

Sponsorship and Exhibitor Prospectus

2025



**ANNUAL
CONFERENCE AND
TRADE SHOW**

LAKE LOUISE, ALBERTA

MARCH 31 - APRIL 3, 2025

About us

MISA was founded on the concepts of sharing best practices, collaboration among peers and volunteerism. These attributes remain fundamental to who we are and how we operate.

The MISA Prairies Annual Conference and Trade Show is the “can’t miss” municipal IT networking event in the prairie provinces.

To attend any events hosted by MISA Prairies, a MISA memberships must be current and in good standing (2025 membership renewals will be sent the end of December to current 2024 members).

Non-Municipal (Vendor Partner) Member Rate : \$300

Review membership information here or contact events@misaprairies.ca.



Why Sponsor with us?

The MISA Prairies Annual Conference and Trade Show is the platform that can help you increase your brand awareness, generate new leads, and promote new and exciting products to municipal IT leaders and professionals.

Join us at the MISA Prairies 2025 Annual Trade Show and Conference in the stunning Lake Louise, Alberta! This event kicks off with a full day of in-depth workshops, followed by two and a half days packed with keynote speakers, plenary sessions, dynamic discussions, and unparalleled networking opportunities.

Connect with municipalities from Alberta, Saskatchewan, and Manitoba to exchange experiences on municipal IT challenges, explore future strategies, and stay ahead of IT trends with insights from industry experts.

MISA Prairies invites members from the municipal sector as well as IT & Communication organizations across North America to participate in our diverse forums designed to foster networking and business development. Don't miss this chance to learn, share, and grow with leaders in the field!



DIAMOND SPONSORSHIP – \$12,000 + applicable taxes

ALL DIAMOND SPONSORSHIPS INCLUDE:

- 30-minute speaking opportunity (25-minute presentation and 5-minute Q & A).
- Double Trade Show booth, table, three chairs, electricity
- Wi-Fi
- Lead capture
- Attendee list
- Recognition on the web page, conference mobile app, and digital promotions
- 3 door prizes included (approximately \$750 total value) purchased by MISA Prairies and presented on behalf of the Sponsor
- Includes 3 event passes*
 - *does not include the Wednesday evening event. Tickets are an additional \$25 and are limited
 - *registrations must be completed by March 7, 2025

Select one of the options below:

D1: Tuesday, April 1 – In Room TV Attendee Welcome – Welcome attendees as they enter their guest rooms. Your company logo alongside the MISA Prairies logo will be displayed on the in-room television.

D2: Wednesday, April 2 – In Room TV Attendee Welcome – Welcome attendees as they enter their guest rooms. Your company logo alongside the MISA Prairies logo will be displayed on the in-room television.

D3: Conference Facility Sponsorship – Surrounded by soaring mountain peaks, the majestic Victoria Glacier, and a glistening emerald lake, the iconic Fairmont Chateau Lake Louise hotel offers 5-star luxury amid unparalleled natural beauty. Conference sponsor will have their logo alongside the MISA Prairies Logo placed throughout the facility.

D4: Leadership Breakout Room Sponsor – Sponsoring a conference breakout room for the entire day gives attendees the opportunity to see your logo on signage as they enter and exit rooms.

D5: GIS Breakout Room Sponsor – Sponsoring a conference breakout room for the entire day gives attendees the opportunity to see your logo on signage as they enter and exit rooms.

D6: Technical Breakout Room Sponsor – Sponsoring a conference breakout room for the entire day gives attendees the opportunity to see your logo on signage as they enter and exit rooms.

D7: Conference App Sponsor – Attendees will have the opportunity to view event information from their smart phones and tablets via the conference mobile app. This convenient tool will offer the practical information attendees need to find their way around the conference, including the session agenda, exhibitor and attendee information, conference logistics, and other event activities. Attendees will be able to access their saved agendas and up-to-date information on session changes as well as complete session evaluations for continuing education credit. This Sponsorship opportunity includes recognition on the web page, and app.

PLATINUM SPONSORSHIP - \$10,000 + applicable taxes

ALL PLATINUM SPONSORSHIPS INCLUDE:

- 8 x 10 trade show space with a 6' skirted table and two chairs (***Due to space constraints only one table and two chairs are permitted**)
- Wi-Fi
- Lead capture feature
- Attendee list
- Recognition on the web page, conference mobile app, and digital promotions
- 2 door prizes (up to \$500 total value) purchased by MISA Prairies and presented behalf of the Sponsor
- Includes 2 event passes
 - *does not include the Wednesday evening event, unless otherwise noted. Tickets are an additional \$25 and are limited
 - *registrations must be completed by March 7, 2025

Select one of the options below:

P1: Tuesday, April 1 - Welcome Address, and Keynote Speaker Introduction – Here's your opportunity to welcome attendees, introduce yourself and speak about your company (five-minutes), followed by introducing the keynote speaker.

P2: Thursday, April 3 - Welcome Address, and Keynote Speaker Introduction – Here's your opportunity to welcome attendees, introduce yourself and speak about your company (five-minutes), followed by introducing the keynote speaker.

P3: Wednesday, April 2 - Municipal Showcase Host: Prior to hosting the hour and half municipal showcase, take five-minutes to introduce yourself and your company. Announce and present the municipal showcase award to the winner.

P4: Professional Headshot Sponsor: You'll have the opportunity to connect with attendees at an exclusive location, where they'll be capturing their professional headshots. It's the perfect chance to network, make lasting impressions, and be part of an unforgettable experience.



PLATINUM SPONSORSHIP - continued

Select one of the options below:

P5: Tuesday, April 1 – Evening Reception & Gala Dinner Sponsor – Each year at our annual conference we host an evening of celebration and recognition. This is an opportunity to welcome attendees on the first full conference day and introduce yourself and your company in a five-minute welcome address. You will also have the exciting opportunity to have your company logo added to the double spout ice sculpture drink station. This fun feature will be a highlight of the evening, offering attendees a unique way to enjoy their beverages.

P6: Tuesday, April 1 – Evening Photobooth Sponsor – Bring attendees together to create memorable experiences with the photobooth.

P7: Wednesday, April 2 – Uniquely Alberta Dinner Sponsor– On the last evening attendees will celebrate the unique culture, heritage and natural beauty of Alberta this will be a wonderful end to the conference at a unique “off-site” location. This is an opportunity to address attendees on the last conference day and introduce yourself and your company in a five-minute welcome address. *Includes two tickets to Wednesday evening dinner and entertainment.

P8: Wednesday, April 2 – Outdoor Fire and Horse Sleigh Ride Sponsor – Create a warm and fuzzy experience for guests as they mingle near the outdoor fire pit while awaiting the enchanting horse sleigh ride to the dinner location. **Includes two tickets to the Wednesday Evening Dinner and Entertainment.



GOLD SPONSORSHIP - \$8,000 + applicable taxes

ALL GOLD SPONSORSHIPS INCLUDE:

- 8 x 10 trade show booth with a 6' skirted table and two chairs (***Due to space constraints only one table and two chairs are permitted**)
- Wi-Fi
- Lead capture feature
- Attendee list
- Recognition on the web page, conference mobile app, and digital promotions
- 2 door prizes (up to \$500 total value) to be presented at the Gala Dinner on behalf of the Sponsor
- Includes 2 event passes
 - *does not include the Wednesday evening event, unless otherwise noted. Tickets are an additional \$25 and are limited
 - *registrations must be completed by March 7, 2025

Select one of the options below:

G1: Monday, March 31, Walking Reception Location 1 - Host attendees at one of our walking reception locations. Included are sponsor logoed drink tickets (1 per person provided by the group leader), and pre-arranged appetizers. We do the work so sponsors can show up and mingle! *Sponsor to provide pop-up banner.

G2: Monday, March 31, Walking Reception Location 2 - Host attendees at one of our walking reception locations. Included are sponsor logoed drink tickets (1 per person provided by the group leader), and pre-arranged appetizers. We do the work so sponsors can show up and mingle! *Sponsor to provide pop-up banner.

G3: Monday, March 31, Walking Reception Location 3 - Host attendees at one of our walking reception locations. Included are sponsor logoed drink tickets (1 per person provided by the group leader), and pre-arranged appetizers. We do the work so sponsors can show up and mingle! *Sponsor to provide pop-up banner.

G4: Monday, March 31, Walking Reception Location 4 - Host attendees at one of our walking reception locations. Included are sponsor logoed drink tickets (1 per person provided by the group leader), and pre-arranged appetizers. We do the work so sponsors can show up and mingle! *Sponsor to provide pop-up banner.



GOLD SPONSORSHIP - continued

G5: Monday, March 31, Walking Reception Location 5 - Host attendees at one of our walking reception locations. Included are sponsor logoed drink tickets (1 per person provided by the group leader), and pre-arranged appetizers. We do the work so sponsors can show up and mingle! *Sponsor to provide pop-up banner.

G6: Monday, March 31, Hospitality Suite - Mingle with attendees in the Lago room on the evening of conference day one. Includes pre-arranged appetizers and 50 drink tickets with sponsor logo, as well as the opportunity to purchase more logoed drink tickets in advance. *Sponsor to provide pop-up banner.

G7: Tuesday, April 1, Hospitality Suite - Mingle with attendees in the Lago room on the evening of conference day two. Includes pre-arranged appetizers and 50 drink tickets with sponsor logo, as well as the opportunity to purchase more logoed drink tickets in advance. *Sponsor to provide pop-up banner.

G8: Wednesday, April 2, Hospitality Suite - Mingle with attendees at the barn on the evening of conference day three. Includes pre-arranged appetizers and 50 drink tickets with sponsor logo, as well as the opportunity to purchase more logoed drink tickets in advance. *Sponsor to provide pop-up banner. **Includes two tickets to Wednesday evening dinner and entertainment.



SILVER SPONSORSHIP - \$6,000 + applicable taxes

ALL SILVER SPONSORSHIPS INCLUDE:

- 8 x 10 trade show space with a 6' skirted table and two chairs (***Due to space constraints only one table and two chairs are permitted**)
- Wi-Fi
- Lead capture feature
- Attendee list
- Recognition on the web page, conference mobile app, and digital promotions.
- 1 door prize (approximately \$250 total value) to be presented at the Gala Dinner on behalf of the Sponsor
- Includes 2 event passes
 - *does not include the Wednesday evening event, unless otherwise noted. Tickets are an additional \$25 and are limited
 - *registrations must be completed by March 7, 2025

Select one of the options below:

S1: Tuesday, April 1, Breakfast – Kick off the conference with a full hot breakfast. This is an opportunity to welcome attendees on the first full conference day and introduce yourself and your company in a five-minute welcome address.

S2: Tuesday, April 1 and Wednesday April 2, Morning Break – Provide morning refreshments for all attendees. Includes sponsor logo stir sticks.

S3: Tuesday, April 1, Lunch – Provide a gourmet hot lunch for all attendees prior to afternoon sessions. Includes the opportunity to introduce yourself and your company in a five-minute welcome address.

S4: Tuesday, April 1, Entertainment – Take the opportunity to introduce yourself and your company in a five-minute address before introducing the evening entertainment.

S5: Wednesday, April 2, Breakfast – Kick off the conference with a full hot breakfast. This is an opportunity to welcome attendees on the final conference day and introduce yourself and your company in a five-minute welcome address.

S6: Wednesday, April 2, Lunch – Provide a gourmet hot lunch for all attendees prior to afternoon sessions. Includes the opportunity to introduce yourself and your company in a five-minute welcome address.

S7: Wednesday, April 2, Entertainment – Take the opportunity to introduce yourself and your company in a five-minute address before introducing the evening entertainment (*includes two tickets to the Wednesday, evening dinner).

S8: Thursday, April 3 Grab and GO Lunch – As the conference wraps up, send attendees away with a healthy grab and go lunch.

SILVER SPONSORSHIP - continued

Select one of the options below:

S9: Registration Desk – The Registration Desk is the first stop for all conference attendees. Signage with your company logo will be placed here and visible while attendees are checking in as well as when they come and go.

S10: Tradeshow Scavenger Hunt Sponsor – Be part of the adventure. This sponsorship opportunity will see your company logo alongside the MISA Prairies logo on the front of the scavenger hunt booklet. A member from your team will complete the draw announce the winner at the end of lunch on Wednesday, April 2.



BRONZE SPONSORSHIP - \$4,000 + applicable taxes

ALL BRONZE SPONSORSHIPS INCLUDE:

- 8 x 10 trade show booth with a 6' skirted table and two chairs (***Due to space constraints only one table and two chairs are permitted**)
- Wi-Fi
- Lead capture feature
- Attendee list
- Recognition on the web page, conference mobile app, and digital promotions
- Includes 2 event passes
 - *does not include the Wednesday evening dinner/entertainment. Tickets are an additional \$25 and are limited.
 - *registrations must be completed by March 7, 2025



SPONSORSHIP APPLICATION

Please click on the link below to complete the sponsorship Application.

MISA Prairies will reach out to confirm the sponsorship level and details once the form is completed.

Click on the link to start **Sponsor Application** once complete a contract will be sent for signature. Please ensure you and your team have reviewed the **Vendor Code of Conduct**, prior to completing the Sponsorship Application.



EXHIBITOR INFORMATION

Trade Show:

Move-in

Monday, March 31 – 2:00 PM – 4:00 PM

Partner Reception

Monday, March 31 – 4:00 PM – 4:30 PM

Trade Show Hours

Monday, March 31 – 4:00 PM – 6:30 PM

Tuesday, April 1 – 9:30 AM – 6:30 PM

Wednesday, April 2 – 8:30 AM – 11:00 PM

Move-out

Wednesday, April 2 – 11:00 AM – 12:00 PM

Material Handling Information:

GES Events will be assisting with shipping and receiving of all conference items. **NO items are to be shipped directly to the hotel, all material handling MUST be conducted through GES.**



DRAFT CONFERENCE SCHEDULE

Monday, March 31, 2025

Pre-Conference Workshops (Workshop attendees only) 7:30 am - 4:30 pm (not included in conference registration)



DRAFT CONFERENCE SCHEDULE

Tuesday, April 1, 2025

Title	Start Time	End Time
Breakfast	7:30 AM	8:30 AM
Welcome Address and Keynote / Speaker Introduction	7:45 AM	8:30 AM
Keynote Speaker	8:30 AM	9:30 AM
AM Coffee Break	9:30 AM	10:15 AM
Trade Show Open	9:30 AM	6:30 PM
Partner Presentation #1	10:20 AM	10:50 AM
Municipal Presentation #1	10:20 AM	10:50 AM
Municipal Presentation #2	10:20 AM	10:50 AM
GIS Presentation #1	10:20 AM	10:50 AM
Partner Presentation #2	11:00 AM	11:30 AM
Municipal Presentation #3	11:00 AM	11:30 AM
Municipal Presentation #4	11:00 AM	11:30 AM
GIS Presentation #2	11:00 AM	11:30 AM
Partner Presentation #3	11:40 AM	12:10 PM
Municipal Presentation #5	11:40 AM	12:10 PM
Municipal Presentation #6	11:40 AM	12:10 PM
GIS Presentation #3	11:40 AM	12:10 PM
Lunch	12:10 PM	1:10 PM
Dessert	1:10 PM	1:40 PM
Partner Presentation #4	1:40 PM	2:10 PM
Municipal Presentation #7	1:40 PM	2:10 PM
Municipal Presentation #8	1:40 PM	2:10 PM
GIS Presentation #4	1:40 PM	2:10 PM
Leadership Fireside Chat	2:20 PM	3:20 PM
Technical Panel	2:20 PM	3:20 PM
GIS Panel	2:20 PM	3:20 PM
Tradeshow Reception	3:20 PM	4:30 PM
Free Time	4:30 PM	6:00 PM
Gala Dinner	6:00 PM	9:00 PM
Entertainment	9:00 PM	10:00 PM
Hospitality Suite	10:00 PM	1:00 AM

DRAFT CONFERENCE SCHEDULE

Wednesday, April 2, 2025

Session	Start Time	End Time
Breakfast	7:30 AM	8:30 AM
Tradeshow Open	8:30 AM	11:00 AM
Partner Presentation #5	8:30 AM	9:00 AM
Municipal Presentation #9	8:30 AM	9:00 AM
Municipal Presentation #10	8:30 AM	9:00 AM
Partner Presentation #6	9:10 AM	9:40 AM
GIS Presentation #5	9:10 AM	9:40 AM
Municipal Presentation #11	9:10 AM	9:40 AM
Municipal Presentation #12	9:10 AM	9:40 AM
GIS Presentation #6	9:10 AM	9:40 AM
Coffee Break	9:40 AM	10:20 AM
Leadership Round Table	10:30 AM	11:45 AM
Technical Round Table	10:30 AM	11:45 AM
GIS Round Table	10:30 AM	11:45 AM
Lunch	11:45 AM	12:45 PM
Partner Presentation #7	12:45 PM	1:15 PM
Municipal Presentation #13	12:45 PM	1:15 PM
Municipal Presentation #14	12:45 PM	1:15 PM
GIS Presentation #7	12:45 PM	1:15 PM
Municipal Showcase BC Winner	1:30 PM	1:45 PM
Municipal Showcase #1	1:50 PM	2:05 PM
Municipal Showcase #2	2:10 PM	2:25 PM
Municipal Showcase #3	2:30 PM	2:45 PM
Municipal Showcase #4	2:50 PM	3:05 PM
Closing Remarks & Voting Instructions	3:05 PM	3:10 PM
Free Time	3:10 PM	5:30 PM
Cocktail Reception & Campfire	5:30 PM	6:30 PM
Dinner	6:30 PM	9:00 PM
Entertainment	9:00 PM	11:00 PM
Hospitality Suite	11:00 PM	1:00 AM

DRAFT CONFERENCE SCHEDULE

Thursday, April 3, 2025		
Session	Start Time	End Time
Breakfast	7:30 am	8:30 AM
Welcome and Keynote/ Introduction	8:15 AM	8:30 AM
Keynote Speaker	8:30 AM	9:30 AM
Coffee Break	9:30 AM	10:00 AM
Leadership and Innovation Panel	10:00 AM	11:45 AM
Lunch - Grab and Go	11:45 AM	12:00 pm



WHERE TO STAY

Fairmont Chateau Lake Louise
111 Lake Louise Dr, Lake Louise, AB T0L 1E0



MISA Prairies' has secured a guestroom block at the Fairmont Chateau Lake Louise. The guestroom block is available for reservations now until **February 28, 2025**. Reservations after this date will be subject to hotel availability and public pricing.

Individual reservations can be made by **booking online** or by contacting the Chateau Lake Louise Reservations Department directly at 1-800-230-8988 or 1-800-441-1414. Callers MUST mention they are attending MISA PRAIRIES 2025 Conference to receive the negotiated rate.

Fairmont	\$329.00	Fairmont Gold One Bedroom Suite	\$1,129.00
Fairmont Mountain View	\$329.00	Fairmont Gold Junior Suite Lakeview	\$1,129.00
Deluxe	\$479.00	Mount Temple One Bedroom Suite	\$1,129.00
Deluxe Mount Temple	\$479.00	Fairmont Gold Junior Suite	\$1,129.00
Fairmont Lakeview	\$529.00	Two Bedroom Suite	\$1,329.00
Fairmont Gold	\$579.00	Tom Wilson Suite	\$1,529.00
Deluxe Lakeview	\$629.00	Whitehorn Suite	\$1,729.00
Junior Suite	\$629.00	Glacier Suite	\$2,029.00
Fairmont Gold Lakeview	\$729.00	Fairview Suite	\$2,129.00
Junior Suite Lakeview	\$829.00	Belvedere Suite	\$2,229.00
One Bedroom Suite	\$829.00	Two Bedroom Lakeview Suite	\$2,529.00
One Bedroom Lakeview Suite	\$1,129.00	Fairmont Gold Two Bedroom Lakeview Suite	\$2,829.00

***All rates are subject to 5% GST, Tourism Improvement Fee 2%, and Alberta Tourism Levy 4%, and are subject to change without notice. *Rates are based on per night (accommodation only, single or double occupancy).**

- Wi-Fi High speed internet access
- Local calls & 1-800 access
- Business Centre
- Fitness Centre
- Indoor Aquatics Pool
- Self-parking fee \$20.00 (*negotiated rate for MISA Prairies)/ day
- Valet parking \$55.000/day
- \$16.00/day resort fee

Check-in time is 4:00 p.m. While every effort is made to accommodate guests arriving before the check-in time, rooms may not be available. Luggage may be held at the Concierge desk until the guestrooms are ready.

Check out time is 12:00 p.m. Requests to retain rooms beyond that hour should be directed to the Front Office Manager and may be subject to a late departure charge. Luggage may be held at the Concierge desk until time of departure.

Please note that MISA Prairies does not arrange for hotel reservations for guests. If you receive an email or phone call asking you to book your hotel or register for the 2024 MISA Prairies Annual Trade Show and Conference, consider it a phishing or spam attempt. MISA Prairies solely communicates about the conference through our MISA Prairies communications and website.

If you receive an email or phone call offering the 2024 MISA Prairies Annual Conference and Trade Show attendee list, consider it a phishing or spam attempt. MISA Prairies does not share the attendee list with outside sources.



JOIN US IN LAKE LOUISE!

