



**CONFERENCE 2008: EDITING IN THE GLOBAL VILLAGE  
CONGRÈS 2008 : RÉVISION ET MONDIALISATION**

**SHAW CONFERENCE CENTRE, EDMONTON - JUNE 6 – 8, 2008**

**CONFERENCE SPONSORSHIP PACKAGE**

**EDITORS' ASSOCIATION OF CANADA/ASSOCIATION CANADIENNE DES RÉVISEURS**  
***THE VOICE OF CANADIAN EDITORS***

[www.editors.ca](http://www.editors.ca)

## BE A SPONSOR OF EAC'S ANNUAL CONFERENCE

The Editors' Association of Canada's conference is a terrific sponsorship opportunity.

- **Exceptional sponsor recognition**
- **Highly educated audience from across the country**
- **Major event held annually by a well-respected national organization**

### 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 in producing effective communication.

- Supported by 1,700 members who renew their memberships annually
- National organization with six regional branches: British Columbia, Prairie Provinces, Saskatoon, Toronto, National Capital Region and Quebec/Atlantic Canada
- EAC celebrates its 30<sup>th</sup> anniversary in 2009
- EAC is a federally incorporated not-for-profit organization

### EAC MEMBERS ARE AN EXCELLENT TARGET MARKET

EAC's 1,700 members are a very desirable demographic for sponsors.

- **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
- **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 continuing education 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
- **Culturally savvy:** EAC members buy books and magazines, attend musical and theatrical performances, visit museums and galleries, dine in interesting restaurants and travel

### MEMBERS VALUE EAC

EAC members value their association's services.

- Members consistently renew their annual EAC memberships
- Members from across the country travel to attend EAC's annual conference
- Members promote their services and get freelance work through EAC's Online Directory of Editors
- Members receive the national magazine, *Active Voice*
- Members can earn a Certified Professional Editor designation through EAC's certification program



## EAC PROMOTES SPONSORS

**EAC promotes sponsors regularly and frequently through printed and electronic communication vehicles.**

### Website

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

### Active Voice

- *Active Voice* is EAC's quarterly magazine
- Mailed to all members; bulk copies are distributed at seminars, conferences, regional offices and events; *Active Voice* is available to non-members by subscription
- Printed in full colour, *Active Voice* is professionally designed and well written (and very well edited!)
- The current issue of *Active Voice* is displayed on the website home page, available for download to anyone who visits the website
- Published since 1981

### Conference Email Broadcasts

- All sponsors are promoted in email broadcasts announcing conference registration
- EAC conference email broadcasts are sent to members, national and provincial government organizations, corporations, educational institutions, publishers, writing associations, media and other organizations

### Conference Program

- All sponsor logos will be featured in the conference program, which includes schedules of presenters and activities
- The conference program will be distributed at the conference and posted on the EAC website

### Conference Signs

- All sponsor logos will be featured on signs in session and event rooms

### Podium Acknowledgments

- Hosts or moderators will acknowledge and thank all sponsors at the opening reception, the banquet and every educational session

### Samples or Coupons for Conference Bags

- All sponsors are invited to provide samples, promotional items and coupons for 250 tote bags

## SPONSOR SUMMARY

SPONSOR RECOGNITION	Gold Sponsor \$5,000	Silver Sponsor \$3,000	Bronze Sponsor \$1,000
Sponsor logo on home page of EAC website (logo on home page until end of 2008)			
Sponsor logo on EAC website conference page (logo size and positioning reflects sponsorship level)			
Sponsor's full-page colour ad in <i>Active Voice</i> Spring 2008 conference issue			
Sponsor's half-page colour ad in <i>Active Voice</i> Spring 2008 conference issue			
Sponsor's half-page colour ad in <i>Active Voice</i> Summer 2008 and Fall 2008 issue			
Sponsor's half-page colour ad in <i>Active Voice</i> Fall 2008 issue			
Sponsor logo in conference program (logo size and positioning reflects sponsorship level)			
Sponsor logo on signs at all sessions and events (logo size and positioning reflects sponsorship level)			
Sponsor acknowledgement in email broadcasts promoting conference			
Sponsor acknowledgement at opening reception, banquet, lunches and sessions			
Opportunity to provide promotional item, sample or coupon in 250 conference bags (optional)			
Two conference registrations			
Two tickets to banquet			



Available at this sponsorship level

### FOR MORE INFORMATION, PLEASE CONTACT:

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