

## The Marketing Mix for UC19Ottawa – Multiple Channels to Drive Business to YOU

UC19Ottawa Conference and Tradeshow Speakers, Sponsors and Exhibitors will benefit from a variety of marketing activities designed to raise awareness of their participation at this year's event.

We showcase Exhibitor and Sponsor branding with **pre-event marketing** (online and print), **on-site promotions** (event signage and social posts), and **post-event** recognition (such as thank you letters, inclusion in next year's brochures, and permanent web pages).

Here's a brief outline of our Marketing Mix planned to promote all UC19Ottawa Sponsors and Exhibitors:



### WEBSITE & ELECTRONIC ADVERTISEMENTS

Our USC-STC main website and dedicated UC19Ottawa Event website will include all Sponsor and Exhibitor companies and logos (at a minimum) Online ad campaigns are planned to promote our event and various Sponsor and Exhibitor package



### E-MAIL CAMPAIGNS

As of mid-August, weekly email updates are planned for USC-STC's growing network of almost 2,000 contacts Industry media partner newsletters will reach another 26,000+ distinct contacts before October 15th, so purchase your Sponsor packages and Exhibitor booths soon to get maximum exposure!



### PR AND MEDIA OPPORTUNITIES

Sponsors and Exhibitors may be mentioned in nation-wide press releases and are invited to work with USC-STC's Media Advisor to arrange interviews with Ottawa-based media outlets during our event.



### LISTINGS IN THE UC19OTTAWA SHOW PROGRAM (PRINT)

Every attendee receives a print Event/Show Program...and we'll keep you updated about possible inserts of our Show Program in mail outs to various vertical markets through our print media partners.



### UC19OTTAWA EVENT APP

This year's innovative Event App will include contact information for all Sponsors and Exhibitors, interactive maps linking Exhibitors to the Event map, B2B and B2G meeting capabilities, and more!



### ON-SITE SIGNAGE DISPLAYS

Sponsor and Exhibitor logos will be featured on a variety of on-site signage and digital presentations throughout our event.



### ON-SITE BRAND INTEGRATION

From electronic displays to event signage, various sponsor and exhibitor packages offer excellent brand recognition to connect with over 400 participants we're expecting at UC19Ottawa!



### UC19OTTAWA PROMO VIDEO REEL

Company name and logo listing the UC19Ottawa Promo Video Reel to be shown on our websites, featured at event opening, running at our booth, circulated to media and promoted via newsletters and social channels. Some Sponsor/Exhibitor packages include 60-second ads in our main video, others can upgrade their package to ensure they're included in our feature video!



### COMPLIMENTARY NETWORKING OPPORTUNITIES

Sponsor and Exhibitor packages include various complimentary passes so staff can network directly with speakers and attendees to make new contacts, find partners and suppliers, and generate sales leads.



Finally, UC19Ottawa Sponsors and Exhibitors are often mentioned in USC-STC Director slideshow presentations to industry associations, educators, government and Members throughout the year.

Contact [Declan Sweeney](#), Director of Sponsor & Exhibitor Sales, to discuss opportunities to shine at UC19Ottawa. [Visit our UC19Ottawa event website to learn more - we hope to see you there!](#)