

Prospectus
**Smart Cities and
Infrastructure**

Building a Smart and Sustainable
Future

Smart Cities and Infrastructure

Building a Smart and Sustainable Future

The Government of Canada has committed over \$180 billion for infrastructure that benefits Canadians: from public transit to trading ports, broadband networks to energy systems, and community services to natural spaces. The objective is to create long-term economic growth across Canada, enhance community resilience and transition to a clean growth economy, and build positive socio-economic outcomes for all Canadians.

Provincial and municipal governments have established record infrastructure pipelines to create jobs, revive the economy and provide citizens with sustainable public assets in the wake of COVID-19. Creating sustainable public assets that serve citizens has become a priority for all levels of government, with a wealth of agencies transforming the way they design, build and manage smart and sustainable city infrastructure.

Get involved in our Smart and Sustainable Community events to directly speak to decision makers, influencers and users and help them overcome their challenges. By showcasing your solutions as a partner at Public Sector Network's Smart Cities and Infrastructure events, you can:

- Get your offering in front of key executives, 80% of which are either decision makers or direct influencers
- Promote your brand as an industry leader and forge lasting relationships
- Understand key challenges and obstacles of your potential clients to help refine your approach



Audience Profile

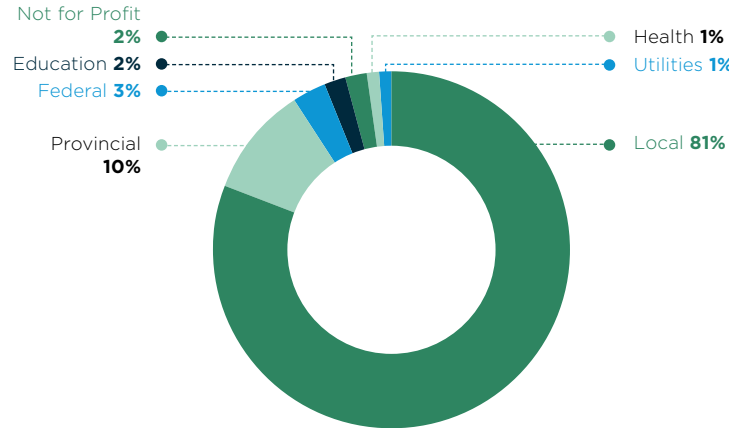
COMMUNITY DATABASE

4,000+ Contacts

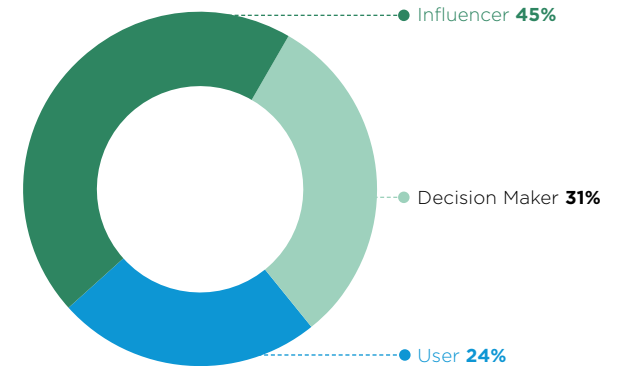
JOB FUNCTION BREAKDOWN

- Smart Cities
- Spatial Data and Analytics
- Sustainability
- Asset Management
- Infrastructure
- Transport
- Smart Mobility
- Economic Development
- Smart Technology
- Urban Planning
- Internet of Things
- Connectivity

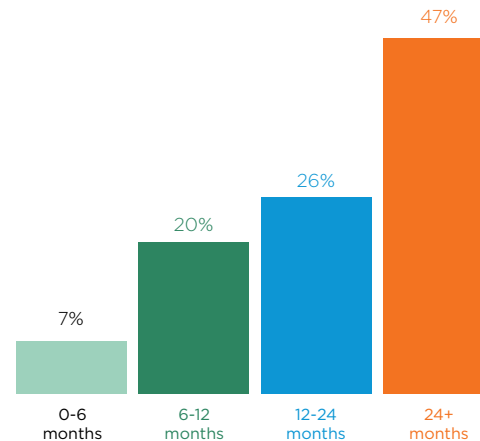
TIER OF GOVERNMENT



ATTENDEE ROLE



INVESTMENT TIMEFRAME

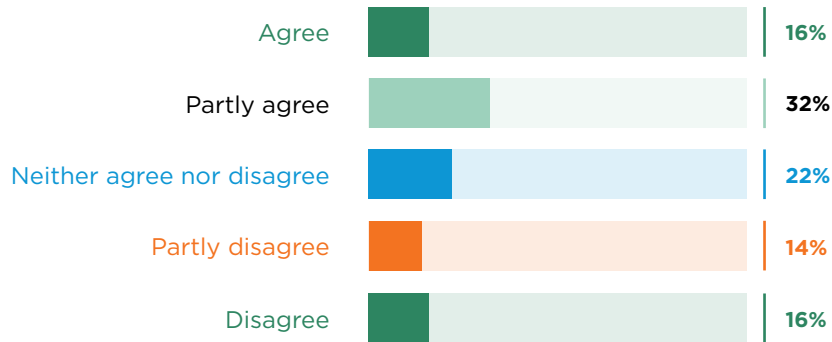


44%

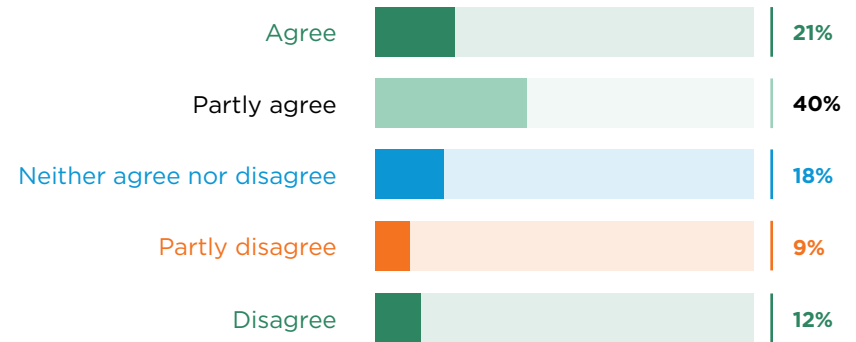
are actively exploring new technologies & solutions

Audience Polling

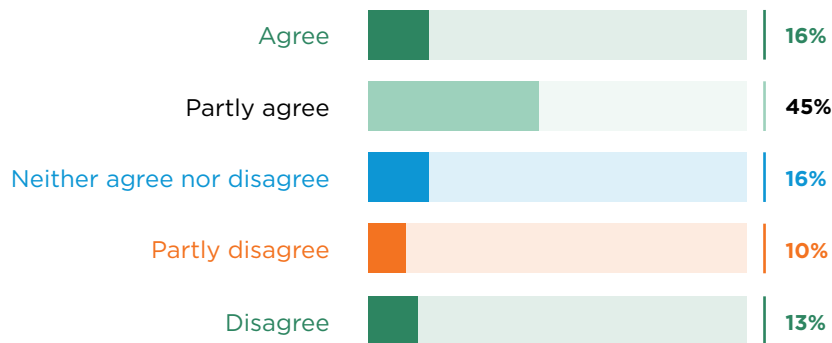
“We have a Smart City strategy in place”



“Our organization has the necessary resources and skill sets to execute”



“We have an effective stakeholder management framework in place”



It was great to hear how other cities are looking for opportunities and implementing frameworks that help to mitigate/ manage climate change. I was really intrigued with the framework the City of Victoria has implemented and it’s continual efforts to look for more opportunities.

Alberta Gaming, Liquor and Cannabis Commission

Snapshot of Key Accounts & Speakers 2021

ORGANIZATIONS

Agriculture and Agri-Food Canada	London Transit Commission
Alberta Transportation - Carrier and Vehicle Safety Branch	Mars Discovery District
Asset Management Ontario	Ministry of Forests, Lands, Natural Resource Operations and Rural Development
Atlantic Infrastructure Management Network (AIM)	Manitoba Agriculture and Resource Development
Canada Border Services Agency	Municipal Property Assessment Corporation
Canadian Association of Municipal Administrators (CAMA)	Municipality of Leamington
Canadian Radio-television and Telecommunications Commission	National Research Council
Centre of Excellence in Next Generation Networks (CENGN)	Niagara Region
City of Abbotsford	Ontario Ministry of Education
City of Kitchener	Ontario Public Service
City of Maple Ridge	Public Service Commission
City of Mississauga	Regional Municipality of Niagara
City of Red Deer	Regional Municipality of York
City of Vaughan	Richmond Hill
City of Wetaskiwin	Rural Ontario Municipal Association (ROMA)
Coastal First Nations - Great Bear Initiative Society	Strathcona County
Code for Canada	Toronto Police Service
Digital Think Tank by ICTC	Toronto Water
Edmonton Transit Service	Town of Caledon
Evergreen	Township of Cramahe
Government of Alberta	Town of Erin
Human Future (US)	Town of Newmarket
Infrastructure Ontario	Town of Pouch Cove and Professional Municipal Administrators of Newfoundland (PMANL)
	Township of Langley
	Transportation and Infrastructure



AB
RIC MCIVER
Minister of Transportation and Municipal Affairs
Government of Alberta



AB
SARAH FELDMAN
Director, Business Integration & Workforce Development
Edmonton Transit Service



BC
MAYOR LISA HELPS
City of Victoria



BC
BRAD BADELT
Assistant Director, Sustainability
City of Vancouver



MB
JACELYNN JOHNSON
A/ Senior GIS Specialist, GIS Services Team, Information Technology & GIS Services
Manitoba Agriculture & Resource Development



ON
HELEN HAMBLY
PhD, Professor and Project Leader, Regional & Rural Broadband Project
University of Guelph



ON
RIAZ RAZVI
PMP, MEng, MBA, Broadband Specialist
Regional Municipality of Durham



ON
SEAN BAIRD
Commissioner of Digital & Information Services
Region of Peel



ON
JANICE SHARPE
Senior Director, Federal Geospatial Platform
Natural Resources Canada



ON
ANTHONY IANNUCCI
Chief Transformation Officer, Office of the City Manager
Richmond Hill



ON
DOLAPO OLADIRAN
GIS Analyst, Operations Coordination Toronto Water
City of Toronto



SK
ALISON M LARA
P. ENG, Asset Management Engineer, Operations Standards, Ministry of Highways
Government of Saskatchewan

How We Help

Digital events provide a unique platform for public servants — across different tiers, provinces, agencies and departments — to meet and discuss innovative case studies and solutions.

They also provide a fantastic opportunity for vendors to identify, engage and educate a diverse group of buyers that are typically difficult to reach.

Our audience profile is typically made up of mid-level managers to senior executives who are responsible for major projects, supplier selection and spend.

Public Sector Network runs four events per quarter – ensuring a regular touchpoint in the market.

“

Thank you for inviting me to chair the Building Green and Sustainable Communities Event. It was an inspirational opportunity and I enjoyed interacting with the excellent and insightful speakers. I appreciate the work of the hard-working team at the Public Sector Network.

City of New Westminster



At **Public Sector Network** we help our customers with

Thought Leadership

Demonstrate your capabilities and share your stories and case studies via our high-impact physical events and digital channels.



Brand Awareness

Raise the visibility of all your services by promoting your brand message via our high-impact channels.



Lead Generation

Develop targeted leads and turn them into sales opportunities through detailed audience profiling and polling.

Event Schedule

Canada Virtual

Q1: National Insights - Winter Edition

17 February 2022

Q2: National Insights - Spring Edition

18 May 2022

Q3: National Insights - Summer Edition

7 September 2022

Q4: National Insights - Fall Edition

14 December 2022



I was impressed with the cross-section and diversity of participants. Truly a nation wide forum. Well organized and delivered.

Canadian Association of Municipal Administration (CAMA)

2022 Themes



Data and Digital Delivery in Infrastructure



Future Transport



Smart Precincts and Development



Placemaking for a Prosperous Future



Climate and Sustainability



Smart Cities and Infrastructure Virtual Events

National Audience

CANADA: 17 Feb | 18 May | 7 Sep | 14 Dec

Agenda Overview

Virtual events take place quarterly, bringing together 200+ key influencers and technology users from a range of federal and provincial departments.

Delegates participate online to share ideas, benchmark, and network on a national scale — providing a unique opportunity to digitally engage and educate a national audience.

The program will feature key current projects and updated strategies, with three presentations and two high-level panel discussions providing critical industry updates.



Who should attend?

These programs are designed for the entire community, bringing together 200+ key influencers and technology users to benchmark, network and share ideas on a national scale.











Agenda

12:00pm ET	PSN Opening	1:05pm ET	Government Keynote
12:05pm ET	Chair Welcome	1:20pm ET	Break
12:20pm ET	Government Keynote	1:25pm ET	Vendor Keynote (Gold Partner)
12:35pm ET	Vendor Keynote (Platinum Partner)	1:40pm ET	Panel Discussions (Silver Partners)
12:50pm ET	Government Keynote	2:15pm ET	Close

Reasons to Attend

-  Hear from leading executives about their current projects
-  Digitally engage and educate a national audience
-  Demonstrate thought leadership and share your value proposition
-  Generate qualified sales leads for post-event follow up

Virtual Packages

SPONSORSHIP PACKAGES	CHAIR	PLATINUM	GOLD	SILVER
AVAILABILITY	1	1	1	2
 EVENT CHAIR	Elevate your brand as the event chair, introducing all speakers, and delivering closing remarks	-	-	-
 KEYNOTE PRESENTATION	Provide the opening keynote address (15 minutes)	Elevate your brand with the first partner speaker slot (15 minutes)	-	-
 SPOTLIGHT PRESENTATION	-	-	Elevate your brand with the second partner speaker slot (15-minutes)	-
 PANEL INVOLVEMENT	Moderate the closing panel discussion	-	-	Influence the conversation by participating on the closing panel discussion
 DEMAND GENERATION	Receive all opt-in leads, including delegate polling and profiling	Receive all opt-in leads, including delegate polling and profiling	Receive all opt-in leads	Receive all opt-in leads for all live attendees
 BRANDING	Sponsor's logo identified as Event Chair Sponsor with active link to sponsor's website carried on the virtual summit landing page, event website and program (PDF)	Sponsor's logo identified as Platinum Sponsor with active link to sponsor's website carried on the virtual summit landing page, event website and program (PDF)	Sponsor's logo identified as Gold Sponsor with active link to sponsor's website carried on the virtual summit landing page, event website and program (PDF)	Sponsor's logo identified as Silver Sponsor with active link to sponsor's website carried on the virtual summit landing page, event website and program (PDF)
 MARKETING	Logo inclusion on 2x event related emails or social media posts (LinkedIn & Twitter)	Logo inclusion on 2x event related emails or social media posts (LinkedIn & Twitter)	Logo inclusion on 1x event related email or social media post (LinkedIn & Twitter)	Logo inclusion on 1x event related email or social media post (LinkedIn & Twitter)
 RESOURCES	3 x Downloadable Resources available for delegates	2x Downloadable Resources available for delegates	1x Downloadable Resource available for delegates	1x Downloadable Resource available for delegates
 SPOTLIGHT INTERVIEW	Written interview that will be added to the PSN Insights page with social promos (LinkedIn, Twitter) max 500 words	Written interview that will be added to the PSN Insights page with social promos (LinkedIn, Twitter) max 400 words	Written interview that will be added to the PSN Insights page with social promos (LinkedIn, Twitter) max 300 words	-
 CONTENT	<ul style="list-style-type: none"> Post-show Report Exclusive branding & promo of event insights 	<ul style="list-style-type: none"> Infographic Co-branded content highlighting key polling statistics 	<ul style="list-style-type: none"> Infographic Co-branded content highlighting key polling statistics 	-
PRICE	\$17,500	\$15,000	\$10,000	\$7,500

Bespoke Packages

Guaranteed Route-to-Market

Public Sector Network's Digital Media portfolio combines custom content creation and top-level online lead generation to support your specific marketing initiatives.

Public Sector Network is able to research, design and deliver your content directly to our engaged government audience that has been built via our complimentary events, editorial and online training.

This enables you, our partner, to identify your target demographic and get your message to our communities at a national, regional, themed or vertical level. Take advantage of this engaged community to create an integrated online program that gives you maximum visibility to a wide target audience.



Whitepapers (From \$15,000)

Our audience are increasingly looking to knowledge-led solution providers for answers to their business challenges.

Whitepapers - when well-written and applied - are one of the most powerful tools in the sales and marketing toolkit, as they help make companies more credible.

From your detailed brief, we engage our in-house team to research and produce the necessary content, helping position your organization as a thought leader, aiding the selling process by informing and educating the prospect base and generating qualified sales leads.



Webinars (From \$15,000)

Webinars and on-demand webcasts are an ideal, cost-effective method to promote your brand, engage prospects nationwide and generate qualified leads through direct communication to a targeted audience.

PSN webinars feature a client executive and a customer, partner and/or analyst in an interview or open discussion format.

PSN will help you with delivering the right topic to the right audience, pre- and post-production, hosting the webinar (both live and on-demand), recruiting senior-level industry speakers, and digital marketing (including email-direct) to attract an audience. You will also receive webinar reporting and analytics after the event.



Roundtables (From \$20,000)

Private briefings help drive crucial conversations with key stakeholders, to increase brand awareness and lead generation within a particular function, or location.

Sessions typically last around two hours and put you at the center of our public sector community, enabling you to share critical insights and updates with a pre-qualified and senior audience.

This provides a fantastic opportunity to add value to our audience, who participate to solve their critical business challenges and learn from credible suppliers that can help them with difficult and critical projects.

(Available virtual and in-person)

Bespoke Events

These invitation-only events will bring together key decision makers and influencers across Canada.

Under the Chatham House Rule, this peer-to-peer discussion enables critical updates and facilitates connection and collaboration across relevant agencies. The program will run for 60 to 90 minutes — providing significant value in a short and succinct format.



60 - 90 minutes
duration



Interactive
format



Industry
specific



Invitation
only



Peer-to-peer
discussion

**Building Green
and Sustainable
Cities**

**Smart
Infrastructure
Planning**

**Intelligent
Transportation
Systems**

**Exploring the
Potential of
Geospatial Data**

**Delivering
Broadband
Connectivity**

**Architecting
Your Future
Smart City**

**Improving the Use
of IoT in the Public
Sector**

**Transforming the
Way You Use Data
in Your Smart City**

2021 Partners



“

Diverse experience with great insights.

Graybar Canada

“

It is inspiring to see that different levels of governments and entities are working together to leverage each other's data and creating master data that is usable and governed rigorously to ensure correctness.

Ornge

“

**Thanks to the Public Sector Network for allowing the Story of AREA X.O to be told as we look to build back better – as a forward thinking, sustainable economy.
#theworldneedscanadaInvest**

Ottawa and Bayview Yards

“

Fireside conversation was EXCELLENT! Enjoyed the back and forth and the real-life experiences shared based on projects.

City of Hamilton

About Public Sector Network



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Public Sector Network is a research company that represents public sector professionals across Australia, Canada, New Zealand, and the USA. We develop research, roundtables, events, and webcasts to suit current areas of interest to government agencies and their suppliers.

The public sector consistently faces shrinking budgets and growing expectations, forcing them to be one of the most innovative and resourceful industries in the world.

Regardless of department, agency, level of government or geography, public sector employees are all striving to tackle similar challenges and priorities.

Join Public Sector Network's communities of practice to share ideas and insights, and to access to the latest research.

Public Sector Network is proudly B Corp certified

We put equality at the top of our agenda - we wish to reduce levels of poverty, create healthier environments, build stronger communities and empower jobs with dignity and purpose. As a BCorp organization, we are committed to high standards of social and environmental performance, public transparency, and legal accountability.

Public Sector Network brings together public and industry partners, in an open forum, to help deliver fair and collaborative alliances.



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