

Sponsorship & Exhibition Opportunities



Business Seminar, Innovation & Research Conference October 20-22, 2015

Conference Venue: **Coeur des Sciences, 200, Sherbrooke Street West
Montréal (Québec) Canada H3C 3P8.**

Conference Host: **School of Management at the University of Quebec in
Montreal**

ESG UQÀM

mcpc2015.com | [twitter: #mcpc2015](https://twitter.com/mcpc2015)



About the MCPC conference series

The MCPC conference series started out as an annual conference devoted to Mass Customization & Personalization. The content has broadened in recent years, including also customer co-creation, user innovation and other strategies of customer-driven value creation (hence, **MCPC** = **M**ass **C**ustomization, **P**ersonalization, and **C**o-Creation"). The event frequently brings together hundreds of the world's most remarkable people in the field. In 2015, the conference will link MCPC with a topic that has driven and inspired the field for several years: **open innovation**.

Participation and Statistics

Considering the rapid evolution of this sector , we expect a total of 350 participants for the 2015 event.

- About 65 presentation in the official program
- **35% Managers** from companies engaged in MCPC activities or planning to do so (*of those about 40 :60 split between Directors / VP Product and CEOs of SMEs / startups*)
- **55% Academics** (*from Engineering, Management & Marketing, Computer Science / Information Systems, but also many other disciplines (architecture, psychology ...)*)
- **10% Consultants and Technology Providers** (*Flex Manufacturing, SCM, Configurators, CAD*)

The MCPC 2015 Conference

The MCPC 2015 will take place on **October 20-22, 2015**, at the **Coeur des Sciences of Montréal, downtown** located in Sherbrooke Street, just minutes from the Quartier des spectacles. **The MCPC 2015 conference location offers great**



opportunities for selected exhibitors to showcase their competences in a very prominent location in the central foyer of the conference.

Sponsor's benefits of the MCPC 2015 Conference

- **Be present** at the only focused event in the world that covers the entire space of mass customization, personalization, customer co-creation and open innovation.
- **Increase awareness and demonstrate thought leadership** through your company's visible commitment to the business and academic community in this field.
- **Meet with key decision makers** and consolidate commercial relationships.
- **Showcase your company's products and services** to a valuable target market, and also garner feedback from the world leading thinkers and researchers.
- Benefit of valuable advice and comments from **Worldwide Community leaders of thinkers and researchers** in the sector.

Exhibition

Morning, lunch and afternoon breaks during the conference days are designed **to ensure maximum networking opportunities**, and all exhibits are strategically positioned to ensure traffic. We are committed to providing **the proper balance between delegates and exhibitors**. We ensure an intimate setting for networking that has proven to yield many contacts.

MCPC 2015 Conference Sponsorship Packages

A range of tailored sponsorship packages are available to offer a major exhibition .during all the event. In addition, the congress invitation flyers* will be distributed to over 10,000 individuals worldwide.

MAIN Contributor — 12 000 \$ CAN

Logo visibility on following printed material

- 2 full pages of free publicity in the official program
- Official program (only one on the front page)
- Gift bag
- Invitation Ticket
- Front slide for all presentation
- Main banner (possibility to have your own banner on the entrance of the Auditorium and during socials events)
- Press release
- Press kit

Logo visibility on following web material

- Official Facebook page of the event
- Official Instagram account of the event
- Best positioning on the MCPC official Web site and link offer to your own Web site

Visibility during the event

- Promotional material (best positioning)
- The principal auditorium will take the name of the main contributor for the event and a promotional stand is also offer in the entrance of the auditorium.

Others

- Guest speaker from the compagny *(at your discretion)
- 8 invitation tickets for the event will be offerd to you (Value of 3 600 \$)
- 5 invitation tickets at 40 % off for your customer (Special registration code needed)
- Acknowledgements during opening and closing ceremonies

GOLD Partner - 7 500 \$ CAN

Logo visibility on following printed material

- Official program
- Invitation Ticket
- Reception banner
- Press release
- Press kit

Logo visibility on following web material

- Official Facebook page of the event
- Official Instagram account of the event
- MCPC official Web site

Visibility during the event

- Promotional material (best positioning)
- Exhibition space at the reception for all the MCPC

Others

- 6 invitation tickets for the event will be offer to you (Value of 3 600 \$)
- 5 invitation tickets at 40 % off for your customer (Special registration code needed)
- Acknowledgements during opening and closing ceremonies

SILVER Partner – 5 000 \$ CAN

Logo visibility on following printed material

- Official program
- Invitation Ticket
- Reception banner
- Press release
- Press kit

Logo visibility on following web material

- Official Facebook page of the event
- Official Instagram account of the event
- MCPC official Web site

Visibility during the event

- Promotional material

Autres

- 4 invitation tickets for the event will be offer to you (Value of 2400 \$)
- 2 invitation tickets at 40 % off for your customer (Special registration code needed)
- Acknowledgements during opening and closing ceremonies

BRONZE Partner – 2 500 \$ CAN

Logo visibility on following printed material

- Official program
- Invitation Ticket
- Press release
- Press kit

Logo visibility on following web material

- Official Facebook page of the event
- Official Instagram account of the event
- MCPC official Web site

Autres

- 2 invitation ticket for the event will be offered to you (Value of 1 960 \$)

PRODUCTS and SERVICES

Produits

- Alcohol (beer, wine, sparkling)
- Non- alcoholic beverages (juice, energy drinks, water bottles and others)
- Food (catered appetizers)
- Furniture (according to the needs of the event)
- Promotional items (VIP gift bags)
- Gift certificates (for VIP gift bags, contest or raffles)

Services

- Photography
- Graphic design
- Web design
- Technical
- Multimedia

Specials Events

Get connected with the parts of the event everyone will remember

Throughout the MCPC 2015 Conference there are several social events that offer additional sponsoring opportunities :

- The Welcome Reception;
- Gala — Official conference dinner;
- Breakfast and lunch during all the event.

Ask us about customized arrangements, if the packages above do not suit your requirements.

Contact

General Inquiries and Organization/ Program Planning & Speakers

Jocelyn Bellemare : bellemare.jocelyn@uqam.ca

Professor, **School of Management at the University of Quebec in Montreal**

C.P. 8888, succ. Centre-ville Montréal (Québec) Canada H3C 3P8 (+1) 514-987-3000 ext 1022