

WHY EXHIBIT AT or SPONSOR MARCOM 2009?



EVENT PROFILE:

Now in its eleventh year, MARCOM 2009 is Canada's **only national conference** for **public sector and not-for-profit marketing and communications professionals**. MARCOM is a two-day conference that addresses the trends and topics that matter most to public sector and not-for-profits: from the latest social media tools to how to get the respect that Marketing deserves. 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.

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
- ◆ Non-Profit Organizations
- ◆ Crown Corporations
- ◆ Agencies
- ◆ Institutions

WHAT'S HAPPENING @ MARCOM 2009?

- ◆ MARCOM will feature an exemplary line-up of subject-matter experts, including 3 Keynotes (featuring **Arlene Dickinson**, CEO Venture Communications and judge on CBC's hit series **Dragons' Den** and **Rahaf Harfoush**, Senior Social Media Strategist for **Barack Obama's winning campaign**), 15 concurrent sessions and daily roundtables.
- ◆ **MARCOM '09 MEETUP**: A high energy networking reception on June 3, 5:15 p.m.
- ◆ **NEW**—MARCOM debut in the GTA this year at the **Pearson Convention Center, June 3 & 4**, with free parking and easy access from the airport and all highways.
- ◆ MARCOM is continuing as a leader in conference Greening and you are encouraged to share best practices that support environmental responsibility in marketing.

2008 EXHIBITORS & SPONSORS



- Advantage Audio Visual Rentals
- Association of Registered Graphic Designers of Ontario
- BBW International
- BMR Group
- Brookstreet Hotel
- Brymark Promotions
- CCR Solutions
- Canadian Government Executive Capital Consultants Inc.
- Centre of Excellence for Public Sector Marketing
- Centurion Conference and Event Center
- Charity CDs
- Chateau Cartier
- Colterman Marketing Group
- Earthlore Communications
- Envionics Analytics
- ExpoSystems
- HBS Marketing
- Hilton Lac-Leamy
- Metropolitan Loose-Leaf Co.
- NIVA Inc.
- Online Authority
- Ottawa Business Journal
- Rideau Mailing Services
- Ryan/Smith Design Associates
- Safeguard Business Systems
- Sprott School of Business
- Sympatico/MSN
- The Epoch Times
- The Portables
- The SAM Group
- Translation Bureau
- ThinData Inc.
- Wild Cards Advertising



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THE DELEGATE MARKETING PLAN:

MARCUM will conduct a brochure mailing and a 4-month email campaign to a database of 8,000 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.

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DELEGATE PURCHASING AUTHORITY & INTERESTS:

MARCUM 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 / Web 2.0
- ◆ Branding
- ◆ Corporate Engagement Strategies
- ◆ Collateral Design and Production
- ◆ E-Marketing
- ◆ Market Research
- ◆ Promotional Incentives
- ◆ Social Marketing Consulting
- ◆ Strategic Planning and Program Implementation
- ◆ Trade Show Marketing and Reporting

DELEGATE ROLL CALL FROM MARCOM 2008:

Aboriginal Financial Officers Association
Advertising, Coordination and Partnerships, Public Works and Government Services Canada
Agriculture and Agri-Food Canada
Alberta Gaming and Liquor Commission
Alzheimer Society Nova Scotia
Alzheimer Society of Ontario
Annapolis Valley Health
ASPECT
Attendance Marketing
Badminton BC
Black Cat Enterprises
California State University
Canada Revenue Agency
Canada Science and Technology Museum
Canadian Association of Fairs & Exhibitions
Canadian Association of Optometrists
Canadian Blood Services
Canadian Chamber of Commerce
Canadian Dental Association
Canadian Education Association
Canadian Heritage
Canadian Hospice Palliative Care Association
Canadian Independent Film and Video Fund
Canadian Medical Association
Canadian Pharmacists Association
Canadian Power and Sail Squadrons
Canadian Real Estate Association
Canadian Wireless Telecommunications Assoc.
Canadians for Military Preparedness
CARHA Hockey
Centre of Excellence for Public Sector Marketing
Chemical Institute of Canada

Citizen and Immigration Canada
City of Clarence-Rockland
City of Mississauga
City of Oshawa
City of Ottawa
City of Red Deer
City of Waterloo
Conservation Ontario
Canadian Society of Association Executives
Canada Science and Technology Museum Corporation
Canadian Immunodeficiencies Patient Organization
Department of National Defence
Foreign Affairs and International Trade Canada
Environment Canada
Export Development Canada
Family and Children's Services
Federation of Chinese Canadians in Markham
Forum for International Trade Training (FITT)
Foodland Ontario
Hamilton Health Sciences Foundation
Health Canada
Immigrant Services Society of BC
Industry Canada
Inuit Tapariit Kanatami
KAIROS
Lake Simcoe Region Conservation Authority
Library and Archives Canada
Marian Hill Memorial Foundation
Mechanical Contractors Association of BC
Ministry of Government and Consumer Services
Ministry of Transportation
Mood Disorders Canada
National Arts Centre
National Capital Commission

Government of Ontario
Ontario Ministry of Health and Long-Term Care
Ontario Parks
Ontario Physician and Health Education Assoc.
Ontario Real Estate Association
Ontario Safety Assoc. for Community and Healthcare
Ottawa Public Health
Ovarian Cancer Canada
Parks Canada
Petroleum Services Association of Canada
Public Health Agency of Canada
PIJAC Canada
Pollution Probe
Public Works and Government Services Canada
Raisin Region Conservation Authority
Retail BC
Scarborough Academic Family Health Team
Service Canada
Service New Brunswick
St. Andrew's United Church
St. John Ambulance NL Council
Students' Association of Mount Royal College
Tamarack
The Canadian Association of Radiologists
The Continuing Legal Edu. Soc. of BC
Timiskaming Health Unit
Translation Bureau
Transport Canada
Treasury Board of Canada, Secretariat
University of Montreal
University of Ottawa
University of Regina
Veterans Affairs Canada