



2020

PARTNERSHIP PROGRAM

XPERIENCE

#EDA2020

LIVE & ONLINE

**Fostering Innovation,
Transformation &
Diversification**

November 25-26, 2020

Live & Online

ABOUT EDA

Economic Developers Alberta (EDA) is the only professional association for economic developers in the province. It is dedicated to advancing the economic development profession by providing innovative resources, networking opportunities and professional development solutions.

A not-for-profit organization, EDA is governed by a volunteer board of directors, representing the interests of the membership as a whole. Established in 1974, the organization's membership consists of over 300 professionals representing sectors such as: municipalities; towns; regions; tourism groups; financial institutions; Crown Corporations; businesses; Regional Economic Development Authorities; Community Futures Development Corporations; federal, provincial, regional and municipal government agencies; students and NGO's.

EDA offers an in-depth knowledge of Alberta's economic development information, resources, and professionals valuable in positioning and promoting your company or organization. EDA's **Partnership Program** has been developed to enable partners to profile their corporate commitment towards promoting sustainable economic prosperity in Alberta.

As a Partner, you will enjoy numerous benefits associated with events and activities organized by EDA throughout the year. You will have access to EDA's diverse membership through our varied communications tools such as: e-blasts, the monthly newsletter "the LINK," EDA's Website and EDA's social media pages. You will also have an opportunity to profile your company or organization at EDA's signature event, **Xperience #EDA2020**.

ABOUT THE CONFERENCE

Xperience #EDA2020 will attract around 400 local, national and international experts in the field of economic development and elected officials from various parts of our province. Delegates are provided with updates on economic development issues and trends, best practices, inspiring keynote addresses and valuable networking opportunities. In addition, Alberta's Minister responsible for economic development is invited to deliver a keynote address during the Minister's Mixer & Awards Ceremony.

Xperience #EDA2020 is being held November 25-26, 2020. Due to COVID-19, it is being held both online and live. As a result, we are able to showcase your organization to economic developers and elected officials from Alberta's communities and regions, and beyond! In 2020.



2020 CONFERENCE & AGM

Fostering Innovation, Transformation & Diversification

How will Xperience #EDA2020 work?

- Enjoy EDA's dedicated conference website, including a series of virtual conference rooms.
- Access hours of economic development presentations, panels and interactive sessions. Instead of being able to only see 5 concurrent sessions, you will be able to access all 20.
- Connect with delegates in unique ways, from around the province, country and world. With the addition of live, hosted networking events on current topics.
- Experience a series of live, interactive events over two days, including presentations and networking opportunities at the President's Mixer, and the Awards Ceremony, Q & A sessions as well as interactive polls.
- Access on-demand sessions, podcasts, and panels for 90 days, any time of day, on any device.
- Register your own virtual business card, and share it easily with conference delegates to maximize your potential for networking and lead generation.

As a valued conference partner, we are excited to be able to provide you with an additional digital experience as well. This includes:

- On-Demand evergreen content and Exhibitor "booths" available for delegates to revisit and re-watch both during and post-conference.
- EDA board members will be able to host live interactive rooms that feature a variety of topics giving partners the ability to sponsor these rooms, and delegates the ability to share ideas.
- The ability to continue conversations or create new ones by sharing professional quality presentations or your branded content with your networks and beyond.
- Added brand awareness on our Virtual Event conference site
- Recognition throughout presentations and an opportunity to open doors through unique virtual networking channels.
- Name recognition in the #EDA2020 Xperience box, which each delegate will receive in advance, including a variety of products to help enhance their conference experience, worth approximately \$200.

Additional Bonus for Silver, Gold and Platinum Sponsors - Presence on "Alberta Impact"

- Alberta Impact is an independent online, multimedia based talk show that engages in authentic and informative conversations through our unedited Video Talk show format and uncut Live Podcasts with more than 360-thousand followers! Content is sharable. Presenters will have their presentations placed on the website. Sponsors will receive profile. Audio will be shared in podcast format. All sponsors will receive free access!

Each partnership level has various benefits associated with it, depending on the level of commitment selected. We encourage you to become an EDA Partner today!

PLATINUM (\$20,000) *one available

Conference

- Recognition as the presenting partner for the Awards Ceremony
- Logo on Conference website
- An Episode featured on Alberta Impact and the EDA Conference website (30,000 impressions)
- A podcast episode representing your company or organization
- Visual social media highlights for episode launch
- Recognition as presenting partner for a keynote session
- Opportunity to introduce an opening plenary
- Recognized as the official partner of the Economic Developer of the Year Award with the opportunity to co-present during the awards ceremony.
- Prominent Virtual Trade show space
- 4 complimentary conference registrations
- Ability to contribute a swag item to the Xperience Box (Mailed to delegates in advance) - subject to approval due to size of box.

Plus

- Your organization logo and hotlink on the EDA website for one year
- One time mention of each partnership with logo on EDA's social media pages, where each partner is invited to follow EDA and comment on the announcement in social media
- Logo displayed in each edition of EDA's newsletter "The Link" for a one-year period
- One complimentary 2020 EDA Basic Group Membership (which covers up to five individuals from your organization)
- Access to the online EDA 2020 Annual Membership Directory
- Membership listing in the annual *Invest In Alberta* magazine
- Access to EDA's "Member's Only" blog as a means to network

GOLD (\$10,000) *six available

Conference

- Logo on Conference website
- An Episode featured on Alberta Impact and the EDA Conference website (30,000 impressions)
- A podcast episode representing your company or organization
- Visual Social media highlights for episode launch
- Recognition as presenting partner for a keynote session
- Opportunity to introduce an opening plenary
- Recognized as the official partner of a Marketing Award of Excellence with the opportunity to co-present during the awards ceremony.
- Prominent Virtual Trade show space
- 4 complimentary conference registrations
- Ability to contribute a swag item to the Xperience Box (Mailed to delegates in advance) - subject to approval due to size of box.

Plus

- Your organization logo and hotlink on the EDA website for one year
- One time mention of each partnership with logo on EDA's social media pages, where each partner is invited to follow EDA and comment on the announcement in social media
- Logo displayed in each edition of EDA's newsletter "The Link" for a one-year period
- One complimentary 2020 EDA Basic Group Membership (which covers up to five individuals from your organization)
- Access to the online EDA 2020 Annual Membership Directory
- Membership listing in the annual *Invest In Alberta* magazine
- Access to EDA's "Member's Only" blog as a means to network

SILVER (\$5,000)

Conference

- Logo on Conference website
- An Episode featured on Alberta Impact and the EDA Conference website (30,000 impressions)
- Recognition as presenting partner for a conference session
- Opportunity to introduce a breakout session
- Recognized as the official partner of a Marketing Award of Excellence with the opportunity to co-present during the awards ceremony.
- Virtual Trade show space
- 2 complimentary conference registrations
- Ability to contribute a swag item to the Xperience Box (Mailed to delegates in advance) - subject to approval due to size of box.

Plus

- Your organization logo and hotlink on the EDA website for one year
- One time announcement of the six Silver Partners on EDA's social media pages, where each partner is encouraged to follow EDA and comment on the announcement of their partnership
- One complimentary 2020 EDA Basic Group Membership (which covers up to five individuals from your organization)
- Access to the online EDA 2020 Annual Membership Directory
- Membership listing in the annual *Invest In Alberta* magazine
- Access to EDA's "Member's Only" blog as a means to network

BRONZE (\$2,500)

Conference

- Logo on Conference website
- Recognition as presenting partner for a conference session
- Virtual Trade show space hyperlink to your site
- 1 complimentary conference registration

Plus

- Your organization logo and hotlink on the EDA website for one year
- One complimentary 2020 EDA General Professional Membership
- Access to the online EDA 2020 Annual Membership Directory
- Membership listing in the annual *Invest In Alberta* magazine
- Access to EDA's "Member's Only" blog as a means to network

FRIEND (\$1,000)

Conference

- Acknowledgement on dedicated conference site
- Electronic signage at the 2020 Annual General Meeting and Professional Conference
- One complimentary 2020 Conference delegate registrations including an Xperience box for the live sessions

Plus

- Your organization's name listed on EDA website for 6 months

EXHIBITOR (\$750)

Conference

- Virtual Exhibitor trade show space
- Includes digital "booth" where delegates can view logo, links, resources for download, video or card ad

OTHER PARTNERSHIP OPPORTUNITIES

Although EDA's main partnership opportunities are outlined in the previous categories, we invite your organization to partner in other ways such as: Awards Program, Conference Event Website, promotional give-a-ways and/or gifts in kind. If so, please contact, Leann Hackman-Carty at 1.866.671.8182 to discuss how we can provide you with the best partnership opportunity.

PARTNER COMMITMENT

Partner's Name _____

Address _____

City _____ Province _____

Postal Code _____ Telephone _____

Fax _____ Email _____

Contact Person _____

Signature _____

Amount: _____

PAYMENT METHOD

We are making our contribution to the 2020 EDA Professional Conference through the following method:

Cheque No. ___ is enclosed payable to *Economic Developers Alberta*
Please mail to: Suite 127, #406 917-85 St. SW, Calgary, AB T3H 5Z9.

Credit Card: Yes, please invoice me via PayPal for the full amount or
Bill my: VISA Mastercard (please circle)

Number: _____ Expiry: /

Completed forms can be emailed to admin@edaalberta.ca.

On behalf of Economic Developers Alberta, thank you for your support!