



Sponsors & Exhibitors Application Package

High Visibility to Researchers, Students, Entrepreneurs, Executives, & Investors in the Global Intelligent Systems Community

**St Denis Centre, University of Windsor
Windsor, Ontario - May 28-30, 2008**

The Intelligent Systems Collaborative Conference, the 2008 AI/GI/CRV/IS Conference, will be the most important and dynamic conference in the history of innovation in Canada. This collaboration among five leading research and commercialization conferences (Artificial Intelligence 2008, Graphics Interfaces 2008, Computer and Robotics Vision 2008, Intelligent Systems 2008 and the SMARTLinkages Networking & Commercialization Forum), will bring together hundreds of industry leaders, government leaders, research leaders and Canada's most accomplished students to showcase Canada's ingenuity, innovation and leadership in intelligent systems and advanced information and communications technology.

The Conference is a dynamic venue where people interact, share ideas, are inspired by new solutions, where companies meet brilliant new employees, where our best and brightest students showcase their talent and ideas, where government executives take the pulse of innovation and where deals are done.

The conference will feature a technology showcase of 100 exhibits of technological innovation, a research showcase featuring over 100 academic posters, program tracks focusing on industry, research, government and international topics, a career fair, industry tours and the first SMARTLinkages Commercialization Forum. The conference will weave a special emphasis on the automotive sector, green technology/clean energy and commercialization.

Building on Success:

The Intelligent Systems Collaborative annual conference is recognized as Canada's premier event for the leaders in intelligent systems and advanced information and communications technology. The 2007 conference (AI/GI/CRV/IS 2007) in Montreal was attended by 500 delegates representing industry, government and Canada's research and university community. With attendees from 21 countries, the conference has demonstrated that it is a proven destination for networking and collaboration. The program tracks and the technology showcase were featured in live broadcasts by the CTV, Global and TQS national television networks. The conference was also featured prominently in the national press.

High traffic and Visibility!

As a sponsor and/or exhibiting organization, great visibility is attained through the conference website, promotional materials, Conference Program and venue signage. Your organization will benefit from high traffic flow as the Technology Showcase is at the center of the Conference – all delegates must travel, mingle and network in and around the Showcase. This year we are also introducing new Showcase elements including a job fair, automotive innovation showcase and green technologies showcase.



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The Conference Program

The Intelligent Systems Collaborative Conference is the combined conference for

- ◆ **Artificial Intelligence 2008**, the 20th Canadian Artificial Intelligence Conference;
- ◆ **Graphics Interface 2008**, 33rd Graphics Interface conference;
- ◆ **Computer and Robot Vision 2008**, the 4th Canadian Conference on Computer & Robot Vision;
- ◆ **Intelligent Systems 2008**, 17th Annual Canadian Conference on Intelligent Systems; and the
- ◆ **SMARTLinkages 2008 Networking & Commercialization Forum**.

The conference program is filled with topics and events not to be missed, from renowned speakers, workshops and special sessions to a celebration of intelligent systems research and commercial excellence in Canada. For up-to-date details on the conference and the program visit the conference website at www.intelligentssystems collaborative.com or www.aigicrvis.ca.

Four Research Tracks (for academic and industry researchers) – Peer reviewed academic papers and posters and will be highlighted by nine renowned invited speakers. This track will be led by the three academic partner societies and Precarn, collectively the *Intelligent Systems Collaborative*:

- ◆ Canadian Society for the Computational Studies of Intelligence (CSCSI) is the host for Artificial Intelligence 2008 (AI 2008).
- ◆ Canadian Human-Computer Communications Society (CHCCS) is the host of Graphics Interface 2008 (GI 2008).
- ◆ Canadian Image Processing and Pattern Recognition Society (CIPPRS) is the host of Computer and Robot Vision 2008 (CRV 2008).
- ◆ Precarn Incorporated is the host of Intelligent Systems 2008 (IS 2008) 18th Canadian Conference on Intelligent Systems and of the SMARTLinkages 2008 Innovation and Commercialization Forum and Conference (SMARTLinkages 2008).

SMARTLinkages Networking & Commercialization Forum

The SMARTLinkages 2008 Forum will be the first of its kind in the history of innovation in Canada. Held in conjunction with The Intelligent Systems Collaborative Conference, SMARTLinkages will bring together hundreds of industry leaders, government leaders, research leaders and Canada's most accomplished students to showcase Canada's ingenuity, innovation and leadership in intelligent systems and advanced information and communications technology.

There are four subject matter forums this year:



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- ◆ **Automotive Forum** (for executives, researchers & investors) - Featuring the automotive sector, advanced manufacturing, intelligent systems, the automobile and the environment.
- ◆ **CleanTech Forum** (for industry, academic and government executives) - Featuring research challenges and investment opportunities in this rapidly growing sector. Presenters will explore the application of intelligent systems to improve operational performance while reducing costs, inputs, energy consumption, waste and pollution.
- ◆ **International & Government Forum** (for global innovators & policy advisors) - In partnership with ISTPCanada, a forum highlighting international research and commercialization, partnership opportunities, country profiles and benchmarking and international guest speakers.
- ◆ **ICT Forum** (for executives, investors, and researchers) - Participate with industry leaders as they present breakthroughs in intelligent systems research, business-led networks, commercialization and investment opportunities.

Job Fair - The SMARTLinkages Job Fair will feature an opportunity to meet Canada's best and brightest intelligent systems students and Canada's innovative intelligent solutions companies.

Networking - The 2008 conference is designed to encourage networking, interaction and deal making.

Industry & Laboratory Tours - Windsor's automotive leaders will be hosting plant tours to showcase the industry's commitment to innovation, technological leadership, environmental and energy responsibility and continuous productivity improvement. A tour of local R&D labs is being planned including research labs at the University of Windsor.

Technology Showcase – 100+ exhibits and demonstrations of intelligent systems innovation, advanced ICT solutions and green technology breakthroughs

Academic Posters - Over 100 examples of university excellence, innovative ideas and student accomplishment

Welcoming Reception – On Tuesday evening, May 27, enjoy an informal gathering of delegates, sponsors and exhibitors to kick-off the Conference.

Awards Banquet – All registered conference delegates and guests are invited to attend the annual Awards Banquet on Thursday evening, May 29. Celebrate with colleagues the academic excellence of students who will compete for the best technology demonstration and poster prizes, as well as the announcement of the recipients of the 2008 Gordon M. MacNabb Scholarship and the 2008 Anthony T. Eyton Award for International Impact.

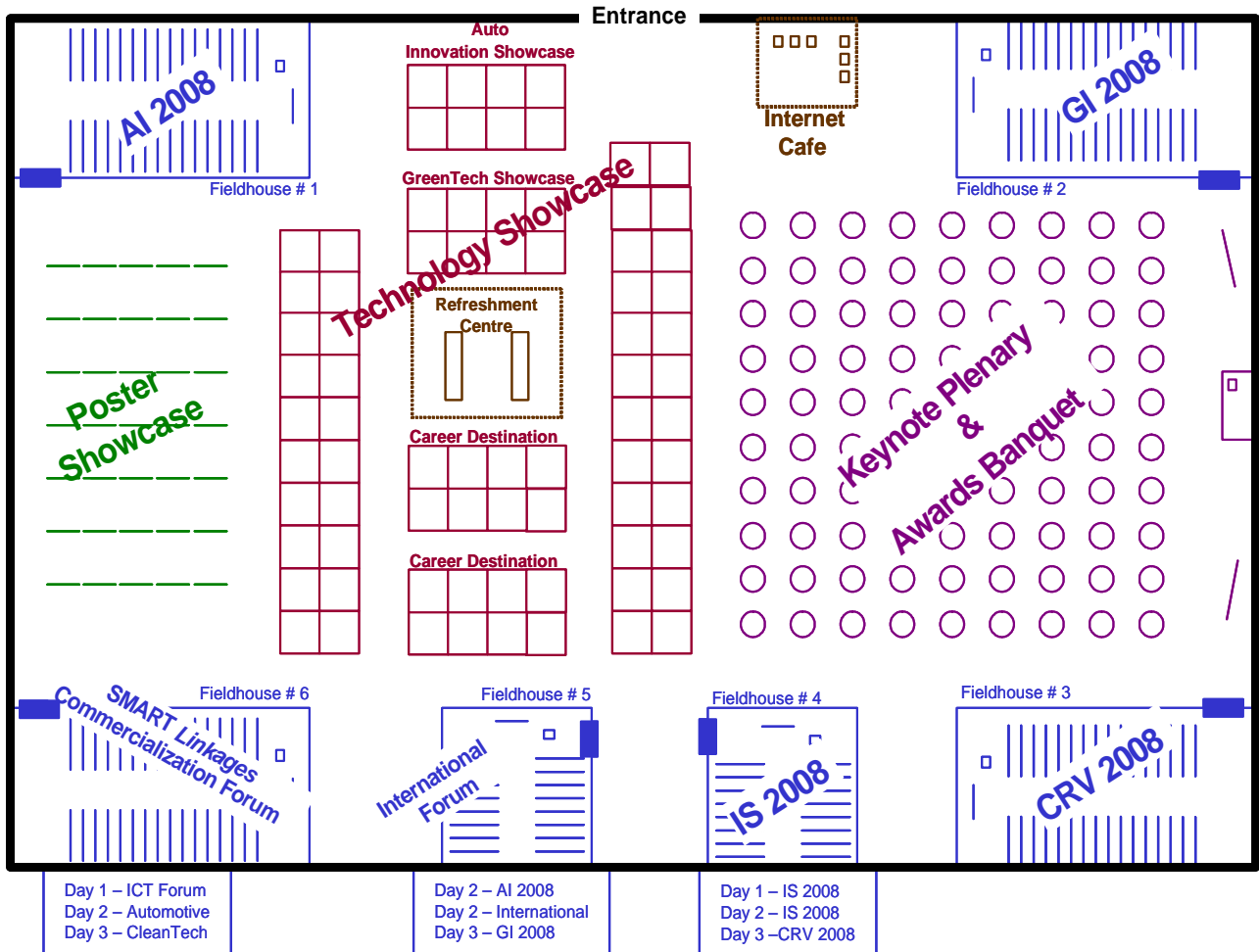


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Conference & Showcase Layout

Intelligent Systems Collaborative - 2008 Conference Venue Layout

St Denis Centre – University of Windsor





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Sponsorship Opportunities

Outlined below are the Intelligent Systems Collaborative Conference Sponsorship Option Packages, as well as the Sponsorship Confirmation Form. The Conference welcomes other suggestions to customize a sponsorship package that addresses a specific sponsor's marketing objectives.



Platinum Sponsorship Level (\$15,000 CDN – Three available)

The PLATINUM sponsor will enjoy premium awareness with priority placement of sponsor's brand at the conference. The benefits of platinum sponsorship include:

Sponsorship of the Annual Awards Banquet (Thursday, May 29) or one Technology Showcase Exhibit Pods

A spokesperson from the sponsoring organization will have an opportunity to address the audience. Our Conference Program Committee will collaborate with the spokesperson on appropriate topics of discussion. Alternatively, you may wish to sponsor one of the featured Technology Showcase Exhibit Pods. There are 3 Pods of 6-10 exhibit booths currently planned: Automotive, CleanTech, and Careers. The sponsor is welcome to solicit exhibitors to participate in their chosen showcase pod – discounted booth fees will be assessed. Assignment of the event is based on first-come first-served basis – *so sign on as a platinum sponsor quickly to get your preferred choice!*

Exhibit Booth (8x10)

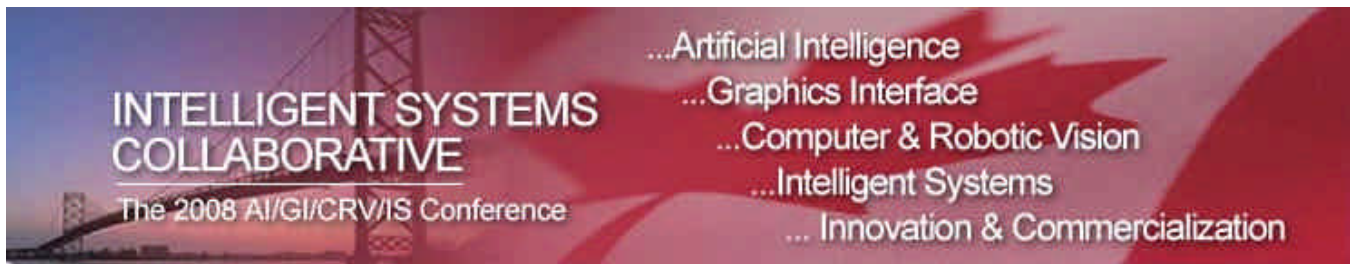
Priority placement of complimentary 8' x 10' exhibition space is provided with standard draping on sides and back, two chairs, table, and power. Internet access must be purchased separately.

Workshop/Seminar/Speaking Opportunity:

A 1-1.5 hour seminar/panel slot has been reserved for this sponsor to deliver a topic commensurate with the theme of the conference within the one of the following tracks: Research - IS 2008 program, ICT, Automotive, CleanTech, and International/Government Forums. Alternatively, the sponsor may also consider a third party speaker or panel to present material on their behalf. All topics are subject to prior approval by the Conference Program Committee.

Sponsor Banner and Signage

Premium placement of corporate brand (logo) on the main conference banner located at the Registration Kiosk and specialized signage for the Awards Banquet, and Technology Showcase Pods.



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Conference Program Awareness

A full-page advertisement is reserved in the Conference Program that will be available online, as well as inserted in the conference delegate bag, clearly acknowledging the sponsor of the Awards Banquet, workshops, etc.

Conference Delegate Bag

Platinum sponsor receives premium placement of corporate logo and has the opportunity to insert material into the delegate bag (material is subject to approval by the Conference Program Committee).

Complimentary Conference Registration

As a platinum sponsor, three (3) complimentary full access conference registrations (without conference proceedings) are provided. Additional conference registrations can be purchased at the sponsor/exhibitor rate of \$300 per person.

Special Sponsorship Opportunities

First right of refusal for special sponsorship items available at cost such as:

- ◆ Conference name badge lanyards
- ◆ Conference t-shirts



Gold Sponsorship Level (\$5,000 CDN – three available)

GOLD sponsors will enjoy premium awareness with priority placement (secondary to platinum sponsor) of sponsor's brand at the conference. The benefits of gold sponsorship include:

Sponsorship of one of the following events:

- ◆ Welcoming Reception (Tuesday, May 27),
- ◆ Cyber Cafe or
- ◆ Introduce one of the Plenary Speakers

Assignment of the event is based on first-come first-served basis – *so sign on as a gold sponsor quickly to get your preferred choice!*

Exhibit Booth (8x10)

Priority placement (secondary to platinum sponsor) of complimentary 8' x 10' exhibition space is provided with standard draping on sides and back, two chairs, table, and power. Internet access must be purchased separately.



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Workshop/Seminar/Speaking Opportunity:

A 30/45-minute workshop/seminar slot has been reserved for this sponsor to deliver a topic commensurate with the theme of the conference within the one of the following tracks: Research - IS 2008 program, ICT, Automotive, CleanTech, and International/Government Forums. Alternatively, the sponsor may also consider a third party speaker to present material on their behalf or participate in a panel session. All topics are subject to prior approval by the Conference Program Committee.

Sponsor Banner and Signage

Premium placement of corporate brand (logo) secondary to platinum sponsor on the main conference banner located at the Registration Kiosk and specialized signage for the reception, Cyber Cafe, or workshop/seminar sessions.

Conference Program Awareness

Gold sponsors have the opportunity to place a half-page advertisement in the Conference Program that will be available online, as well as inserted in the conference delegate bag, clearly signifying the sponsor of the banquet, workshop, etc. Sponsors are responsible for providing camera-ready artwork for the advertisement.

Conference Delegate Bag

Gold sponsors receive premium placement of corporate logo (secondary to platinum sponsor) and has the opportunity to insert material into the bag (material is subject to approval by the Conference Program Committee).

Complimentary Conference Registration

As a gold sponsor, two (2) complimentary full access conference registrations (without conference proceedings) are provided. Additional conference registrations can be purchased at the sponsor/exhibitor rate of \$300 per person.

Special Sponsorship Opportunities

Second right of refusal for special sponsorship items available at cost such as:

- ◆ Conference name badge lanyards
- ◆ Conference t-shirts



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Silver Sponsorship Level (\$2,500 CDN – eight available)

SILVER sponsors will enjoy premium awareness with priority placement (following platinum and gold sponsors) of sponsor's brand at the conference. The benefits of silver sponsorship include:

Sponsorship of one of the Program tracks

(Available program tracks for sponsorship are: AI, GI, CRV, IS, Automotive Forum, CleanTech Forum, ICT Forum, or International & Government Forum) Assignment of the designated track is based on first-come first-served basis – *so sign on as a silver sponsor quickly!* Signage will clearly acknowledge sponsorship during the events of the designated track.

Exhibit Booth (8x10)

Priority placement (following to platinum and gold sponsors) of complimentary 8' x 10' exhibition space is provided with standard draping on sides and back, two chairs, table, and power. Internet access must be purchased separately.

Sponsor Banner and Signage

Placement of corporate brand (logo) secondary to platinum and gold sponsors on the main conference banner located at the Registration Kiosk and specialized signage for the designated Program track.

Conference Program Awareness

A quarter-page advertisement is reserved in the Conference Program which will be available online, as well as inserted in the conference delegate bag, clearly acknowledging the sponsor of the designated track. Sponsors are responsible for providing camera-ready artwork for the advertisement.

Conference Delegate Bag

Silver sponsors receive premium placement of corporate logo (secondary to platinum and gold sponsors) and have the opportunity to insert material into the bag (material is subject to approval by the Conference Program Committee).

Complimentary Conference Registration

As a silver sponsor, one (1) complimentary full access conference registration (without conference proceedings) is provided. Additional conference registrations can be purchased at the sponsor/exhibitor rate of \$300 per person.

Special Sponsorship Opportunities

Third right of refusal for special sponsorship items available at cost such as:

- ◆ Conference name badge lanyards



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- ◆ Conference t-shirts



Bronze Sponsorship Level (\$1,500 CDN)

BRONZE sponsors will enjoy premium awareness with priority placement (following platinum, gold and silver sponsors) of sponsor's brand at the conference. The benefits of bronze sponsorship include:

Co-Sponsorship of one of six Coffee Breaks

(AM or PM, on one of the three days of the conference - May 28 - 30)

Assignment of the designated coffee break is based on first-come first-served basis – ***so sign on as a bronze sponsor quickly to get your preferred choice!*** Signage will clearly acknowledge coffee break sponsorship during the events.

Exhibit Booth (8x10)

Bronze sponsors have the option to purchase an exhibition booth for a discounted (additional) fee of \$500. Placement of the booth will be on a first registration basis with priority being given to platinum, gold and silver sponsors. Purchase of a booth space is subject to availability and includes one full access complimentary registration (without conference proceedings). Booths are provided with standard draping on sides and back, two chairs, table, and power. Internet access must be purchased separately. With the purchase of a booth package, additional conference registrations can be purchased at the sponsor/exhibitor rate of \$300 per person.

Sponsor Banners, Signage and Conference Program Awareness

Bronze sponsors will have their organization logo on the main conference banner and their organization name listed in the Conference Program. Sponsors are responsible for providing camera-ready artwork for the logos.

Complimentary Conference Registration

Bronze sponsors may purchase discounted full access conference registrations (without conference proceedings) for \$300 per person that includes a ticket to the Awards Banquet.



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Exhibition Space Only

Any member of the intelligent systems community (researchers, companies, government, associations, or academic) may purchase an exhibition booth. All exhibition booths are 8' x 10' and include standard draping on sides and back, two chairs, table, and power. Internet access must be purchased separately. Each booth confirmation is provided with one (1) complimentary full access conference registration (without conference proceedings) that includes a ticket to the Awards Banquet. Exhibitors may purchase additional full access conference registrations for \$300 per person (without conference proceedings).

Member Booth Fee* on or before April 15, 2008 \$500	Member Booth Fee* after April 15, 2008 \$600	Non-member Booth fee \$1,500
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* Must be a confirmed member of Precarn Incorporated, Canadian Image Processing and Pattern Recognition Society (CIPPRS), Canadian Society for the Computational Studies of Intelligence (CSCSI), Canadian Human-Computer Communications Society (CHCCS).



Sponsorship & Exhibit Application Form

Organizations wishing to sponsor should complete the confirmation form below and forward it to Mila Snejinscaia at Precarn Incorporated by fax at **(613) 727-5672**. For more information, please e-mail Mila Snejinscaia at Precarn Incorporated (milas@precarn.ca) or call toll free at (866) 727-9634. An invoice will be issued upon receipt of the following form.

? Yes! Our company wishes to be a sponsor/exhibitor of Intelligent Systems Collaborative 2008 Conference

Please select the level of sponsorship:
(Please note that some sponsorship levels have limited availability and will be accepted on a first come basis)

- ? Platinum (\$15,000)** **? Gold (\$5,000)** **? Silver (\$2,500)**
- ? Bronze (\$1,500)** **? Bronze + booth (\$2,000)** **? Booth only Non-Member (\$1,500)**
- ? Booth only – Member (\$500 on or before April 15, 2008)**
- ? Booth only – Member (\$600 after April 15, 2008)**

Company Name:

Contact Name:

Contact Title:

Street Address:

City:	Province:	Postal Code:
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Telephone:	Fax:	E-mail:
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