



Canadian Water Network **2018**  
**BLUE CITIES**  
SMARTER WATER MANAGEMENT DECISIONS

MAY 1-2, 2018  
TORONTO  
Fairmont Royal York Hotel

CONFERENCE  
PROSPECTUS



# YOUR INVITATION TO SPONSOR **BLUE CITIES 2018**

Blue Cities brings senior utility executives together with leading knowledge and solution providers from government, industry, NGOs and academia. Attendees register for the unparalleled networking opportunities and the exceptional program, which dives deep into the critical challenges municipal water service providers are facing.

This year's event will focus on **smarter water management decisions** and will generate clear priorities for action and forward-looking solutions.

Session topics will include:

- **Smarter Infrastructure Financing and Design**
- **Working Smarter with Customers**
- **Water as a Core Component of Smart City Design**
- **Smarter Ways to Innovate**

Each year the Blue Cities speaker roster is carefully curated to ensure maximum impact. Highly-respected interdisciplinary experts from across Canada, and from global powerhouses such as the Netherlands and Singapore, are invited to share their innovative approaches and perspectives. The attendees — who are progressive leaders within the municipal water sector — are also invited to share experiences and insights.

*Position your organization as a leader in the field.*

“

*GREAT event —  
I thought this conference  
was particularly  
on point.”*

“

*Thank you for organizing this  
panel. It was the most informed  
open forum discussion  
that I've yet witnessed in  
the water industry.”*



“

*I particularly enjoyed the networking opportunities and the time provided to meet so many water leaders with similar challenges.”*

Blue Cities is a small, intimate experience, limited to 200 water leaders from government, industry, NGOs and academia. The program is designed to maximize networking opportunities, with smaller, interactive breakout sessions, longer breaks between sessions and a sponsored gala reception with international tapas stations. The Blue Drinks networking event with the Toronto water community (usually a packed house!) is an opportunity for students, young professionals and middle managers to interact with the executive attendees that Blue Cities draws.

### Who will you find at Blue Cities?

- Utility executives from across Canada, the U.S. and globally
- Industry CEOs
- Executive Directors from NGOs
- Canadian and international topic experts
- Provincial and federal government decision makers

### Why become a sponsor?

- Showcase your organization to the people who are making decisions about water systems
- Network one-on-one with conference attendees during small breakout sessions and networking
- Build stronger relationships with utility leaders, governments, consultants and NGOs
- Participate in shaping solutions for the municipal water sector

## CONFERENCE SCHEDULE

### APRIL 30

National Meeting, Canadian Municipal Water Consortium

Exclusive Evening Reception (by invite only)

### MAY 1

Conference Welcome

Keynote Speaker

Plenary Panel

Lunch

Interactive Breakout Sessions (x4)

Welcome Reception

Blue Cities Networking with the Toronto water community (off-site)

### MAY 2

Interactive Breakout Sessions (X4)

Lunch

Plenary Panel

Closing Remarks

# SPONSORSHIP INVESTMENT LEVELS



## PLATINUM PRESENTING SPONSOR

May 1 & 2

\$30,000

### Blue Cities 2018 presented by: Your Organization

- Conference podium presence for a senior-level representative from your organization
- Options: Welcoming attendees to Blue Cities, introducing the keynote speaker or a notable dignitary, participating as a plenary or concurrent session speaker
- Invitation to an exclusive reception on April 30th with members of the Canadian Municipal Water Consortium, conference speakers, government dignitaries and other special guests
- Brand promotion on the conference website, program, signage and video monitors
- Premium exhibit space in the conference networking area
- Social media recognition before, during and after the conference, as well as on the conference tweet-wall
- Complimentary conference registration (5)

Looking for something more tailored? Contact us to discuss!

*\* Only one available opportunity; preference will be given to a multi-year sponsor.*

# SPONSORSHIP INVESTMENT LEVELS

## EXCLUSIVE EVENING RECEPTION SPONSOR

April 30

\$15,000

### Exclusive Evening Reception presented by: Your Organization

- Exclusive reception (by invitation), held in a premium off-site location
- An intimate gathering for members of the Canadian Municipal Water Consortium, conference speakers, government dignitaries and other special guests
- Reception product placement: Your organization is welcome to provide banners, printed marketing materials and/or branded gifts for the attendees
- Reception podium presence for a senior-level representative from your organization
- Exclusive Reception guest passes (10)
- Conference podium presence as a concurrent session speaker
- Brand promotion on the conference website, program, signage and video monitors
- Social media recognition pre- and post-conference, as well as on a live Tweet-wall
- Complimentary conference registration (3)



# SPONSORSHIP INVESTMENT LEVELS

## BLUE CITIES WELCOME RECEPTION SPONSOR

May 1

\$15,000

### Blue Cities Welcome Reception, presented by: Your Organization

- Reception product placement: Your organization is welcome to provide banners, printed marketing materials and/or branded gifts for the attendees.
- Reception podium presence for a senior-level representative from your organization
- Blue Cities Welcome Reception guest passes (10)
- Conference podium presence as a concurrent session speaker
- Brand promotion on the conference website, program, signage and video monitors
- Social media recognition before, during and after the conference, including on a live tweet-wall
- Complimentary conference registration (3)



## TAILORED SPONSOR PACKAGES

prices vary

- Branded reusable water bottle gift (\$6500)
- Smartphone charging station (\$5000)
- Blue Cities offsite networking event (\$5000)
- Branded USB gift with corporate document (\$3500)
- Business card insert into name badges (\$2500)



# SPONSORSHIP INVESTMENT LEVELS

## GOLD LEVEL SPONSOR

**\$10,000**

- Value Add-On: customizable for maximum value
- Exhibit Space: Located in conference networking area
- Brand promotion on the conference website, program, signage and video monitors
- Social media recognition
- Complimentary conference registration (3)

## SILVER LEVEL SPONSOR

**\$5,000**

- Exhibit space in the conference networking area
- Brand promotion on the conference website, program, signage and video monitors
- Social media recognition
- Complimentary conference registration (2)

## BRONZE LEVEL SPONSOR

**\$2,500**

- Pull-up banner in the exhibit space
- Brand promotion on the conference website, program, signage and video monitors
- Social media recognition
- Complimentary conference registration (1)

**Contact Bernadette Conant, CEO, Canadian Water Network to discuss sponsorship opportunities that will deliver high ROI for your business.**

Phone: 519-888-4567 ext. 36171    Email: [bconant@cwn-rce.ca](mailto:bconant@cwn-rce.ca)

**May 1-2, 2018**  
**Fairmont Royal York Hotel, Toronto**



Blue Cities is an annual event hosted by the Canadian Municipal Water Consortium, an influential group of changemakers in the municipal water sector. The conference is organized on their behalf by Canadian Water Network, a trusted broker of insights for the water sector.

[bluecities.ca](http://bluecities.ca)  
#bluecities