

ANNOUNCING THE RSI 2018 LEADERSHIP SUMMIT

SPONSORSHIP OPPORTUNITIES

AI | SUSTAINABLE FUTURES

AI, Technology, Innovation, Sustainability,
Resiliency and Future-Readiness



RSI 2018 LEADERSHIP SUMMIT

MARCH 28, 2018 : 8:00 AM - 8:00 PM

Location : Toronto, Canada

Can AI, Digital Technologies and Transformative Innovations enhance our ability to understand, prepare for and address the grand challenges impacting our future sustainability and resilience?

What does this really look like? How does this enhance our ability to deliver solutions we need to build a sustainable tomorrow? Is it a means that business and government leaders, entrepreneurs and communities, large and small, can employ to enhance their resilience and future-readiness?

RSI is inviting recognized market leaders and experts to answer these and other key questions – to share their views, debate the pros and cons, and identify emerging opportunities for organizations and entrepreneurs. This one-day learning experience is the RSI 2018 Leadership Summit.



THE OPPORTUNITY



RSI is hosting the latest in our series of action-focused knowledge exchanges for C-suite leaders, creative innovators, investors, academics and next gen leaders – on the nexus between AI, Digital Technologies/ Transformative Innovations and sustainable futures. It's a one-day business boot camp that will challenge assumptions, open minds, create possibilities and launch new partnerships – at the leading edge of socio-economic, environmental and technological advancement.

What does AI, Digital Technologies and other Transformative Innovations offer us at this crucial moment?

How does this enhance or hinder our future-readiness and sustainability?

How is AI, Digital Technologies or other transformative innovations being used as a competitive advantage, and for what purpose?

AI, for instance, is one of the most urgently debated ideas today – in business, society and politics. Some don't trust it, seeing only a source of uncertainty and risk. Others point to its capacity to enhance clarity, penetrate the fog of details, and provide actionable outcomes for better decision-making.

Still others note the similarity between how AI is viewed from the boardroom today, and how the Internet was viewed 20 years ago – there was the same excitement, and many of the same anxieties. Yet if anything, AI's disruptive and creative potential is greater than anything we have seen before.

We are at a key inflection point

A fast-moving wave of competing drivers of change is racing toward us – reshaping our world on every front: social, environmental, economic, cultural,

technological. Those who ride that wave to success will need a deep understanding of these realities – to extract competitive advantage from new tools, new practices and innovative solutions, and incorporating them into their organizations, products and services.

Now RSI offers a rare opportunity to learn firsthand from some of the greatest thinkers and savviest operators behind this paradigm shift. Experts and change-makers who understand how this new global and local world works – how you can adapt, create and lead your own organization to higher ground, and higher performance, through the use of AI, Digital Technologies and other Innovations that are transforming the landscape.

RSI also offers you a unique opportunity to demonstrate your own organization's leadership and strategic agility. As a sponsor of **AI Sustainable Futures**, you will not only be recognized as a leading-edge player in today's most crucial debates. You will also grab the inside track on the ideas, challenges, relationships and opportunities that emerge over the course of this extraordinary and timely event.

Summit Focus and Unique Value

- Actionable education and insights about **Five grand challenges and change drivers** transforming our world today and what's up ahead.
- A deep discovery of how AI, Digital Technologies and other Transformative Innovations are being used by organizations and communities of all sizes – demonstrated with real-world case studies - to more precisely predict, attract, develop and deliver forward thinking solutions that work in today's fast changing landscape.
- Accelerated, interactive learning formats that engage everyone present in the AI – Sustainable Futures conversation throughout the summit.

The five grand challenges, itemized below in no special order, are vitally interconnected aspects of one overarching mission of advancing the sustainability and resiliency of business and society into the future. Each challenge will be addressed by recognized leaders and experts via keynote presentations, interactive knowledge sharing exchanges and small group discoveries.

Five Sustainable Futures' Grand Challenges and Solution Clusters

- Urban Infrastructure and Smart Cities
- Transportation and Energy
- Food/Agriculture and Environment
- Finance and Technology
- Future ready Talent, Education and Leadership.

Who are the experts?

Recognized market leaders and specialists from a variety of sectors and disciplines – finance, technology, academia, energy, transportation, communications, professional services, plus innovation, sustainability and resiliency experts – who:

- Listen to the needs of our network and provide insightful and pragmatic support to its members through forward-thinking, education and other initiatives.
- Build upon the successes and key lessons of others by sharing best practices and developing new perspectives and new strategies.
- Work with other private and public organizations, academic institutions, and community groups to promote the need for sustainable innovation, adaptation and future readiness.

Who will attend?

Senior business leaders, decision-makers, social and technology innovators, entrepreneurs and investors who see the need to:

- Meet and learn from market leaders who are driving this new wave of change.
- Gain a deeper understanding about AI, Digital Technologies and other Transformative Innovations for advancing their own competitive leadership, resilience and sustainability.
- Get first-hand insights into key change drivers, AI and what's emerging as potential sustainable futures.

AGENDA AT A GLANCE



Morning (8:00 AM – Noon)

Themes/Speakers

Registration and Networking

Opening Remarks by RSI Chair

Keynote Presentations

- Setting the Stage – why rethink business as usual
- Global and global sustainability challenges impacting our future.
- AI, Digital Technologies and other Transformative Innovations.
- Five Grand Challenges & Solutions.

Future forward multi-disciplined leadership exchanges

- Challenge # 1: Infrastructure & Smart Cities.
- Challenge # 2: Transportation & Energy.
- Key takeaways and transferability.

Mid-day (12:30 PM – 2:00 PM)

Lunch, Innovation Zone, Digital Tradeshow.

Networking Salon

Afternoon (2:00 PM – 6:00 PM)

Opening Presentation

Future forward multi-disciplined leadership exchanges

- Challenge # 3: Food/Agriculture & Environment.
- Challenge # 4: Financial Sustainability.
- Key takeaways and transferability.

Future Ready: Talent, Education and Leadership Challenge and Solutions

A keynote presentation and moderated discussion with representatives of the four leadership exchanges about key challenges and forward-thinking insights for attracting, developing and retaining future ready talent.

Closing Remarks

by RSI Chair and Summit Moderator

- Connecting the dots: AI, Digital Technologies/ Transformative Innovations and Sustainable Futures?
- How does this apply to you? What now?

Networking Reception (6:00 PM – 7:30 PM)

- Plus a private dinner for speakers and sponsors following the reception.

SPONSORSHIP OPPORTUNITIES



Raise the perception of your organization's market position, and your reputation as a thought leader, strategic thinker and doer. Demonstrate your commitment to the marketplace of ideas, your shrewd evaluation of the latest thinking, and your swiftness in recognizing opportunity.

In addition, sponsorship gives you an inside track in discussions, a chance to bounce ideas and pick the brains of the men and women who are designing the future here and now – in creative/research labs, technology innovations, boardrooms and collaborative ecosystems.

Options for consideration

We've developed a number of options to make these benefits available to you and your organization. If your specific needs are not represented here, please contact us – we would be happy to customize a sponsorship option that delivers the value you're looking for.

PLATINUM SPONSOR

One Available

Financial Commitment: \$18,000

The Platinum sponsor is a recognized leader in their industry, sector or product line – either (i) active user/developer of AI or other transformative innovations as a competitive advantage; and, is committed to finding solutions to the sustainability and resiliency challenges impacting our future, or (ii) a demonstrated innovator or sustainability/resiliency leader with an openness to using new technologies and tools for advancing those goals.

BENEFITS:

- Reinforce the unique value of your business as a forward-thinking leader and practitioner in your industry and in developing strategies to meet the new demands of a fast-changing market.
- Be positioned as an RSI Partner/Collaborator with the opportunity to participate in the summit design and speaker selection.
- Inclusion of your name, logo, hyperlinks and messaging that features your company in a comprehensive, multi-media marketing and PR campaign, reaching a diverse network of over 13,000 senior and emerging business and technology leaders, investors, entrepreneurs.
- On-stage presence alongside other market leaders, as a speaker/sponsor and/or moderator.
- One Corporate/ Branded Group Table for the event: for emerging market leaders and your guests.
- Be featured in an AI/Digital Technologies/ Innovations and Sustainability article about forward thinking leaders that will be distributed to RSI Summit delegates and social media.
- Invitation to a private reception for sponsors and speakers.
- A showcase for your company's AI/Innovative leadership or sustainability-focused products & services in the Innovation Zone (targeted mini-tradeshaw).
- Opportunity to get involved with RSI in ways that support your business mandate and marketing goals.
- Other – For discussion.

SILVER SPONSOR

Four Available

Financial Commitment: \$10,000

The Silver sponsor is an up-and-coming company that incorporates AI or other disruptive innovations into their business as a competitive advantage. Or, perhaps you create and deliver high-value sustainability and resiliency strategies or service offerings that address one or more of the five grand challenge clusters: transportation/energy, urban infrastructure, finance, food/agriculture, talent/education/leadership.

BENEFITS:

- Reinforce the unique value of your business as a progressive leader and innovator.
- Inclusion of your company's name, logo and hyperlinks in a comprehensive, multi-media marketing and PR campaign, reaching a network of over 13,000 senior and emerging leaders, investors and entrepreneurs.
- Be featured in an AI/Digital Technologies/Innovations and Sustainability article about forward thinking leaders that will be distributed to RSI Summit delegates and social media.
- On-stage presence alongside other market leaders.
- Invitation to a private reception for sponsors and speakers.
- Directly connect with more than 200 delegates and partners at the Summit.
- Opportunity to get involved with RSI in ways that support your business mandate and marketing goals.
- Other – For discussion.

BRONZE SPONSOR

Five Available

Financial Commitment: \$6,000

BENEFITS:

- Reinforce your unique value as a forward-thinking AI, Digital Technology/Innovation and/or Sustainability and Resiliency leader in your industry and offerings.
- Inclusion of your company's name, logo and hyperlinks in a comprehensive, multi-media marketing and PR campaign, reaching a network of over 13,000 senior and emerging leaders, investors and entrepreneurs.
- On-stage presence alongside other market leaders.
- Invitation to a private reception for sponsors and speakers.
- Directly connect with more than 200 delegates and partners at the Summit.
- Opportunity to get involved with RSI in ways that support your business mandate and marketing goals.

CORPORATE TABLE

Three Available

Financial Commitment: \$7,000

Be one of the featured lunch sponsors for the Summit, with your company's name and logo prominently displayed on the food stations, onsite signage, directory, other channels – plus, several other benefits as listed below. NOTE: If you want to be the only lunch sponsor, we can include other benefits that align with your goals and focus too, including on an on-stage speaking role.

BENEFITS:

- A table of ten under your organization's name for you and your guests.
- Reinforce your unique value as a forward-thinking AI, Digital Technology/Innovation and/or Sustainability and Resiliency leader in your industry and offerings.
- Inclusion of your company's name, logo and hyperlinks in a comprehensive, multi-media marketing and PR campaign, reaching a network of over 13,000 senior and emerging leaders, investors and entrepreneurs.
- On-stage presence alongside other market leaders.
- Invitation to a private reception for sponsors and speakers.
- Directly connect with more than 200 delegates and partners at the Summit.
- Opportunity to get involved with RSI in ways that support your business mandate and marketing goals.
- Be interviewed during January and February for a blog article and promotion.

LUNCH SPONSOR

Three Available

Financial Commitment: \$5,000

BENEFITS:

- Reinforce your unique value as a forward-thinking industry leader.
- Be profiled in the digital sponsor directory that will be displayed during the Summit and distributed to all attendees.
- Inclusion of your company's name and logo, hyperlinks in a comprehensive, multi-media marketing and PR campaign, reaching a network of over 13,000 senior leaders and entrepreneurs.
- Directly connect with more than 200 delegates and partners at the Summit.
- Invitation to a private reception for sponsors and speakers.
- Special recognition by Summit emcee.
- Three summit guest tickets.
- A branded promo discount code for your clients and network.
- Opportunity to submit a thought leadership article that relates to food, AI and/or Digital Technology for posting on the RSI blog and distribution via social media.
- We can also tailor a sponsorship that resonates with how else you may want to get involved in RSI to support your business focus and needs.

YOUTH TABLE

Two Available

Financial Commitment: \$4,000

Sponsor one table of ten, composed of graduate students and talented under-30 entrepreneurs, featuring your company name and logo – plus these additional benefits:

BENEFITS:

- A chance to meet potential recruits for your company or client projects.
- Reinforce your unique value as a forward-thinking industry leader and supporter of next-generation talent.
- Inclusion of your company's name and logo, hyperlinks in a comprehensive, multi-media marketing and PR campaign, reaching a network of over 13,000 senior leaders and entrepreneurs.
- Directly connect with more than 200 delegates and partners at the Summit.
- Invitation to a private reception for sponsors and speakers.
- Company name on table sign.
- Special recognition by Summit emcee.
- Opportunity to get involved in RSI in other ways that support your business focus and needs.

FRIENDS OF RSI

Financial Commitment: \$1,000

BENEFITS:

- Reinforce your unique value as a forward-thinking industry leader and supporter.
- Inclusion of your company's name logo and hyperlinks in a comprehensive, multi-media marketing and PR campaign, reaching a network of over 13,000 senior leaders and entrepreneurs.
- Opportunity to be get involved in RSI in ways customized to your business focus and needs.
- Directly connect with more than 200 delegates and series partners at the Summit.

INDIVIDUAL TICKETS

- Regular: \$355+HST
- Groups of 4: 15% discount of regular price
- Not-for-Profits: \$250+HST
- Full-Time Students: \$85+HST

BENEFITS:

- Attendance for the day and invitation to the networking reception.

WHO IS RETHINK SUSTAINABILITY INITIATIVES (RSI)



RSI is a trusted forum for a growing network of more than 8000 senior industry leaders, from Canada and abroad, to exchange knowledge, experience, initiatives and ideas for transforming businesses and communities to thrive into the future – starting today! We accelerate this process by developing and hosting innovative programs and events. Together, we explore and create actionable solutions to major challenges impacting the sustainability and resilience of businesses, institutions and communities. Our Board of Directors, advisors, partners and sponsors strive to rethink how we address the most pointed challenges of our time. We believe strongly in inclusiveness, diversity and an intergenerational approach.

Our Network

RSI's Network includes more than 8,000 industry leaders from Canada and around the world. Key industries represented in our network include Energy, Technology, Government, Environment, Engineering, Architecture, Real Estate, Communication, Education, Consulting and Financial Services. Our network includes mid-level and senior management professionals, as well as C-suite leaders and entrepreneurs. In addition, we currently engage a network of nearly 100 volunteers who donate their time and energy in support of our events and programs, mostly located in the Greater Toronto Region. Our momentum is growing.

We offer a range of opportunities to support RSI. These opportunities are available to foundations, private and public organizations, non-governmental organizations and include both Sustaining and Event Sponsorship.



CONTACT US

We look forward to including you and your organization as a partner and supporter of the
AI | Sustainable Futures 2018 Summit

Daniels Spectrum, Toronto • March 28, 2018

For more information, please contact:
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