



CENTRE FOR APPLIED
DISASTER AND EMERGENCY
MANAGEMENT



2022

EMERGENCY MANAGEMENT STAKEHOLDER SUMMIT

SPONSORSHIP PACKAGE

Hosted by:

NAIT's Centre for Applied Disaster
And Emergency Management (CADEM)

Hybrid In-person and Virtual Summit

November 29-30, 2022

8:30am to 1:30pm (both days)

Networking Lunch, In-person only

November 29, 2022

1:30pm - 3:30pm



Resilience in a Changing World

The Centre for Applied Disaster and Emergency Management at NAIT is hosting the 2022 Emergency Management Stakeholder Summit, the premier innovation-focused emergency management Summit in Alberta.

This vital and popular professional development opportunity will inspire disaster and emergency management partners with thought-provoking and innovative ideas as well as a platform to build and strengthen relationships and networking opportunities.

The two-day, hybrid format Summit will feature highly regarded keynote speakers from the

disaster and emergency management field and offer a wide array of breakout sessions focused on topics including Alberta initiatives, innovation and emerging practices, leadership, technological literacy, and community engagement.

As we have experienced significant disruption over the last few years, both through the pandemic and the increasing severity and frequency of incidents, we will be asking our attendees to share how they are moving forward preparing for and embracing change.

Ensure your brand is visible at the 2022 Emergency Management Stakeholder Summit.

2022 Summit Agenda

DAY 1

November 29, 2022	
8:30-9:00	Welcome, Introductions and Sponsor message(s)
8:55-9:00	Keynote Introduction (sponsorship opportunity)
9:00-10:00	Keynote
10:00-10:15	Break
10:15-11:00	Breakout Sessions #1
11:00-11:15	Break
11:15-12:00	Breakout Sessions #2
12:00-12:15	Break
12:15-12:20	Speaker Introduction (sponsorship opportunity)
12:20-13:20	Plenary
13:20-13:30	Closing Address for Day 1
13:30-15:30	Lunch and networking event for in-person attendees

DAY 2

November 30, 2022	
8:30-8:45	Welcome, Introductions and Sponsor message(s)
8:45-8:50	Keynote Introduction (sponsorship opportunity)
8:50-9:50	Keynote
9:50-10:05	Break
10:05-10:50	Breakout Sessions #3
10:50-11:05	Break
11:05-11:50	Breakout Sessions #4
11:50-12:05	Break
12:05-12:10	Speaker Introduction (sponsorship opportunity)
12:10-13:10	Plenary
13:10-13:30	Closing Address

More About the Summit

- > Historically, the Summit attracts approximately 400 emergency managers from Alberta and beyond.
- > Delegates represent 50% municipal emergency managers, 20% industry emergency managers, 10% academia, and 20% provincial emergency managers.
- > This year's format will blend both in-person and virtual formats to engage with the largest possible audience.
- > Due to this year's hybrid format, marketing will target emergency managers across Canada and the US to increase North American representation.

Sponsorship Opportunities

Gain exposure to a wide range of disaster and emergency professionals and ensure that your brand is in the spotlight at the premier disaster and emergency management Summit in Alberta. This year's hybrid format provides some unique and exciting options for sponsorship.

Due to space constraints this year, limited booth space is available; select sponsorship packages include a booth area for easy engagement with participants.



SKY (2 available)

Entails: Exclusive recognition as Major Event Sponsor of the Summit

In-person option - Cost: \$6500

- > 5 complimentary in-person registrations to Summit, including the networking lunch.
- > 1 - 5' rectangular table for 2-day event + networking lunch.
 - Guaranteed table placement on first floor for greatest delegate interaction
- > In addition to one of the following (select):
 - Exclusive recognition as the host for one breakfast (2 available).
 - Opportunity to introduce keynote or plenary speaker (4 available).
- > Opportunity to present during a 45-minute breakout session.

Virtual option - Cost: \$6000

- > 10 complimentary virtual/ online tickets to the Summit.
- > Opportunity to provide a 90-second video to present at the commencement of the Summit proceeding.
- > Guaranteed opportunity to present during a 45-minute breakout session.

Additional recognition included with both the virtual and in-person options

- > Verbal recognition as the Major Event Sponsor by MC throughout the Summit.
- > Digital advertisement rotating on plenary session screens and a slide show featuring your company logo will appear during virtual Summit breaks.
- > Social media banners thanking you for your support will be featured at the end of both Summit days.
- > In the Summit digital and print programs, in the "Our Partners" section, your logo will be the most visible and prominently placed of all the partners.
- > Opportunity to distribute a 'digital grab bag' containing any file(s) (pamphlets, business cards, books, etc.) to ALL Summit delegates during the opening ceremonies.
- > Acknowledgement as the Major Event Sponsor with company logo and hyperlink to your company's website in prominent position on the Summit website. (Logos must be received no later than start of business August 31, 2022 to be included).
- > Company logo and hyperlink to company website to feature on all email marketing in the lead up and during the Summit.

MOUNTAIN (1 available)

Entails: Exclusive sponsorship of the Opening Keynote Speaker

In-person option - Cost: \$3500

- > 3 complimentary in-person registrations to Summit, including the networking lunch.
- > 1 - 5' rectangular table for 2-day event + networking lunch.
 - Priority placement on first floor for greatest delegate interaction, space permitting
- > Opportunity to introduce the sponsored speaker or host closing remarks at the Summit, in-person (max. 5 minutes).

Virtual option - Cost: \$3000

- > 5 complimentary virtual/ online tickets to the Summit.
- > Opportunity to introduce the sponsored speaker or host closing remarks at the Summit through virtual platform (max. 5 minutes).

Additional recognition included with both the virtual and in-person options

- > Verbal recognition of sponsorship at the opening of sponsored keynote session.
- > Company logo to appear on slides displayed throughout sponsored keynote session.
- > Digital advertisement rotating on building screens and a slide show featuring your company logo will appear during virtual Summit breaks.
- > Social media banners thanking you for your support will be featured at the end of both Summit days.
- > In the Summit digital and print programs, in the "Our Partners" section, your logo will appear, featured amongst a network of supporters.
- > Opportunity to distribute a 'digital grab bag' containing any file(s) (pamphlets, business cards, books, etc.) to ALL Summit delegates during the opening ceremonies.
- > Acknowledgement as the Opening Keynote Speaker Sponsor with company logo and hyperlink to your company's website on the Summit website. (Logos must be received no later than start of business August 31, 2022 to be included)
- > Company logo and hyperlink to company website to feature on all email marketing in the lead up and during the Summit.

FOREST (1 available)

Entails: Exclusive sponsorship of Second Day Keynote Speaker

In-person option - Cost: \$3000

- > 2 complimentary in-person registrations to Summit, including the networking lunch.
- > 1 - 5' rectangular table for 2-day event + networking lunch.
 - Priority placement on first floor for greatest delegate interaction, space permitting
- > Opportunity to introduce the sponsored speaker or host closing remarks in-person (max. 5 minutes).

Virtual option - Cost: \$2500

- > 4 complimentary virtual/ online tickets to the Summit.
- > Opportunity to introduce the sponsored speaker or host closing remarks through virtual platform (max. 5 minutes).

Additional recognition included with both the virtual and in-person options

- > Verbal recognition of sponsorship at the opening of sponsored keynote session.
- > Company logo to appear on slides displayed throughout sponsored keynote session.
- > Digital advertisement rotating on building screens and a slide show featuring your company logo will appear during virtual Summit breaks.
- > Social media banners thanking you for your support will be featured at the end of both Summit days.
- > In the Summit digital and print programs, in the "Our Partners" section, your logo will appear, featured amongst a network of supporters.
- > Opportunity to distribute a 'digital grab bag' containing any file(s) (pamphlets, business cards, books, etc.) to ALL Summit delegates during the opening ceremonies.
- > Acknowledgement as the Second Day Keynote Speaker Sponsor with company logo and hyperlink to your company's website on the Summit website. (Logos must be received no later than start of business August 31, 2022 to be included)
- > Company logo and hyperlink to company website to feature on all email marketing in the lead up and during the Summit.

FOOTHILLS

Entails: Exclusive recognition as a Breakout Session Room Sponsor

In-person option - Cost: \$2000 (8 available)

- > 2 complimentary in-person registrations to Summit, including the networking lunch.
- > 1 - 5' rectangular table for 2-day event + networking lunch.
 - Priority placement on first floor for greatest delegate interaction, space permitting
- > Opportunity to introduce the sponsored session in-person (max. 3 minutes). Session of your company's choice (depending on availability). Selection limited to in-person speakers.

Virtual option - Cost: \$1500 (4 available)

- > 4 complimentary virtual/ online tickets to the Summit.
- > Opportunity to introduce the sponsored session through virtual platform (max. 3 minutes). Session of your company's choice (depending on availability). Selection limited to remote speakers (not in-person at NAIT campus).

Additional recognition included with both the virtual and in-person options

- > Verbal recognition of sponsorship at the opening of sponsored breakout session.
- > Digital advertisement rotating on building screens and a slide show featuring your company logo amongst a network of other breakout sponsors will appear during virtual Summit breaks.
- > Social media banners thanking you for your support will be featured at the end of both Summit days.
- > In the Summit digital and print programs, in the "Our Partners" section, your logo will appear, featured amongst a network of supporters.
- > Opportunity to distribute a 'digital grab bag' containing any file(s) (pamphlets, business cards, books, etc.) to ALL Summit delegates during the opening ceremonies.
- > Acknowledgement as a Breakout Session Sponsor with company logo and hyperlink to your company's website on the Summit website. (Logos must be received no later than start of business August 31, 2022 to be included).
- > Company logo and hyperlink to company website to feature on all email marketing in the lead up and during the Summit.

PRAIRIE (In-Person Option only)

Cost: \$750 (unlimited)

- > 1 complimentary in-person registration to Summit, including the networking lunch.
- > Digital advertisement rotating on building screens and a slide show featuring your company logo will appear amongst a network of others during virtual Summit breaks.
- > Social media banners thanking you for your support will be featured at the end of both Summit days.
- > In the Summit digital and print program, in the “Our Partners” section, your logo will appear, featured amongst a network of supporters.
- > Opportunity to distribute a ‘digital grab bag’ containing any file(s) (pamphlets, business cards, books, etc.) to ALL Summit delegates during the opening ceremonies.
- > Acknowledgement as a Sponsor with company logo and hyperlink to your company’s website on the Summit website, featured amongst a network of supporters. (Logos must be received no later than start of business August 31, 2022 to be included).
- > Company logo and hyperlink to company website to feature on all email marketing in the lead up and during the Summit.

RIVER (Virtual Option only)

Cost: \$500 (unlimited)

- > 1 complimentary virtual/ online ticket to the Summit.
- > Digital advertisement rotating on building screens and a slide show featuring your company logo will appear amongst a network of others during virtual Summit breaks.
- > Social media banners thanking you for your support will be featured at the end of both Summit days.
- > In the Summit digital and print program, in the “Our Partners” section, your logo will appear, featured amongst a network of supporters.
- > Opportunity to distribute a ‘digital grab bag’ containing any file(s) (pamphlets, business cards, books, etc.) to ALL Summit delegates during the opening ceremonies.
- > Acknowledgement as a Sponsor with company logo and hyperlink to your company’s website on the Summit website, featured amongst a network of supporters. (Logos must be received no later than start of business August 31, 2022 to be included).
- > Company logo and hyperlink to company website to feature on all email marketing in the lead up and during the Summit.

Customized Packages

We are excited to provide additional and unique ways to bring your message to life at the Emergency Management Stakeholder Summit. Additional sponsorship opportunities are listed below.

Please contact us to discuss your ideas and other available options at sroper@nait.ca.

NETWORKING LUNCH PARTNER (in-person only)

Cost: \$5500 (1 available)

Become the exclusive host for this year's 2-hour networking lunch on November 29th in the Atrium at the Productivity and Innovation Centre. This package includes:

- > 2 complimentary in-person registrations to Summit, including the networking lunch.
- > Event naming 'Welcome to the Lunch Reception - hosted by XXXX'.
- > One beverage for each Summit delegate, compliments of your company.
- > Exclusive opportunity for premium placement of up to four free-standing promotional banners during the reception.
- > 1 - 5' rectangular table for 2-day event + networking lunch.
 - Guaranteed table placement on first floor for greatest delegate interaction
- > Verbal recognition as the Networking Lunch Sponsor by MC during the day one closing remarks.
- > Opportunity to provide a one-time, 60-second in-person or pre-recorded message following MC recognition.
- > Digital advertisement rotating on plenary session screens and a slide show featuring your company logo will appear during virtual Summit breaks.
- > Social media banners thanking you for your support will be featured at the end of both Summit days.
- > Logo included in the Summit digital and print programs, in the "Our Partners" section.
- > Opportunity to distribute a 'digital grab bag' containing any file(s) (pamphlets, business cards, books, etc.) to ALL Summit delegates during the opening ceremonies.
- > Acknowledgement as the Network Lunch sponsor with company logo and hyperlink to your company's website in prominent position on the Summit website. (Logos must be received no later than start of business August 31, 2022 to be included).
- > Company logo and hyperlink to company website to feature on all email marketing in the lead up and during the Summit.

BREAKFAST SPONSOR (in-person only)

Cost: \$4500 (2 available)

Become the exclusive host for one of this year's breakfasts. This package includes:

- > 2 complimentary in-person registrations to Summit, including the networking lunch.
- > 1 - 5' rectangular table for 2-day event + networking lunch.
 - Guaranteed table placement on first floor for greatest delegate interaction
- > Verbal recognition as the Breakfast Sponsor by MC at the beginning of that day's proceedings.
- > Opportunity to provide a one-time, 60-second in-person or pre-recorded message following MC recognition.
- > Digital advertisement rotating on plenary session screens and a slide show featuring your company logo will appear during virtual Summit breaks.
- > Social media banners thanking you for your support will be featured at the end of both Summit days.
- > Logo included in the Summit digital and print programs, in the "Our Partners" section.
- > Opportunity to distribute a 'digital grab bag' containing any file(s) (pamphlets, business cards, books, etc.) to ALL Summit delegates during the opening ceremonies.
- > Acknowledgement as one of the Breakfast sponsors with company logo and hyperlink to your company's website in prominent position on the Summit website. (Logos must be received no later than start of business August 31, 2022 to be included).
- > Company logo and hyperlink to company website to feature on all email marketing in the lead up and during the Summit.

SPONSOR A GROUP OF STUDENTS (2 available)

Support current students from NAIT's Disaster and Emergency Management Diploma Program to attend the Summit while introducing them to your organization.

In-person option - Cost: \$3750

- > 1 complimentary in-person registration for sponsor organization to Summit, including the networking lunch.
- > Up to 10 complimentary in-person registrations for students to Summit, including the networking lunch. Selection will be made by the Disaster and Emergency Management Diploma Program faculty.
- > Opportunity to provide a one-time, 60-second in-person or pre-recorded message during the Summit.

Virtual option - Cost: \$3200

- > 1 complimentary virtual/ online registration to the Summit for sponsor organization.
- > Up to 15 complimentary virtual/ online registrations to Summit for students. Selection will be made by the Disaster and Emergency Management Diploma Program faculty.
- > Opportunity to provide a one-time, 60-second pre-recorded message during the Summit.

Additional recognition included with both the virtual and in-person options

- > Verbal recognition as Student Sponsor by MC throughout the Conference.
- > Digital advertisement rotating on building screens and a slide show featuring your company logo will appear during virtual Summit breaks.
- > Social media banners thanking you for your support will be featured at the end of both Summit days.
- > Opportunity to distribute a 'digital grab bag' containing any file(s) (pamphlets, business cards, books, etc.) to ALL Summit delegates during the opening ceremonies.
- > Acknowledgement as a Student Sponsor with company logo and hyperlink to your company's website on the Summit website. (Logos must be received no later than start of business August 31, 2022 to be included).
- > Company logo and hyperlink to company website to feature on all email marketing in the lead up and during the Summit.

SPONSOR A SINGLE STUDENT (unlimited)

Support current students from NAIT's Disaster and Emergency Management Diploma Program to attend the Summit.

In-person option - Cost: \$550

- > 1 complimentary in-person registration for a student to Summit, including the networking lunch.
- > Selection will be made by the Disaster and Emergency Management Diploma Program faculty.

Virtual option - Cost: \$450

- > 1 complimentary virtual/ online registration for a student to the Summit.
- > Selection will be made by the Disaster and Emergency Management Diploma Program faculty.

Additional recognition included with both the virtual and in-person options

- > Digital advertisement rotating on building screens and a slide show featuring your company logo amongst a network of others will appear during virtual Summit breaks.
- > Social media banners thanking you for your support will be featured at the end of both Summit days.
- > In the Summit digital and print program, in the "Our Partners" section, your logo will appear, featured amongst a network of supporters.
- > Opportunity to distribute a 'digital grab bag' containing any file(s) (pamphlets, business cards, books, etc.) to ALL Summit delegates during the opening ceremonies.
- > Acknowledgement as a Student Sponsor with company logo and hyperlink to your company's website on the Summit website. (Logos must be received no later than start of business August 31, 2022 to be included).
- > Company logo and hyperlink to company website to feature on all email marketing in the lead up and during the Summit