export the lead list into a spreadsheet.
- Opportunity to explore attendee profiles and engage them with in-app messages, bulletin board, group chat, business card exchanging.

With many thanks from the
Capital BA Day 2020
Conference Organizing
Committee

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