



Economic  
Developers  
Council  
of Ontario

63<sup>rd</sup> ANNUAL EDCO CONFERENCE AND SHOWCASE

# GET YOUR GAME ON

AT #EDCO2020

## PARTNERSHIP PROSPECTUS

**February 4-6, 2020**

Marriott Downtown at CF Toronto Eaton Centre

[www.edcoconference.com](http://www.edcoconference.com)



Economic  
Developers  
Council  
of Ontario

## Economic Developers Council of Ontario (EDCO)

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.

**To become an EDCO 2020 Player, let's connect:**

Diane Laundry, Sponsorship Manager

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# The EDCO Conference and Showcase

The EDCO Conference and Showcase is the most relevant educational and networking opportunity available to economic development practitioners in Ontario. Our partnership program offers an effective way for organizations to have a significant impact on 400+ of Ontario's key economic developers.

## Our delegates attend to:

- Expand their industry knowledge
- Learn about game-changing trends
- Share new ways to improve productivity and competitiveness
- Enhance the practice of economic development

## Over two days, the conference offers:

- Informative keynote addresses
- Targeted breakout sessions and other learning opportunities
- Excellent and unique networking sessions
- A Showcase highlighting economic development products and services

*“ To be a part of the EDCO conference means to be part of the exchange of solutions and the inspiration of new ideas that will form the economy of tomorrow. As a young professional who wants to help build that future, the EDCO conference will give me that opportunity.”*

*Alexander Bilotta, CAI Global*

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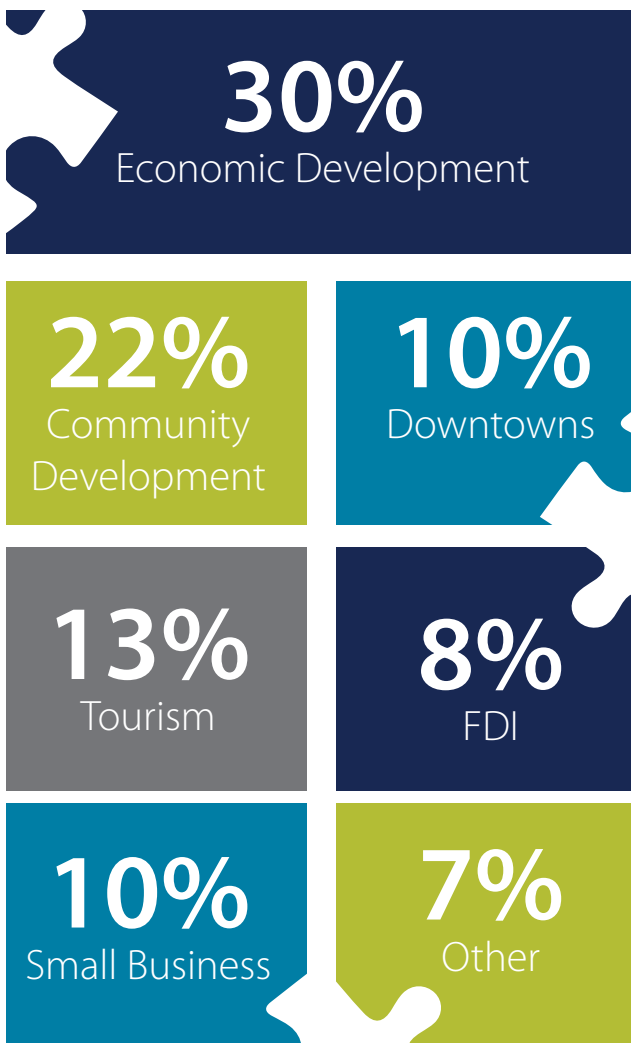
# Meet Our Delegates

Over **400 delegates attend each year** and 82% attend the full two days of the conference.

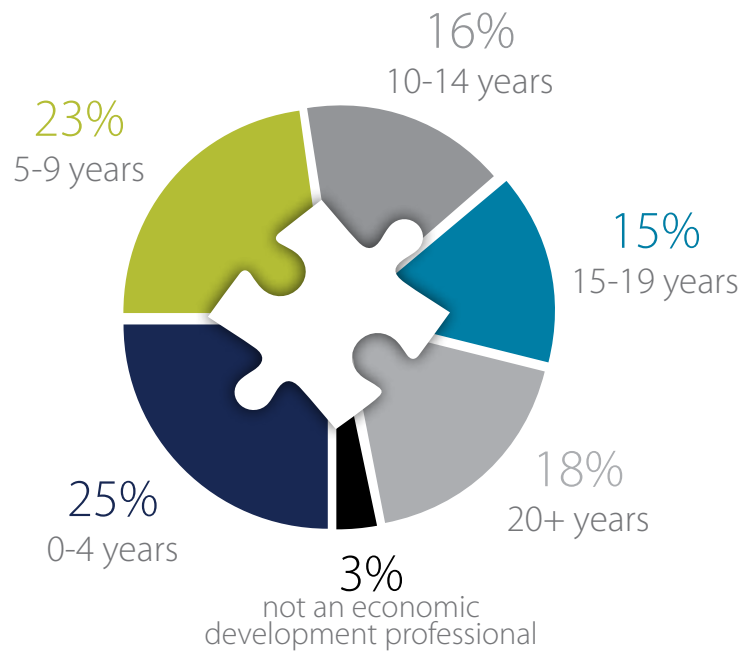
These delegates are responsible for the majority of economic development decisions within the province. Together they:

- Influence half a million businesses
- Have representation in industry, government and private sectors
- Reach over 50% of Ontario communities

## Field of expertise



## Experience in the economic development profession



## Region of practice

- 44%** in southern Ontario
- 23%** in eastern Ontario
- 18%** in the Greater Toronto area
- 10%** in northern Ontario

# Engage with Ontario's Economic Development Leaders

Our goal is to connect you in a meaningful way to our delegates and members so you can:

- Reinforce your organization's image
- Increase brand loyalty
- Create visibility and awareness about your organization
- Showcase your product or service

Take a look at the ideas we suggest for making these meaningful connections. Do they spark other ideas for significant partnerships? We are open to working with you to create the perfect partnership that will engage you with our members.

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*“ Progressive, Innovative, and Inspiring – is how I would describe the EDCO conference! In the two years I have been attending EDCO I have thoroughly enjoyed the educated presenters, the Feast On Ontario Reception where we get to network with all attendees, and the Awards of Excellence ceremony where accomplishments are recognized and celebrated.”*

*Heather Madden, County of Brant*

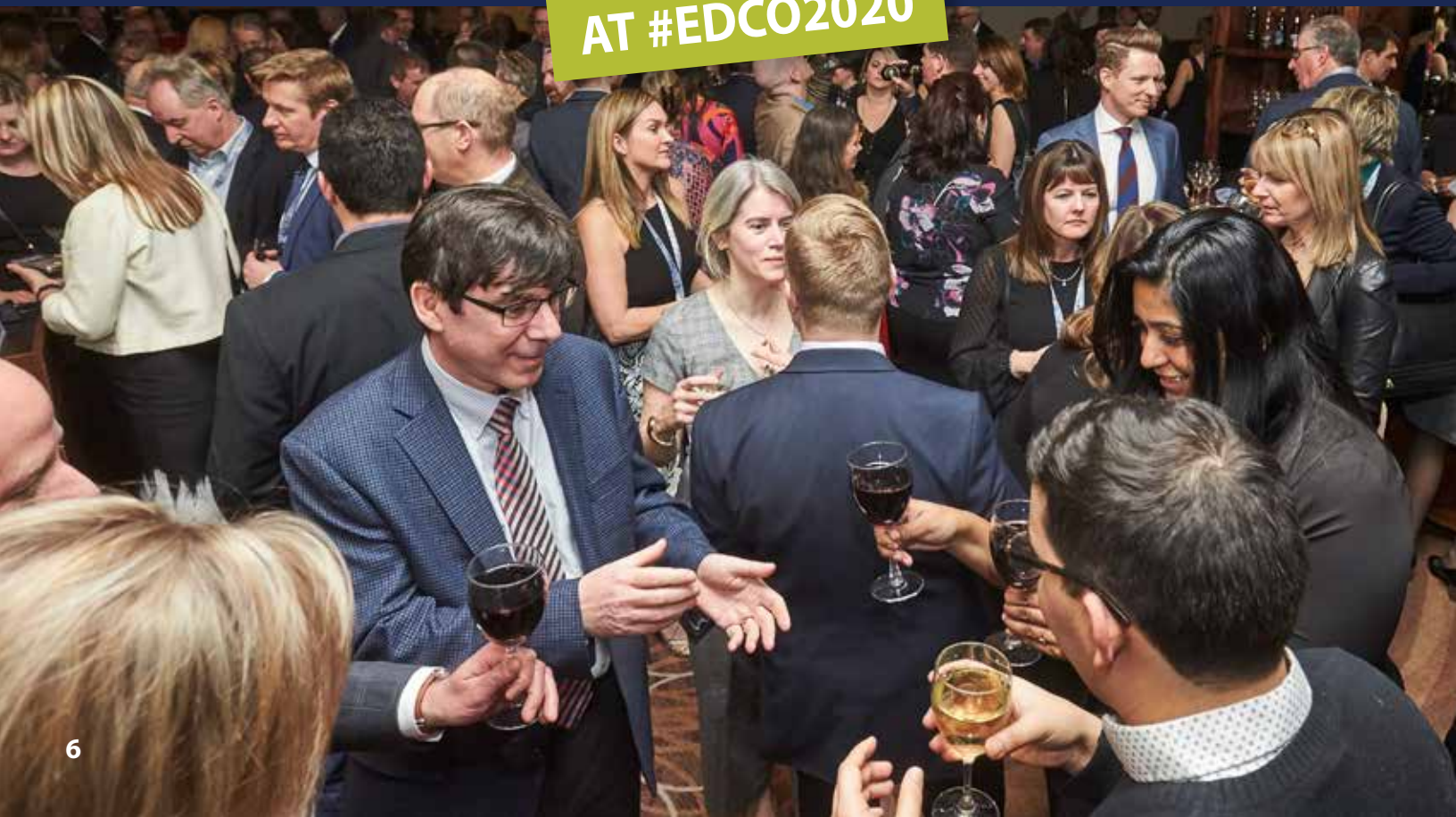


# You are in good company

A select list of past partners

- Accessibility Directorate of Ontario
- Canada-Ontario Export Forum
- CIDEP
- City of Guelph
- Council of Ontario Universities
- County of Brant
- Cushman & Wakefield
- eSolutionsGroup
- Excellence in Manufacturing Consortium
- Federal Economic Development Agency for Southern Ontario
- Immigration, Refugees and Citizenship Canada
- Independent Electricity System Operator
- McSweeney & Associates
- MDB Insight
- Municipal Property Assessment Corporation (MPAC)
- Ontario Agri-Food Venture Centre, Northumberland County
- Ontario Centres of Excellence
- Ontario Culinary Tourism Alliance
- Ontario Federation of Agriculture
- Ontario First Nations Economic Developers Association
- Ontario Ministry of Agriculture, Food and Rural Affairs
- Ontario Ministry of Tourism, Culture and Sport
- Research Consultants International FDI, Inc.
- Research On Investment
- Royal Roads University
- Ryerson University
- Statistic Canada / Statistique Canada
- Toronto Pearson International Airport
- Union Gas
- University of Waterloo Economic Development

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# PARTNERSHIP IDEAS AT-A-GLANCE

Partnership Opportunities	Speaking Opportunity	Booth	Conference Registrations	Sponsor Branding	Logo Placement (web & onsite)	Other Benefits
<b>High Profile Opportunities</b>						
Presenting Sponsor 4 @ \$10,000 each	✓	complimentary	2	customized	+ company description	Customized
President's Dinner @ \$5,000 <b>SOLD</b>	✓	*	1	customized	+ company description	Corporate table at event
Luncheons 2 @ \$3,750 each	✓	*	1	✓	✓	
Opening Reception @ \$3,500		*	1	✓	✓	
Feast On Reception @ \$3,500		*	1	✓	✓	
Social Media @ \$3,500			1	✓	✓	Daily push notifications; branding in mobile app & delegate email
Game Plan Area @ \$3,300**			1	✓	✓	Ability to brand lounge area
<b>Thought Leadership Opportunities</b>						
Keynote Session 4 @ \$5,000 each	✓	*	1	✓	+ company description	
Education Sessions Master Class - \$2,750** Learning Lab - \$2,200**	✓				Listing	
Early Bird Session 1 @ \$2,750**	✓				Listing	Push notification to all delegates
<b>Branding Opportunities</b>						
Mobile application @ \$3,000				✓	✓	Banner ad on home page in the app
Hotel Room Key @ \$2,750**				✓	Listing	Hotel room keys are sponsor branded
Team T-shirt @ \$2,750				✓	Listing	Colourful Volunteer & Committee t-shirts sponsor branded
Lanyards @ \$2,750**				✓	Listing	Lanyards are sponsor branded
Photo Booth @ \$2,200**				✓	Listing	Photos are sponsor branded
Showcase Booth 8'x 8' @ \$1,980 10'x 10' @ \$2,090		✓	2 staff passes (sessions & lunch)		Listing in app	
Refreshment Breaks 4 @ \$850 each					Listing	Sponsor signage on break tables
<b>Additional Opportunities</b>						Let's talk!

*Note: All benefits will be formalized once sponsorships are confirmed. Specific sponsorships may have additional benefits.*

*\* Tabletop in foyer during sponsored event*

*\*\* Returning sponsors receive a 10% discount if confirmation and payment received by November 1, 2019*

# High Profile Opportunities

## Presenting Sponsor – \$10,000 (4 available)

As one of EDCO's premier sponsors, you'll be connected to an event that delegates consistently rate as very good to excellent and remains the most relevant educational and networking opportunity available to economic development practitioners.

## President's Dinner – \$5,000 Exclusive sponsorship **SOLD**

A highlight of the conference, the President's Dinner will connect you to industry leaders, EDCO Board and Committee members and link you to the celebration of economic development successes and industry innovation.

## Luncheons – \$3,750 each (2 available)

Lunch is a time for delegates to network, share a meal together and listen to an engaging speaker. You'll have the opportunity to associate your organization in the minds of industry professionals as they enjoy good food and stimulating ideas.

## Opening Reception – \$3,500 Exclusive sponsorship

As the first reception of the conference, it's an opportunity for you to engage with industry professionals, EDCO Board and Committee members and be the first to facilitate the delegates' number one reason to attend – networking with peers.

## Feast On Reception - \$3,500 Exclusive sponsorship

Our most popular reception, delegates sample unique food and beverages from local suppliers showcasing their products. This is a highly rated networking event and an opportunity for you to engage delegates at a fun, educational and relaxed evening.

## Social Media Sponsor – \$3,500 Exclusive sponsorship

This partnership offers key branding opportunities for you to engage industry professionals and remain top of mind as they connect through our 3 social media channels and onsite mobile app.

## Game Plan Area – \$3,300\* Exclusive sponsorship

Located near conference registration, this is the place where delegates can share ideas, network and connect during conference hours. This area enables you to showcase your organization while providing a valuable enhancement to the attendee experience.

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## Thought Leadership

Keynote Session – \$5,000 each (4 available)

Align your organization with innovation, inspiration and excellence as sponsor of one of our keynote speakers. You'll have the pleasure of introducing the speaker who is always top notch. Keynote speakers are a highlight of the conference sessions.

Early Bird Session: Game ON! – \$2,750\*  
Exclusive sponsorship

This 30-minute session is a premier opportunity to deliver your informative message to well-caffeinated, alert delegates!

Education Sessions

Master Classes - \$2,750\* each  
(limited number available)

Learning Labs - \$2,200\* each  
(limited number available)

Showcase your industry knowledge to a select group of industry professionals and enhance an educational component of the conference.

# Branding Opportunities

Conference Mobile Application – \$3,000  
Exclusive sponsorship

Everytime a delegate uses the conference app your brand will be front and centre as they navigate their way through the conference program, list of exhibitors and connect with others through the mobile app.

Hotel Room Key – \$2,750\*  
Exclusive sponsorship

Every hotel room key given to a conference delegate will have your organization's logo and custom design on it for the entire conference.

Team T-shirt - \$2,750 Exclusive sponsorship  
(plus the cost of t-shirts)

Key volunteers and Conference Committee members will be wearing colourful t-shirts to identify them as stewards and point people for the conference. Put your branding on the t-shirts with an appropriate conference-themed tag line and you will stand out in the crowd as Committee members wander through the conference over the two days.

Lanyard Sponsorship – \$2,750\*  
Exclusive sponsorship

This is the ultimate in sponsor branding. Your organization's logo will be around the neck of every delegate for the entire conference. You won't be missed!

Photo Booth at President's Reception and Dinner - \$2,200\* Exclusive sponsorship

With each picture taken by a professional photographer at the photo booth, your organization's brand will be displayed on the image. Delegates and their friends love the opportunity to pose for their portrait and use the fun props available at the booth.

Showcase Exhibit Booths - 30 available

8' x 8' pipe and drape space: \$1,980

10' x 10' pipe and drape: \$2,090  
(limited spaces available)

Booths are located in high traffic areas around the conference session rooms. Breaks and activities in the showcase area are designed to bring delegates and exhibitors together. It's a key opportunity to showcase, demonstrate and introduce your products and services to industry professionals.

Refreshment Breaks – \$850 each (4 available)

The conference breaks are a key time for delegates to network and engage with one another. As the refreshment break sponsor, you will enhance their experience by sponsoring fun and upgraded food options for the break. They'll be sure to talk about you!

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# Additional Opportunities

We are happy to work with you to develop new and innovative partnerships. Here are a few suggestions:

**Wine Glass and Plate Holder for the Feast On Reception – \$1,750 (plus the cost of the holders)**

You understand what it's like to juggle a glass and a plate at a reception while trying to network. By providing delegates with this uniquely branded wine and plate holder, you'll solve that problem for them. Not only will you solve the problem for them, you'll create a networking icebreaker for them too!

**Exhibit Activity Sponsor - \$1,500 (plus the cost of the activity)**

You have the opportunity to bring more traffic to your booth and provide a fun activity for delegates at the showcase. What about a wandering magician with a branded deck of cards or a giant scrabble or Jenga game or a huge puzzle that gets delegates engaging and playing together. Get creative and be the highlight of the showcase.

**Weather Sponsor - \$1,500**

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

**Check-in Gift – \$1,500 (plus the cost of the gift)**

Delegates love to receive gifts and yours could be the first one that welcomes them to the conference. Your branded gift will not only create a good first impression, a carefully chosen gift could also extend the life of your brand beyond the end of the conference.

**Coat Check Sponsor – \$1,000**

With February's cold weather, delegates will arrive at the hotel in need of a place to leave their coats. Save delegates the cost of checking their outerware and get exclusive exposure to delegates upon their arrival at the conference!

**Create Your Own Sponsorship**

Do you have a sponsorship idea that is not in our package? We are happy to work with you to offer you the visibility and impact you wish to get out of teaming up with EDCO 2020.

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