CONFÉRENCE

GOV MAKER

CONFERENCE

Sponsorship Package

November 24-25 2014
Fredericton Crowne Plaza

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CONFERENCE

Save the Date

November 24-25 2014

Fredericton Crowne Plaza

KEYNOTE:
BETH NOVECK

Former United States deputy chief technology officer for open government and led President Obama's Open Government Initiative.

Early Bird Registration
Deadline August 29 2014

http://www.eventbrite.ca/e/govmaker-conference-tickets-12062562449

PRESENTED IN PARTNERSHIP BY:

MaRS

RÉSEAU DE RECHERCHE SUR
LES POLITIQUES SOCIALES
DU NOUVEAU-BRUNSWICK
rrpsnbsprn
NEW BRUNSWICK
SOCIAL POLICY
RESEARCH NETWORK

New Nouveau
Brunswick

Backgrounder

The New Brunswick Social Policy Research Network (NBSPRN) is proud to host the "*GovMaker Conference*" in partnership with MaRS Discovery District and the Government of New Brunswick on November 24th-25th at the Fredericton Crowne Plaza, to explore the opportunities of open data and open government in New Brunswick.

It is partnership projects like this one that allow New Brunswick to become a model for civic participation and economic growth. By bringing together academic researchers, students, policy-makers as well as members of the public, private and not-for-profit sectors, the "*GovMaker Conference*" will not only lead to greater collaboration in the development of data-driven policy and data management infrastructure but also the potential to inspire market-driven solutions using openly accessible data. The two-day conference will be structured as follows:

Day One - **The Why of Open Data**
- Led by Dr. Ted McDonald, Co-director of the New Brunswick Institute for Research, Data and Training;
- Policy-relevant research using data with a focus on ways to improve data management and infrastructure, encourage more research and development, and highlight importance of cross-sector, inter-disciplinary collaboration.

Day Two - **The How of Open Government**
- Keynote by Beth Noveck, former U.S. Deputy CTO for open government, founder of the White House Open Government Initiative, founder of GovLab, chair of the MacArthur Research Network on Opening Governance, and author of WikiGovernment;
- Panel and presentations focusing on opportunities and challenges related to open government;
- The MaRS Solutions Lab will facilitate a workshop designed to give strength to open government champions, and develop ideas for action.

Join us in this exciting collaboration with researchers, community leaders, and citizens at-large to accelerate regional interest in the opportunities of Open Data and Open Government!

Nick Scott, Managing Director
New Brunswick Social Policy Research Network

Registration: http://www.eventbrite.ca/e/govmaker-conference-tickets-12062562449?aff=es2&rank=1

About the New Brunswick Social Policy Research Network

Mission
The New Brunswick Social Policy Research Network (NBSPRN) supports evidence-based public policy by bridging the gap between those making decisions, those conducting research, non-governmental organizations and New Brunswick citizens.

Vision
NBSPRN envisions a New Brunswick that is a leader in evidence-based public policy development through Networked Governance.

Our Pillar Functions
Facilitating relationships that create collaborative research for the purpose of evidence-based decision-making and policy development.

Engaging informed citizens to contribute to the policy development process.

Mobilizing knowledge and promoting the use of existing research to assist in governing decisions. Informing public discourse through citizen engagement.

Strengthening policy research capacity by developing research capacity by providing assistance with funding proposals, hosting workshops and compiling and maintaining an inventory of researchers and projects.

Experience and Expertise
With the help from the conference organizing committee, NBSPRN will engage participants from community, business and government. The team has expertise and experience in event management, digital media, communications, marketing, policy development, outreach, community-based research, and engagement process design. NBSRPN will leverage support from its vast network and partners to ensure a high quality event that will attract participants throughout the Atlantic region.

Event Objectives

The objectives for this conference are:

- To promote and encourage research in the social sciences related to the digital economy, and more specifically to open data sources, data infrastructure, and the effects of accessible data on governance;
- Increase knowledge of open government and encourage overall participation in governance;
- To raise awareness of data currently available, and research currently underway to share knowledge on how this data can be used to inform evidence-based policy development;
- Develop a research culture and network in New Brunswick that highlights the value of collaboration between community, business, academic, and government organizations.

Event Organizers & Collaborators

For this conference, the planning committee combines NBSPRN's skill set with representatives from provincial and community organizations:

- **Nick Scott**, Managing/Executive Director, NBSPRN
- **NBSPRN Staff**
- **Office of the Chief Information Officer**, Government of New Brunswick
- **Manager, Innovation, Foresight & Research**, MaRS Solutions Lab
- **New Brunswick Council on Research and Innovation**, Government of New Brunswick
- **New Brunswick Institute of Research, Data and Training**

Agenda

On both days, the conference will begin at 8:30am and will end for the day at 4:30pm. On Monday evening, there will be a reception for conference participants.

Confirmed presenters are:

- **Beth Noveck:** Founder and Director of The Governance Lab, New York University.
- **Dr. Ted McDonald:** Co-director of the NB Institute of Research, Data and Training.
- **Dr. Michael Hann:** Co-director of the NB Institute of Research, Data and Training.
- **Dr. Jeffrey Roy:** Professor in the School of Public Administration at Dalhousie University.
- **Paul Macmillan:** Global Public Sector Leader, Deloitte Touche Tohmatsu Limited and co-author of the *Solution Revolution*.
- **Jerry Koh:** Director at MaRS Solutions Lab.
- **Christian Couturier:** Chief Information Officer, Government of New Brunswick.
- **Jodi Leblanc:** Values and Ethics Advisor with Veterans Affairs Canada, Outreach and Engagement Advisor, GC 2.0 Tools Team at Treasury Board Secretariat.
- **Dr. Monica Wachowicz:** Cisco Chair in Big Data at UNB.

The full program/schedule will be released at a later date.

Reach and Target Audience

Participants

The first annual "*GovMaker Conference*" is an exclusive event open to academic researchers, graduate students, policy-makers, GNB employees as well as members of the public, private and not-for-profit sectors. Registration will be limited to 200 people.

Reach

Day one, will focus on open data research and will be tailored to knowledge producers. Presentations will be of keen interest to academic and non-academic researchers. The audience will also include those seeking to learn more about research in the area of open data.

Day two, will focus on open government initiatives and will be tailored to knowledge users. Presentations will be of interest to members of federal, provincial and municipal government, business, and community organizations as well as the general public. The audience will also include those seeking to learn about open government initiatives and how they can participate in governance.

Offer

Title Sponsors
NBSPRN, GNB, MaRS Discovery District

Your chance to be an Event Supporter!

The New Brunswick Social Policy Research Network would like to offer you the opportunity to contribute to the first annual GovMaker Conference!

Featuring high profile speakers Beth Noveck, founder of GovLab and former United States deputy CTO for open government, global industry leader and author Paul Macmillan, and the Chief Information Officer of New Brunswick Christian Couturier, this conference offers an unparalleled opportunity to interact with the top influencers in open data and open government.

Your support in this conference will not only guarantee your organization's recognition and exposure, but will also help you make meaningful contacts, interact with leaders of the open data, open government movement, and allow you the opportunity to participate in this influential event.

Supporter Program Options include complimentary tickets, targeted marketing in conference programs and online, exposure in high traffic areas, speaking opportunities, and ample time to network. Please take a moment to review the enclosed Event Supporter Program Offer.

Don't miss the opportunity to be part of this event!

Nick Scott
Executive Director (acting)
NBSPRN

Event Supporter Program - Offer

PLATINUM

Item	Estimated Cost**	Description	Benefits
Opening Breakfast November 24, 2014	$ 3, 118.80 ** (see Note 1)	The breakfast will be held on November 24th, in the Ballroom of the Fredericton Crowne Plaza.	➢ Visibility* at the Breakfast ➢ Speaking opportunity at the Breakfast ➢ Company name and logo with hyperlink on the event website (see Note 2) ➢ Company listed prominently as a Platinum Level Supporter in the official Program ➢ Maximum two bag inserts (to be provided by the Supporter) ➢ Three complimentary tickets to the event
Networking Luncheons November 24, 2014 or November 25, 2014	$5,717.80**(see Note 1)	The luncheons will take place on November 24 and November 25 in the Ballroom of the Fredericton Crowne Plaza	➢ Visibility* at the Breakfast ➢ Speaking opportunity at the Luncheon ➢ Company name and logo with hyperlink on the event website (see Note 2) ➢ Company listed prominently as a Platinum Level Supporter in the official Program ➢ Maximum two bag inserts (to be provided by the Supporter) ➢ Three complimentary tickets to the event
Reception Day One	$xxxx**(see Note 1)	The reception will take place on November 24 in the James Joyce pub of the Fredericton Crowne Plaza	➢ Visibility* at the Reception ➢ Company name and logo with hyperlink on the Forum website (see Note 2) ➢ Company listed prominently as a Platinum Level Supporter in the official Forum Program ➢ Two bag inserts (to be provided by the Supporter) ➢ Three complimentary registrations to the event

Event Supporter Program - Offer

Nutrition Breaks November 24 am and pm and November 25 am and pm	$4,678.20**(see Note 1)	The coffee breaks will take place in the morning and afternoon of both November 24th and November 25th in the Network Centre located in the Ballroom of the Fredericton Crowne plaza	➢ Visibility* at the Nutrition Breaks ➢ Company name and logo with hyperlink on the Forum website (see Note 2) ➢ Company listed prominently as a Platinum Level Supporter in the official Forum Program ➢ Max. 2 bag inserts (to be provided by the Supporter). ➢ Three complimentary tickets to the event

*   Signage or equivalent indicating supporter name.
**   Estimated Cost: Based on the maximum expected number of attendees, which is 200 people and includes 13%HST and 15% gratuity. You will be invoiced directly based on the actual cost of the hospitality.

Note 1: The Supporter also agrees to be responsible of the following penalties in case the event is cancelled: From 29 days to 3 days prior to the scheduled event date: 75% of the Food and Beverage will apply, 3 days and less to the scheduled event date: 100% of the Food and Beverage will apply.

Note 2: The Supporter agrees to place the logo and hyperlink for the event on its corporate website.

Corresponding Support Levels:
Should an Event Supporter wish to support more than one of the categories outlined above the Estimated Costs and associated benefits would be combined and the level of support re-classified as per the levels below:

Offer

GOLD $3,000

- Business and logo name displayed in event program, event website and on social media
- Live mentions during the event
- On site signage
- Opportunity to introduce event speaker
- Donating materials for registration bags (1 item)
- Two (2) complimentary tickets to the event
- Table sponsor

SILVER $1,000

- Business and logo name displayed in event program, event website and on social media.
- Live mentions during the event
- One (1) complimentary ticket to the event
- VIP Lounge sponsor (banner with logo displayed)

BRONZE $500

- Business and logo name displayed in event program, event website and on social media.
- Live mention during the event
- Charging station sponsor

Other Opportunities

Business and logo name displayed in event program, on event website and in social media.

- Purchase of 5 or more Conference tickets
- Translation of materials
- Simultaneous Interpretation
- Printing of materials
- Donation for speaker gifts
- Marketing and promotion

Conférence GovMaker Conference
Event Supporter Program – Agreement Form

NBSPRN is pleased to offer companies/organizations the opportunity to be an "Event Supporter" for the Conférence GovMaker Conference, which will take place at the Fredericton Crowne Plaza, on November 24-25, 2014.

NBSPRN will liaise with the Supporter and the respective hospitality provider to coordinate and confirm all arrangements for hospitality. The Supporter acknowledges that the hospitality provider will invoice the supporter directly. As an "Event Supporter", your contribution will help ensure that we can maintain the highest quality throughout all aspects of what promises to be a truly great event.

□ **Platinum** (Note 1 and Note 2)

Monday, November 24, 2014:

□ Opening Breakfast   □ Reception
□ Networking Luncheon
□ Nutrition Break am and pm

Tuesday, November 25, 2014:

□ Breakfast
□ Networking Luncheon
□ Nutrition Break am and pm

□ **Gold**
□ **Silver**
□ **Bronze**
□ **Other Opportunities: (**please specify) _____

Note 1: The Supporter also agrees to be responsible of the following penalties in case the event is cancelled: From 29 days to 3 days prior to the scheduled event date: 75% of the Food and Beverage will apply, 3 days and less to the scheduled event date: 100% of the Food and Beverage will apply.

Note 2: The Supporter agrees to place the logo and hyperlink for the New Brunswick Social Policy Research Network on its corporate website.

Event Supporter Program - Agreement Form

Organization/Company Name

Primary Contact   Email

Address

City   Province   Postal Code

Phone   Fax

Company/Organization Website   GST
Number

Amount ($)   Date   Authorized
Signature/Title

NBSPRN Signature   Date   Authorized

Please return this completed "Event Supporter Program Agreement Form" by November, 1, 2014 to: Shawni Beaulieu at shawni.beaulieu@rrps-nb-sprn.ca.