



Economic
Developers
Council
of Ontario

66TH ANNUAL CONFERENCE & SHOWCASE

FEBRUARY 7 - 9, 2023



TIME FOR TRANSFORMATION

PARTNERSHIP PROSPECTUS

WWW.EDCOCONFERENCE.COM



About the Economic Developers Council of Ontario (EDCO)

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

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.

About Our Members

EDCO members are responsible for the majority of economic development decisions within the province.

Members by Organization

Municipality, Region & Municipal Development Councils	62%
Government	13%
Association	9%
Educational Institution	1%
Emerging Professional, Retired, Individual ..	9%
Private Corporation	4%

Represent Ontario communities by population

0 – 10K	8%
10K – 50K	14%
50K – 250K	28%
250K +	13%

Represent Ontario's urban and rural communities

Rural – under 50,000 population	22%
Urban – over 50,000 population	41%



66TH ANNUAL CONFERENCE & SHOWCASE

Located at the Marriott Downtown at CF Toronto Eaton Centre hotel, the annual EDCO Conference and Showcase is the most relevant educational and networking opportunity available to economic development practitioners in Ontario. This year marks the 66th anniversary of the EDCO Annual Conference and Showcase. Plan to join as a Conference Partner to celebrate a **TIME FOR TRANSFORMATION!**

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
- Network with Ontario's economic development community

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 become an EDCO 2023 partner please contact:

Caroline Aston, Sponsorship Manager

✉ | caroline@edcosponsorship.com

☎ | 416 524-1561

🐦 | #EDCO2023

f | edco1edco

TIME FOR TRANSFORMATION

Become a Partner and Showcase Exhibitor and Engage with Ontario's Economic Development Leaders at the 66th Annual EDCO Conference and Showcase

Our partnership program provides a unique opportunity for organizations to spend time with Ontario's Economic Development community and develop meaningful relationships with leading economic developers and influencers.

Following the 2022 EDCO Conference and Showcase, attendees reported their primary reason for attending the conference was to network, learn, and meet suppliers, with all attendees reporting they attended the Showcase.

Over 400 delegates attend the Annual EDCO Conference and Showcase each year. 2023 will be an in-person event only. We anticipate our highest attendance yet.

Partner with EDCO at the 66th Conference and Showcase, and support a

TIME FOR TRANSFORMATION:

- ➔ Networking with economic development practitioners and stakeholders
- ➔ Strengthening relationships within the economic development community
- ➔ Increasing your organization's brand awareness and loyalty
- ➔ Showcasing your products and services

This year's partnership program has been developed to help profile your organization. Let's connect and find the right solutions to help you engage with our economic development practitioners and make meaningful business connections.

To become an EDCO 2023 partner please contact:

Caroline Aston, Sponsorship Manager

✉ | caroline@edcosponsorship.com

☎ | 416 524-1561

🐦 | #EDCO2023

f | edco1edco

HIGHLIGHTS OF PARTNERSHIP BENEFITS AT A GLANCE

	Fee	Offer Remarks	Registrations	Booth	Onscreen	Signage	Email to Attendees	Newsletter Recognition	Social Media	Website
Partners in Transformation										
Presenting Sponsor (4)	\$12,000	3 Mins	2 + Dinner + 6 Dinner Guests	✓	✓	✓	✓	✓	✓	✓+
President's Dinner (1)	\$8,000	3 Mins	1 + Dinner + 6 Dinner Guests	Table	✓	✓+	✓	✓	✓	✓+
Supporters of Transformation										
Opening Reception (1)	\$6,500	3 Mins	1 + 2 Reception Guests	Table	✓	✓+		✓	✓	✓+
Transformation Reception (1)	\$6,500	3 Mins	1 + 2 Reception Guests	Table	✓	✓+		✓	✓	✓+
Keynote Presentations (2)	\$6,000	3 Mins	1		✓	✓+		✓	✓	✓+
Lunch Sponsor (2)	\$5,000	3 Mins	1 + 6 Lunch Guests		✓	✓+		✓	✓	✓+
Headshot Refresh Service (1)	\$4,000				✓	✓+		✓		✓
Lanyard Sponsor (1)	\$4,000				✓	✓		✓		✓
Conference Tote Bag (1)	\$4,000				✓	✓		✓		✓
Friends for Transformation										
First Timer Mix and Mingle (1)	\$3,500	3 Mins			✓	✓		✓		✓
Day-Two Breakfast (1)	\$3,500				✓	✓+		✓		✓
Session Lecture	\$3,500				✓	✓		✓		✓
Women in Economic Development Luncheon (1)	\$3,500	3 Mins	1 Lunch Ticket		✓	✓		✓		✓
Pre-conference workshop (1)	\$3,500	3 Mins	1 Workshop Ticket		✓	✓		✓		✓
Early Bird Session (1)	\$3,000				✓	✓		✓		✓
Photo Booth at President's Dinner Reception (1)	\$3,000				✓	✓+		✓		✓
WiFi (1)	\$3,500				✓	✓		✓		✓
Charging Station (1)	\$3,000				✓	✓+		✓		✓
Hotel Keycard (1)	\$3,000				✓	✓		✓		✓
Hand Sanitizer (1)	\$3,000				✓	✓		✓		✓
Conference Giveaway (1)	\$2,000				✓	✓		✓		✓
Refreshment Break (4)	\$2,000				✓	✓+		✓		✓
Transportation Sponsor (1)	\$2,000				✓	✓		✓		✓
Showcase										
8 x 8 booth	\$2,400			✓	✓	✓		✓		✓
10 x 10 booth	\$2,650									

Important Registrations Notes:

- * Sponsors receive the number of conference registration as noted above.
- * Showcase exhibitors receive two complimentary registrations to the conference that include the Opening Reception and Transformation Reception.
- * Sponsors of the Women in Economic Development Luncheon, and the Pre-Conference Workshop, include one ticket to that event. Conference registration is additional.
- * Tickets to the President's Dinner are additional to conference registrations for sponsors and exhibitors, apart from Presenting Sponsors and the President's Dinner Sponsor where tickets are included as noted above.

THE 66TH ANNUAL EDCO CONFERENCE AND SHOWCASE PARTNERSHIP PROGRAM

All sponsorships offer excellent opportunities for organizations to showcase their company as leaders in the economic development community. Select the option/s that best meets your needs:

Partners in TransformatiON

Presenting Sponsor – \$12,000 (4 available)

As one of EDCO's premier sponsors, you will demonstrate your organization as a leader in economic development and enjoy maximum profile as part of an event that delegates consistently rate as excellent and the most relevant educational and networking opportunity available to economic development practitioners. Presenting sponsors have the opportunity provide brief remarks from the main stage and host a table of 8 at the President's Dinner.

President's Dinner – \$8,000 Exclusive

A highlight of the conference, the President's Dinner, will align your organization with and connect you to industry leaders, EDCO Board and Committee members and demonstrate your organization's support to the importance of recognizing and celebrating economic development successes and industry innovation. The President's Dinner sponsor can provide brief remarks from the main stage and host a table of 8 at the President's Dinner.

Supporters of TransformatiON

Opening Reception – \$6,500 Exclusive

As the sponsor of the very first reception of the conference, be the organization that brings delegates together to reconnect and network – you'll be sure to be remembered. As the sponsor enjoy the opportunity to provide brief welcome remarks at the start of the reception and engage with industry professionals, EDCO Board and Committee members.

Lunch Sponsor – \$5,000 each (2 available)

Lunch is a time for delegates to network, share their ideas and learnings over a meal. You'll have the opportunity to associate your organization in the minds of industry professionals as they enjoy good food and stimulating ideas. Invite 6 guests to join you at your lunch table and take advantage of the opportunity to share brief remarks from the stage at the start of lunch.

TransformatiON Reception - \$6,500 Exclusive

Associate your organization with the ever-popular day-two evening reception, where delegates sample unique food and beverages from local suppliers showcasing products from across Ontario. Welcome attendees at the start of the reception with brief welcome remarks. This highly rated networking event is an opportunity for you to engage with delegates and align your organization with a fun, educational and relaxed evening.

Headshot Refresh \$4,000

After the past few years, we're all in need of a little transformatiON with an updated professional headshot. Sponsor this unique opportunity and enable our conference attendees to get a new professional headshot while attending the conference. This headshot service is provided by a professional photography service and organized by EDCO. Pre and onsite communications will promote the services including recognizing your company as the sponsor.

Keynote Presentations - \$6,500 (2 available)

Align your organization with innovation, inspiration, and excellence as the sponsor of one of our opening keynote presentations. Take the stage and enjoy the pleasure of introducing the keynote presentation your organization has sponsored. Be remembered as the sponsor that supported this leading presentation that will be a highlight of the conference sessions.

Lanyard Sponsorship – \$4,000

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

Conference Tote Bag - \$4,000

Brand the conference tote bag handed out to all attendees at registration. Attendees will make use of their bag as they visit the booth and carry the materials and supplies around the conference. Tote bag will be branded with both the EDCO logo and your company logo.

Friends for Transformati**ON**

First Timer Mix and Mingle and Program - \$3,500 Exclusive

Sponsor the program that ensures our first-time attendees are matched with conference buddies to enhance their conference experience. First time attendees and conference buddies will come together for an intimate pre-reception in advance of the opening reception and throughout the conference. Share your message with the group at the start of the First Time gathering. This sponsorship is ideal for a company that values making connections as part of their brand.

Day-Two Breakfast - \$3,500 Exclusive

Sponsor the hot breakfast served at that start of the second day of the conference. Conference attendees will remember your company as they enjoy a full hot breakfast to energize the start of their day.

Session Lectures - \$3,500

These sessions are designed to transfer specific skills or knowledge about economic development issues. The content shared provides practical skill development and hands-on experience, audience interaction, and lectures.

Women in Economic Development Luncheon - \$3,500 Exclusive

The Women in Economic Development Luncheon takes place at the Ontario Investment and Trade Centre (OITC) on February 6 as part of the pre-conference program. Sponsor this luncheon and demonstrate your company support for professional women within the economic development community.

Pre-Conference Workshop Exclusive - \$3,500 Exclusive

Support attendee education and sponsor the pre-conference workshop taking place at the Ontario Investment and Trade Centre (OITC) on February 6 as part of the pre-conference program. Content of the workshop will focus on the Economic Development sector leading trends and interests.

Early Bird Session - \$3,000 Exclusive

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

Photo Booth at President's Dinner Reception \$3,000

Delegates and their friends love the opportunity to drop by the automatic photo booth and pose for photos and use the fun props available. Pictures print with border that includes your logo and the conference branding.

WiFi – \$3,000

As the WiFi sponsor, your company name and brand will be part of the WiFi login process for all delegates attending the conference in-person. Your organization will not be missed as it enables online activities and engagement to delegates throughout the conference.

Charging Station \$3,000

Set up on the heart of the conference and branded with your logo. Enable attendees to keep their mobile devices fully charged. They'll thank you as you enable them to stay connected and keep networking.

Hotel Key Card \$3,000

Put your **company's** brand right into the hands of attendees staying at the host hotel. Keycard is branding with your company logo and conference logo.

Hand Sanitizer \$3,000

We hope the pandemic will truly be in the review mirror, but hand sanitizer will be here to stay. Place your logo on the portable hand sanitizer bottle provided to all conference delegates as part of registration.

Conference Giveaway \$2,000*

All conference attendee loves give aways. Brand a reusable item and have us share it strategically with attendees such as registration desk or plenary room place settings. We ask you to provide a reusable item with life beyond the conference. *Plus, your cost for your conference give away and shipping to conference hotel.

Refreshment Break - \$2,000 (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 breaks keeping your organization top of mind with delegates. Take all 4 for an even bigger impact.

Transportation Sponsor - \$2,000 Exclusive

Transportation for the conference will provide attendees return travel in downtown Toronto between the conference hotel and Conference Opening Reception. Sponsoring transportation will highlight your company as a supporter of the EDCO community.

Transformation Exhibitors



Join us as an exhibitor and bring your products, services, and knowledge directly to conference delegates. Booths are located in the heart of the conference where attendees gather between sessions. Conference breaks and activities in the showcase area are designed to bring delegates and exhibitors together. It's a key opportunity to make important connections with industry professionals and decision makers.

Showcase Exhibit Booths

- ➔ **8' x 8' pipe and drape space: \$2,400**
- ➔ **10' x 10' pipe and drape: \$2,650 (limited spaces available)**

Be sure to ask our Sponsorship Manager for more information and details about exhibiting at the Showcase.

CREATE YOUR 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 2023.

To become an EDCO 2023 partner please contact:

Caroline Aston, Sponsorship Manager

 | caroline@edcosponsorship.com

 | 416 524-1561

 | [#EDCO2023](https://twitter.com/EDCO2023)

 | [edco1edco](https://www.facebook.com/edco1edco)

* Returning sponsors receive a 10% discount if confirmation and payment received by November 1, 2022

Cancellation:

- Sponsors and/or exhibits cancelled on or before December 31, 2022, may be refunded at fifty percent (50%) of the total value of the fee. Sponsor and/or exhibits cancelled after December 31st 2022 are non-refundable.

As a Partner in TransformatiON, you're in Good Company

A select list of past partners and exhibitors

- ACC Futures
- CAI Global Group
- Calix
- City of Brampton
- City of Markham
- City of Toronto
- Community Futures Canada Western Ontario (CFWO)
- County of Brant
- County of Wellington
- CQNS Inc.
- Cushman & Wakefield
- Deloitte
- Development Counsellors International (DCI)
- Downtown Gift Cards
- Enbridge Gas
- Environics Analytics
- eSolutionsGroup
- Excellence in Manufacturing Consortium (EMC)
- Explorer Solutions
- Export Development Canada (EDC)
- Fanshawe St. Thomas/Elgin Regional Campus
- Farm Credit Canada
- Fragomen Worldwide
- Geosource Energy
- GIS Planning Inc.
- Golden Horseshoe Food and Farming Alliance (ConnectON)
- GrowthWheel International
- IBISWorld
- Immigration, Refugees and Citizenship Canada
- Independent Electricity System Operator (IESO)
- Institute for Management and Innovation, University of Toronto
- Lighthouse Labs
- LinkedIn
- LocalIntel
- Localit.ca
- McSweeney & Associates
- MDB Insight
- Municipal Property Assessment Corporation (MPAC)
- Niagara Economic Development
- Nuclear Waste Management Organization (NWMO)
- Ontario Agri-Food Venture Centre, Northumberland County
- Ontario Centres of Excellence
- Ontario Culinary Tourism Alliance
- Ontario East
- Ontario Federation of Agriculture
- Ontario First Nations Economic Developers Association
- Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA)
- Ontario Ministry of Tourism, Culture and Sport
- Ontario Tourism Education Corporation (OTEC)
- Toronto Pearson International Airport
- ResearchFDI, Inc.
- Research On Investment (ROI)
- Ryerson University
- St. Thomas Economic Development Corp.
- Statistic Canada / Statistique Canada
- Tangible Words Ltd.
- TGT Solutions Inc.
- Trillium Network for Advanced Manufacturing
- University of Waterloo Economic Development
- Workforce Planning Ontario



Economic
Developers
Council
of Ontario

AT #EDCO2023