



Sponsorship Opportunities

Women in Supply Chain: the Journey Dinner with Tracy Robinson

December 7, 2016, Gunn's Dairy Barn, Heritage Park, Calgary, Alberta

About the Dinner

On December 7, 2016, attendees will hear Tracy Robinson, Vice President, Supply Chain at TransCanada speak on her journey within the industry at the Gunn's Dairy Barn at Heritage Park.

"Lead Like a Woman"

Which of these attributes are associated with being a woman: Decisiveness or compassion? Intelligence or honesty? Ambition or organization? How about all of them! This speech will explore the new model of leadership that encourages collectiveness, compromise and influence without authority. You will be challenged to put aside the masculine traits you believe superiors are looking for and embrace the feminine characteristics which enables teams to thrive.

About Tracy Robinson:

As Vice-President, Supply Chain, Tracy Robinson is responsible for all supply chain management and procurement needs for TransCanada. She also has responsibility for business support services such as warehousing and inventory, accounts payable, and resource planning and analysis. Tracy joined TransCanada in 2014 as Vice-President, Transportation for the Liquid Pipelines business unit.

Prior to joining TransCanada, Tracy spent 27 years at Canadian Pacific, serving in executive roles spanning Operations, Finance and Commercial. Most recently, she served as Vice-President of Energy and Merchandise, where her focus was the development and execution of initiatives to drive growth across a broad group of business units, including Energy, Chemicals, Metals, Mines & Aggregates, Autos and Forest Products.

Tracy has held a number of industry and private board positions. She currently serves on the Board of Directors of Smart Sand, Inc. and sits as a member of the Dean's Advisory Council at the Edwards School of Business of the University of Saskatchewan. She represents TransCanada at the Canadian Energy Pipeline Association (CEPA) Foundation and on the Interstate Natural Gas Association of America (INGAA) Foundation.

Tracy holds a Masters of Business Administration from the University of Pennsylvania's Wharton School of Business and a Bachelor of Commerce Degree from the University of Saskatchewan. She received her Institute of Corporate Directors designation in 2015.

Why Become a Sponsor?

Become a sponsor of this Dinner and immerse your organization directly into your target market! As one of a maximum of only seven sponsors you are assured of full exposure during the promotion and duration of the event. Other benefits will include:

- ✓ Increasing your marketing capabilities by inserting your organization's brand directly onto the workshop website and other related marketing materials

Contact Us

Bryndis Whitson, Manager, Strategic Development & Member Relations at the Van Horne Institute at: bwhitson@ucalgary.ca. For further questions she can be contacted at: 403-220-2114.



- ✓ Networking with key members of related industries and industry colleagues
- ✓ Maximizing your exposure to relevant groups and key delegates
- ✓ Creating lead generation and new contacts
- ✓ Using a cost-effective method of promoting brand awareness to a relevant audience

TITLE SPONSORS WILL RECEIVE:	COST
<ul style="list-style-type: none"> • One table of 8 complimentary registrations to the Dinner (<i>value of \$650</i>) • Donation of 4 dinner registrations to assist attendees who are unable to afford to attend the Dinner (<i>value of \$340</i>) • Your company representative given the opportunity to introduce or thank the keynote speaker • Your company logo displayed on screen during the Dinner • Your company acknowledged at the start and end of the Dinner • Your company logo displayed on the Dinner website • Opportunity to display your company literature on a sponsor table during the Dinner • Your company logo included in all promotional materials • Recognition of your company's contribution in the news section of the Van Horne Institute's website 	\$5,000

SUPPORTING SPONSORS WILL RECEIVE:	COST
<ul style="list-style-type: none"> • 4 x complimentary registrations to the Dinner (<i>value of \$340</i>) • Donation of 2 dinner registrations to assist attendees who are unable to afford to attend the Dinner (<i>value of \$170</i>) • Your company logo displayed on screen during the Dinner • Your company acknowledged at the start and end of the Dinner • Your company logo displayed on the Dinner website • Opportunity to display company literature on a sponsor table during the Dinner • Your company logo included in all promotional materials 	\$2,500

ASSISTING SPONSORS WILL RECEIVE:	COST
<ul style="list-style-type: none"> • 2 x complimentary registrations to the Dinner (<i>value of \$170</i>) • Donation of 1 dinner registrations to assist attendees who are unable to afford to attend the Dinner (<i>value of \$85</i>) • Your company logo displayed on screen during the Dinner, Dinner website and in promotional materials • Your company acknowledged at the start and end of the Dinner 	\$1,000

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