

WHY EXHIBIT AT or SPONSOR MARCOM? June 10 & 11, 2010 • Hilton Lac-Leamy



EVENT PROFILE:

Entering year 12, MARCOM 2010 is Canada's **only national conference** for **public sector and not-for-profit marketing and communications professionals**. MARCOM is a two-day professional development forum bringing up-to-date, relevant, actionable education with topics that matter most to public sector and not-for-profits: from the latest social media techniques and tools to expert advice on branding to developing a marketing culture as a foundation for success. Delegates attend MARCOM to hear subject matter experts and thought leaders share new Canadian case studies, review the latest vendor solutions and best practices, insights and ideas at Peer2Peer roundtable discussions. The MARCOM Advisory Committee is closely consulted to develop the conference theme and content. This year's theme is *Marketing with Authenticity*—emphasizing the need to build trust through honest exchanges, delivering on promises and focusing on real collaboration.

MARCOM is a Forum for Face-to-Face Interaction between Marketing Professionals and Industry:

MARCOM has been designed to optimize meaningful dialogue between the solution providers and conference delegates. The conference program encourages delegates to seek vendor knowledge that enhances their areas of interest, sparked by conference content. The sponsorship and trade show packages include opportunities for professional one-on-one networking with delegates.

AUDIENCE PROFILE:

MARCOM delegates are comprised of difficult to reach marketing professionals and executives from the following sectors:

- ◆ Federal Government
- ◆ Provincial Government
- ◆ Municipal Government
- ◆ Associations
- ◆ Non-Profit Organizations
- ◆ Crown Corporations
- ◆ Agencies
- ◆ Institutions

WHAT'S HAPPENING @ MARCOM 2010?

- ◆ MARCOM will feature an exemplary line-up of subject-matter experts, including 3 Keynotes concurrent sessions and daily roundtables.
- ◆ **MARCOM NETWORKING RECEPTION:** A high energy networking reception on June 10, 4:30—6:00 p.m.
- ◆ **NEW**—MARCOM will be held at the Hilton Lac-Leamy Hotel in Gatineau, Quebec, with free parking and the convenience of everything in one place.
- ◆ MARCOM is continuing as a leader in conference Greening and you are encouraged to share best practices that support environmental responsibility in marketing.

2008/09 Exhibitors and Partners

- Able Translations
- Advantage Audio Visual Rentals
- Albert at Bay Suite Hotel
- Association of Registered Graphic Designers of Ontario
- BBW International
- BmDodo Strategic Design
- BMO Financial Group Inst. for Learning
- BMR Group
- Brookstreet Hotel
- Brymark Promotions
- CCR Solutions
- Canadian Government Executive
- Capital Consultants Inc.
- CDN Print Plastic
- Centre of Excellence for Public Sector Marketing
- Centurion Conference and Event Center
- Charity CDs
- Chateau Cartier
- City of Brampton
- Colterman Marketing Group
- Competitactics
- Cummings Mitchell
- D.E. Systems
- Delta Chelsea
- Direct Marketing
- Earthlore Communications
- Entire Imaging Solutions
- Envionics Analytics
- ExpoSystems Canada
- HBS Marketing
- Hill Times / Embassy
- Hilton Lac-Leamy
- IABC Ottawa
- Ideas on the Edge
- Metropolitan Loose-Leaf Co.
- NIVA Inc.
- Online Authority
- Ottawa Business Journal
- Race Data
- Rideau Mailing Services
- Ryan/Smith Design Associates
- Safeguard Business Systems
- Silver Hotel Group
- Skyline Toronto
- Speakers' Spotlight
- Sprott School of Business
- Sympatico/MSN
- The Epoch Times
- The Portables
- The SAM Group
- The Westin
- Translation Bureau
- ThinData Inc.
- Warren's Waterless Printing
- Whatever Solutions & Media
- Wild Cards Advertising



Produced by:

DELEGATE PURCHASING AUTHORITY & INTERESTS:

MARCOM surveys indicate that delegates either recommend or have full authority to select marketing vendors. They also have a responsibility to stay current with industry developments.

Areas of delegate interest include:

- ◆ Social Media Strategies and Tactics
- ◆ Branding
- ◆ Corporate Engagement / Partnership Marketing Strategies
- ◆ Collateral Design and Production
- ◆ E-Marketing
- ◆ Market Research
- ◆ Promotional Incentives
- ◆ Social Marketing Consulting
- ◆ Strategic Planning and Program Implementation
- ◆ Trade Show Marketing and Reporting



THE DELEGATE MARKETING PLAN:

MARCOM will conduct a brochure mailing and a 4-month email campaign to a database of 12,000 prospective attendees. The media plan will include advertisements in national & local publications and online forums. We rely on a large network of supporters who help to promote the event.

DELEGATE ROLL CALL FROM MARCOM 2008 (NCR) 2009 (GTA):

Aboriginal Financial Officers Association	Canadians for Military Preparedness	Ministry of Government and Consumer Services
Agriculture and Agri-Food Canada	CARHA Hockey	Ministry of Transportation
Alberta Gaming and Liquor Commission	Centre of Excellence for Public Sector Marketing	Mood Disorders Canada
Alzheimer Society Nova Scotia	Chemical Institute of Canada	National Arts Centre
Alzheimer Society of Ontario	Citizen and Immigration Canada	National Capital Commission
Annapolis Valley Health	City of Clarence-Rockland	Government of Ontario
ASPECT	City of Mississauga	Ontario Ministry of Health and Long-Term Care
Attendance Marketing	City of Oshawa	Ontario Parks
Badminton BC	City of Ottawa	Ontario Physician and Health Education Assoc.
BC Road Builders & Heavy Construction Association	City of Red Deer	Ontario Real Estate Association
Black Cat Enterprises	City of Waterloo	Ontario Safety Assoc. for Community and Healthcare
Bow Valley College	Conservation Ontario	Ottawa Public Health
Burlington Economic Development Corporation	Canadian Society of Association Executives	Ovarian Cancer Canada
California State University	Canada Science and Technology Museum Corporation	Parks Canada
Canada Revenue Agency	Canadian Immunodeficiencies Patient Organization	Petroleum Services Association of Canada
Canada Science and Technology Museum	Department of National Defence	Public Health Agency of Canada
Canadian Air Transport Security Authority	Foreign Affairs and International Trade Canada	PIJAC Canada
Canadian Arthritis Network	Environment Canada	Pollution Probe
Canadian Association of Fairs & Exhibitions	Export Development Canada	Public Works and Government Services Canada
Canadian Association of Optometrists	Family and Children's Services	Raisin Region Conservation Authority
CASLPA	FCCM Diversity Job Fair / Taste of Asia Festival	Retail BC
Canadian Blood Services	Federation of Chinese Canadians in Markham	Scarborough Academic Family Health Team
Canadian Cancer Society	Financial Consumer Agency of Canada	Service Canada
Canadian Centre for Occupational Health and Safety	Forum for International Trade Training (FITT)	Service New Brunswick
Canadian Chamber of Commerce	Forum for Young Canadians	St. Andrew's United Church
Canadian Dental Association	Foodland Ontario	St. John Ambulance NL Council
Canadian Diabetes Association	Government of Ontario	Students' Association of Mount Royal College
Canadian Education Association	Hamilton Health Sciences Foundation	Tamarack
Canadian Food Inspection Agency	Health Canada	The Canadian Association of Radiologists
Canadian Health Food Association	Heart and Stroke Foundation	The Continuing Legal Edu. Soc. of BC
Canadian Heritage	Human Resources and Skills Development Canada	Timiskaming Health Unit
Canadian Institute of Chartered Accountants	Immigrant Services Society of BC	Translation Bureau
Canadian Hospice Palliative Care Association	Industry Canada	Transport Canada
Canadian Independent Film and Video Fund	Inuit Tapariit Kanatami	Treasury Board of Canada, Secretariat
Canadian Medical Association	Lake Simcoe Region Conservation Authority	University of Montreal
Canadian Pharmacists Association	Library and Archives Canada	University of Ottawa
Canadian Real Estate Association	Marian Hill Memorial Foundation	University of Regina
Canadian Wireless Telecommunications Assoc.	Mechanical Contractors Association of BC	Veterans Affairs Canada