



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

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

**EVENT 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 Program

- 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

- Sponsor logos will be featured on signs at every session and event room

### Podium Acknowledgments

- Sponsors will be acknowledged at the event they sponsor, as well as at the opening reception and the banquet

### Samples or Coupons for Conference Bags

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

## SPONSOR SUMMARY

### Banquet Sponsor \$500

- Held on the evening of June 7, the banquet is the celebratory highlight of the EAC conference
- Banquet activities include the presentation of the Tom Fairley Award for Editorial Excellence and recognition of EAC members who passed the 2007 certification tests
- This year's speakers include Edmonton's poet laureate Ted Blodgett and television personality Barbara North

### Lunch Sponsor \$300

- Lunch is provided to conference delegates on June 7 and June 8 between morning and afternoon educational seminars
- Lunch is a welcome pause for refreshment and an opportunity to mingle—lunch sponsors are especially appreciated by conference delegates!

### Coffee Break Sponsor \$200

- Mid-morning breaks for coffee and snacks will be offered on June 7 and June 8. An additional mid-afternoon coffee break will be offered on June 7.

SPONSOR RECOGNITION	Banquet Sponsor \$500	Lunch Sponsor \$300	Coffee Break Sponsor \$200	In-Kind Sponsor*
Sponsor logo and link on the conference page of the EAC website				
Quarter-page colour ad in <i>Active Voice</i> Spring 2008 conference issue				
Business card size colour ad in <i>Active Voice</i> Spring 2008 conference issue				
Sponsor logo in conference program				
Sponsor logo on signs at sessions and events				
Acknowledgement from the podium at the opening reception, lunches and banquet				
Two tickets to attend the banquet				
Opportunity for promotional item, sample or coupon in 250 conference bags (optional)				



Available at this sponsorship level

\* Additional in-kind sponsor benefits are negotiable, depending on the value of the items or services

### FOR MORE INFORMATION, PLEASE CONTACT:

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