



# Partnership Prospectus

24th Annual R\$ Conference

May 21-22, 2025

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

# Embracing Transition: Opportunity and Responsibility to Create a Better Future

**May 14-15th, 2025 | Ottawa, Ontario**

At our 24th annual R\$ conference, "Embracing Transition: Opportunity and Responsibility to Create a Better Future," we will focus on the need for a strategic approach to innovation policy and regulation as we experience demographic, environmental and political transitions.

Day One will reflect on Canada's innovation journey so far, evaluating the impact of Budget 2025, highlighting key successes, preparing the next generation of leaders, exploring international perspectives and connecting innovators and regulators.

Day Two will address how to navigate current challenges and seize opportunities, including strategies for adapting to rapid changes, leveraging new technologies, transforming the workforce and setting policy priorities to support innovation.

The conference will include interactive sessions engaging all conference participants to identify priorities for future action. Join us in May 2025 to explore where Canadian innovation policy and investment have been and where they're headed. Partners may delegate one or more team members to be on the program planning committee and help design interactive and action-oriented aspects of the conference experience.

# Previous Partners



Innovation, Science and  
Economic Development Canada

Innovation, Sciences et  
Développement économique Canada



UNIVERSITY OF  
**WATERLOO**



**CIHR IRSC**

Canadian Institutes of  
Health Research

Instituts de recherche  
en santé du Canada



**NSERC  
CRSNG**

**SSHRC**  **CRSH**

Social Sciences and Humanities Research Council of Canada  
Conseil de recherches en sciences humaines du Canada



National Research  
Council Canada

Conseil national de  
recherches Canada





# Previous Partners (Cont'd)

Lab  
2Market



GenomeCanada



COLLEGES &  
INSTITUTES  
CANADA

COLLÈGES &  
INSTITUTS  
CANADA

NPC



UK Research  
and Innovation



Research  
Manitoba



**IDEaS**  
INNOVATION FOR DEFENCE  
EXCELLENCE AND SECURITY



CANADA'S  
tech network



uOttawa



SIMON FRASER  
UNIVERSITY

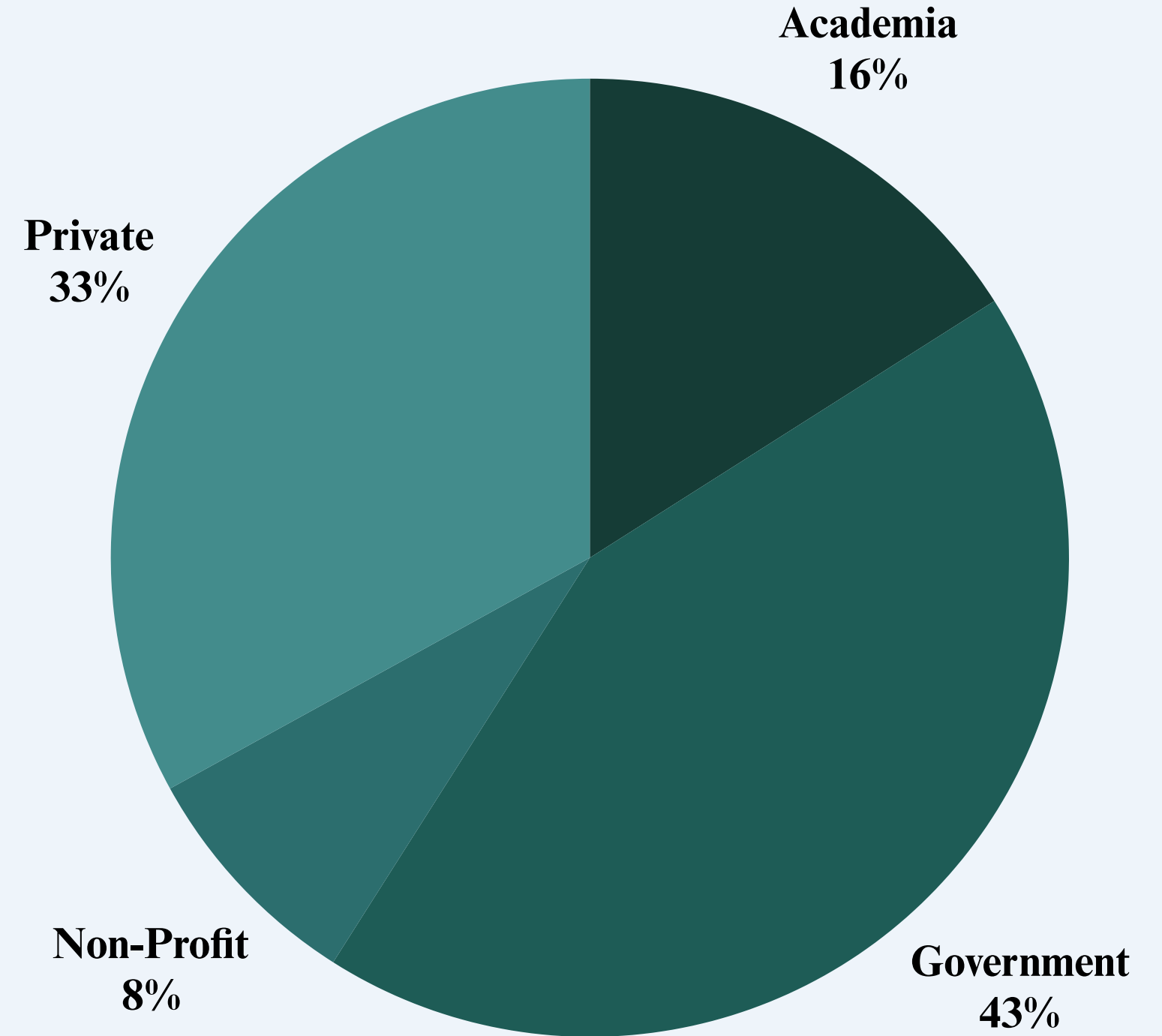
# Conference Attendees

**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



# 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*





“I really enjoyed being a panelist in the 2023 Life Sciences Sector session, which I felt represented the current success of Canadian innovation, as well as highlighting where Canada needs to improve to continue to seed new innovation and enable life science companies to scale.”

- *Blaine Penny, Chief Executive Officer, Lumiio*



I had the opportunity to attend the Research Money conference in Ottawa recently and it was truly exceptional. The conference provided excellent networking opportunities, and I was able to attend many thought-provoking sessions. Overall, I strongly recommend attending this conference if you are interested in research and innovation in Canada.

- *Maria Parysz, Chief Executive Officer, LogicAI & Elephant AI*



“The Research Money conference is a must for anyone interested in addressing Canada's innovation and productivity challenges. Attendees from the private and public sectors engage in fruitful, action-oriented discussions and share diverse and often opposing positions on critical issues. The networking is fantastic - an unparalleled set of contacts - all relevant to innovation in Canada.”

- *Peter Frise, Associate Dean of Engineering, University of Windsor*



The annual Re\$earch Money conference is a can't miss event for academics, policy-makers, think tanks and private sector organizations with an interest in innovation policy. The conference consistently assembles top-notch Canadian and international experts and is delivered in an interactive and engaging manner. I highly recommend this conference to anyone who is passionate about innovation policy and wishes to contribute to a dialogue to facilitate Canada's future economic prosperity.

- *Dave Dupuis, Sr Policy Advisor for Innovation, Science and Economic Development Canada*



# Last Year's Conference

## Reverse-Engineering the Future: Creating the future we want for Canada in 15 years

The primary objective of the 23rd annual R\$ conference is to identify where Canada envisions itself in the next 15 years and craft how to reach that future. We'll analyze the federal budget, assess past attempts to galvanize the country around innovation, hear from other countries how they did it and how they view Canada, learn from Canadian successes in specific sectors and regions, and address challenges that have been hindering us.

Participants will be able to record their ideas and commentary about the sessions in real time. The conference will include an interactive session during which participants identify priorities for future action.

### CONFERENCE SPEAKERS/MODERATORS



Maydianne Andrade



Alison Evans



Arvind Gupta



Robert Asselin



Marie D'Iorio



Neil Desai

### Quick Facts

**200+ Participants**

**775+ Speakers**

**9 Exclusive Partners**

# Previous Conferences

## **22nd Annual Conference:**

### **Reimagining innovation: a new strategy in a disrupted world**

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.

**[View the 22nd annual conference](#)**

## **21st Annual Conference:**

### **Canada's Prosperity Conundrum**

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.

For decades Canadians have been wrestling with an uncomfortable question. Can we maintain the same level of prosperity that grew out of our natural resource endowments in today's highly competitive, global economy in which knowledge drives wealth creation and improved quality of life?

**[View the 21st Annual Conference](#)**

# Our Packages





# Disruptor Package

**\$50,000**

## Key Benefits:

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- Welcoming Remarks (Day 1)
- Private virtual meeting with R\$ Editor and Publisher
- Up to 3 Delegates on Conference Program Committee
- Sponsored article in R\$ on a topic of your choice
- Message in conference proceedings
- Q&A with CEO in R\$ pre- or post-conference
- Opening Podium Acknowledgments (Day 1 and 2)
- End of Conference Report

## Access

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- 24 Conference Registrations
- 24 New Single R\$ Memberships (12 months)

## Branding & Promotion

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- Up to 3 Sponsored webinars pre- or post-conference
- Exhibit Booth (includes 1 additional free registration)
- Logo on Research Money Website
- Partner Space on Event Platform
- Logo on event marketing materials

## Social Media & Advertising

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- 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\*

# Innovator Package

**\$25,000**

## Key Benefits:

- Welcoming Remarks (Day 2)
- Private virtual meeting with R\$ Editor and Publisher
- Up to 3 Delegates on Conference Program Committee
- Sponsored article in R\$ on a topic of your choice
- Q&A with CEO in R\$ pre- or post-conference
- Opening Podium Acknowledgement (Day 1 and 2)
- End of Conference Report

## Access

- 16 Conference Registrations
- 16 New Single R\$ Memberships (12 months)

## Branding & Promotion

- Up to 2 Sponsored webinars pre- or post-conference
- Exhibit Booth (includes 1 additional free registration)
- Logo on Research Money Website
- Partner Space on Event Platform
- Logo on event marketing materials

## Social Media & Advertising

- 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\*



# Activator Package

**\$17,500**

## Key Benefits:

- Sponsored article in R\$ on a topic of your choice
- Opening Podium Acknowledgement (Day 1 and 2)
- Up to 2 Delegates on Conference Program Committee
- End of Conference Report

## Access

- 12 Conference Registrations
- 12 New Single R\$ Memberships (12 months)

## Branding & Promotion

- Up to 2 Sponsored webinars pre- or post-conference
- Exhibit Booth (includes 1 additional free registration)
- Logo on Research Money Website
- Partner Space on Event Platform
- Logo on event marketing materials

## Social Media & Advertising

- 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\*

# Facilitator Package

**\$12,500**

## Key Benefits:

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- Up to 2 Delegates on Conference Program Committee
- End of Conference Report

## Access

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- 8 Conference Registrations
- 8 New Single R\$ Memberships (12 months)

## Branding & Promotion

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- Sponsored webinar pre- or post-conference
- Exhibit Booth (includes 1 additional free registration)
- Logo on Research Money Website
- Partner Space on Event Platform
- Logo on event marketing materials

## Social Media & Advertising

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- 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\*

# Supporter Package

**\$7,500**

## Key Benefits:

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- Delegate on Conference Program Committee
- End of Conference Report

## Access

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- 4 Free Conference Registrations
- 4 New Single R\$ Memberships (12 months)

## Branding & Promotion

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- Sponsored webinar pre- or post-conference
- Exhibit Booth (includes 1 additional free registration)
- Logo on Research Money Website
- Partner Space on Event Platform
- Logo on event marketing materials

## Social Media & Advertising

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- 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:

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- Lunch Remarks (Day 1 and Day 2)
- End of Conference Report

## Access

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- 1 Free Conference Registration
- 2 New Single R\$ Memberships (12 months)

## Branding & Promotion

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- Logo on Research Money Website
- Partner Space on Event Platform
- Logo on event marketing materials

## Social Media & Advertising

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- 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\*

# Reception Package

**\$5,000**

## Key Benefits:

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- Reception Remarks
- End of Conference Report

## Access

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- 1 Free Conference Registration
- 2 New Single R\$ Memberships (12 months)

## Branding & Promotion

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- Logo on Research Money Website
- Partner Space on Event Platform
- Logo on event marketing materials

## Social Media & Advertising

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- 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\*

# Exhibitor Package

*Subject to availability*

**\$2,500**

## Key Benefits:

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- End of Conference Report

## Access

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- 2 Free Conference Registrations

## Branding & Promotion

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

## Social Media & Advertising

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



# Contact

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[www.researchmoneyinc.com](http://www.researchmoneyinc.com)