



**2020**

# **PARTNERSHIP PROGRAM**

**Fostering Innovation,  
Transformation &  
Diversification**

April 1-3, 2020

Pomeroy Kananaskis Mountain  
Lodge, Kananaskis, AB

## 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, the **Annual General Meeting & Professional Conference**.

## ABOUT THE CONFERENCE

**EDA's Annual General Meeting & Professional Conference** attracts 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 Dinner & Awards Ceremony.

EDA's next annual conference is being held April 1-3, 2020 at the recently renovated Pomeroy Kananaskis Mountain Lodge in Kananaskis, Alberta. This beautiful, modern conference venue offers a stunning backdrop to showcase your organization to economic developers and elected officials from Alberta's communities and regions. In 2020, our theme is "*Fostering Innovation, Transformation & Diversification*".

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!



## 2020 CONFERENCE & AGM

*Fostering Innovation, Transformation & Diversification*

April 1-3, 2020

### **PLATINUM (\$20,000) \*one available**

#### **Conference**

- Recognition as the presenting partner for the Minister's Dinner & Awards Ceremony (verbal, printed and electronic)
- Opportunity to address the delegation during the Minister's Dinner & Awards Banquet
- Recognition as the official partner of the Economic Developer of the Year Award with the opportunity to co-present it during the Minister's Dinner & Awards Ceremony
- Ability to organize a bonus session
- Acknowledgement in Conference app and mini program
- Invitation to participate and showcase your organization throughout the Conference
- Signage at the 2020 Annual General Meeting and Professional Conference
- Four complimentary 2020 Conference delegate registrations including tickets to the President's Dinner and Minister's Dinner & Awards Ceremony (travel and accommodation not included) with four guaranteed place sittings at the Minister's/President's table during the Dinner
- Complimentary banner space in a premiere location in the main ballroom and exhibit space in Sponsor Salon
- Opportunity to include collateral material/promotional items in delegate packages

#### **Plus**

- One time announcement of partnership to membership in an E-blast
- One time announcement of partnership with logo on social media pages, where each member is invited to follow EDA and comment on the announcement
- Logo and hotlink on the home page of the EDA website for one year
- 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 "Members Only" blog as a means to network

## **GOLD (\$10,000) \*six available**

### **Conference**

- Recognition as the presenting partner for a keynote session (verbal, printed and electronic)
- Opportunity to introduce an opening plenary (2), breakfast or luncheon keynote speaker (first come first serve basis) and introduce your organization on stage
- Recognized as the official partner of a Marketing Award of Excellence with the opportunity to co-present it during the Minister's Dinner & Awards Ceremony
- Acknowledgement in Conference app and mini program
- Signage at the 2020 Annual General Meeting and Professional Conference
- Four complimentary 2020 Conference delegate registrations including tickets to the President's Dinner and Minister's Dinner & Awards Ceremony (travel and accommodation not included) with guaranteed place sittings at a reserved VIP table during the Dinner
- Complimentary banner space at the Annual Conference in the main ballroom, and exhibit space in Sponsor Salon
- Opportunity to include collateral material/promotional items in delegate packages

### **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**

- Recognition as the official partner for a conference session (verbal, printed and electronic)
- Opportunity to introduce a break-out session (first-come first-serve basis) and introduce your organization on stage
- Ability to help organize a sponsor break-out session (first-come first-serve basis)
- Acknowledgement in Conference app and mini program
- Recognition as an official partner of a Marketing Award with the opportunity to co-present it during the Minister's Dinner & Awards Ceremony
- Signage at the 2020 Annual General Meeting and Professional Conference
- Two complimentary 2020 Conference Delegate Registrations including tickets to the President's Dinner and Minister's Dinner & Awards Ceremony (travel and accommodation not included)
- Complimentary exhibit space in the Sponsor Salon
- Opportunity to include collateral material/promotional items in delegate packages

### **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)
- Membership listing in the annual *Invest In Alberta* magazine
- Access to the online EDA 2020 Annual Membership Directory as a means to network

## BRONZE (\$2,500)

### Conference

- Verbal, print and electronic recognition as an official partner of a concurrent conference session or refreshment break. These are allocated on a first-come first serve basis.
- Acknowledgement in Conference app and mini program
- Signage at the 2020 Annual General Meeting and Professional Conference
- One complimentary 2020 Conference Delegate Registration including a ticket to the President's Dinner and Minister's Dinner & Awards Ceremony (travel and accommodation not included)
- Opportunity to include collateral material/promotional items in delegate packages and profile your organization in the Sponsor Salon

### Plus

- Your organization name and link on the EDA website for one year
- One complimentary 2020 EDA General Professional Membership giving member access to EDA membership directory and EDA "Member's Only" blog as a means to network
- Membership listing in the annual *Invest In Alberta* magazine

## FRIEND (\$1,000)

### Conference

- Acknowledgement in Conference app and mini program
- Signage at the 2020 Annual General Meeting and Professional Conference
- One complimentary 2020 Conference Delegate Registration including a ticket to the President's Dinner and Minister's Dinner & Awards Ceremony (travel and accommodation not included)

### Plus

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

## EXHIBITOR (\$750)

### Conference

- Exhibition space in Sponsor Salon during conference, which is where all coffee breaks take place, and the hospitality suite is located
- Access to approximately 400 qualified delegates
- Ability to purchase additional \$250 meal package (which includes 4 breaks, two breakfasts, one lunch, and two formal dinners)

## 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: the Sponsor Salon; Awards Program, Conference Event App, speaker gifts; auction items, door prizes, promotional give-aways 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 faxed to 403-214-0224.**

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