



Economic
Developers
Council
of Ontario

60th Annual EDCO
Conference & Showcase

February 7-9, 2017

Toronto Marriott Downtown Eaton Centre

Ontario's Economy...

Driven by Innovation

Twitter [@edco1edco](#) #EDCO60

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613-931-9827 | edco@edco.on.ca

www.edco.on.ca

Who We Are & What We Do

EDCO is an independent, non-profit association of persons engaged in economic development.

Our Vision

To enhance and develop an economically viable and environmentally responsible Ontario.

Our Mission

EDCO will provide leadership to enhance the professional development of its members, advance economic development as a profession and support our municipalities in fostering economic prosperity in the province of Ontario.



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Economic Developers Council of Ontario Inc.
6506 Marlene Avenue
Cornwall, ON K6H 7H9
Tel: 613-931-9827 • Fax: 613-931-9828
Web: www.edco.on.ca
E-mail: edco@edco.on.ca

Delegates

The annual conference boasts an average attendance of 400 professionals from across the province.

Delegates include:

- Industry Leaders
- Ministers and Government Officials
- Private Sector Consultants
- Young Professionals

These delegates are responsible for the majority of economic development decisions within the province.

Together they:

- Influence half a million businesses
- Have representation in ALL SECTORS
- Reach over 50% of Ontario communities

PARTNERSHIP PROGRAM

Conference Partners

- Will be recognized in all conference sessions on large screens
- Will be recognized from the podium during the Conference
- Are invited to our Feast On Ontario Reception to meet our delegates and members

To become an EDCO conference partner or exhibitor, please contact :

Marie-Claude Bureau

mc@nextwaveevents.com

819-230-5565

Presenters

The Conference has been host to many first class speakers. As a sponsor you could have the opportunity to introduce and connect with one or several of our expert presenters.

Past presenters include:



Scott Stratten -
President, UnMarketing



Max Valiquette -
Founder of Youthography



David Foot - Professor, Department of Economics at the University of Toronto, and World-Renowned Demographic Expert



Amber MacArthur - Relentless Adaptation Speaker and Writer for Fast Company



Mark Jeffries - Former Merrill Lynch Stockbroker & Strategic Communications & Soft Skills Expert



Sheila Botting - Partner and National Leader, Deloitte



Peter Sheahan - International Expert on Leveraging Business Trends & New Marketing Opportunities



Dr. Richard Florida -
Creative Class Group



Bonnie Brooks -
Vice Chairman, Hudson's Bay Company



Simon Sinek - Renowned Leadership Expert and Author of Start with Why

WHY SPONSOR THE CONFERENCE?

A man in a dark suit and blue shirt is looking down at a futuristic, glowing blue interface. The interface consists of several overlapping, semi-transparent rectangular panels with various data visualizations, including bar charts and line graphs. The background is a solid blue color with a yellow vertical bar on the right side.

Ontario's Economy...

***Driven
by Innovation***

Why Sponsor the Conference?

EDCO's Conference Partnership Program provides an innovative way for organizations and corporations to have a significant impact on 400+ of Ontario's key Economic Developers.

Our partner benefits maximize organizational visibility to your target audience, and provide exceptional on-site promotional opportunities.

Please talk to us about your unique partnership goals - we will gladly accommodate special requests and custom sponsorships wherever possible.

As a Conference Partner you:

- Will be recognized in all conference sessions on large screens
- Will be recognized from the podium during the Conference
- Are invited to a Reception to meet with delegates and EDCO members.



Website and Social Media

EDCO is active on LinkedIn, Twitter and Facebook, and continues to explore additional online mediums to share our message. Combined with an up-to-date website, we are able to engage beyond our membership and around the world. Online analytics include:

- Over 5,000 online impressions per month
- Engagement rate over 50%
- Close to 10,000 page views per month
- 2 active LinkedIn groups
- Consistent growth of online followers

This means your logo could be seen almost 5,000 times every month on the EDCO website alone



Conference Sponsorships

Presenting Sponsor – 4 available at \$10,000

- Brief speaking opportunity
- 2 full conference registrations
- Booth in EDCO Showcase
- Corporate table of 8 at President's Dinner
- Corporate logo and link on the EDCO website for 1 year
- Logo on master sponsorship loop
- Logo in conference mobile application

* pricing does not include HST



Conference Sponsorships

Weather Sponsor – 1 available at \$1,500

Nothing is less predictable than an Ontario winter yet everyone loves to hear the news. This sponsorship will give your organization the opportunity to bring a weather report to every conference delegate each day.

- Welcome the delegates each morning as they arrive with the weather forecast printed on a card with your company logo
- Opportunity for an organization representative to provide a weather update (and a joke?!) from the podium at the end of lunch each day
- Corporate logo and link on the EDCO website for 1 year
- Logo on master sponsorship loop and in the conference mobile application

Photo Booth at President's Reception and Dinner – 1 available at \$2,000 - **SOLD**

Professional photographer captures a photo of delegates and their friends posed professionally or using the fun props provided at the booth.

- Each picture will be customized and printed on-site for the delegate with your logo prominently displayed
- Logo and link on EDCO website for 1 year
- Logo on master sponsorship loop and in conference mobile application

* pricing does not include HST

Conference Sponsorships

Oxygen Bar – 1 available at \$3,500

Looking to be the most popular stop at EDCO 2017?

Provide delegates with a 10-minute recreational therapy session during day one of the conference, including the Feast On Ontario Reception. Connect with delegates while they wait for their turn.

- Opportunity for one-on-ones with delegates
- Corporate logo and link on the EDCO website for 1 year
- Logo on the Oxygen Diffusers
- Logo on master sponsorship loop and in the conference mobile application
- Logo can also be added to the Oxygen Bar for an \$150 additional fee

* pricing does not include HST



Conference Sponsorships

Hotel Room Key Sponsorship* - 1 available at \$2,500

Your organization logo/custom design on each delegate hotel room key for the entire conference.

** Final artwork is due no later than December 30, 2016*

Conference Mobile Application - 1 available at \$3,000 - Exclusive Sponsor

Looking to be seen by all attendees while they use the conference mobile application?

Be front and centre while people navigate their way through the program, list of exhibitors and the floor plan.

- Your logo on the conference mobile application home page
- Banner ad at the top of the conference program page on the mobile app
- Logo on the exhibitor floor plans on the mobile app
- Corporate logo and link on the EDCO website for 1 year
- Logo on master sponsorship loop

Conference Sponsorships

Keynote Speaker/Plenary Session

- Pricing dependent on speaker
- Brief speaking opportunity at Plenary Session
- Chairing of session and introduction of Keynote Speaker
- 1 conference registration
- Booth in Foyer outside Ballroom during the session
- Corporate logo and link on the EDCO website for 1 year
- Logo on master sponsorship loop
- Logo in conference mobile application

Workshop - \$2,000

- Brief speaking opportunity
- Opportunity to provide organization collateral to participating delegates
- Corporate logo and link on the EDCO website for 1 year
- Logo on master sponsorship loop
- Logo in conference mobile application

* pricing does not include HST



Conference Materials

Delegate Kit - 1 available at \$3,000

- One to each delegate, longer shelf life than conference session!
- Prominent display of logo on kit
- Corporate logo and link on the EDCO website for 1 year
- Logo on master sponsorship loop
- Logo in conference mobile application

Lanyard Sponsorship - 1 available at \$2,500 - **SOLD**

- Your organization name/logo around the neck of every delegate for the entire conference!

Collateral in Delegate Kit - \$600

- Opportunity to place 1 piece of marketing collateral/promotional item
- (max 8.5" x 11") in each delegate kit

Conference Sponsorships

Check-in Gift - \$1,500 plus the cost of the item - 1 available

Be the first to welcome attendees to the conference with a welcome gift upon their check in at the registration desk.

- Your gift given to each attendees as they check-in at registration
- Corporate logo and link on the EDCO website for 1 year
- Logo on master sponsorship loop

* pricing does not include HST



Meals & Social Function Partnerships

President's Dinner - 1 available at \$5,000

- Brief speaking opportunity at Dinner
- 1 full conference registration
- Booth in Foyer outside Ballroom during Dinner
- Corporate table of 8 at President's Dinner
- Opportunity to provide gift to each delegate at place settings
- Corporate logo and link on the EDCO website for 1 year
- Logo on master sponsorship loop
- Logo in conference mobile application

Receptions – Opening and Feast On Ontario – 2 available at \$3,500

- 1 full conference registration
- Booth in Foyer during Reception
- Invitations for 8 staff to attend Reception
- Corporate logo and link on the EDCO web site for 1 year
- Logo on master sponsorship loop
- Logo in conference mobile application

* pricing does not include HST

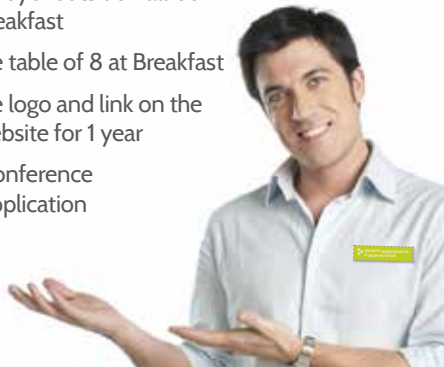
Meals & Social Function Partnerships

Luncheons - 2 available at \$3,750

- Brief speaking opportunity at Luncheon
- 1 full conference registration
- Booth in Foyer outside Ballroom during Luncheon
- Corporate table of 8 at Luncheon
- Corporate logo and link on the EDCO website (1 year)
- Logo in conference mobile application

Breakfasts - 2 available at \$2,750

- Brief welcome remarks at Breakfast
- 1 full conference registration
- Booth in Foyer outside Ballroom during Breakfast
- Corporate table of 8 at Breakfast
- Corporate logo and link on the EDCO website for 1 year
- Logo in conference mobile application



* pricing does not include HST

Your Idea Here - \$TBD

You have a sponsorship idea that you do not see in our package?

Contact us so we can work together to make it happen, offering you the visibility and impact you wish to get out of supporting EDCO 2017.

Refreshment Breaks - 3 available at \$850

- Sign at refreshment stand
- Listing on EDCO website for 1 year
- Listing on master sponsorship loop
- Listing in conference mobile application

High-traffic Exhibit Booths, a total of 30 available at \$1,750

- 8' x 8' space with skirted table and two chairs (some larger are available)
- Coffee breaks held in Showcase
- Access to sessions and Lunch for two booth staff
- Listing in conference mobile application and Showcase Quiz