



# 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



Innovation, Science and  
Economic Development Canada

Innovation, Sciences et  
Développement économique Canada



National Research  
Council Canada

Conseil national de  
recherches Canada



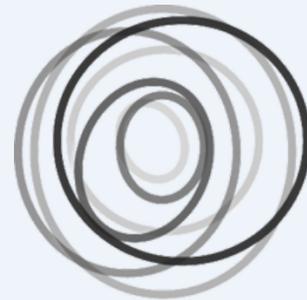
# Previous Partners (Cont'd)



**GenomeCanada**



**UK Research  
and Innovation**



**Research  
Manitoba**



**CANADA'S  
tech network**



**uOttawa**



**COLLEGES &  
INSTITUTES  
CANADA**

**COLLÈGES &  
INSTITUTS  
CANADA**



**IDEaS**  
**INNOVATION FOR DEFENCE  
EXCELLENCE AND SECURITY**

**Toronto  
Metropolitan  
University**



**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

### 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*

# Last Year's Conference

## Canada's Prosperity Conundrum 2021

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.

### CONFERENCE SPEAKERS/MODERATORS



**AJ Tibando**

Executive Director and cofounder of Palette Skills Inc



**Alejandro Adem**

President, Natural Sciences and Engineering Research Council of Canada



**Angela Kaida**

Associate professor and epidemiologist in the Faculty of Health Sciences at Simon Fraser University



**Avey Peters**

Chief Strategy Officer at Communtech



**David Watters**

Founder & CEO, Global Advantage Consulting Group Inc



**David Lisk**

Vice-President of the National Research Council of Canada



**Duncan Stewart**

Partner, Deep Tech Venture Fund, Business Development Bank of Canada



**Elica Maine**

W.J VanDusan Professor of Innovation & entrepreneurship at the Beedie School of Business



**Catherine Stewart**

Assistant Deputy Minister for International Affairs at Environment and Climate Change Canada



**Cathy Priestner Allinger**

CEO of Allinger Consulting International



**Chris Albinson**

President & CEO of Communtech, & Co-Founder & Managing Director of BreakawayGrowth Fund



**Claudia Krywiak**

President and CEO, OCI



**Emmanuel Kamarianakis**

Director General, Investment, Innovation and Education at Global Affairs Canada



**Erin Stephenson**

Chief Operating Officer/Chief Marketing Officer and Co-Founder of DOZR



**Giles Gherson**

Executive Vice President & Chair of the Economic Blueprint Institute Toronto Region Board of Trade



**Hessie Jones**

Strategist, Writer, and Venture Partner

### Quick Facts

200+ Participants

775+ Speakers

9 Exclusive Partners

# 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](#)

# Our Packages



# Conference Pricing

BENEFITS	Ambassador	Mentor	Executive	Creator	Community	Lunch (April 19)	Reception	Exhibitor (Upon availability)
Welcoming Remarks (Day 1)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lunch Remarks (Day 1)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
Reception Remarks (Day 1)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>					
VIP breakfast for partners, speakers and special guests (Day 2)	<input checked="" type="checkbox"/>							
Private meeting with R\$ Editorial Team to discuss the topics that matter to you	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sponsored article in R\$ on topic of your choice	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Message in conference proceedings	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Representative on Program Committee	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Q&A with CEO in R\$ pre- or post-conference	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pre-Conference Sponsored Webinar	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sponsored Webinars to be used post-conference as part of R\$ webinar series between May and November 2023	5	4	3	2	1	0	0	0
Exhibit Booth (includes 1 additional free registration)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>				
Logo on Research Money Website	<input checked="" type="checkbox"/>							
Partner Space on EventMobi	<input checked="" type="checkbox"/>							
Logo on event marketing materials	<input checked="" type="checkbox"/>							
Logo on conference proceedings	<input checked="" type="checkbox"/>							
Opening Podium Acknowledgement (Day 1)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Opening Podium Acknowledgement (Day 2)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Closing Podium Acknowledgment (Day 2)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Free registrations	24	16	12	8	4	1	1	2
Custom On-Demand Social Media Posts for your organization. Can be used before or after the conference.	12	8	6	4	2	0	0	0
Social Media Mentions in Research Money Posts	<input checked="" type="checkbox"/>							
Innovation This Week Mentions by Research Money	<input checked="" type="checkbox"/>							
Research Money Memberships (12 months)	24	16	12	8	4	1	1	0
Innovation This Week (ITW) Banner Ad (Top) with write up - subject to availability	8	4	2	1	0	0	0	0
End of Conference Report	<input checked="" type="checkbox"/>							
<b>Price</b>	<b>\$50,000.00</b>	<b>\$25,000.00</b>	<b>\$17,500.00</b>	<b>\$12,500.00</b>	<b>\$7,500.00</b>	<b>\$5,000.00</b>	<b>\$5,000.00</b>	<b>\$3,000.00</b>

# Ambassador Package

**\$50,000**

## Key Benefits:

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- 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

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

## Branding & Promotion

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- 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

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- 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

# Mentor Package

**\$25,000**

## Key Benefits:

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- 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

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

## Branding & Promotion

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- 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

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- 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:

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- 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

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

## Branding & Promotion

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- 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

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- 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:

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

## Access

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

## Branding & Promotion

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- 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

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- 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:

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

## Access

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

## Branding & Promotion

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- 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

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- 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:

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

## Access

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

## Branding & Promotion

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

## Social Media & Advertising

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

# Reception Package

**\$5,000**

## Key Benefits:

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

## Access

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

## Branding & Promotion

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

## Social Media & Advertising

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

# Exhibitor Package

*Subject to availability*

**\$3,000**

## Key Benefits:

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

## Access

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- 2 Free Conference Registrants pass

## Branding & Promotion

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- 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

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



# Contact

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