



Hosted by the Career Development Association of Alberta (CDAA)

May 1 & 2, 2018
Coast Plaza Hotel and Conference Centre, Calgary, Alberta

Call for Sponsors

The Career Development Association of Alberta's (CDAA's) Alberta Career Development Conference (ACDC) has been touted by delegates as one of the best career development conferences they have attended and by all reports, year after year, it just keeps getting better! This two day professional development and networking extravaganza will bring together approximately 300 delegates from across Alberta, and points beyond, to discover "*perspectives and possibilities*" in career development. With a stimulating program including keynote speakers, expert panel presentations, concurrent sessions, an exhibitor fair, and a lively networking reception, ACDC 2018 is really going to rock!

ACDC 2018, the CDAA's fifth annual conference, will be held on May 1 & 2, 2018 at the Coast Plaza Hotel & Conference Centre in Calgary, AB. This year's opening keynote presenter, Lisa Taylor, President of Challenge Factory, will be delivering *5 Future of Work Trends: Changing perspectives and realizing potential*. On the second day of the conference delegates will be treated to a series of *Perspectives and Possibilities Mini Presentations*. Concurrent session presentations will address the conference theme, "*perspectives and possibilities*", in one or more of the following areas:

- Career Counselling / Coaching Techniques
- Trends, Tools, and Technology
- Career Development Research and Theories
- Workforce Planning and Development
- Personal Development and Wellness
- Leadership, Supervision, and Mentorship
- Best Practices for Diverse Client Groups

Since the inception of the ACDC in 2014 the CDAA has hosted the conference without funding or grants of any kind, save some generous sponsorship dollars from the career development community. Delegate and exhibitor registration fees combined with frugality on the part of the association and the conference planning committee have made this modest yet incredibly valuable event possible for over 1,000 delegates to date. The ACDC is often revered as the

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career development conference of choice for Career Development Practitioners, related professionals, and the broader career development community.

While the association does not count on sponsorship dollars for the ACDC these funds do ensure that registration fees remain reasonable and that the conference remains accessible. Your sponsorship commitment supports the growth and viability of career development in Alberta.

As a sponsor, you or your organization will connect directly with the career development community including practitioners, industry leaders, policy makers, and educators. Sponsorship options are available for all budgets and will afford you or your organization the opportunity to showcase your commitment to career development!

Sponsorship options include:

1. Opening Keynote Sponsor (1)

Sponsor benefits:

- Exhibitor booth and two full conference registrations
- Up to 5 minutes of stage time to introduce you or your organization and the keynote presenter
- Placement of promotional materials in the main ballroom during the opening remarks and opening keynote presentation
- Recognition of you or your organization as a sponsor in the ACDC printed program, on the CDAA website, and throughout the conference

Sponsor investment:

- \$3000.00

2. Lunch Sponsor (2)

Sponsor benefits:

- Exhibitor booth and two full conference registrations
- Up to 5 minutes of stage time to introduce you or your organization and conduct the daily door prize draw
- Placement of promotional materials in the main ballroom during the lunch hour
- Recognition of you or your organization as a sponsor in the ACDC printed program, on the CDAA website, and throughout the conference

Sponsor investment:

- \$2500.00

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3. Networking Reception Sponsor (1)

Sponsor benefits:

- Exhibitor booth and one full conference registration
- Up to 5 minutes of stage time to introduce you or your organization during the networking reception
- Placement of promotional materials throughout the networking reception area
- Recognition of you or your organization as a sponsor in the ACDC printed program, on the CDAA website, and throughout the conference

Sponsor investment:

- \$2000.00

4. ACDC Program Book Sponsor (1)

Sponsor benefits:

- Two full conference registrations
- Recognition of you or your organization as a sponsor in the ACDC printed program, on the CDAA website, and throughout the conference

Sponsor investment:

- \$1500.00

5. Coffee Break Sponsor (4)

Sponsor benefits:

- One full conference registration
- Recognition of you or your organization as a sponsor in the ACDC printed program, on the CDAA website, and throughout the conference

Sponsor investment:

- \$750.00

6. Door Prize Sponsor

Door prizes will be drawn and presented throughout the conference with recognition of you or your organization as the donor.

Sponsorship is a great way to promote you or your organization, gain recognition in the career development community, and demonstrate your commitment to career development in Alberta. If you are interested in being an ACDC 2018 sponsor but feeling unsure about the investment, consider partnering with another individual or organization so you can share the investment and the benefits!

[Call for Sponsors Application](#)

Please submit your completed application by March 30, 2018 and direct any questions regarding the Call for Sponsors to Paula Wischoff Yerama at ed@careerdevelopment.ab.ca.