



PARTNERSHIP PROGRAM

May 19-20, 2021

Live & Online

Economic Developers Alberta (EDA) is the only professional association for economic developers in the province. We are dedicated to advancing the economic development profession by providing innovative resources, networking opportunities and professional development solutions. Our not-for-profit organization is governed by a volunteer board of directors, representing the interests of the membership as a whole. Established in 1974, our 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'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, our regular newsletter "the LINK," EDA's Website, Invest in Alberta publication, placement on the virtual event platform, and EDA's social media pages to name a few. In addition, you will be able to profile your company or organization at EDA's signature event, which in 2021, combines our Leader's Summit & Conference into one dynamic event!

EDA XPERIENCE 2021

Challenges and opportunities for local and regional economies in 2021 are very different than those we encountered in the past; therefore, using the same strategies simply won't work. With a greatly enhanced level of global political and economic uncertainty and complexity, coupled with game-changing events like COVID, our world is changing almost beyond recognition. This new reality requires new mindsets, political and economic structures, business models, products and services.

The **EDA Xperience 2021** will attract over 300 local, national, and international experts in the field of economic development, and elected officials from across the province. 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 virtual networking opportunities. By incorporating EDA's **Economic Development Leaders' Summit** into the conference, we will create a forum for Alberta's economic development leaders to talk about what is happening in our province; identify practical ways to move our economy forward; and support each other in moving Alberta's ambitious economic development agenda forward.

The **EDA Xperience 2021** will take place May 19-20, 2021. Delegates will livestream first-rate professional development, best practices, and information about economic development trends and opportunities directly to their home office, living room, and car. All that's required is a device and access to the internet.

How will the **EDA Xperience 2021** work?

- Enjoy EDA's dedicated virtual event platform, including a series of virtual conference rooms.
- Access hours of economic development presentations, panels and interactive sessions.
- Connect one on one with delegates in unique ways, from around the province, country and world with the addition of live, hosted networking events.
- Experience a series of live, interactive events over two days, including presentations and networking opportunities at the President's Mixer, Awards Ceremony, and live Q &A sessions.
- Potential name recognition in the 2021 Xperience box, which each delegate will receive in advance, including a variety of Alberta-made products to help enhance the conference experience, worth approximately \$200.

As a valued conference partner, we are thrilled to provide you with an enhanced digital experience as well. Here are a few additional opportunities, dependent on level of partnership:

- Logo placement on event-wide and session graphics
- In-stream sponsor placement
- Commercial slots
- Expo vendor booths to showcase your products and services. Booths have a customizable lead generation feature built-in for capturing attendee interest.
- Sponsor booths can be made different in sizes: mini, small, medium, and large, in the Expo area, similar to floor space at a trade show, and level of visibility on the site. Size and profile depends on level of partnership.
- The opportunity to sponsor breakout sessions in the Sessions area, with branding appearing on the images of each session.
- Branding can also be featured in the main event image, on the Registration page, and inside the event on the Reception page.
- Receiving the full list of attendees with name, email, location, and ticket type purchased.
- Receiving recordings, analytics, chat transcripts for both the event chat and sessions chat, and poll data from the event once finished.
- Interactive networking features.

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

Summit & Conference

- Recognition as the presenting partner for the Annual Awards & Closing Ceremony (verbal and electronic)
- Recognition as the official partner of the Economic Developer of the Year Award (verbal and electronic)
- High profile presence in the Partner section of the dedicated #XperienceEDA conference site
- Invitation to participate and showcase your organization throughout the Conference
- Insertion of 2 30-second ads to run in the conference program
- Six complimentary delegate registrations including an Xperience box for the live sessions
- Opportunity to include promotional items in the Xperience box
- Access to over 300 qualified delegates
- Option to be included in all emails to attendee list
- Branding on main event page
- Hyperlinked sponsor logo displayed prominently on Registration page (outside event), and inside the virtual event platform

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 2021 EDA Basic Group Membership (which covers up to five individuals from your organization)
- Access to the online EDA 2021 Annual Membership Directory
- Membership listing in the 2022 *Invest In Alberta / Xperience Alberta* magazine
- Access to EDA's "Members Only" blog as a means to network

GOLD (\$10,000)

Summit & Conference

- Recognition as a presenting partner for a plenary session (verbal and electronic)
- Recognition as the official partner of a major award (eg. Young Professional, Alex Metcalfe, People's Choice)
- Presence in the Partner section of the dedicated #XperienceEDA conference site
- Invitation to participate and showcase your organization throughout the Conference
- Insertion of 2 15-second ads to run in the conference program, one on each day
- Four complimentary delegate registrations including an Xperience box for the live sessions
- Opportunity to include promotional items in the Xperience box
- Access to over 300 qualified delegates
- Option to be included in all emails to attendee list
- Hyperlinked sponsor logo displayed prominently on Registration page (outside event), and inside the virtual event platform

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 2021 EDA Basic Group Membership (which covers up to five individuals from your organization)
- Access to the online EDA 2021 Annual Membership Directory
- Membership listing in the 2022 *Invest In Alberta / Xperience Alberta* magazine
- Access to EDA's "Member's Only" blog as a means to network

SILVER (\$5,000)

Summit & Conference

- Recognition as a presenting partner for a plenary session (verbal and electronic)
- Recognition as the official partner of a Marketing Award of Excellence
- Presence in the Partner section of the dedicated #XperienceEDA conference site
- Invitation to participate and showcase your organization throughout the Summit & Conference
- Insertion of 1 15-second ad to run in the conference program
- Two complimentary delegate registrations including an Xperience box for the live sessions
- Access to over 300 qualified delegates
- Option to be included in all emails to attendee list
- Hyperlinked sponsor logo displayed prominently on Registration page (outside event), and inside the virtual event platform

Plus

- Your organization logo and hotlink on the EDA website for one year
- One time announcement as a Silver Partner on EDA's social media pages, where each partner is encouraged to follow EDA and comment on the announcement of their partnership
- One complimentary 2021 EDA Basic Group Membership (which covers up to five individuals from your

BRONZE (\$2,500)

Summit & Conference

- Recognition as a presenting partner for a concurrent session (verbal and electronic), allocated on a first-come first serve basis.
- Presence in the Partner section of the dedicated #XperienceEDA conference site
- Invitation to participate and showcase your organization throughout the Summit & Conference
- One complimentary delegate registration
- Access to over 300 qualified delegates

Plus

- Your organization name and link on the EDA website for one year
- One complimentary 2021 EDA General Professional Membership giving member access to EDA membership directory and EDA “Member’s Only” blog
- Membership listing in the 2022 *Invest In Alberta / Xperience Alberta* magazine

FRIEND/EXHIBITOR (\$1,000)

Summit & Conference

- Presence in the Partner section of the dedicated #XperienceEDA conference site
- One complimentary 2021 Conference Delegate Registration
- Access to over 300 qualified delegates

Plus

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

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, speaker gifts, door prizes, promotional give-a-ways and/or gifts in kind. If so, please contact, EDA 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 EDA Xperience 2021 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!