

SPONSORSHIP INVITATION



BEYOND OUR BORDERS

Moving our Communities onto the International Stage

April 10 - 12, 2007

Westin Bayshore Vancouver, BC



Canada



conference organizers



The **Economic Development Association of British Columbia (EDABC)** is the leading provincial association of economic development practitioners, and is dedicated to providing services that support the activities, profile and development of its members and their economic development goals.

Economic development activities include efforts to support the growth and expansion of existing businesses, attract new business investment, and support new business starts. Many economic development agencies are also engaged in decisions about strategic infrastructure investment, land use planning, and community enhancement. EDABC has 140 members from around British Columbia.



Community Futures Development Association of BC (CFDA's) role is to foster a better understanding of the Community Futures program and to serve as a catalyst in promoting strong partnerships between key stakeholders involved in the community economic development process.

The 34 Provincial Community Futures Development Corporations (CFDC) are actively engaged in helping communities construct and implement economic development strategies. They play a key role in promoting entrepreneurship, improving access to capital for business, and facilitating employment, training and educational opportunities. At the heart of the Community Futures approach is a firm belief that the most effective process for achieving economic renewal comes from within the community. Collectively, BC's CFDC's have assisted more than 15,000 businesses to get established, contributing to job growth in their communities.

The EDABC and CFDA have joined forces to host a conference that will discuss how to connect local community economies to the international stage and build sustainable economic benefits for the long-term.

This conference offers you a unique opportunity to showcase your organization to economic development professionals and community leaders, as well as demonstrate your commitment to the economic well being of BC- communities. We invite you to take a moment to look through the conference sponsorship package.

conference overview

British Columbia is moving rapidly onto the international stage – as Canada's gateway to the Asia-Pacific, host province of the 2010 Games, and with a booming commodities sector, BC is attracting global attention. BC communities have unprecedented opportunities to capitalize on the trends that this interest brings, but must also be prepared for the pitfalls. This conference will discuss what economic development professionals, Community Futures organizations, volunteers, and municipal officials need to know to connect their community economies to the international stage and build sustainable economic benefits for the long-term.

The conference is being held in Vancouver at the Westin Bayshore from April 10 – 12, 2007 and will provide a format to discuss BC's position on the international stage. The conference plenary sessions, workshops and roundtables are designed to address topics such as marketing and business attraction for communities, business retention and expansion strategies, export development, workforce development, generating opportunities from the 2010 Olympic Games, as well as professional and organizational development.

This conference will be the "must do" event of the year for every economic development leader in British Columbia. It will bring together more than 250 community economic development practitioners, volunteers and municipal representatives from across BC.

Please see attached proposed schedule and agenda.

Top 10 reasons to become a sponsor:

1. Sharpen your company's visibility
2. Promote your company's products and services to community and business leaders from across the province
3. Support community-based efforts to build strong and resilient economies
4. Network with the key community players who influence new business start-ups, business expansion, and new business attraction in BC
5. Be recognized as a leader in corporate social responsibility
6. Build community capacity
7. Support local efforts to learn, improve, and apply new ways of thinking
8. Benefit from a direct line of communication with economic development professionals, Community Futures Board members, and municipal leaders.
9. Showcase your products and services at the conference
10. We really need your support!

sponsorship opportunities

Your organization is invited to become a sponsor of the “Beyond Our Borders – Moving Our Communities onto the International Stage” conference. We are confident that the benefits of sponsorship will offer effective exposure for your organization. Sponsorships are available in four categories and provide the following benefits. We can customize a sponsorship according to your needs.

\$15,000

Platinum Sponsorship (1 only) includes:



- a commitment of **\$15,000**
- recognition as a Primary Sponsor of the “Beyond Our Borders” Conference
- sponsor of the Gala Dinner
- an opportunity to speak at the Gala Dinner On Wednesday April 11
- opportunity to greet delegates at opening reception on Tuesday April 10
- logo prominently displayed in all conference promotional materials including advance program (time sensitive), event day program and posters
- acknowledgement in paid advertising
- two complementary Conference Registrations which include two tickets to the Gala Reception & Dinner and Awards presentation
- acknowledgement in all media releases
- conference web site advertising as well as reciprocal linkage, if possible
- first choice of trade show booth location
- Corporate information included in delegate package
- Hotel Recognition

\$10,000

Gold Sponsorship includes:



- a commitment of **\$10,000** or more monetarily or in kind
- recognition as a Major Sponsor of the “Beyond Our Borders” Conference, in its entirety as well as an Event sponsor
- opportunity to speak for 5 minutes and introduce a plenary or luncheon speaker
- logo prominently displayed in all conference promotional materials including advance program (time sensitive), event day program and posters
- consideration of program participation (must be approved by Conference Committee)
- acknowledgement in paid advertising
- two complementary Conference Registrations which include two tickets to the Gala Reception & Dinner and the Awards presentation
- acknowledgement in all media releases
- conference web site advertising as well as reciprocal linkage, if possible
- trade show booth or brochure space, if desired

sponsorship opportunities continued...

\$5,000

Silver Sponsorship includes:



- a commitment of **\$5,000** or more, monetarily or in kind
- one complementary Conference Registration which includes a ticket to the Gala Reception & Dinner and the Awards presentation
- sponsor of breakout session and introduction of session speaker
- logo prominently displayed in all conference promotional materials including advance program (time sensitive), event day program and posters
- acknowledgement in paid advertising
- trade show booth or brochure space, if desired
- conference web site advertising as well as reciprocal linkage, if possible

\$2,500

Bronze Sponsorship includes:



- a commitment of **\$2,500** or more, monetarily or in kind
- one complementary Conference Registration which includes a ticket to the Gala Reception & Dinner and the Awards presentation
- logo prominently displayed in all conference event day program and posters
- acknowledgement in paid advertising
- trade show booth or brochure space, if desired
- conference web site advertising as well as reciprocal linkage, if possible

Media Sponsor

- A commitment of \$5,000, plus media support to promote the Conference
- Exclusive Sponsorship of a plenary Speaker
- Exclusive recognition as the Conference Media Partner
- One complementary Conference Registration
- One complementary ticket to the Awards Gala dinner
- Your company logo on Conference materials

Trade Show Booth

- Trade Show Booth and 1 registration - \$1,000

Other sponsorship opportunities can be customized according to your needs. For more information regarding the above sponsorship opportunities, or to confirm your interest in becoming a sponsor of the "Beyond Our Borders" Conference please contact:

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proposed schedule - *at a glance*

Tuesday April 10	Session / Activity					
12:00pm to 6:00pm	Registration					
2:00 to 4:30 pm	Optional Tours: "Connecting BC to the World" with the Port of Vancouver "Behind the Scenes" tour of a Film Studio Canada Export Centre Tour 2010 Commerce Centre at Robson Square Tour					
3:30pm to 5:00pm	CFDA Managers and Chairs Roundtable					
6:00 pm to 9:00 pm	Welcome Reception					
Wednesday April 11	Session / Activity					
7:30am to 8:30am	Breakfast					
8:30am to 9:00am	Opening Remarks MJ Cousins, Bob Wright, Mayor Sam Sullivan (to be confirmed)					
9:00am to 10:00am	Opening Plenary Keynote Speaker - Todd Hirsch, Chief Economist, Canada West Foundation "How your community can benefit from globalization."					
10:00am to 10:30am	Coffee Break / Networking					
10:30am to 11:45am	Plenary - "Postcard from Asia"					
11:45am to 1:15pm	Lunch - "Working Together to Create a Stronger BC." Premier Gordon Campbell - invited					
BREAKOUT STREAMS	<i>Business Retention & Expansion</i>	<i>Export Development</i>	<i>Business Attraction</i>	<i>Organizational Development #1</i>	<i>Organizational Development #2</i>	
1:15pm to 2:45pm	How to establish a BRE program	Canada's Asia Pacific Gateway	Regional Branding	CFDA Aboriginal Engagement Workshop	CFDA Volunteer Leadership Workshop	
2:45pm to 3:00pm	Coffee Break / Networking					
3:00pm to 4:30pm	BRE Best Practices Panel	Opening Doors to New Trade Corridors	Partnering for Successful Business Attraction	CFDA Aboriginal Engagement Workshop (cont'd)	CFDA Volunteer Leadership Workshop (cont'd)	
4:30pm to 6:00pm	Delegate Networking					
6:00pm to 7:00pm	Reception / Silent Auction					
7:00pm	Gala Banquet / Awards / Live Auction Minister for Western Economic Diversification (to be confirmed)					

proposed schedule continued...

Thursday April 12	Session / Activity			
7:30am to 8:30am	Breakfast			
8:30am to 9:45am	Plenary - "Economic Gardening" Christine Hamilton-Pennell, Economic Intelligence Specialist, City of Littleton			
9:45am to 10:15am	Coffee Break / Networking			
BREAKOUT STREAMS	<i>Hot Topics</i>	<i>ED Toolkit</i>		<i>AGMs</i>
10:15am to 11:45am	Our Changing Workforce - Build it or Buy it?	Investment Funds for Target Groups		EDABC AGM
11:45am to 1:15pm	Lunch Hon. David Emerson, Minister of International Trade and Minister for the Pacific Gateway and the Vancouver-Whistler Olympics (invited)			
1:15pm to 2:45pm	Planning for Beijing 2008	Attracting Real Estate Investment	Working with the Media	CFDA AGM
2:45pm to 3:00pm	Coffee Break / Networking			
3:00pm to 4:30pm	Plenary Keynote Speaker - Roberta Bondar, Astronaut "Navigating Uncharted Territory - Managing Change" Closing Remarks			

detailed agenda

Tuesday April 10

12:00 noon **Conference Registration**
2nd Floor Foyer, Westin Bayshore

Optional Pre-Conference Tours:

Please note: space is limited for these tours, so please book early to avoid disappointment!

- 1:00pm **"Connecting BC to the World"** - Port of Vancouver Tour
Cost: \$50/person + taxes (includes tour and transportation costs)
The Port of Vancouver is the second largest port on the west coast of North America, and a key component of Canada's Asia Pacific Gateway. The Port handles approximately 76.5 million tonnes of cargo, including 1.8 million containers, as well as close to a million cruiseship passengers annually. Join us for this exciting tour of the Port's facilities, and see first-hand how the products produced in BC's communities are sent to international markets, and how products from abroad are brought to our doorstep.
- 2:00pm **"Behind the Scenes"** - Film Studio Tour
Cost: \$50/person + taxes (includes tour and transportation costs)
Film and television production is a \$1 billion industry in British Columbia, and the region is the third-largest film and television production location in North America. Communities around BC have benefited from location-based production activity; this tour offers the opportunity to visit a major film studio facility in the Lower Mainland. The BC Film Commission will lead this film studio tour, and show you what happens behind the glitz and glamour of this competitive business.
- 1:30pm **"Canada Export Centre"** - Tour
No Cost (transportation not provided)
The Canada Export Centre is a private company that showcases BC firms to the global marketplace. The centre is a short 15 minute stroll from the conference hotel, so make your way to 602 West Hastings Street to meet the team at the centre, and learn what they do to host international delegations and facilitate trade connections.
- 3:00 **"2010 Commerce Centre at Robson Square"**
No Cost (transportation not provided)
The 2010 Commerce Centre is establishing a store-front presence in a re-vamped Robson Square in downtown Vancouver, a short 15 minute stroll from the conference hotel. Meet the team at the Commerce Centre, as they welcome you on a tour of their new facilities, and outline their plans for the space in the time leading up to and during the 2010 Games.
- 6:00pm **"Taste of BC" Welcome Reception**
Join us for a fun-filled evening sampling the best of BC food and wine, networking with colleagues and making new friends.

detailed agenda

Wednesday April 11

7:30am	<p>Conference Registration 2nd Floor Foyer, Westin Bayshore</p>	2:45pm	Coffee Break and Networking
7:30am	<p>Welcome Breakfast</p>	3:00pm	<p>Concurrent Break-Out Sessions - Mid Afternoon</p> <p>1B Business Retention - Best Practices What do successful business retention and expansion (BRE) programs have in common? This panel discussion will profile best practices from around North America. Learn what has worked (and not worked!) in other places, and how to apply that learning for your community.</p> <p>2B Opening Doors to New Trade Corridors International trade is accelerating at a rapid pace, and new markets are complex, requiring new ways of doing business. The panel will discuss successful strategies for opening doors to trade, including virtual marketing alliances and trade associations, and the role of economic development organizations in connecting local firms to international markets.</p> <p>3B Partnering for Successful Business Attraction What do companies look for when locating facilities? How do you get your community on the “radar screen”? This panel will explore strategies for successfully attracting new business to communities.</p> <p>4B CFDA Aboriginal Engagement Workshop (continued) This session is a continuation of the workshop that commenced at 1:15pm.</p> <p>5B CFDA Volunteer Leadership Workshop (continued) This session is a continuation of the workshop that commenced at 1:15pm.</p>
8:30am	<p>Opening Remarks</p>		
9:00am	<p>Opening Plenary - How your Community can Benefit from Globalization How is globalization shaping the Canadian economy? What does this mean for communities in British Columbia? Todd Hirsch, Chief Economist for the Canada West Foundation will share his insights on BC’s economy, the opportunities for growth from the Asia Pacific region, and how BC’s communities can benefit from expanding international trade.</p>		
10:00am	<p>Coffee Break and Networking</p>		
10:30am	<p>Morning Plenary - Postcard from Asia How will the growth of Asia affect BC communities? What are the opportunities and pitfalls of these emerging markets? This plenary discussion will provide insight into what is happening in Asia, and how this translates into opportunities for businesses throughout BC.</p>		
11:45am	<p>Lunch Presentation - Working Together to Create a Stronger BC What is the Government of British Columbia doing to put BC on the international stage? Premier Gordon Campbell has been invited to provide us with an update about key priorities for our province, and the role of communities in creating a strong and vibrant economy.</p>		
1:15pm	<p>Concurrent Break-Out Sessions - Early Afternoon</p> <p>1A Business Retention - a Key Strategy for Community Growth Research indicates that up to 80% of new job creation in a community is generated from the existing business base. Economic development professionals, municipal leaders, and Community Futures organizations can play a key role in business retention and expansion (BRE) decisions. In this session, our BRE expert will outline the elements of successful business retention programs, and will answer your questions about how to establish a program in your community.</p> <p>2A BC - Canada’s Gateway to the Asia Pacific What is the Asia Pacific Gateway? Why is it important? What does it mean for communities in BC? This panel will talk about BC’s key role as a transportation and logistics corridor between Asia and North America, and discuss the importance of this role for all BC communities.</p> <p>3A Regional Branding What is a “brand”? What influences a region’s brand, and how can communities leverage their brand for international recognition? Join our branding experts for an informative discussion about branding strategies for communities.</p> <p>4A CFDA Aboriginal Engagement Workshop First Nations are important stakeholders in our communities, and vital economic development partners. How can we work together to build stronger local economies? This 2-part workshop (part 2 to follow after the mid-afternoon break), is part of the CFDA’s professional development workshop series. All conference attendees are invited to participate, and learn more about building bridges to First Nations.</p> <p>5A CFDA Volunteer Leadership Workshop Volunteers are the life-blood of community economic development efforts. This 2-part workshop (part 2 to follow after the mid-afternoon break), is part of the CFDA professional development workshop series. All conference attendees are invited to participate, and learn more about supporting volunteer leadership for economic development.</p>	4:30pm	Delegate Networking
		6:00pm	<p>Gala Banquet, Auction and Awards Dinner We’ll use any excuse for a party! This evening, we will celebrate BC’s best economic development achievements with lots of laughter and fun. And don’t forget your chequebook – we will be auctioning items to raise funds for EDABC’s Professional Development Scholarship Fund.</p>
		7:00pm	Meal

detailed agenda

Thursday April 12

7:30am	Conference Registration 2 nd Floor Foyer, Westin Bayshore
7:30am	Breakfast
8:30am	Morning Plenary - Economic Gardening "Economic Gardening" is an entrepreneurial alternative to the traditional economic development practice of recruiting industries. Based on the idea that economies can be grown locally by entrepreneurs, economic gardening requires tilling the soil, planting the needs, and nurturing growth. The phrase "economic gardening" was first coined by <i>Chris Gibbons</i> , the Director of Business and Industry Affairs with the City of Littleton, Colorado. During this session, Chris's colleague Christine Hamilton-Pennel will share the gardening insights their team has learned.
9:45am	Coffee Break and Networking
10:15am	Concurrent Breat-Out Sessions - Morning
	1A EDABC AGM EDABC members are invited to the association's annual general meeting, including the election of the 2007/08 Board of Directors.
	2A Changing Workforce Business, labour, and government are sounding alarm bells about BC's changing workforce. The imminent retirement of "boomers", and the rapid pace of economic growth in Canada's western provinces is putting the squeeze on our human capital. How can communities ensure that their local firms have access to the workforce they need? Join this panel of experts to learn how some communities are approaching this issue, and how senior levels of government are responding.
	3A Investment Funds for Target Groups Community Futures organizations have a well-deserved reputation for providing innovative financing options to support community economic development. During this session, CFDA will talk about possible new investment fund vehicles to support target groups.
11:45am	Lunch Presentation - Working together to create a stronger Canada What is the Government of Canada doing to put BC on the international stage? <i>Minister David Emerson</i> has been invited to provide us with an update about key federal priorities that impact BC, including recent investments in the Asia Pacific Gateway and Corridor initiative.
1:15pm	Concurrent Breat-Out Sessions - Afternoon
	1B CFDA AGM Members of CFDA are invited to attend the annual general meeting of the Community Futures Development Association of BC.
	2B Planning for Beijing 2008 British Columbia has become part of the global "Olympic family". With some strategic planning, communities around the province can create enduring economic legacies from the 2010 Winter Games. Join this panel to find out what successes were achieved from community involvement in the 2006 Turin Games, how these lessons can be applied to the 2008 Games in Beijing, and how your community can get involved in the Province's plans for the 2008 version of "BC Canada House".

Thursday April 12 *continued...*

	3B Attracting Large-Scale Real Estate Investment Large-scale real-estate investment is increasingly driven by pension funds, insurance companies, and professional money managers. How does this affect community efforts to attract capital for large-scale economic development projects such as new office space or resort developments? Our panel of experts will explain how project financing is changing, what developers are looking for, and how communities can position themselves to attract new investment.
	4B Working with the Media Have you ever done a media interview, and regretted it? Join our seasoned media experts <i>Nancy Spooner and Ken Coach</i> for this session that will provide practical tools for using the media as part of your communications strategy, understanding what makes "news", preparing for interviews, and communicating during crisis. In addition to providing ongoing communications advice to an impressive client list, Nancy and Ken have trained more than 800 senior executives, politicians, community leaders and volunteers to work effectively with the media.
2:45pm	Coffee Break and Networking
3:00pm	Closing Plenary - Navigating Uncharted Territory In surroundings that don't comply with our beliefs, how do we move forward? Why do some people chart their own course and others remain in reactive mode? During this plenary session, space scientist, neurologist, author, astronaut and Canada's first woman in space, <i>Dr. Roberta Bondar</i> will change the way you think. Forever. Named by Time Magazine as one of North America's Best Explorers, holder of the NASA Space Medal, and inducted into the International Women's Forum Hall of Fame, Roberta Bondar makes exciting connections between how our brains adapt in space to how we can adapt to constantly-changing environments here on Earth. In space, severe disorientation confronts astronauts in an unfamiliar and weightless environment. From her own experiences aboard the space shuttle Discovery, Dr. Bondar unveils her findings on the science of coping with change, along with specific actions that can deal with the challenges of disorientation in today's chaotic corporate world. This inspiring session is not to be missed!
4:30pm	Closing Remarks