
Conference Partner and Recognition Program

A DEMO International® 2020 Technical Conference, co-hosted by the Canadian Woodlands Forum, FPInnovations, the Canadian Wood Fibre Centre and the Université Laval
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2020 DEMO International® Conference Overview

As the forest sector starts to adapt to a new reality, the collaborating partners have been tasked to provide a high quality conference preceding the DEMO International® equipment show to be held in Venosta, Quebec.

Over the years, forest operations have constantly evolved to ensure the sector's competitiveness, enhance sustainability and improve workforce conditions. Mechanization and new technologies have been critical throughout this evolution process. The two-day, “Digital Transformation in Forest Operations” Conference will provide a forum to explore some of the next technological leaps at the doorstep of forest operations.

Exciting recent developments in the fields of robotics, automation, machine learning, artificial intelligence and big data will be presented, focussing on how the forest sector can leverage these developments to continue driving their businesses forward successfully and sustainability.

Through keynote addresses, technical sessions and discussion panels, the Conference will offer diversified perspectives from contractors, forest industry representatives, researchers and technology providers.

Who Will Attend?
Delegates from throughout North America and further abroad are likely to attend, including:

- Forestry specialists (silviculture, fire, wildlife, ecology, recreation)
- Forestry contractors (harvesting, biomass, silviculture, trucking)
- Researchers
- First Nations forest managers
- Forest investment managers
- Educators
- Government policy makers
- Financial institutions
- Heavy equipment manufacturers
- Biologists, ecologists,
- GIS and decision support software specialists
- Forest products companies & woodlands staff
- Private woodlot owners

What are the Benefits of Sponsorship?
A range of sponsorship options for the Demo International® 2020 Conference are listed on the next page. This event provides a great opportunity for sponsors to profile their businesses, products and services, while also supporting the professional fellowship within the forest industry.

- Conference sponsorship offers a rare opportunity to promote your company/organization to a large gathering of forestry professionals.
- Advertising prominence before, during and after the conference, via national newsletter, email bulletins and websites.
- An opportunity to learn about the latest developments in forestry.
- An opportunity to network with forestry professionals.

Partnership Opportunities and Benefits
Your participation as a partner of the DEMO International® 2020 Conference is essential to the success of the event; we would not be able to hold this event without your generosity and support. We hope that your organization will associate with this major event for the forest community.

The following is a list of partnership opportunities available. However, if your organization would like a customized package, we will gladly tailor the benefits to match your needs.
**Platinum Support - $5,000+**

**Top-tier recognition for:**
- Session Sponsorship
- Platinum sponsor recognition on all conference printed materials
- Name/logo on website – including a hyperlink to your company’s website
- Booth Space during the conference
- Opportunity to distribute your promotional insert in delegate kit
- Full page color advertisement within the conference program
- Acknowledgements via conference signage, Powerpoint presentations, verbal recognition during the conference
- Two complimentary delegate passes to Demo Conference

**Gold Support - $2,500+**

**Top-tier recognition as the host of one of:**
- Luncheon - (Sept. 22nd or 23rd)
- Reception - (Sept 22nd, 5:00pm - 7:00pm)
- Breakfast - Sept. 23rd
- Gold sponsor recognition on all conference printed materials
- Name/logo on website - including a hyperlink to your company's website
- Opportunity to distribute your promotional insert in delegate kit
- Half page color advertisement within the conference program
- Acknowledgments via conference signage, PowerPoint presentations and verbal recognition during the conference
- One complimentary delegate pass to the DEMO Conference

**Silver Support - $1,500+**

**Top-tier recognition as the host of one of:**
- Networking breaks, Sept. 22nd or Sept. 23rd
- Silver sponsor recognition on all conference printed materials
- Name/logo on website - including a hyperlink to your company's website
- Opportunity to distribute your promotional insert in delegate kit
- Quarter page color advertisement within in the conference program
- Acknowledgments via conference signage, PowerPoint presentations and verbal recognition during the conference
- 50% discount on delegate pass to the Demo Conference

**Bronze Support - $1,000+**

**Top-tier recognition as the host of one of:**
- Morning refreshments Sept. 22nd
- Bronze sponsor recognition on all conference printed materials
- Name/logo on website.
- Opportunity to distribute your promotional insert within delegate kit
- Business card size color advertisement within the conference program
- Acknowledgments via conference signage, PowerPoint presentations and verbally during the conference.
- 25% discount on delegate pass to the Demo Conference
**Exhibitor Opportunities**

15 Exhibitor Sites at $1,500 each

Benefits include:
- Sites will be located in the catering area where all morning/afternoon breaks will be held,
- This location will maximize your company's exposure to all conference delegates,
- An area of 8 x 10 feet will be provided; dressed table and two chairs - power to site,
- Other requirements such as internet access can be provided at an additional cost,
- Company name and logo included within the conference program,
- Acknowledgement in the partners email newsletter which is sent to all members.
- Includes one delegate pass to the DEMO Conference.

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**Conference Venue**

Enjoy a luxurious stay within walking distance of many city center attractions at Delta Hotels by Marriott Ottawa City Centre. Ideally located in downtown Ottawa, Ontario, our modern, stylish hotel offers sleek, spacious hotel rooms and suites featuring pillowtop bedding, floor-to-ceiling windows and scenic city views. Enjoy complimentary Wi-Fi throughout our hotel. Dine on delicious, locally sourced fare at LIFT Resto Lounge, our signature hotel restaurant. Maintain your fitness routine in our state-of-the-art gym, relax on our rooftop terrace or take a dip in our indoor, oversized saltwater pool. Those who are in downtown Ottawa, Ontario to host a meeting or social occasion will appreciate our complimentary business center and flexible event venues that can accommodate up to 1,100 guests. Explore Ottawa city centre with ease - Shaw Convention Centre, the ByWard Market District, Rideau Canal and Parliament Hill are moments away.

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**Delta Hotels by Marriott Ottawa City Centre**

101 Lyon St N  
Ottawa, ON K1R 5T9  
Call: 1 (613) 237-3600  
Toll Free: 1 888-236-2427

Call to book your room at the negotiated price of **$229.00**/night and be sure to mention you are attending the Demo International Conference.
Conference Management Team

- **Peter Robichaud**, *Canadian Woodlands Forum*
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Email: probichaud@cwfcof.org

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Pointe-Claire, QC H9R 3J9
Tel: (514) 782-4530
Email: mathieu.blouin@fpinnovations.ca

- **Bruce Chisholm**, *Canadian Woodlands Forum*
P.O. Box 1204, Truro, NS B2N 5H1
Tel: 902-227-8554
Email: bclall2012@gmail.com

Conference at a Glance

Monday, September 21, 2020
7:30 pm to 9:30 pm  Registration

Tuesday, September 22, 2020
7:30 am - 11:00 am  Registration
9:00 am to 9:30 am  Welcome and Opening Remarks
9:30 am to 12:00 pm  Plenary #1: Digital Transformation in Forest Operations
12:00 pm to 2:00 pm  Demo International® Luncheon
2:00 pm to 5:00 pm  Plenary #2: Logging and Trucking Around the World
5:00 pm to 7:00 pm  Demo International® Reception (5:00 pm to 7:00 pm)

Wednesday, September 23, 2020
7:30 am to 8:30 am  Complimentary Buffet Breakfast
     “Forestry 4.0: The Key Building Blocks to the Ultimate Digitally Connected, Fully Automated Forest Supply Chain”
8:30 am to 10:00 am  • Concurrent Session A – Planning
                    • Concurrent Session B - Transportation
10:30 am to 12:00 pm  • Concurrent Session C - Communication & Data
                    • Concurrent Session D - Harvesting
12:00 pm to 1:30 pm  Luncheon
1:30 pm to 3:00 pm  Plenary Session #3: Embracing New Technologies – Panel Discussion

Thursday, September 24 to Saturday, September 26, 2020

Demo International® 2020 Equipment Show
Sponsorship Application

A sponsorship application form is included as a separate sheet with this package. All applications for sponsorship will be considered on a strictly confidential basis. Opportunities are limited and will be released on a first come, first-served basis. Upon acceptance of your application to sponsor, you will be forwarded a sponsor's agreement and invoice.

Sign Me Up!

If you are interested in becoming a sponsor, or having a display booth at this event, please contact:

For Sponsorship Opportunities:

Peter Robichaud
Canadian Woodlands Forum

Tel: 902 897-6961
Email: probichaud@cwfcof.org

For Exhibit Space:

Bruce Chisholm,
Canadian Woodlands Forum

Tell: 902 227-8554
Email: bclall2012@gmail.com

If you have any questions or would like to discuss a tailored opportunity that would better align with your company's marketing initiatives, please contact us today!
The Canadian Woodlands Forum is a not-for-profit membership-based organization recognized for its commitment to effective, quality woodlands operations in support of sustainable forest management. The Mission of the Canadian Woodlands Forum is to improve the efficiency and profitability of woodlands operations, through an ongoing commitment to fostering communication, providing a means to exchange knowledge of best practices, technology and innovations, and promoting the interests of woodlands professionals & contractors in order to sustain a robust, safe, and environmentally responsible wood fibre supply chain.

Canadian Wood Fibre Centre

The Canadian Wood Fibre Centre (CWFC) is part of the Canadian Forest Service (CFS), with employees located across the country. Part of the CWFC's mandate is to work closely with FPInnovations and other stakeholders in the development and uptake of end-user relevant wood fibre research. Linking the three organizations – CWFC, CFS and FPInnovations – this way brings the federal government's priorities together with the Canadian forest sector's research needs. Within this structure, the CWFC's goal is to develop targeted, effective and environmentally responsible solutions to challenges faced by Canada's forest industries.

FPInnovations

FPInnovations is a not-for-profit world leader that specializes in the creation of scientific solutions in support of the Canadian forest sector's global competitiveness and responds to the priority needs of its industry members and government partners. It is ideally positioned to perform research, innovate, and deliver state-of-the-art solutions for every area of the sector's value chain, from forest operations to consumer and industrial products. FPInnovations' staff numbers more than 525. Its R&D laboratories are located in Québec City, Montréal, Thunder Bay, Edmonton and Vancouver, and it has technology transfer offices across Canada. For more information about FPInnovations, visit: www.fpinnovations.ca.
Support and Recognition Form

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Support

- **Platinum - $5,000+**
  - Session Sponsor

- **Gold - $2,500+**
  - Luncheon - Sept. 22nd or
  - Luncheon - Sept. 23rd
  - Reception - Sept. 22nd (5:00pm to 7:00pm)
  - Breakfast Sept. 23rd

- **Silver - $1,500+**
  - Networking break - Sept. 22nd or
  - Networking break - Sept. 23rd

- **Bronze - $1,000.00+**
  - Morning refreshments - Sept. 22nd

- **Exhibitor**
  - $1,500.00 (+ 13% HST)

Payment options:

- Online registration at: www.demointernational.com
- **Credit Card** (Visa and MasterCard accepted):
  - Card Number
  - Expiration
  - Name as it appears on card (please print)
  - Cardholder’s signature

- **Cheque** - please make cheque payable to:
  - Canadian Woodlands Forum
  - Mail to: Canadian Woodlands Forum P.O. Box 1204, Truro, NS B2N 5H1
  - For information call: 902 897-6961

Email completed form to: probichaud@cwfcof.org
or Fax to: (902) 897-6976