



Sponsor Letter CMG Canada

Dear <Software/Hardware Vendor>

The Computer Measurement Group of Canada (CMG Canada) is a not-for-profit user group focusing on capacity planning and performance management in the computer industry. We have been offering seminars, conferences, and scholarships to students and other forms of education and personal networking in Toronto since 1985.

The audience in our seminars and conferences are technical analysts, planners, architects, managers and consultants typically focusing on capacity planning and performance management. Our one-day seminars typically consist of four technical or management presentations and are non-marketing in nature. We encourage industry users, vendors or academics to talk about experience in new technologies, standards, services, theories, and projections into industry directions. We encourage the development and discussion of "fresh" ideas that could be discussed in round table settings with possible participation from the audience.

We recently started encouraging vendors to participate in our seminars as speakers and sponsors whereby vendors have the opportunity to make a purely technical presentation, following the guidelines in our *speaker letter*, plus a further opportunity to make an additional half hour other product or service oriented marketing/sales presentation.

The sponsorship program is to provide vendors the opportunity to explain and describe their products and services that are of interest to our audience and help us with the cost of hosting the event that day. We typically use a quiet downtown restaurant that has a private room for our presentations plus a dining room for potential lunch and post-seminar refreshments.

For sponsoring a one-day seminar we are asking for your assistance in defraying the cost of the seminar day (for \$750 which approximately covers the cost of the room, refreshments, lunch for speakers, etc.).

We normally do not provide lunch for the audience, but this could provide a further sponsorship opportunity (i.e. lunch n learn) for you to discuss other subjects that may be of interest to the group. Pricing of this varies with number of participants that day. Other options are a sponsored networking session following the presentations for the attendees. So there are a few different ways to sponsor. You can choose one or all three. Prices for any of the above can be negotiated as a fixed price or determined at time of payment. Payment can be made at the venue via credit card, and soon via Square.

We are including the link (<http://cmgcanada.altervista.org>) to our web site, which summarizes the history of CMG Canada; it includes agendas and presentations from our current and past seminars and conferences as well as an announcement of our upcoming seminar or announcements. This site also has links to this letter and our speaker letter.

CMG Canada is affiliated with CMG International which holds annual conferences in the United States (see www.cmg.org). We operate like a chapter of CMG International but completely independent in programming and financing.

I appreciate your spending the time to read this message and hope it leads to further contact.

Respectfully,
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