



R M B S

Rocky Mountain Business Seminar

Conference and Partnership Details

Your Vision, Your Future

Introduction

The Rocky Mountain Business Seminar is seeking partnerships from organizations that are leaders in their fields for the 2012 conference year.

Solidify your organization's place in the minds of Canada's brightest business students and significantly improve name recognition and awareness.

As a partner of the Seminar, your organization will also enjoy unprecedented recruitment opportunities.

Partnership with Rocky Mountain Business Seminar provides concrete and tangible benefits – it would be our pleasure to see your organization at the Seminar this year.

In this booklet, details on the conference and each level of partnership available can be found.

On behalf of the entire RMBS team for 2012, we look forward to your participation in the conference. Please do not hesitate to contact a member of our external relations team if you have any questions. Please find contact information on page 7.

The Rocky Mountain Business Seminar

Canada's most prestigious student-organized business conference, Rocky Mountain Business Seminar has a 46-year history of connecting speakers and business representatives from across North America with students pursuing a future in commerce.

RMBS allows for education outside the classroom, giving students the chance to learn from today's experienced business leaders along with networking with peers from across North America.

Corporate leaders have recruiting opportunities and the possibility to meet and learn from other business leaders. This unique partnership has allowed RMBS continued success.

History

Formerly known as the Banff Student Business Seminar (BSBS) and held at the picturesque Banff Springs Hotel, the conference was initiated in 1965 by Dr. Hu Harries, the first Dean of Business at the University of Alberta School of Business.

In 1988, the conference was renamed the Rocky Mountain Business Seminar (RMBS). The past seventeen years have seen RMBS circulate among various hotels throughout the Rockies and most recently established at the *Fairmont Jasper Park Lodge*.

Your Vision, Your Future

The conference theme helps determine the focus of RMBS by giving speakers a subject from which to base their presentations.

The theme for the 47th annual Rocky Mountain Business Seminar is **“Your Vision, Your Future.”**

This refers to the idea of translating your enthusiasm and passions into a successful and fulfilling career. Since this theme is on such a personal level, it can be interpreted many ways. Forging your own career path doesn't mean following the norm; it may involve taking risks. Perhaps your passions are what drive you, and you have been able to make a rewarding career out of it. Or maybe you have been able to utilize your unique talents to build a successful career.

Delegates of RMBS are students who want to take charge of their own careers, and with this theme we hope that our speakers will inspire delegates to harness their own passions and forge their own path in whatever career they choose.

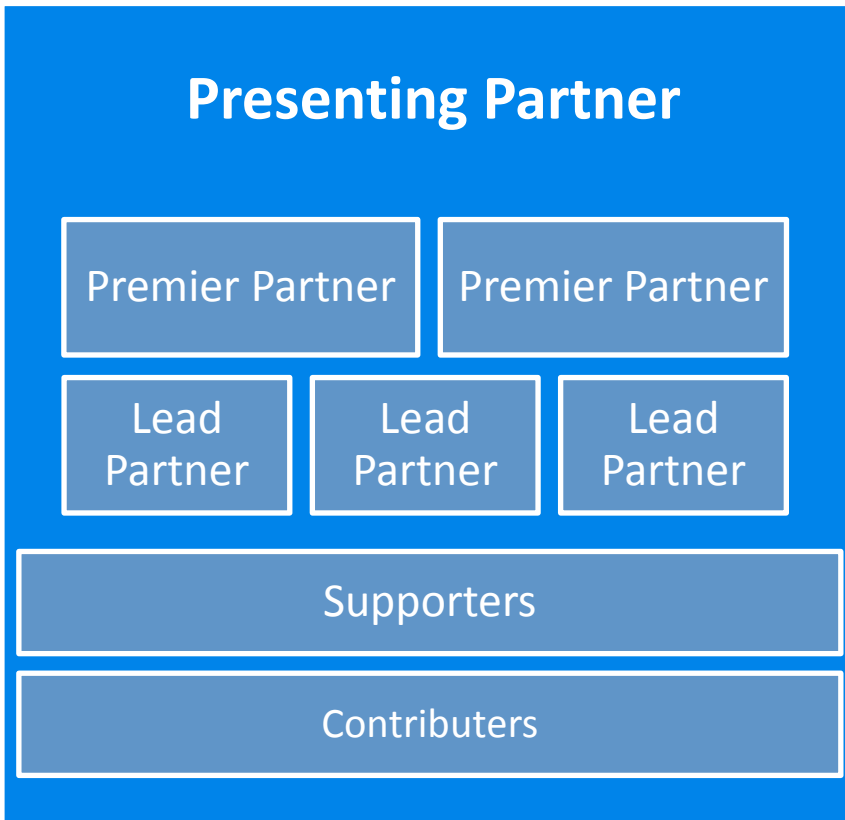
As a partner of RMBS, we would love to hear your opinion about how you have taken the lead in your career.

Speaking opportunities and the ability to shape tomorrow's leaders traditionally have been a highlight for our partners.

Partnership

Our partners in the business community are exceptionally important. We want to create an environment and relationship that is mutually beneficial to both the conference and the business partners. The quality and enthusiasm of our sponsors is one major factor that sets RMBS apart from other business conferences.

RMBS 2012 Partnership Structure



Partnership

Presenting Partner

This Partnership is a significant opportunity for name recognition and maximum exposure to the best business delegates from across Canada.

This property includes multiple exposure and recruitment opportunities.

The Presenting Partner will be referred to in all seminar communications, as *Rocky Mountain Business Seminar, Presented by **Your Organization***

In addition to prestigious title sponsorship, the Presenting Partner will enjoy additional rights at the conference, exposure opportunities, and multiple top-tier sub-properties, which include keynote speaking opportunities and more.

A comprehensive signage, print, web, and in-person exposure package is included.

Premier Partner

Rocky Mountain Business Seminar's Premier Partners are the highest traditional level of partnership available to industry or academia. Our Premier Partners will enjoy top exposure and visibility before, during, and after the conference.

The Premier Partnership delivers exceptional results for your organization through the ability to directly interact and lecture the seminar delegates.

A top tier sub-property and additional opportunities are also included for our Premier Partners.

A comprehensive signage, print, web, and in-person exposure package is included.

Lead Partner

Rocky Mountain Business Seminar's Lead Partners enjoy un-diluted name exposure and recruitment opportunities. New to the conference for 2012, the total number of partners at this level has been reduced from 6 to 3, significantly increasing exposure and name retention.

Our Lead Partners will benefit from major exposure at the conference, and also have the opportunity to shape the leaders of tomorrow through interactive sessions included in this package.

Lead Partners also have the right to multiple sub-properties, which can include named after dinners, special events, and direct interaction and undivided attention of the delegates.

Solidify your company's position in the minds of Canada's best business students – and enjoy unprecedented networking and recruitment opportunities.

A comprehensive signage, print, web, and in-person exposure package is included.

Supporter

Supporters of Rocky Mountain Business Seminar benefit from the opportunity to present to delegates in an intimate, morning Seminar position.

Our Supporters also enjoy the benefits of advertising and corporate branding throughout the conference, including small banners and logos, promotional materials, website exposure and more.

Supporters also receive discounted hotel rates and waived conference fees.

The Supporter position generates quality exposure and awareness about your organization.

This property also includes rights to insert promotional material into the delegate package received by each student, and an advertisement in the Delegate Manual.

Contributor

Contributors to RMBS have the opportunity to attend the conference as a corporate delegate. This includes networking opportunities, and personal exposure to delegates.

An advertising and corporate branding package is also included, which consists of a standard sized logo in seminar promotional materials, website exposure, and organization name in delegate manual.

RMBS Past Years



RMBS Office

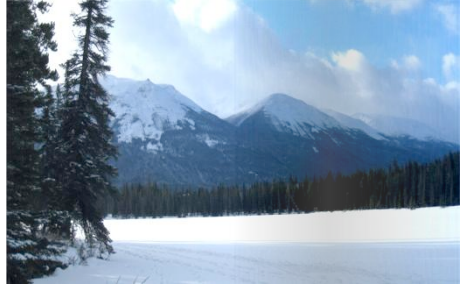
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