

# Sponsor EAC's 2010 National Conference

Highly Educated Audience from Across the Country  
Major Annual Event by Established National Organization

## Why Sponsor EAC's 2010 Conference?

### EAC is Well Established and Professional

Through its services, standards, programs and publications, the Editors' Association of Canada (EAC) promotes and supports professional editing as the key to producing effective communication.

- Supported by 1,700 members who renew their memberships annually
- National organization with six regional branches: British Columbia, Prairie Provinces, Saskatchewan, Toronto, National Capital Region and Quebec/Atlantic Canada
- EAC celebrates the wrap-up of our 30<sup>th</sup> anniversary year in 2010
- EAC is a federally incorporated not-for-profit organization

### EAC Members are an Excellent Target Market

- **Connected:** EAC members work in and with business, government, culture and entertainment, not-for-profit, sports, education, health care, science and technology sectors
- **Influential:** EAC members influence and advise clients and colleagues on technology purchases, Internet service providers, printing, design, website hosting and in many other areas
- **Educated:** 80% of EAC members have university degrees (compared with 21% of the general population); EAC members also enrol in courses, seminars, distance learning and certification programs
- **Technology focused:** EAC members work on communications of every kind for a wide variety of clients, using the latest hardware, software and digital tools
- **Entrepreneurial:** 78% of EAC members operate home-based businesses; they purchase home office equipment and supplies, as well as services from financial professionals, Internet service providers and technical support
- **Women:** 83% of EAC members are female; women are the key decision-makers for household, home office and workplace purchases, as well as travel, entertainment and technology expenditures
- **Culturally savvy:** EAC members buy books and magazines, attend musical and theatrical performances, visit museums and galleries, dine in interesting restaurants and travel

### EAC's 2010 Conference in Montreal

- Over 300 EAC members attended our 2009 conference in Toronto, and more are expected at our 2010 conference in Montreal
- The conference will feature a vendor trade show, prominent keynote speaker, gala banquet, Tom Fairley Award for Editorial Excellence ceremony, Claudette Upton Scholarship presentation, annual general meeting, entertainment, networking coffee breaks and lunches, multiple streamed educational sessions in English and French, and recognition ceremony for Canada's EAC Certified Professional Editors

# Exceptional Sponsor Recognition

## Promotional Vehicles for Sponsors

### Special Conference Website and editors.ca Website

- www.editors.ca attracts 100,000 page views and 30,000 visitors every month (1,000 a day)
- EAC uses its website to promote and offer online registration for the conference
- Information promoting the conference is currently featured prominently on the home page

### MagNet Cross Promotion

- Starting in 2009, EAC participated as a founding member in Magazine Canada's annual MagNet joint conference that included the Professional Writers Association of Canada, Canadian Authors Association, Canadian Society of Magazine Editors
- In February 2010, EAC will include an insert with sponsor logos and advertisements in the MagNet mail-out to the over 7,500 members of the affiliated associations.

### Active Voice , EAC's National Magazine

- *Active Voice* is EAC's printed magazine since 1981; Fall, Winter and Spring Conference issues
- Circulation of 2,500 per issue is mailed to all EAC members, available to non-members by subscription, and circulated to sister association members at a discounted subscription rate; also distributed at seminars, conferences, regional offices and events
- Sponsors can include promotional inserts in *Active Voice*
- Printed in full colour, *Active Voice* is professionally designed and well written
- Current issue displayed on the website home page, available for download to anyone who visits the website, and past issues are archived online

### Conference Email Broadcasts to Membership

- EAC conference email broadcasts are sent to members, corporations, educational institutions, national and provincial government organizations, publishers, writing associations and media
- Broadcasts announcing conference registration begin in February and recur monthly

### Conference Program for EAC members and MagNet Association Members

- Conference program will be distributed at the conference and posted on EAC's website
- The program includes schedules of presenters and activities

### Conference Signs

- Signage for session and event rooms will include sponsor logos

### Podium Acknowledgments

- Hosts or moderators of the opening reception, keynote address, banquet and selected educational sessions acknowledge and thank related sponsors

### Conference Bags

- 300 high-quality and reusable conference bags are a popular keepsake for our attendees

### Samples or Coupons for Conference Bags

- All sponsors are invited to provide samples, promotional items and coupons for 300 conference bags

<b>Sponsor Recognition Levels</b>	<b>PATRON \$5,000</b> (\$14,410 Value)	<b>PARTNER \$2,500</b> (\$5,025 Value)	<b>SUPPORTER \$1,250</b> (\$3,300 Value)
Your banner on EAC website home page (through end of 2010)	468 x 60 pixels \$5,000 Value		
Your samples and/or promotion inserts in conference bags	optional \$1,200 Value	optional \$1,200 Value	optional \$1,200 Value
Acknowledgement of your sponsorship in email broadcasts promoting conference	\$1,000 Value	\$500 Value	\$250 Value
Verbal acknowledgement of your support at opening reception, keynote speech, banquet and selected sessions	\$1,000 Value		
Your logo on EAC website conference page	468 x 60 pixels \$1,000 Value	117 x 60 pixels \$500 Value	60 x 60 pixels \$250 Value
Your logo on EAC conference bag	468 x 60 pixels \$1,000 Value	117 x 60 pixels \$500 Value	60 x 60 pixels \$250 Value
Your ad in <i>Active Voice</i> (EAC national newsletter) Spring 2010 conference issue	full-page colour 8.875" x 10.875" \$550 Value	half-page colour 3.5" x 9.625" \$290 Value	half-page colour 3.5" x 9.625" \$290 Value
Your ad in <i>Active Voice</i> (EAC national newsletter) Fall 2010 issue	half-page colour 3.5" x 9.625" \$290 Value	half-page colour 3.5" x 9.625" \$290 Value	
Your logo in conference program	468 x 60 pixels \$500 Value	117 x 60 pixels \$250 Value	60 x 60 pixels \$125 Value
Your logo on signs at sessions and events	468 x 60 pixels \$500 Value	117 x 60 pixels \$250 Value	60 x 60 pixels \$125 Value
Verbal acknowledgement of your sponsorship during event	2 lunches & 3 sessions \$1,500 Value	2 lunches \$750 Value	2 lunches \$750 Value
Conference registration	two \$750 Value	one \$375 Value	
Banquet tickets	two \$140 Value	two \$140 Value	two \$140 Value

**For more information, please contact:**

**Carolyn Burke, Executive Director**  
**Editors' Association of Canada**  
 27 Carlton Street, Suite 505  
 Toronto Ontario M5B 1L2

**Phone: 416 975-1379**

Toll-free: 1 866 226-3348

Fax: 416 975-1637

**Email: carolyn.burke@editors.ca**

Web: www.editors.ca