



Economic Developers Alberta

XPERIENCE 2026

Fresh Ideas. Bold Futures.

APRIL 15-17, 2026

PARTNER PROGRAM



Economic Developers Alberta (EDA) is the province's premiere professional association for economic developers.

EDA is dedicated to advancing the profession of economic development by providing innovative resources, networking opportunities, and professional development solutions. As a non-profit organization, we are governed by a volunteer board of directors representing diverse member interests.

Established in 1974, our 350+ members include municipalities, towns, tourism groups, utilities, financial institutions, businesses, Regional Economic Development Authorities, Community Futures Development Corporations, federal, provincial, regional, and municipal government agencies, students and non-profit organizations.

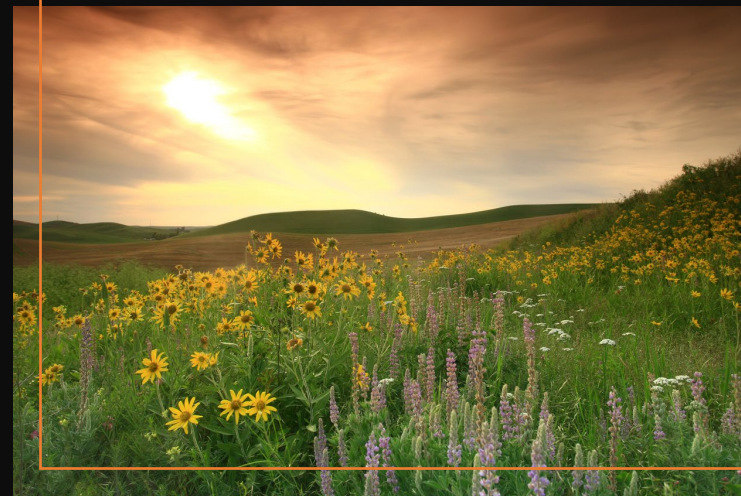
EDA's Partner Program enables organizations to profile their commitment to sustainable economic prosperity in Alberta. Partners realize numerous benefits throughout the year, including targeted brand positioning, event participation, access to EDA e-blasts, social media pages, a regular newsletter, a website, and the Invest in / Xperience Alberta publication, to name a few. In addition, Partners may profile their organization at EDA's signature event- EDA Xperience 2026 Leaders' Summit & Conference.

EDA

economic Developers Alberta

XPERIENCE
Fresh Ideas





**Bringing economic development leaders
from across the province to network, partner,
and find innovative solutions.**



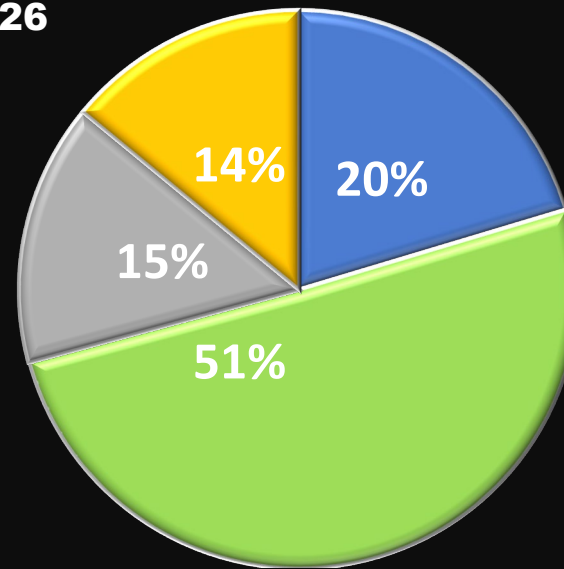
EDA Xperience 2026 Leaders' Summit & Conference at the Pomeroy Mountain Lodge in Kananaskis.



This beautiful conference venue offers a stunning backdrop to showcase your organization to economic developers and elected officials from Alberta's communities and regions.

EDA Xperience 2026 will attract over 400 local, national, and international economic development experts and elected officials from across the province. It will bring together Alberta's economic development leaders to discuss the current state of the province's economy, identify practical strategies to move it forward, and explore ways to support one another. Delegates will be provided with information about Alberta's current and emerging sector opportunities, updates on economic development issues and trends, best practices, inspiring keynote addresses, and interactive networking opportunities.

Each Partner level has various benefits associated with it, depending on the level of commitment selected. Become an EDA Partner today!

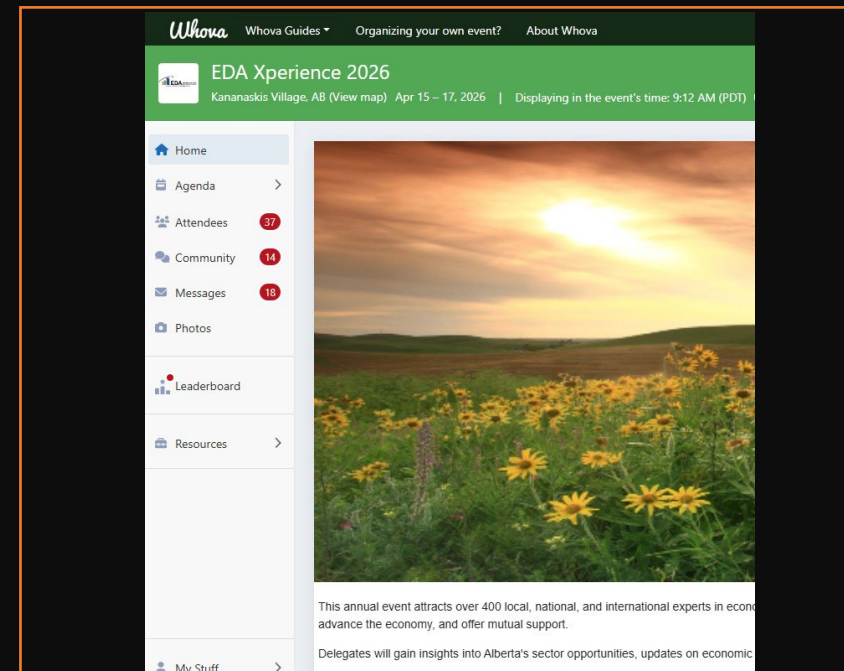


2025 Attendee Overview

- Elected Officials
- Economic Developers
- Non-Profit/Municipal
- Corporate

Meet the People and Organizations Key to Alberta's Economic Future

Once again, EDA Xperience 2026 will be using the Whova platform to maximize attendee experience and engagement.



Participation as a Partner gives your organization high visibility and direct engagement with attendees through Whova's desktop site and mobile app.

Each Partner will be granted access to the "Exhibitor" Portal, where you can customize your company profile and increase your brand visibility.

The Whova Event platform lets exhibitors conveniently engage with visitors, identify quality leads, and schedule meetings with attendees from your desktop or mobile device. From the platform, Partners can also take advantage of promotional features by offering coupons, raffles, and giveaways to drive traffic to their virtual "booth".



PARTNER Opportunities

Your Brand.

In front of hundreds of Economic Development Leaders
and Influencers across Alberta and beyond.

EDA XPERIENCE 2026
Fresh Ideas. Bold Futures.
Economic Developers Alberta

PATRON \$20,000

GOLD \$10,000

SILVER \$5,000

BRONZE \$2,500

IN-KIND / OTHER

VENDOR



PATRON \$20,000



PARTNER BENEFITS

LEADERS' SUMMIT & CONFERENCE

VIP REGISTRATION

- Direct access to 400 qualified delegates. Connect with key decision-makers and industry influencers throughout the event.
- 6 Full delegate registrations, and tickets to the Community Awards of Excellence Dinner and President's Recognition Dinner
- Priority room booking onsite for 6 delegates (until February 1, 2026)
- Guaranteed VIP place seating at the President's Recognition Dinner

PARTNER RECOGNITION

- Logo displayed on event promotional materials, website and main ballroom
- Recognition as an Awards Dinner partner (allocated on a first-come, first-served basis), and as an official Award partner for a major individual award
- Banner space in Sponsor Alley and main ballroom area
- Opportunity to provide promotional materials at the Registration Desk
- Option to be featured alongside other top-tier partners in the EDA **Partner Power Talk** held during a pre-Conference session, featuring dynamic, 5-minute presentations with rapidly advancing slides to showcase your organization's expertise.

ONLINE TRADE SHOW BOOTH via Whova Platform

- Brand exposure on the Whova Platform and sponsored sessions
- Opportunity to enhance your organization's profile by adding a video, uploading documents, and sharing marketing content and photos
- Ability to access and interact with event attendees, collect and export leads
- View match-matching recommendations based on location, industry, education, etc.
- Offer a promotion to attract attendees to your virtual booth
- Access the post-event sponsor report that includes click metrics and key insights

ANNUAL BENEFITS

PARTNER RECOGNITION

- One-time announcement of partnership to membership in an E-blast
- One-time announcement of partnership with logo on social media pages
- 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 one year

MEMBERSHIP BENEFITS

- Up to five (5) 2026 Associate memberships for EDA, including all member benefits
- Membership listings in the 2026 Invest In Alberta / Xperience Alberta magazine
- Access to the online EDA 2026 Annual Membership Directory on the EDA website



GOLD \$10,000



PARTNER BENEFITS

LEADERS' SUMMIT & CONFERENCE

VIP REGISTRATION

- Direct access to 400 qualified delegates. Connect with key decision-makers and industry influencers throughout the event.
- 4 Full delegate registrations, and tickets to the Community Awards of Excellence Dinner and President's Recognition Dinner
- Priority room booking onsite for 4 delegates (until February 1, 2026)
- Guaranteed VIP place seating at the President's Recognition Dinner

PARTNER RECOGNITION

- Logo displayed on event promotional materials, website and main ballroom
- Recognition as an Awards Dinner partner (allocated on a first-come, first-served basis), and as an official Award partner for a major individual award
- Banner space (2 banners, 3' x 6' maximum) in Sponsor Alley
- Opportunity to provide promotional materials at the Registration Desk
- Option to be featured alongside other top-tier partners in the EDA **Partner Power Talk** held during a pre-Conference session, featuring dynamic, 5-minute presentations with rapidly advancing slides to showcase your organization's expertise.

ONLINE TRADE SHOW BOOTH via Whova Platform

- Brand exposure on the Whova Platform and sponsored sessions
- Opportunity to enhance your organization's profile by adding a video, uploading documents, and sharing marketing content and photos
- Ability to access and interact with event attendees, collect and export leads
- View match-matching recommendations based on location, industry, education, etc.
- Offer a promotion to attract attendees to your virtual booth
- Access the post-event sponsor report that includes click metrics and key insights

ANNUAL BENEFITS

PARTNER RECOGNITION

- One-time announcement of partnership to membership in an E-blast
- One-time announcement of partnership with logo on social media pages
- 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 one year

MEMBERSHIP BENEFITS

- Up to five (5) 2026 Associate memberships for EDA, including all member benefits
- Membership listings in the 2026 Invest In Alberta / Xperience Alberta magazine
- Access to the online EDA 2026 Annual Membership Directory on the EDA website



SILVER \$5,000



PARTNER BENEFITS

LEADERS' SUMMIT & CONFERENCE

VIP REGISTRATION

- Direct access to 400 qualified delegates. Connect with key decision-makers and industry influencers throughout the event.
- 2 Full delegate registrations and tickets to the Community Awards of Excellence Dinner and President's Recognition Dinner
- Priority room booking onsite for 2 delegates (until February 1, 2026)
- Guaranteed VIP place seating at the Awards Dinner

PARTNER RECOGNITION

- Logo displayed on event promotional materials, website and main ballroom
- Recognition as an Awards Dinner partner (allocated on a first-come, first-served basis), and as an official Award partner for a major individual award
- Banner space (1 banner, 3' x 6' maximum) in Sponsor Alley

ONLINE TRADE SHOW BOOTH via Whova Platform

- Brand exposure on the Whova Platform and sponsored sessions
- Opportunity to enhance your organization's profile by adding a video, uploading documents, and sharing marketing content and photos
- Ability to access and interact with event attendees, collect and export leads
- View match-matching recommendations based on location, industry, education, etc.
- Offer a promotion to attract attendees to your virtual booth
- Access the post-event sponsor report that includes click metrics and key insights

ANNUAL BENEFITS

PARTNER RECOGNITION

- One-time announcement of partnership with logo on social media pages

MEMBERSHIP BENEFITS

- Up to three (3) 2026 Associate memberships for EDA, including all member benefits
- Membership listings in the 2026 Invest In Alberta / Xperience Alberta magazine
- Access to the online EDA 2026 Annual Membership Directory on the EDA website



BRONZE \$2,500



PARTNER BENEFITS

LEADERS' SUMMIT & CONFERENCE

VIP REGISTRATION

- Direct access to 400 qualified delegates. Connect with key decision-makers and industry influencers throughout the event
- 1 Full delegate registration and ticket to the Community Awards of Excellence Dinner and President's Recognition Dinner. Guaranteed VIP place seating at the Awards Dinner.
- Priority room booking onsite for 1 delegate (until February 1, 2026)

PARTNER RECOGNITION

- Logo displayed on event promotional materials, website and main ballroom
- Recognition as an Awards Dinner partner (allocated on a first-come, first-served basis), and as an official Award partner for a major individual award
- Banner space (1 banner, 3' x 6' maximum) in Sponsor Alley

ONLINE TRADE SHOW BOOTH via Whova Platform

- Brand exposure on the Whova Platform and sponsored sessions
- Opportunity to enhance your organization's profile by adding a video, uploading documents, and sharing marketing content and photos
- Ability to access and interact with event attendees, collect and export leads
- View match-matching recommendations based on location, industry, education, etc.
- Offer a promotion to attract attendees to your virtual booth
- Access the post-event sponsor report that includes click metrics and key insights

ANNUAL BENEFITS

PARTNER RECOGNITION

- One-time announcement of partnership with logo on social media pages

MEMBERSHIP BENEFITS

- One 2026 Associate membership for EDA, including all member benefits
- Membership listings in the 2026 Invest In Alberta / Xperience Alberta magazine
- Access to the online EDA 2026 Annual Membership Directory on the EDA website

IN-KIND / OTHER

PARTNER BENEFITS

LEADERS' SUMMIT & CONFERENCE

Although EDA's main partnership opportunities are outlined in the previous categories, we invite your organization to partner in other ways, such as:

- Promotional opportunities
- Speaker gifts
- Door prizes
- Promotional give-a-ways, and/or gifts in kind

If so, please get in touch with EDA directly to discuss how we can provide you with the best partnership opportunity.





VENDOR

ADDITIONAL PARTNER OPPORTUNITY

Deepen your relationship with EDA and Alberta's economic development community.

A Vendor Partner is a business or organization that offers products or services aligned with the needs of EDA members, providing exclusive discounts or value-added offers. All Vendor Partners must be EDA members and demonstrate a commitment to supporting Alberta's economic development sector.

Benefits to You

- **Direct Access to EDA Members-** Connect with economic developers, municipalities, and industry professionals across Alberta.
- **Visibility & Brand Recognition-** Get featured in EDA's digital channels as a trusted partner.
- **Promotional Opportunities**
 - ✓ Logo and exclusive offer listed on EDA's website
 - ✓ Mentions in quarterly newsletters
 - ✓ One co-branded webinar opportunity per year
 - ✓ Social media spotlights
 - ✓ Option to submit a downloadable member resource
- **Strengthen Your Reputation-** Align your brand with EDA's mission and be recognized as a contributor to community and economic growth.

Partner Expectations

- Provide a discount or value-added benefit exclusively to EDA members
- Participate in one promotional activity (e.g., webinar or resource)
- Share light annual engagement metrics (optional)

Why Join?

The Vendor Partner Program is a win-win:

- Partners gain **visibility, credibility, and direct connections**
- EDA members access **valuable, discounted services** that support their success.





For more Information contact:

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