



MAGNETIC NORTH 2024

THE FIRST SPARK

Presented By:
YUKON CHAMBER OF COMMERCE





IGNITING INNOVATION AND COLLABORATION IN YUKON'S TRADES & TECHNOLOGY

Event Overview

Welcome to Magnetic North 2024: The First Spark! This exciting event, held at the stunning Kwanlin Dün Cultural Centre in Whitehorse, Yukon, marks the genesis of a vibrant new platform connecting Yukon's trades and technology sectors.

Why Magnetic North?

Magnetic North represents the powerful force drawing Yukon's business community together. This inaugural event serves as a catalyst, sparking innovation, collaboration, and growth within the territory. With a focus on three pivotal tracks—Food Sovereignty, Renewable Energy, and AI/Big Data—attendees will engage in in-depth discussions and hands-on experiences that drive progress and sustainability.

Magnetic North 2024 is more than just a conference.

It's the first spark igniting a vibrant and ongoing community of Yukon trades and technology leaders. We are committed to fostering lasting connections, facilitating knowledge exchange, and supporting the collaborative growth of Yukon's business ecosystem.

This event is made possible through the support and work from the five Community Chambers: Dawson City, St. Elias, Silver Trail, Watson Lake, and Whitehorse.

The Yukon Chamber of Commerce respects that we are gathered on the traditional territory of the Kwanlin Dün First Nation, Ta'an Kwäch'än Council, Carcross/Tagish First Nation, and Little Salmon/Carmacks First Nation. We acknowledge the deep connection of Yukon First Nations to this territory and their ongoing contributions to our shared prosperity.

Join us at Magnetic North 2024 and be part of the first spark that will drive Yukon's future innovation and collaboration.



WHAT TO EXPECT

Magnetic North 2024 promises an engaging and stimulating experience for attendees in technology, business and industry, with a focused exploration on three pivotal tracks: Food Sovereignty, Renewable Energy, and AI/Big Data.

Informative Sessions: Gain valuable insights and stay ahead of industry trends through thought-provoking presentations and panel discussions led by leading experts. Delve into how we can collaborate to revolutionize industries, enhance efficiency, and create exciting new possibilities. Each track will offer deep dives into critical issues:

- **Food Sovereignty:** Explore sustainable agricultural practices, local food systems, and innovative solutions to ensure food security.
- **Renewable Energy:** Learn about cutting-edge renewable energy technologies, policy developments, and strategies for transitioning to a sustainable energy future.
- **AI/Big Data:** Discover how AI and big data are transforming industries, driving innovation, and enabling smarter decision-making.

Interactive Workshops: Participate in hands-on workshops designed to equip you with practical skills and knowledge. Each track will feature tailored sessions:

- **Food Sovereignty:** Potential workshops on urban farming, community-supported agriculture, and sustainable food production methods.
- **Renewable Energy:** Potential sessions on solar power installation, energy efficiency techniques, and renewable energy project management.
- **AI/Big Data:** Potential training on data analysis tools, AI implementation in trades, and ethical considerations in AI deployment.

Exhibitor Showcase: Connect with a diverse range of local businesses and organizations at our dynamic exhibitor showcase. Explore cutting-edge technologies, discover essential trade services, and network with key industry players across all three tracks and beyond.

Networking Opportunities: Make valuable connections and foster collaboration throughout the event. Dedicated networking sessions, meet-and-greet lunches, and a closing reception provide ample opportunities to interact with fellow attendees, industry professionals, and potential partners. Whether your focus is on food sovereignty, renewable energy, or AI/big data, you'll find like-minded individuals to share ideas and build lasting relationships.

Magnetic North 2024 is not just an event—it's a platform for change, innovation, and collaboration. Join us to be part of the conversation shaping the future of technology and business.



JOIN US

Magnetic North 2024 is designed for a diverse audience, including but not limited to:

- Technology professionals and entrepreneurs
- Business owners and managers seeking to integrate technology into their operations
- Investors and venture capitalists looking for promising local businesses
- Professionals and enthusiasts in the fields of food sovereignty, renewable energy, and AI/big data
- Anyone looking to incorporate advanced technologies and sustainable practices into their business

Magnetic North 2024 offers a unique opportunity to be part of a groundbreaking event shaping Yukon's future. Join us to ignite the first spark that will fuel a more innovative, sustainable, and collaborative business landscape. Register today and be part of the transformative journey toward a brighter future.



ABOUT US

YUKON CHAMBER OF COMMERCE



The Yukon Chamber of Commerce is the proud voice of Yukon's vibrant business community since 1985. We champion businesses of all sizes and sectors, from bustling Whitehorse to remote communities nestled amidst breathtaking landscapes.

While advocacy is at our core, we go beyond simply lobbying for our members. We are a hub for connection, fostering collaboration and knowledge sharing amongst Yukon businesses. We understand that a thriving Yukon economy benefits everyone, and we work diligently to create a climate where businesses can flourish against the backdrop of this awe-inspiring territory.

The Yukon Chamber of Commerce isn't just another business association. We are deeply rooted in the Yukon's unique character, a land where rugged mountains cradle pristine lakes, and the call of the wild echoes through ancient forests. Our team members live, work, and breathe the Yukon spirit. We understand the challenges and opportunities that define doing business here.



A UNIQUE BUSINESS LANDSCAPE

The Yukon offers a unique business landscape. With a strong focus on resource development, tourism, and traditional industries like crafts and fur trading, Yukon businesses are known for their resilience, innovation, and commitment to sustainability. We advocate for policies that support these diverse sectors while fostering a spirit of entrepreneurship that propels the Yukon economy forward.



BUSINESS OPPORTUNITIES

In recent years, the Yukon has seen exciting growth in its business and tech sectors. Government initiatives and organizations like Tech Yukon are providing vital support to startups and established businesses alike. This fosters an environment where innovative tech companies are developing solutions relevant to the Yukon's unique needs, from sustainable resource management to remote healthcare technologies.

THE PHYSICAL LANDSCAPE

Beyond its thriving business scene, the Yukon offers breathtaking natural beauty. Hike through ancient glaciers, paddle crystal-clear lakes, or witness the awe-inspiring Northern Lights dance across the night sky. Immerse yourself in the rich cultural tapestry woven by First Nations people for millennia. From thrilling adventures to serene escapes, the Yukon offers endless opportunities to experience the untamed spirit that defines this extraordinary place. We encourage you to explore what the Yukon has to offer, both in terms of business potential in its growing sectors and unforgettable experiences, while you're here for our event.



ABOUT THE VENUE: KWANLIN DÜN CULTURAL CENTRE

A Celebration of Culture and Community

Nestled on the banks of the Yukon River, the Kwanlin Dün Cultural Centre (KDCC) is more than just an event venue. It's a vibrant hub that celebrates the rich heritage and contemporary life of the Kwanlin Dün First Nation people. Opened in 2012, the KDCC serves as both a gathering place for the Kwanlin Dün community and a welcoming space for visitors to experience the territory's unique culture. The KDCC truly offers a unique venue experience that blends business with cultural discovery.

Location:

Kwanlin Dün Cultural Centre 1171 Front Street Whitehorse, Yukon Canada Y1A 0G9

TRAVEL & ACCOMODATION

The Yukon Chamber of Commerce has robust partnerships with local hotels for pre and during-event accommodation. Flights to Whitehorse are available throughout Canada. We advise consulting your travel agent for the best flights available.



EVENT SCHEDULE



08 OCT

- OPENING KEYNOTE
- SESSIONS
- EXPOSITION
- TECH PITCH COMPETITION
- CLOSING PANEL
- CONCURRENT WORKSHOPS



09 OCT

ANNUAL GENERAL MEETING





SPONSOR & PARTNERSHIP OPPORTUNITIES



INVEST IN YOUR SUCCESS AND SUPPORT A THRIVING YUKON

Magnetic North offers a unique platform to showcase your brand, connect with a targeted audience, and demonstrate your commitment to a vibrant Yukon economy. We are excited to partner with organizations that share our vision and values.

BECOME A SPONSOR AND GAIN UNPARALLELED VISIBILITY

We offer a variety of sponsorship tiers to match your budget and marketing goals. Each tier provides a comprehensive package of benefits designed to maximize your brand exposure and engagement with attendees.





SPONSORSHIP PACKAGE

CUSTOMIZED PACKAGES CAN BE ACCOMODATED

SUN SPONSOR



Everything in Star package, plus:

SESSION SPEAKING SLOT

FULL PAGE AD IN EVENT PROGRAM

1 VIP TICKET, 10 ATTENDEE TICKETS

PROMINENT SIGNAGE

PRIME BOOTH LOCATION (20X20)

\$20,000

STAR SPONSOR



Everything in Aurora package, plus:

PANEL SPONSOR

1/2 PAGE AD IN EVENT PROGRAM

30 SECOND AD VIDEO

8 ATTENDEE TICKETS

WORKSHOP SPONSOR

10X10 BOOTH

\$15,000



SPONSORSHIP PACKAGE

AURORA SPONSOR

Everything in Comet tier, plus:



PANELIST ATTENDEE

VIP NETWORKING ROOM ACCESS

SIGNAGE IN VENUE

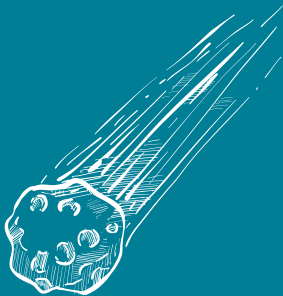
VIP SEATING

5 ATTENDEE TICKETS

\$10,000

COMET SPONSOR

What's included:



ATTENDEE LISTS

TABLETOP SPACE

WELCOME CEREMONY INTRODUCTION

DIGITAL SIGNAGE

3 ATTENDEE TICKETS

\$8,000



SPONSORSHIP PACKAGE

TECH PITCH SPONSOR



Support the next generation of Yukon tech talent and gain early access to high-potential startups by sponsoring the Tech Pitch Competition. The Tech Pitch Sponsor will select and present the award. All benefits in Comet tier are included.

\$10,000

YUKON ARTISAN SHOWCASE

The Artisan Showcase is a fantastic opportunity for local artisans to connect with the community. During this event, artisans will have their own dedicated tabletops for the entire duration, allowing them to showcase and sell their unique creations directly to interested customers. This is a great chance to discover one-of-a-kind items and support local talent.

\$200.00



SPONSORSHIP À LA CARTE

NETWORKING SPONSOR	_____	\$5,000 (2 AVAILABLE)
BREAKFAST SPONSOR	_____	\$500 (5 AVAILABLE)
LUNCH SPONSOR	_____	\$500 (5 AVAILABLE)
ADDITIONAL TICKETS	_____	\$100





THANK YOU!

**Email magnor@yukonchamber.com
JOIN US AS WE BUILD A STRONGER YUKON TOGETHER!**

