

62<sup>nd</sup> ANNUAL EDCO CONFERENCE AND SHOWCASE

# POWERSHIFTING ECONOMIC DEVELOPMENT

▶ *GEARING UP FOR CHANGE*

Sheraton Centre Toronto Hotel, 123 Queen Street West, Toronto ▶ January 29-31, 2019

[www.edco.on.ca](http://www.edco.on.ca)

🐦 | #EDCO2018 & #powershiftingecdev

f | edco1edco

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# 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.



Economic  
Developers  
Council  
of Ontario

**Economic Developers Council of Ontario Inc.**

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# 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 and in the mobile application
- Will be recognized from the podium during the Conference
- Are invited to our Feast On® 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



**Terry Stuart** - Chief Innovation Officer, 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



***POWERSHIFTING* ECONOMIC DEVELOPMENT  
GEARING UP FOR CHANGE**

# 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 the Feast On 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:

- Will be recognized in all conference sessions on large screens and in the mobile application
- Close to 10,000 page views per month
- 2 active LinkedIn groups
- Consistent growth of online followers

*This means **your logo** could be seen **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 and EDCO Conference websites for 1 year
- Logo on master sponsorship loop
- Logo 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 2018?*

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

- Opportunity for one-on-ones with delegates
- Corporate logo and link on the EDCO and EDCO Conference websites 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



**POWERSHIFTING**  
**ECONOMIC DEVELOPMENT**

\* pricing does not include HST

# Conference Sponsorships

## 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 and EDCO Conference websites for 1 year
- Logo on master sponsorship loop

## Discussion Pit – 1 available at \$3,000 **SOLD**

Located on the main conference floor, the discussion pit is the place where attendees can check emails, hold meetings or just kick their feet up for a bit during conference hours. This area provides a unique opportunity to present your brand while providing a valuable enhancement to the attendee experience.

- Furniture to create a comfy lounge area
- Make the space your own by adding a splash of colour, pop-up banners, floral arrangement, or even massage services.
- 1 full conference registration
- Corporate logo and link on the EDCO and EDCO Conference websites for 1 year
- Logo on master sponsorship loop
- Logo in conference mobile application

# Conference Sponsorships

## Keynote Speaker/Plenary Session

- Pricing dependent on speaking opportunity
- 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 and EDCO Conference websites for 1 year
- Logo on master sponsorship loop
- Logo in conference mobile application

## Sessions

**Learning Lab - \$2,000 SOLD**

**Master Class - \$2,500 SOLD**

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



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# Conference Sponsorships

## **Breakfast Bite – 2 available at \$1,250 each or combine a booth space for \$3,150 **SOLD OUT****

A Breakfast Bite is a premier opportunity to deliver your informative message to well-caffeinated, alert delegates!

- 30-minute speaking opportunity
- Opportunity to provide organizational collateral to participating delegates
- Corporate logo and link on the EDCO and EDCO Conference websites for 1 year
- Logo on master sponsorship loop
- Logo and push notification in conference mobile application

## **Hotel Room Key Sponsorship\* – 1 available at \$2,500 **SOLD****

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

- Corporate logo and link on the EDCO and EDCO Conference websites for 1 year
- Logo on master sponsorship loop and in the conference mobile application

\* Final artwork is due no later than December 17, 2018

# Conference Sponsorships

## 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 and EDCO Conference websites for 1 year
- Logo on master sponsorship loop and in conference mobile application



\* pricing does not include HST

# Conference Sponsorships

## Wine Glass and Plate Holder for the Feast On Reception – 1 available at \$1,750

Each Feast On Reception guest will receive a wine glass and plate holder with your logo. They will be able to walk around and sample all the different foods and wines more easily. Your logo will be imprinted on the holder in one color.

- Re-usable wine glass and plate holders with your logo in the hands of over 200 attendees.
  - This item will be so popular that an extra supply may be needed to accommodate requests from delegates not able to attend the Reception!
- Corporate logo and link on the EDCO and EDCO Conference websites for 1 year
- Logo on master sponsorship loop
- Logo in conference mobile application

## 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 and EDCO Conference websites for 1 year
- Logo on master sponsorship loop
- Logo in conference mobile application

# Conference Sponsorships

## Wi-Fi Sponsor – 1 available at \$1,500

**SOLD**

Help delegates stay connected by sponsoring the Wi-Fi connection.

- Recognition as the Wi-Fi sponsor in the “what to know before you go” email sent to all delegates a few days before to the conference
- Recognition as the Wi-Fi Sponsor at the top of the mobile application home page with logo
- Push notification to all delegates each morning with login information
- Corporate logo and link on the EDCO and EDCO Conference websites for 1 year
- Logo on master sponsorship loop; exclusive page with logo and login information
- Logo in conference mobile application

## 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 with the weather forecast on the home page of the mobile application
- 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 and EDCO Conference websites for 1 year
- Logo on master sponsorship loop and in the conference mobile application

# Conference Sponsorships

## Coat Check Sponsor – 1 available at \$1,000

With February's cold weather, delegates will arrive at the Sheraton Centre Toronto Hotel desperate for a place to leave their coats. Get exclusive exposure to delegates upon arrival at the Sheraton!

- A thank you sign with your logo by the coat check area
- Corporate logo and link on the EDCO and EDCO Conference websites for 1 year
- Logo on master sponsorship loop
- Logo in conference mobile application

\* pricing does not include HST



**GEARING  
UP FOR  
CHANGE!**



# Conference Materials

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

- Your organization name/logo around the neck of every delegate for the entire conference!
- Corporate logo and link on the EDCO and EDCO Conference websites for 1 year
- Logo on master sponsorship loop
- Logo in conference mobile application



# Meals & Social Function Partnerships

## President's Dinner – 1 available at \$5,000 **SOLD**

- 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 and EDCO Conference websites for 1 year
- Logo on master sponsorship loop
- Logo in conference mobile application

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

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

# Meals & Social Function Partnerships

## Luncheons – 2 available at \$3,750 each **1 SOLD**

- 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 and EDCO Conference websites for 1 year
- Logo on master sponsorship loop
- Logo in conference mobile application

## Breakfasts – 2 available at \$2,750 each

- 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 and EDCO Conference websites for 1 year
- Logo on master sponsorship loop
- 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 2019.

## Refreshment Breaks – 4 available at \$850 **1 SOLD**

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

## High-traffic Exhibit Booths, a total of 32 available

- 8' x 8' piped and draped space with skirted table and two chairs: \$1,800
- 10' x 10' piped and draped space with skirted table and two chairs: \$1,900 (limited spaces available)
- Coffee breaks held in Showcase
- Access to sessions and Lunch for two booth staff
- Listing in conference mobile application and Showcase Quiz



\* pricing does not include HST