

2021 BC ECONOMIC SUMMIT SPONSORSHIP

"BCEDA is working hard to build strong sustainable communities throughout British Columbia. The Partnership Program is a unique opportunity for FortisBC to connect with local, regional and First Nations governments and representatives from various economic sectors. We encourage others to support the work of BCEDA and the work of local economic development programs."

David A. Bennett, FortisBC

- Support community-based efforts to rebuild strong and resilient economies
- Network with key community players who influence new business start-ups, community development, workforce development, business retention and expansion, and new business attraction throughout BC
- We have used an established app for the last 3 years. Over 85% of our delegates download the app, and many use it weeks in advance of event for networking. [Watch why events that use Whova \(like the Summit!\) offer so much more](#)
- BCEDA Sponsorships are annual partnerships. See more below:

PARTNERSHIP OPPORTUNITIES	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE	EXHIBITOR
ANNUAL BENEFITS:						
PARTNERSHIP RECOGNITION: Year-long Marketing Exposure	✓	✓	✓	✓	✓	
ONE-YEAR BCEDA MEMBERSHIP (Number of memberships)	6	5	4	2	1	
NEWSLETTER ADVERTISING OR NEWS in BCEDA NEWSLETTER (Published monthly)	12 times	12 times	6 times			
WEBSITE ADVERTISING: One month advertising campaign on bceda.ca	✓	✓				
WEBSITE PROFILE: 500 word company profile on bceda.ca	✓	✓	✓			
WEBSITE LINK: One-year BCEDA home page (reciprocal linkage with logo)	✓	✓	✓	✓	✓	
2021 SUMMIT / EVENT BENEFITS:						
VIRTUAL TRADE SHOW BOOTH Fuel your virtual booth traffic through a customized exhibitor webpage. Generate leads from online interactions and promotional offers.	✓	✓	✓	✓	✓	✓
• Add video, upload documents, marketing content & photos	✓	✓	✓	✓	✓	✓
• Interact with attendees over chat	✓	✓	✓	✓	✓	✓
• Collect and Export Leads	✓	✓	✓	✓	✓	✓
• Access Attendee List & Profiles	✓	✓	✓	✓	✓	✓
• View match-matching recommendations based on location, industry, education, etc.	✓	✓	✓	✓	✓	✓
• Set up a promotional offer to attract attendees. The attendees who claim your offer will be added to your leads list.	✓	✓	✓	✓	✓	✓
• Upload a product video or setup a showcase. Besides being displayed on your exhibitor profile, the videos and streams will also be compiled in a pinned Community Board topic.	✓	✓	✓	✓	✓	✓
• Receive post event sponsor report with number of clicks & insights	✓	✓	✓	✓	✓	
COMPLIMENTARY EVENT REGISTRATION: Applicable to all annual BCEDA hosted events	5	4	3	2	1	1 (Summit only)
PARTNERSHIP RECOGNITION: Logo displayed in all Summit promotional materials	✓	✓	✓	✓	✓	
SUMMIT SPEAKING OPPORTUNITIES: (Pending approval by BCEDA Board)	Track Sponsor	Keynote Sponsor	Live Session Sponsor	Pre-Recorded Session Sponsor	5 Minute Intro. Speaker Sponsor	
EVENT APP: Sponsor banner displayed on app home page & other pages	✓	✓	✓	✓	✓	
SUMMIT PROMOTIONAL MATERIAL: Logo displayed on all Summit promotional materials	✓	✓	✓	✓	✓	
INVESTMENT	\$15,000	\$10,000	\$8,000	\$5,000	\$2,500	\$1,575