

Sponsorship  
Proposal



# JAMAICA GIS USER CONFERENCE

October 10 -12, 2017



# GET INVOLVED

## ... *Geospatial Technologies - Mapping Our Way to Secure Communities*

### Focus Area

**‘Security and safety’** is a major development concern for the Jamaican and other Caribbean societies. The focus area for Geography Awareness Week (GAW) 2017 is therefore *‘Geospatial Technologies- Mapping Our Way to Secure Communities.’*

Geographic Information Systems (GIS) and associated technologies can be used to address major national security and public safety challenges. GIS tools offer the capability of monitoring, predicting and countering threats while helping to strategize and support field operations. The use of

advanced spatial analytical techniques and imaging technologies enables the continuous flow of data between intelligence, law enforcement agencies and security companies in pre, real time and post operations.

### LICJ 25

The 25<sup>th</sup> anniversary of the establishment of the Land Information Council of Jamaica (LICJ) will be held during the 11<sup>th</sup> annual recognition of Geography Awareness Week (GAW).

A series of events are planned leading up to GIS Day 2017. These activities will highlight the successes in utilizing GIS and

related technologies over the 25 years and how GIS is being implemented within Jamaica, as well as its applicability across various sectors ranging from land administration and environmental management to disaster response and socio economic analyses.

### GIS User Conference

A GIS User Conference (UC) will be held **October 10-12, 2017** in Kingston Jamaica, with the final day being an **award ceremony** to recognize contributions to the advancement of the local geospatial industry and the work of the Land Information Council of

Jamaica. The conference will comprise a **special track** dealing with the overall focus area of GIS for national security and public safety; exploring how geographic data, combined with other information, will help with achieving development goals.

## Objectives of the User Conference

- ✚ To bring key players, ideas and innovations together.
- ✚ To create a platform to network with leaders, policy makers and experts of industry.
- ✚ To focus on the ways that GIS technologies can help to

address public safety and security.

- ✚ To highlight the achievements to date of the Land Information Council of Jamaica and recognize the achievement of GIS icons.

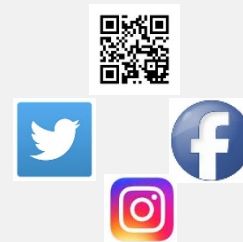
## Participation for GIS UC

~200-300 participants from both the geospatial and development communities locally and across the region will participate. The forum targets geospatial technology providers, users, policy makers, the security sector, social sector and academia with market intelligence, latest technology

knowledge, success stories and for capacity building.

## Expected Outcomes

- 1) Increased use of GIS in decision-making in Government and the private sector.
- 2) Expanded use of GIS technology to track sustainable development priorities/goals and address security issues.



Visit us: <http://gisuserconferenceja.com/>

## ABOUT THE CONFERENCE

Date	Event	Description	Venue	Audience	Participation (Approx.)
October 10-12	<b>GIS User Conference</b>	The GIS User conference will bring together key stakeholders, ideas and innovations to discuss the use of geospatial technologies for development purposes. It will comprise a special track dealing with GIS for national security and public safety	<b>Jamaica Pegasus Hotel, Kingston</b>	<ul style="list-style-type: none"> <li>▪ GIS professionals from the private and public sectors, academia, research community in Jamaica and across the Caribbean region.</li> <li>▪ Sector specific organizations</li> <li>▪ Security Companies</li> <li>▪ General Public</li> </ul>	<b>250-300 persons</b>
October 12	<b>LICJ Awards Ceremony</b>	Ceremony to recognize contributions to the advancement of the local geospatial industry and the work of the Land Information Council of Jamaica	<b>Jamaica Pegasus Hotel, Kingston</b>	<ul style="list-style-type: none"> <li>▪ GIS professionals from the private and public sectors, academia, research community in Jamaica and across the region.</li> <li>▪ Sector specific organizations</li> <li>▪ Security Companies</li> </ul>	<b>150-200</b>

# SPONSORSHIP OPPORTUNITIES

## WHY SPONSOR ONE OF OUR EVENTS?

The **GIS User Conference** is an inaugural event for the industry and addresses a topical issue. It is anticipated that the conference will attract participants from across the Caribbean region from both government and the private sector. Your sponsorship will increase your visibility among the stakeholders across several sectors. The conference will give all participants opportunities to network among key decision makers and professionals within the industry.

The User Conference offers the opportunity for both government and private entities to participate in our exhibition for the event. Limited spaces are available. **For exhibition kit email [gis\\_coordinator@cwjamaica.com](mailto:gis_coordinator@cwjamaica.com)**

**Sponsors are also invited to fund and brand the event.**

*PLATINUM*



**Lead Sponsor**

J\$1,000,000.00

### **Benefits**

The lead sponsor at this level will enjoy full on-site and advertising visibility including:

- ◆ Logo placement and listing as the lead sponsor in all advertising and social media;
- ◆ Logo displayed on Ministry website with link to sponsor's website;
- ◆ Verbal recognition at General Session;
- ◆ External branding – feather banners or other such items;
- ◆ Logo displayed on all conference promotional documents; print and electronic advertisements; as well as on agreed Conference promotional items;
- ◆ Premium exhibit space for two 10' x 10' booths in the Exhibition Hall;
- ◆ Agreed number of passes to all the events;
- ◆ Two Exhibitor passes and eight (8) tickets to the banquet & award ceremony
- ◆ Title sponsor for one of the following: one (1) event from the social programme, either the Welcome Cocktail Reception or sponsored luncheon.

# SPONSORSHIP OPPORTUNITIES

*GOLD*



J\$500,000

## Benefits

- ⊕ Logo placement and listing as the gold sponsor in all advertising and social media;
- ⊕ Logo displayed on Ministry website with link to sponsor's website;
- ⊕ Verbal recognition at General Session;
- ⊕ Access to external branding;
- ⊕ Logo displayed on all conference promotional documents; print and electronic advertisements; as well as on agreed Conference promotional items;
- ⊕ Premium exhibit space for one 10' x 10' booth in the Exhibit Hall;
- ⊕ Agreed number of passes to all events; and
- ⊕ Two Exhibitor passes and three (3) tickets to the banquet & award ceremony.

*SILVER*



\$250,000

## Benefits

- ⊕ Logo placement and listing as the silver sponsor in all advertising and social media;
- ⊕ Logo displayed on Ministry website with link to sponsor's website;
- ⊕ Access to external branding – feather banners and other such branding;
- ⊕ Verbal recognition at General Session;
- ⊕ Logo displayed on all conference promotional documents; print and electronic advertisements; as well as on some Conference promotional items;
- ⊕ Exhibit space for one 10' x 12' booth in the Exhibit Hall; and
- ⊕ Agreed number of passes to day events and Two (2) Exhibitor passes.

*BRONZE*



J\$100,000

## Benefits

- ⊕ Logo placement and listing as the bronze sponsor in all advertising and social media;
- ⊕ Access to external branding – feather banners and other such branding;
- ⊕ Verbal recognition at General Session;
- ⊕ 2 passes to day events;
- ⊕ Logo displayed on all printed advertisements.

The Conference will provide networking opportunities from key stakeholders within government, private sector, academia and research, users and suppliers of geospatial technologies.

## What you will get!

+ **CONNECTION** to a network of geospatial professionals and major players in the security industry.

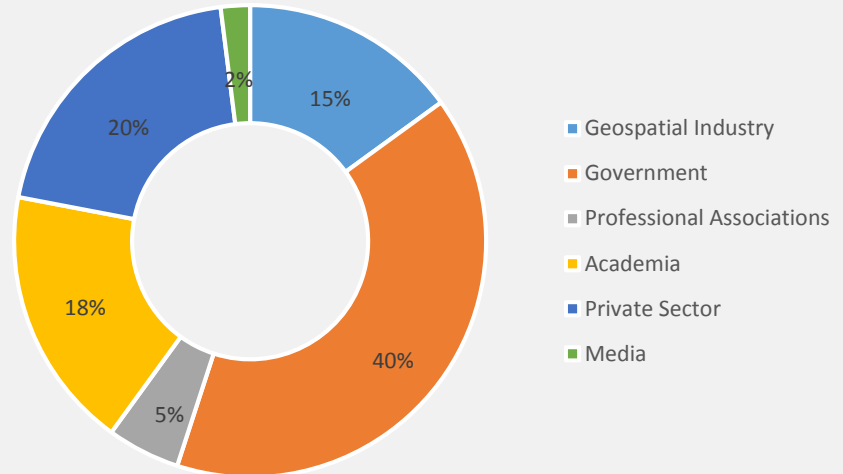
+ **INFORMATION** on how geospatial technology as a tool can be used to help fight against crime and violence.

+ **OPPORTUNITY** to explore the fast growing cutting edge technology that can bring value to your organization

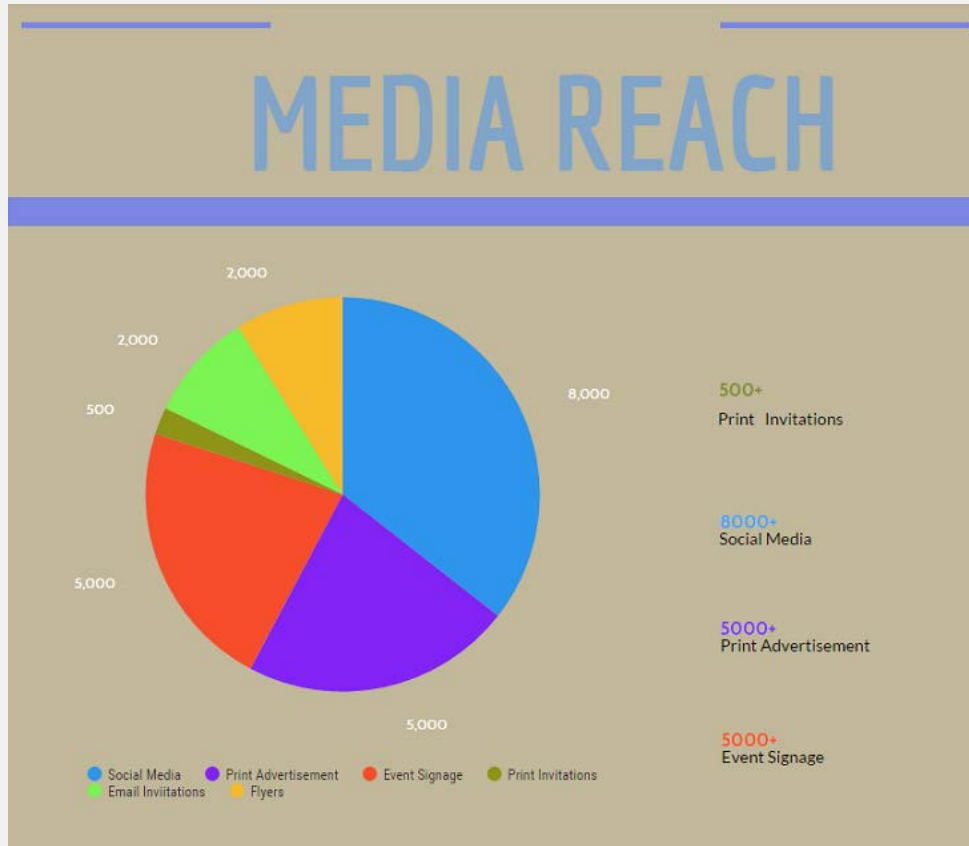
+ **LEARN** first-hand how geospatial technology can be utilized to better understand clients and provide the best suited services.

+ **REAL WORLD** scenarios on how geospatial technology has been used in other countries to combat security issues.

## Conference Participation



The conference will provide wide exposure through a variety of media outlets and marketing channels. Please use the graph below as a basic guide of the types of advertising, public and community relations opportunities that will be afforded through your sponsorship.





# SPONSORSHIP FORM

The Jamaica GIS User Conference is an ideal opportunity for your company to build mutually beneficial relationships with the NSDMD and LICJ members.

## Sponsorship Opportunity

EVENT	PLATINUM	GOLD	SILVER	BRONZE
JA. GIS User Conference				
Awards Ceremony				

ADD-ON SPONSORSHIP OPPORTUNITIES			
Exclusive Lunch	\$150,000	Exclusive Coffee Break	\$75,000
Exclusive Reception	\$250,000	Branded Token Items	\$300,000
Exclusive T-Shirt Sponsor	\$75,000	Branded Lanyard	\$75,000
Branded Technical Workshop	\$150,000	Branded Concurrent Session	\$150,000

# SPONSORSHIP FORM

Please indicate your organization's preferred method of sponsorship and the selected event that you are interested in sponsoring from the options indicated above.

## **Payment Information**

Please indicate preferred method of payment.

# SPONSORSHIP FORM

	Cheque	Make payable to the Permanent Secretary, Ministry of Economic Growth & Job Creation and deliver to National Spatial Data Management Division, 191 Old Hope Road, Kingston 6
	Electronic Transfer	National Commercial Bank, 1-7 Knutsford Boulevard, Kingston 5, A/C #352150487, TRN 0021707520003

\$ \_\_\_\_\_  
**TOTAL SPONSORSHIP**

\_\_\_\_\_  
**NAME**

\_\_\_\_\_  
**SIGNATURE**

\_\_\_\_\_  
**DATE**

# ABOUT THE LICJ

The LICJ was established in 1992 to coordinate the development of a network of GOJ agencies, and other stakeholders and to manage a National Spatial Data Infrastructure. Geography Awareness Week aims to promote awareness about the importance of Geography education while demonstrating the breadth of Geography and its relevance to almost any other subject. The LICJ/ National Spatial Data Management Division (NSDMD)

has responsibility for coordinating GAW activities under the Geographical Information Systems (GIS) in Schools Education Programme. A key strategic objective of the NSDMD is to inform and educate the government and people of Jamaica on the use and benefits of GIS and related technologies and how place-based data can improve our development.

## Contact Information

National Spatial Data Management Division  
191 Old Hope Road, Kingston 6

Tel: 630-1850-1

Fax: 970-1752

Email: [gis.coordinator@cwjamaica.com](mailto:gis.coordinator@cwjamaica.com)

Visit us: <http://gisuserconferenceja.com/#>



# GISday