Partnership Prospectus

22nd Annual R$ Conference
April 18-19th, 2023
Ottawa
About Research Money

Delivering crucial insights on government funding and policy for business professionals, academics and policy makers.

Who Are We? We are a Canadian News Organization, with a mission to provide competitive intelligence to Canadian researchers, entrepreneurs, policymakers and funders. We celebrate innovation leaders and connect key players within the innovation ecosystem. Our members gain immense value through our insights and unbiased coverage of the organizations that provide and receive funding.

History of R$ - In 1987, Research Money started as a technology focused newsletter - reaching academics, government, and businesses with timely intelligence. Now after 35 years of growth, Research Money has expanded its services to include hosting popular conferences and events that bring together innovation leaders from all sectors of the economy.

Quick Facts

Over 21 National Conferences

Over 6 Regional Conferences

4200+ Participants

775+ Speakers
Reimagining Innovation: A new strategy in a disrupted world

April 19-20th, 2023 | National Arts Centre, Ottawa

Research Money has been reporting for more than two decades on organizations and individuals involved in Canada’s knowledge-based economy and the policies and programs that affect them. Our annual conference has been bringing together diverse stakeholders from this community, here and abroad, to share their experiences and tackle some of the economic and social challenges around science, technology, and innovation.

After three years of a global pandemic and three successful virtual conferences, we’re bringing people together in person again. The opportunity to interact informally with colleagues from different communities and sectors is one of the tremendous benefits of meeting face-to-face. Yet, our experience running three virtual events highlighted an important element that in-person meetings do not share: the enhanced inclusivity of participants and speakers from across Canada and internationally.

So we have come up with an innovative approach that incorporates the positive benefits of in-person and virtual events. As an extension of the April conference, we will offer a follow-on R$ webinar series for six months from May to October 2023. This series will extend the conversation beyond the April event and engage a wider audience than is possible with an in-person event in one location and on a specific date. There will be no additional charge to attend the webinars, but registration will be required. The webinars will cover topics related to the theme of the conference. In some cases, they will continue deeper discussions of topics covered in April. In other cases they will cover topics not explicitly covered in April.

April is the starting point for this journey. As in all our past events, we will analyze the implications of the new federal budget for the science, technology and innovation community. In addition, with the new Canadian Innovation Corporation (CIC) just coming on stream, we’ll take a deep dive into innovation policy and practice and how they relate to industrial policy.

As a country with a small domestic market, our entrepreneurs need to think globally. What niches can they dominate globally and supply value to the world? What areas of policy are critical to helping make this happen? How can we train and mobilize our extraordinary research talent to help make this happen? Can Canada finally figure out a way to establish, grow, and sustain large domestic firms that are global leaders in a particular industry?
Previous Partners
Previous Partners (Cont'd)
Conference Attendees

Our engaged community of government and business professionals, policymakers, and researchers.

Our attendees include the following:

- Executive leadership
- Researchers
- Faculty
- Administrators
- Board members
- Graduate students
- Professional staff

Conference Attendees by Organizations:

- ISED: 17.9%
- NSERC: 12.8%
- adMare Bioinnovations: 12.8%
- Communitech: 11.5%
- SSHRC: 10.3%
- NRC: 10.3%
- SFU: 7.7%
- Other: 16.7%

Sample of 2022 Conference attendee data.
What Others Have To Say About R$ Conference

We pride ourselves on the long-term, highly engaged and passionate community of innovators, policymakers, and decision-makers that use R$.

⭐⭐⭐⭐⭐
“Best money I spent this year! Content was brilliant and speakers were outstanding!”
- Liberatore Trombetta
VP Research and Development, Mother Parkers Tea & Coffee Inc

⭐⭐⭐⭐⭐
“This was fantastic! Definitely the best virtual conference I have attended with your organization, and great quality of speakers and discussion sessions.”
- Victoria Chappell
Corporate Development Associate, Business+Higher Education Roundtable
Post-pandemic recovery is top of mind among leaders and citizens across the globe. For Canada, this preoccupation has a particular significance. Embedded in the discourse of policymakers, business leaders, academic thought leaders, researchers, and civil society is the promise of overcoming a persistent challenge: Canada’s subpar productivity and competitiveness in today’s global knowledge economy.

**Last Year's Conference**

**Canada’s Prosperity Conundrum 2021**

Quick Facts

- **200+ Participants**
- **775+ Speakers**
- **9 Exclusive Partners**

**CONFERENCE SPEAKERS/MODERATORS**
Previous Conferences

20th Annual Conference:
Co-creating Economic Recovery: New Models for Innovation Support
The 20th annual Research Money conference will engage speakers and participants in a dialogue on what we've learned from the current crisis and how best to move forward to achieve the goal we all share: prosperity and sustainable quality of life for Canadians and the world. The resulting cross-fertilization of ideas, expertise and experience always generates fresh thinking, new connections and valuable insights that empower participants to be their best going forward after the conference.

View the 20th Annual Conference

19th Annual conference:
Prospering in the post-Covid economy: Building a cooperative model for success
Building a Cooperative Model for Success will engage speakers and participants in a dialogue on what we've learned from the current crisis and how best to move forward to achieve the goal we all share: prosperity and sustainable quality of life for Canadians and the world. The resulting cross-fertilization of ideas, expertise and experience always generates fresh thinking, new connections and valuable insights that empower participants to be their best going forward after the conference.

View the 19th Annual Conference

View conference website
Our Packages

Research Money Conference Packages

www.researchmoneyinc.com

Pricing Valid for 2023
<table>
<thead>
<tr>
<th>BENEFITS</th>
<th>Ambassador</th>
<th>Mentor</th>
<th>Executive</th>
<th>Creator</th>
<th>Community</th>
<th>Lunch (April 19)</th>
<th>Reception</th>
<th>Exhibitor (upon availability)</th>
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Partnership Packages

Ambassador Package

Key Benefits:
- Welcoming Remarks (Day 1)
- VIP breakfast for partners, speakers and special guests (Day 2)
- Private meeting with R$ Editorial Team to discuss the topics that matter to you
- Sponsored article in R$ on a topic of your choice
- Message in conference proceedings
- Q&A with CEO in R$ pre- or post-conference
- Representative on Program Committee
- Opening Podium Acknowledgment (Day 1)
- Opening Podium Acknowledgement (Day 2)
- Closing Podium Acknowledgment (Day 2)
- End of Conference Report

Access
- 24 Conference Registrants passes
- 24 Research Money Memberships (12 months)

Branding & Promotion
- Pre-conference webinar
- Post-conference webinar
- Exhibit Booth (includes 1 additional free registration)
- Logo on Research Money Website
- Partner Space on EventMobi
- Logo on event marketing materials
- Logo on conference proceedings

Social Media & Advertising
- 5 Sponsored Webinars to be Used Post-Conference as part of the R$ webinar series between May and November 2023
- 12 On-Demand Social Media Posts (can be used before & after the conference)
- Social Media Mentions in Research Money Posts
- Innovation This Week Mentions by Research Money
- 8 Innovation This Week (ITW) Banner Ad (Top) with write-up - Subject to availability

$50,000
Mentor Package

$25,000

Key Benefits:

- VIP breakfast for partners, speakers and special guests (Day 2)
- Sponsored article in R$ on a topic of your choice
- Representative on Program Committee
- Q&A with CEO in R$ pre- or post-conference
- Opening Podium Acknowledgement (Day 1)
- Closing Podium Acknowledgement (Day 2)
- End of Conference Report

Access

- 16 Conference Registrants passes
- 16 Research Money Memberships (12 months)

Branding & Promotion

- Pre-conference webinar
- Post-conference webinar
- Exhibit Booth (includes 1 additional free registration)
- Logo on Research Money Website
- Partner Space on EventMobi
- Logo on event marketing materials
- Logo on conference proceedings

Social Media & Advertising

- 4 Sponsored Webinars to be Used Post-Conference as part of the R$ webinar series between May and November 2023
- 8 On-Demand Social Media Posts (can be used before & after the conference)
- Social Media Mentions in Research Money Posts
- Innovation This Week Mentions by Research Money
- 4 Innovation This Week (ITW) Banner Ad (Top) with write-up - subject to availability
**Executive Package**

$17,500

**Key Benefits:**

- VIP breakfast for partners, speakers and special guests (Day 2)
- Sponsored article in R$ on a topic of your choice
- Opening Podium Acknowledgement (Day 1)
- End of Conference Report

**Access**

- 12 Conference Registrants passes
- 12 Research Money Memberships (12 months)

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**Branding & Promotion**

- Pre-conference webinar
- Post-conference webinar
- Exhibit Booth (includes 1 additional free registration)
- Logo on Research Money Website
- Partner Space on EventMobi
- Logo on event marketing materials
- Logo on conference proceedings

**Social Media & Advertising**

- 3 Sponsored Webinars to be Used Post-Conference as part of the R$ webinar series between May and November 2023
- 6 On-Demand Social Media Posts (can be used before & after the conference)
- Social Media Mentions in Research Money Posts
- Innovation This Week Mentions by Research Money
- 2 Innovation This Week (ITW) Banner Ad (Top) with write-up - subject to availability
Creator Package

$12,500

Key Benefits:

- VIP breakfast for partners, speakers and special guests (Day 2)
- End of Conference Report

Access

- 8 Conference Registrants passes
- 8 Research Money Memberships (12 months)

Branding & Promotion

- Exhibit Booth (includes 1 additional free registration)
- Logo on Research Money Website
- Partner Space on EventMobi
- Logo on event marketing materials
- Logo on conference proceedings

Social Media & Advertising

- 2 Sponsored Webinars to be Used Post-Conference as part of the R$ webinar series between May and November 2023
- 4 On-Demand Social Media Posts (can be used before & after the conference)
- Social Media Mentions in Research Money Posts
- Innovation This Week Mentions by Research Money
- 1 Innovation This Week (ITW) Banner Ad (Top) with write-up - subject to availability
Community Package

$7,500

Key Benefits:
- VIP breakfast for partners, speakers and special guests (Day 2)
- End of Conference Report

Access
- 4 Free Conference Registrants passes
- 4 Research Money Memberships (12 months)

Branding & Promotion
- Exhibit Booth (includes 1 additional free registration)
- Logo on Research Money Website
- Partner Space on EventMobi
- Logo on event marketing materials
- Logo on conference proceedings

Social Media & Advertising
- 1 Sponsored Webinar to be Used Post-Conference as part of R$ webinar series between May and November 2023
- 2 On-Demand Social Media Posts (can be used before & after the conference)
- Social Media Mentions in Research Money Posts
- Innovation This Week Mentions by Research Money
Lunch Package

$5,000

Key Benefits:

- Lunch Remarks (Day 1)
- VIP breakfast for partners, speakers and special guests (Day 2)
- End of Conference Report

Access

- 1 Free Conference Registrants pass
- 1 Research Money Memberships (12 months)

Branding & Promotion

- Logo on Research Money Website
- Partner Space on EventMobi
- Logo on event marketing materials
- Logo on conference proceedings

Social Media & Advertising

- Social Media Mentions in Research Money Posts
- Innovation This Week Mentions by Research Money
Reception Package

$5,000

Key Benefits:
- Reception Remarks (Day 1)
- VIP breakfast for partners, speakers and special guests (Day 2)
- End of Conference Report

Access
- 1 Free Conference Registrants pass
- 1 Research Money Memberships (12 months)

Branding & Promotion
- Logo on Research Money Website
- Partner Space on EventMobi
- Logo on event marketing materials
- Logo on conference proceedings

Social Media & Advertising
- Social Media Mentions in Research Money Posts
- Innovation This Week Mentions by Research Money
Exhibitor Package

Subject to availability

$3,000

Key Benefits:

- VIP breakfast for partners, speakers and special guests (Day 2)
- End of Conference Report

Access

- 2 Free Conference Registrants pass

Branding & Promotion

- Exhibit Booth (includes 1 additional free registration)
- Logo on Research Money Website
- Partner Space on EventMobi
- Logo on event marketing materials
- Logo on conference proceedings

Social Media & Advertising

- Social Media Mentions in Research Money Posts
- Innovation This Week Mentions by Research Money