



PARTNERSHIP PROGRAM

April 6-8, 2022

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 / Xperience Alberta publication, placement on our 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, **EDA Xperience 2022 Leaders' Summit & Conference**.

EDA XPERIENCE 2022

Building on the success of our virtual Xperience 2020 and 2021 events, EDA is once again raising the bar when it comes to organizing this event.

EDA Xperience 2022 Leaders' Summit & Conference is being held April 6-8, 2022 at the Pomeroy Mountain Lodge in Kananaskis. This beautiful, recently renovated conference venue offers a stunning backdrop to showcase your organization to economic developers and elected officials from Alberta's communities and regions. For those unable to travel to Kananaskis, we will be incorporating a virtual component to the event as well. The theme is "Renew, Rise, and Reposition".

EDA Xperience 2022 will attract over 350 local, national, and international experts in the field of economic development, and elected officials from across the province. This forum brings together 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. 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 in-person and virtual networking opportunities.

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

EDA Xperience 2022 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
- Signage at the 2022 Annual General Meeting and Professional Conference
- Six complimentary 2022 Conference delegate registrations including tickets to the President's Dinner and Awards Dinner (travel and accommodation not included), with six guaranteed VIP place sittings at the Awards dinner
- Complimentary banner space in a premiere location in the main ballroom and exhibit space in Sponsor Salon
- Opportunity to include promotional items
- Access to over 350 qualified delegates
- Option to be included in all emails to attendee list

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 2022 EDA Basic Group Membership (which covers up to five individuals from your organization)
- Access to the online EDA 2022 Annual Membership Directory
- Membership listing in the 2023 *Invest In Alberta / Xperience Alberta* magazine
- Access to EDA's "Members Only" blog as a means to network

GOLD (\$10,000)

EDA Xperience 2022 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
- Four complimentary delegate registrations including tickets to the President's Dinner and Awards Dinner (travel and accommodation not included), with four guaranteed VIP place sittings at the Awards dinner
- Opportunity to include promotional items
- Complimentary banner space at the Annual Conference in the main ballroom, and exhibit space in Sponsor Salon
- Access to over 350 qualified delegates
- Option to be included in all emails to attendee list

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 2022 EDA Basic Group Membership (which covers up to five individuals from your organization)
- Access to the online EDA 2022 Annual Membership Directory

SILVER (\$5,000)

EDA Xperience 2022 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
- Two complimentary delegate registrations (not including travel and accommodation)
- Complimentary exhibit space in the Sponsor Salon
- Access to over 350 qualified delegates
- Option to be included in all emails to attendee list

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 2022 EDA Basic Group Membership (which covers up to five individuals from your organization) giving member access to EDA membership directory and EDA "Member's Only" blog
- Membership listing in the 2023 *Invest In Alberta / Xperience Alberta* magazine

BRONZE (\$2,500)

EDA Xperience 2022 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
- Opportunity to profile your organization in the Sponsor Salon
- One complimentary delegate registration
- Access to over 350 qualified delegates

Plus

- Your organization name and link on the EDA website for one year
- One complimentary 2022 EDA General Professional Membership giving member access to EDA membership directory and EDA “Member’s Only” blog
- Membership listing in the 2023 *Invest In Alberta / Xperience Alberta* magazine

FRIEND/EXHIBITOR (\$1,000)

EDA Xperience 2022 Summit & Conference

- Presence in the Partner section of the dedicated #XperienceEDA conference site
- One complimentary 2022 Conference Delegate Registration
- Access to over 350 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 2022 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!