



International Association of Science Parks
and Areas of Innovation

North American
Division Conference

MAY 28 TO 30, 2025

Saint-Hyacinthe (Québec) Canada

**PARTNERSHIP
AND VISIBILITY
OPPORTUNITIES**

EMPOWERING

INNOVATION

**INNOVATING COMMUNITIES
TO TACKLE BIG CHALLENGES**

Hosted by



In collaboration with



A major event

honouring innovation and its ecosystems

Saint-Hyacinthe Technopole (Quebec-Canada) has been selected to host the annual conference of the North American Division of the International Association of Science Parks and Areas of Innovation (IASP) in 2025.

This important event dedicated to innovation, and the organizations and ecosystems that support it, will be held in Quebec for the first time in over a decade.

Taking place from May 28th to 30th at the Saint-Hyacinthe Convention Centre, the conference will provide an opportunity to facilitate knowledge sharing, networking and collaboration between managers and partners of economic specialization spaces based on innovation, technology and science. The aim is to provide training and share good practices for the development of prosperous ecosystems that stimulate technological progress and the economic growth of their environment.

Around 300 people are expected to attend, with the aim of contributing to the development of increasingly innovative communities!

INFOS



Date

May 28 to 30, 2025



Venue

Saint-Hyacinthe Convention Centre
1325 Daniel-Johnson Street West, Saint-Hyacinthe



Attendees

± 300 representatives of national and international innovation sites and ecosystems, and innovative companies, are expected to attend



Theme

EMPOWERING INNOVATION
Innovating communities to tackle big challenges



Program

- Lectures / workshops / panels / business discussion meetings
- Exhibitor area
- Technical tours
- Opening evening and GALA evening

EMPOWERING INNOVATION

Innovating communities to tackle challenges

TOPICS COVERED

Supporting innovation | Creating technology companies | Managing and marketing innovation | Using AI for technological advancement | Developing innovation ecosystems | Obtaining financing and access to capital | Territorial marketing | Attracting investments and talent | Innovation and economic growth | Performance indicators | And more!

TENTATIVE SCHEDULE		WEDNESDAY, MAY 28TH	THURSDAY, MAY 29TH	FRIDAY, MAY 30TH
REGISTRATION	Booths – B2B space	Networking and refreshments	Networking and refreshments	Networking and refreshments
		Pre-conference sessions	Conference sessions	Technical tours
		Networking break	Networking break	
		Pre-conference sessions	Conference sessions	
		Lunch	Lunch	
		Opening ceremony	Conference sessions	
		Opening words	Networking break	
		Conference sessions	Conference sessions	
		Networking break	Conference sessions	
		Conference sessions	Closing ceremony	
Welcome cocktail party		GALA evening		

**SUPPORT THE EVENT WHILE POSITIONING YOUR ORGANIZATION AMONG
THE MAJOR NATIONAL AND INTERNATIONAL PLAYERS IN INNOVATION!**

Partnership and Visibility Plan

DESCRIPTION OF THE VISIBILITY	CAD\$ 20,000 PRESENTING PARTNER	CAD\$ 10,000 MAIN PARTNER	CAD\$ 5,000 PREFERRED PARTNER	CAD\$ 3,000 ASSOCIATE PARTNER
Event promotion				
Mention of the partner in the event's press releases	✓ + dominant logo	✓ + logo	✓	✓
Mention in advertisements for the event on social media	✓ + dominant logo, mention et tagging	✓ + dominant logo, mention et tagging	✓ mention and tagging	✓
Logo on the event registration website	✓ dominant	✓	✓	✓
Logo in Saint-Hyacinthe Technopole's newsletter	✓ dominant	✓	✓	✓
Logo on the event registration website	✓ dominant	✓	✓	
Logo on the official invitation to the event	✓ dominant	✓		
Exclusive promotion of the partner on social media	✓	✓		
Logo on all other promotional documents for the event	✓ dominant	✓		
Advertising in the event program (<i>provided by the partner</i>)	1 page	1/2 page	1/4 page	
On the site of the event				
Corporate logo at the entrance to the event site	✓ dominant	✓	✓	✓
Corporate logo as stage backdrop	✓ dominant, entire time	✓ entire time	✓ alternated with dominant logo	
Logo on the promotional tent card placed on each table	✓ dominant	✓		
Logo on the badge given to participants	✓ dominant	✓		
Logo at the entrance to the opening cocktail party	✓			
During the event				
Speech by the partner during the opening or closing talk	✓			
Partner mentioned by the host during the event		✓ before every segment	✓	✓
Identification of a segment of the event and logo displayed the entire time for this segment (<i>partner's choice, according to availability</i>)		✓ priority choice	✓	
Others elements				
Passes for the event	8	6	4	2
Possibility of including a promotional item in the welcome gift for participants (<i>item to be supplied by the partner</i>)	✓	✓		
Promotional booth for the partner on the event site	✓	✓	✓ extra cad\$300	✓ extra cad\$500

Others visibility opportunities

	VISIBILITY ELEMENTS	RATE
Shuttles Transportation between YUL and Saint-Hyacinthe / Technical tours	<ul style="list-style-type: none"> • Partner's banner in every shuttle • Logo of the partner associated with the shuttles on all promotional elements of the program, with the mention "Provided by" • 2 passes for the event 	CAD\$2,500
Welcome cocktail party	<ul style="list-style-type: none"> • Partner's banner in the cocktail area • Partner's logo on the tent card placed on the cocktail tables • Logo of the partner associated with the welcome cocktail on all promotional elements of the program, with the mention "Provided by" • 2 passes for the event • 5 additional passes for the welcome cocktail party 	CAD\$3,000
GALA evening	<ul style="list-style-type: none"> • Partner's banner in the cocktail area • Partner's logo on the tent card placed on the banquet tables • Logo of the partner associated with the gala evening on all promotional elements of the program, with the mention "Presented by" • Mention of the partner as presenter during the evening • Two-minute speech by the partners at the beginning of the evening • 4 passes for the event • 4 additional passes for the gala evening 	CAD\$5,000
Coffee break	<ul style="list-style-type: none"> • The partner's banner in the coffee break area (for the associated segment) • The partner's logo on the tent card placed on the coffee break tables (for the associated segment) • 1 pass for the event for every 3 coffee breaks purchased 	CAD\$500 / break
B2B space	<ul style="list-style-type: none"> • Partner's banner in the B2B space • Partner's logo on the tent card placed on the B2B meeting tables • Logo of the partner associated with the B2B space on all promotional elements of the program, with the mention "Provided by" • 2 passes for the event 	CAD\$2,500

**The above rates do not include the applicable taxes*

CONFIRM YOUR ORGANIZATION'S VISIBILITY AT THIS EVENT WITHOUT DELAY!

To confirm your partnership, contact us or return the completed and signed form by email to sthilaired@st-hyacinthetechnopole.com

Chosen partnership plan

We want a booth at the event

- | | | | |
|------------------|--------------------|--------------------------|---|
| PRESENTING | (CAD\$20,000) | <input type="checkbox"/> | <input type="checkbox"/> Included |
| MAIN | (CAD\$10,000) | <input type="checkbox"/> | <input type="checkbox"/> Included |
| PREFERRED | (CAD\$5,000) | <input type="checkbox"/> | <input type="checkbox"/> CAD\$300 extra |
| ASSOCIATE | (CAD\$3,000) | <input type="checkbox"/> | <input type="checkbox"/> CAD\$500 extra |
| Shuttles | (CAD\$2,500) | <input type="checkbox"/> | |
| Welcome cocktail | (CAD\$3,000) | <input type="checkbox"/> | |
| GALA evening | (CAD\$5,000) | <input type="checkbox"/> | |
| Coffee break | (CAD\$500 / break) | <input type="checkbox"/> | No. _____ (7 available) |
| B2B space | (CAD\$2,500) | <input type="checkbox"/> | |

Company _____

Contact _____

Title _____

Address _____

City _____

Postal code _____ Tel. no. _____

Email _____

SIGNATURE _____

For more information:

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About IASP



The International Association of Science Parks and Areas of Innovation (IASP) is the world's leading network of science parks, innovation districts and other areas of innovation. It brings together professionals from more than 70 countries who manage innovation ecosystems, and provides services that stimulate their growth, knowledge sharing and internationalization. As a non-governmental organization, it has special consultative status with the United Nations Economic and Social Council. Its headquarters are in Malaga, Spain.

About Saint-Hyacinthe Technopole

Host of the 2025 conference



Saint-Hyacinthe Technopole oversees the economic development of the greater Saint-Hyacinthe area (Quebec, Canada). It manages and develops the City of Agri-Food Innovation, a technology park focused on the food processing and animal health sectors. Spanning nearly 40 million square feet, it is home to a large number of industries and research centres, higher education institutions and technology transfer establishments specializing in agri-food. It employs more than 3,000 professionals, including some 200 world-renowned researchers.