



Rethinking Municipal Service

2024 Conference Sponsorship Opportunities

www.mdso.ca



/ MSDO Conference

The Municipal Service Delivery Officials are pleased to present the MSDO Conference in Kelowna, British Columbia - May 14-16, 2024. The conference theme is The Customer Experience and will celebrate 20 years of MSDO!

The national annual conference is a flagship event for MSDO.

Each year, this conference features three days of engaging discussions, networking opportunities and plenary sessions focused on current and future customer service and technology trends that directly impact municipal professionals who are front line staff, managers and directors.

Over the years, the Annual Conference has acted as the central hub for municipalities across Canada and partners to come together to discuss, brainstorm and connect with each other on issues and topics that impact their organizations and communities.

Sponsors play a crucial part at the conference as our municipal members are always eager to learn from industry experts and connect with companies that can help implement strategies, technology, plans and vision.

Why Sponsor MSDO?

#1 Gain Access

MSDO Conference is your gateway to 75+ municipal customer service leaders and professionals across Canada.

#2 Networking Opportunities

Interact face-to-face with municipal attendees during trade show, expand your reach by attending social networking events, having meaningful conversations and making new connections. Networking events are the most valuable component of conference.

#3 Increase Brand Exposure

Showcase your company and feature the products and services that help municipalities achieve their goals.

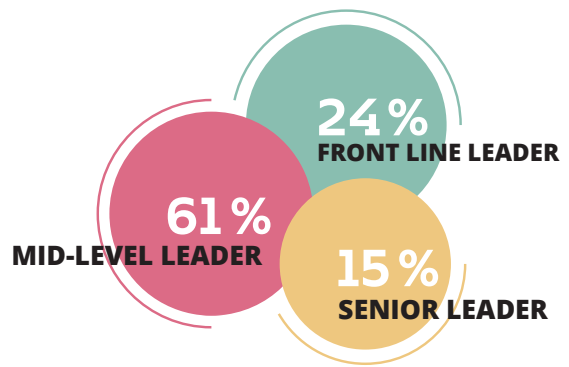
#4 Be A Thought Leader

This is an opportunity to position yourself and your company as a leader and expert in your field to our members.

58

Number of Municipal Members

There are 58 municipal members of MSDO.



Member Profile

The MSDO National Conference positions your organization in front of leaders who are focused on service delivery excellence in Canada.

Provinces with Municipal Members

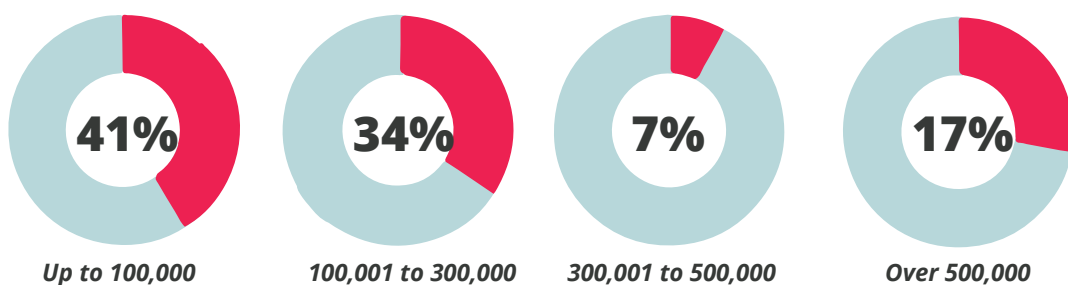
The following provinces have municipalities who are members: British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Nova Scotia, Newfoundland and Labrador and New Brunswick.



Member Location

West (west of ON) – 12
Central (ON) – 43
East (east of ON) – 3

Number of members by population size of municipality



Sample Program At A Glance

Day 1

Learning Event

Welcome Lunch & Networking

Plenary Sessions

Vendor Tradeshow

Welcome Reception & Networking

Day 2

Breakfast & Networking

Plenary Sessions

Lunch & Networking

Plenary Sessions

Vendor Tradeshow

Keynote

Dinner & Networking

Day 3

Breakfast & Networking

Plenary Sessions

Lunch & Networking

Plenary Sessions

Vendor Tradeshow

Learning Event

Dinner & Networking

Closing Remarks



2024 Sponsor Options

Kelowna, BC | May 14-16, 2024

Benefit	Platinum Champion \$10,000 x2 Available	Gold Supporter \$5,000 x3 Available	Silver Ambassador \$2,500 x4 Available
Exclusive Opportunity	X		
Pre-Conference Recognition			
Conference Website (including logo and link) advertising your sponsorship level.	Y	Y	Y
Company Involvement at Conference			
Conference Session Stand Alone Non-Sales Speaking Invitation (includes 15 min Q&A)	60 min.		
Non-Sales Presentation or Panel on Service Delivery-Related Solutions		25 min.	
Full Conference Pass (ALL access pass)	4	2	1
Tabletop exhibit (one 6' draped table, two chairs; WiFi)	Y	Y	Y
Company Recognition at Conference			
Verbal acknowledgement at start and end of each day advertising your sponsorship level	Y	Y	Y
Signage at Conference advertising your sponsorship level	Y	Y	Y
Promo Materials in Conference delegate bag	Y	Y	Y
Recognition as Monday Welcome Reception Sponsor	Y		
Recognition as a Lunch Sponsor		Y	
Recognition as a Break Sponsor			Y
Social Media Recognition (Twitter, Instagram) of your Sponsorship	Y	Y	Y
Post Event Benefit			
Access to Attendee Registration List	Y	Y	Y

Add-On Sponsorship Opportunities Available to Conference Wide Sponsors

Add-On Conference-Wide sponsorships opportunities are available. Contact conference@msdo.ca for further details on each of the opportunities available.

For Example:

Conference Lanyard, Hotel Room Key, Charging Stations, WiFi with Customized Passcode, Headshot booth by professional photographer, Raffle Prizes, Morning or Afternoon Break, or Hospitality Suite.

To ensure your organization is properly recognized, please express your interest at your soonest convenience or by April 15, 2024. Please complete an application online or email conference@msdo.ca.

Sponsorship Terms & Conditions

These terms and conditions are an essential part of the sponsorship agreement. Please retain this page for your records and appropriate follow up.

1. MANAGEMENT – The Municipal Service Delivery Officials Board of Directors (MSDO Board) reserves the right to render all interpretations and to establish further or to amend regulations as it may be deemed necessary for the proper conduct and general success of the Conference. You can email conference@msdo.ca for all sponsorship related matters.

2. INVOICES – An invoice(s) will be issued by MSDO for sponsorships. Sponsorship payments are to be made via credit card (preferred) or Electronic Fund Transfer and **must be received in full prior to the start of the Conference.**

For credit card payments, contact Canice Mok at canice.mok@york.ca or 1-877-464-9675 x77644 to arrange payment. You will be requested to provide your credit card number and expiry date information for the payment to be processed.

For Electronic Fund Transfer, contact Canice Mok at canice.mok@york.ca or 1-877-464-9675 x77644. Provide the applicable form to MSDO and MSDO will complete and return to your organization.

Requests for alternate payment arrangements (e.g. installment payments) may be accommodated and are to be made in writing to Michelle Orth. Requests are subject to approval by both the MSDO Chair and the MSDO Treasurer. **Should a request not be approved, payment must be received in full prior to the start of the Conference.**

3. SALES - All sponsorships are final. Refunds will not be issued.

4. COMPETING EVENTS CLAUSE – Sponsors shall not host, sponsor, or participate in any hospitality suites/rooms, social functions, education seminars, outings, group activities, or similar events during the conference program without prior approval of MSDO Board.

All activities and events conducted during the conference program, including events permitted by the MSDO Board must be arranged through conference@msdo.ca. Sponsors shall not contract directly with the hotel, its vendors, or other venues for any element of a hospitality event.

5. MSDO DELEGATE LIST – The final delegate list will be made available to all sponsors post event on or prior to June 1, 2024. The list provided to sponsors will comply with current privacy laws.

6. DEADLINES – Sponsors must provide information and deliverables by deadlines in order to receive specified benefits. If information and other materials do not arrive by the deadline, sponsors waive their rights to those benefits. MSDO Board is under no obligation to issue reminders. The deadlines for the 2024 MSDO National Conference are as follows:

Item	Purpose	Deadline	Submitted To
Company Logo (in vector and jpeg format)	Featured on conference website	April 15, 2024	conference@msdo.ca
Presentation slide deck + other digital presentation items	Inclusion in MSDO Member Forum Post Event	April 15, 2024	conference@msdo.ca
75 Promotional Items	Inclusion in registration packages	April 15, 2024	City of Kelowna Attn: Andreas Boehm Kelowna City Hall 1435 Water Street Kelowna BC V1Y 1J4

7. CONTACT PERSON – Companies are urged to assign one person to communicate with MSDO or designated event planner on all matters pertaining to their participation as sponsors. MSDO or a designated event planner will send information and materials to the contact person listed on the Application Form. MSDO or a designated event planner is not responsible for relaying information among different branches/departments of sponsoring companies.

8. TERMINATION OF CONTRACT – This contract will terminate without liability to either party if substantial performance of either party's obligations is prevented by an unforeseeable cause reasonably beyond that party's control. Such causes include but are not limited to the following: acts of God; regulations or orders of governmental authorities; fire, flood or explosion; war, disaster, curtailment of transportation facilities; or other emergency making it illegal, or otherwise impossible to provide the facilities or the services to hold the conference; any delay in necessary and essential construction or preparation of the conference facility, strike, lockout or work stoppage or other restraint of labour, either partial or general, from whatever cause. The MSDO Board will, in the event of impossibility of performance of any of the above, reimburse the sponsor on a pro-rated basis on any amount paid, less any and all legitimate expenses incurred, such as but not limited to rent, printing, and operating costs.

Sponsorship Application Form

Name of Company: _____

Contact Person: _____

Title: _____

Address: _____

City/Province: _____

Postal Code: _____

Phone: _____ **Email:** _____

Website _____

(to be linked from the conference website)

I am an authorized representative of the above-named company with the full power and authority to sign and deliver this application. I have read and understand the above stated sponsorship terms and conditions. I hereby agree to the sponsorship terms and conditions.

Name of Authorized Officer: _____

Title: _____

Signature of Authorized Officer: _____

Date: _____

Sponsor Level

Platinum Champion
\$10,000 x2 Available

Gold Supporter
\$5,000 x3 Available

Silver Ambassador
\$2,500 x4 Available

We accept payment by:

Cheque
VISA
Master Card
American Express

For more information on payments, please see section 2 of the Sponsorship Terms and Conditions.

EARLY BIRD \$875

MSDO.CA/CONFERENCE

2024

MSDO National Conference

Celebrate 20 Years With Us!

Expand your learning, gather best practices, benefit from shared lessons and practical case studies, build working relationships and discover together how we can collaborate to build a stronger culture of service delivery excellence for Canadians.

Our 2024 conference theme is Customer Experience and will have topics of interest for everyone, plus popular networking activities and other amazing social events that take advantage of what Kelowna has to offer.

Join us to hear from leading keynote speakers and your peers about their new initiatives to improve service and how technologies like artificial intelligence, can support your work.

The 2024 National Conference is a great opportunity to celebrate 20 years of coming together, the importance and value of networking and the transformation that municipalities are going through to provide great service.

14-16
MAY
KELOWNA, BC

Early bird price ending soon!

Early bird pricing is ending February 29, 2024. Register now at msdo.ca/conference!

Early Bird Registration..... \$875
Regular Registration..... \$975

Register now and use SAVE100 coupon code to save \$100 on conference registration.



OUR SCHEDULE

ABOUT YOUR HOST

Located on the traditional, ancestral, unceded territory of the syilx/Okanagan people, Kelowna is a vibrant mid-sized city in the southern interior of British Columbia, Canada. It is situated in the heart of the Okanagan Valley, surrounded by mountains, lakes and vineyards. With a population of nearly 150,000 people, it is the largest city in the Regional District of Central Okanagan.

The region is renowned for its wine industry and is home to a top-ranked university, a world-class teaching hospital, the second largest trade school in the province, and Kelowna International Airport, one of the largest economic drivers in the Southern Interior. Kelowna's natural environment is a cornerstone of its identity, supporting the community's health, economy, and livability.

The city offers numerous parks, trails, beaches and recreational facilities, which provide a range of activities for residents and visitors. This, coupled with a diverse economy and vibrant arts and culture scene, bolsters a strong sense of community and high quality of life year-round.

We can't wait to welcome you to our city and all it has to offer!

MAKE YOUR CASE FOR ATTENDING

Attending the national conference offers a number of benefits for customer service professionals:

- learn about the latest trends and developments in service delivery
- stay up-to-date on industry best practices and technological innovations
- access valuable training and professional development opportunities
- network and tap into a network of colleagues and industry vendors who can provide valuable insights and information on topics that your municipality is interested in
- increase your municipality's visibility at a national scale

Tuesday, May 14, 2024

- Conference Registration
- Learning Event
- Welcome Lunch & Networking
- Opening Remarks and Welcome from the City of Kelowna
- Plenary Session
- Keynote Address
- Professional Headshot Photobooth
- Evening Reception

Wednesday, May 15, 2024

- Breakfast & Networking
- Conference
- Lunch & Networking
- Annual General Meeting & Board Election
- Keynote Address
- Dinner & Networking

Thursday, May 16, 2024

- Breakfast & Networking
- Conference
- Lunch & networking
- Learning event
- Dinner & networking

**Program is subject to change without notice.*

Conference & hotel venue

Coast Capri Hotel
1171 Harvey Ave., Kelowna BC
800-663-1144

To reserve your room with the special conference rate of \$169, please call the number above and quote group code CCH-GFC29762 or use booking link <http://coa.st/MSDOConference> before April 13, 2024.

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CONTACT US:

✉ conference@msdo.ca

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