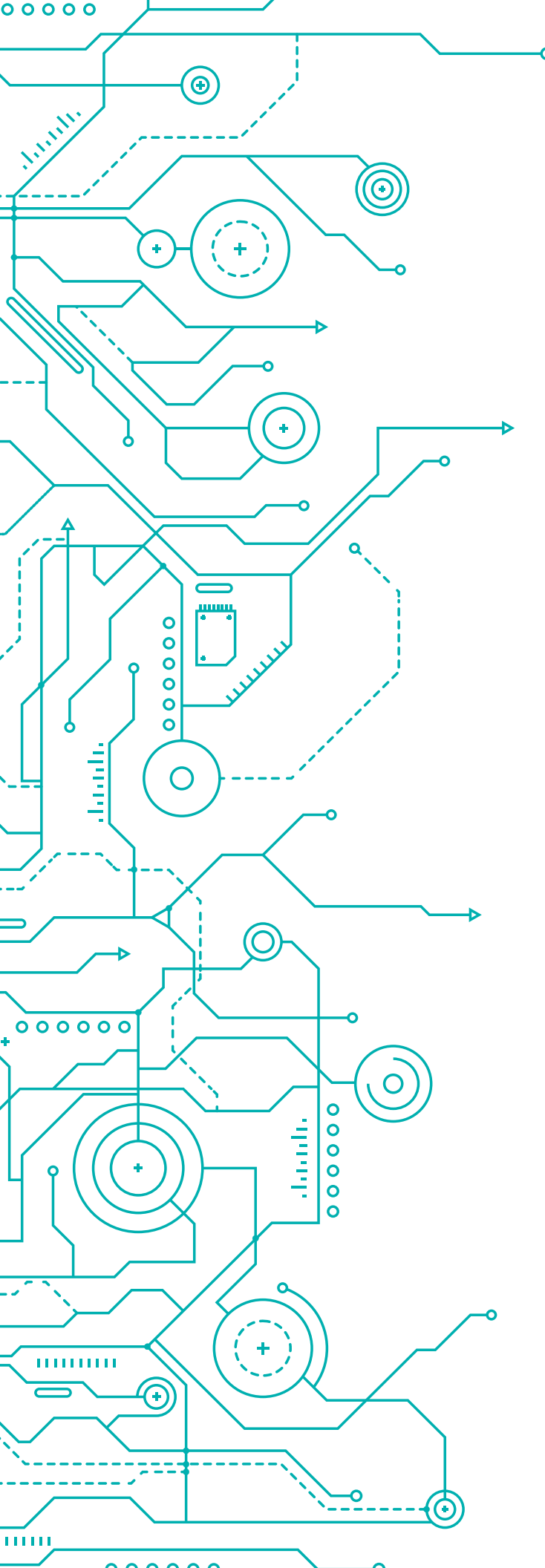




# ALBERTA RURAL CONNECTIVITY FORUM 2022

May 17-18, 2022

Sponsorship Opportunities



In 2021, the Alberta Rural Connectivity Coalition launched its first annual Alberta Rural Connectivity Forum. The virtual event hosted dozens of speakers, including representatives from leading internet service providers, government, and regulatory institutions, as well as broadband advocates. The 2021 Alberta Rural Connectivity Forum hosted an average concurrent viewership of 300 people over two days.

This year, the 2022 Alberta Rural Connectivity Forum will take place in-person at the Nexsource Centre in Sylvan Lake, AB, from May 17-18, with a pre-forum reception the evening of May 16.

The Forum is the province's dedicated event for exploring current issues in rural, remote and First Nations connectivity, as well as highlighting municipal broadband initiatives. This year's event will continue to build on these themes, while discussing new funding, technical and policy opportunities to foster digital inclusion in Alberta.

Further information about the speakers and agenda will be revealed in the leadup to the May conference.

To participate as a sponsor, please contact:

Imran Mohiuddin  
Founding Member, Alberta Rural Connectivity  
Coalition  
Policy Advisor, Cybera Inc.

[Imran.mohiuddin@cybera.ca](mailto:Imran.mohiuddin@cybera.ca) | 1.403.619.0050

## ORGANIZERS

The Alberta Rural Connectivity Forum is hosted by the Alberta Rural Connectivity Coalition (ARCC). The ARCC was created in 2021 as a coalition between Cybera Inc (Alberta's not-for-profit technology accelerator), the Regional Economic Development Alliances of Alberta, and leading broadband advocates from academia and the not-for-profit sector in the province. The Forum is inspired by the Digital Futures Symposia, an annual event previously organized by the Van Horne Institute that ran until 2016, and saw participation from communities across Alberta. Several organizers of the Digital Futures Symposia sit on ARCC's steering committee.

Currently, ARCC's member base is made up of more than 50 signatories and coalition members, including the City of Calgary, the Rural Municipalities of Alberta, the Canadian Internet Registration Authority, and the University of Alberta.

## WHO ATTENDS?

In 2021, the Forum hosted an average of 300 concurrent viewers, with a maximum concurrent viewership of 350. This included representatives from Alberta municipalities, networking professionals from across Canada, and advocates from academia and the not-for-profit sector with an interest in digital inclusion.

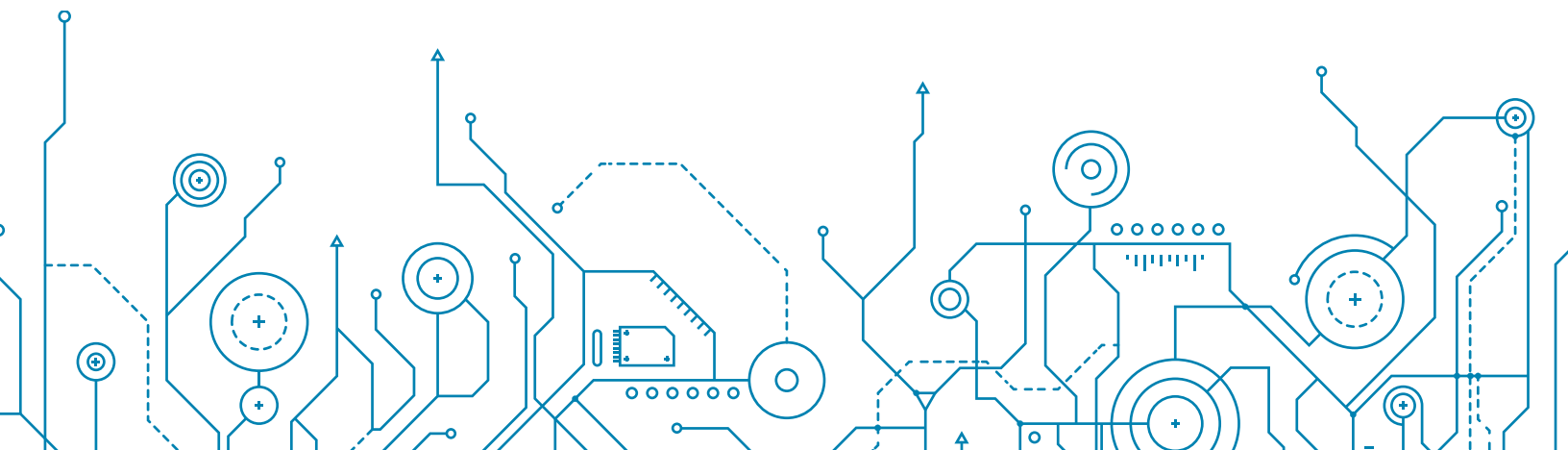
This year, we are expecting attendance of 100-150 people for the in-person event, based on historic attendance at Cybera's annual Cyber Summit and the Van Horne's Digital Futures Symposia.

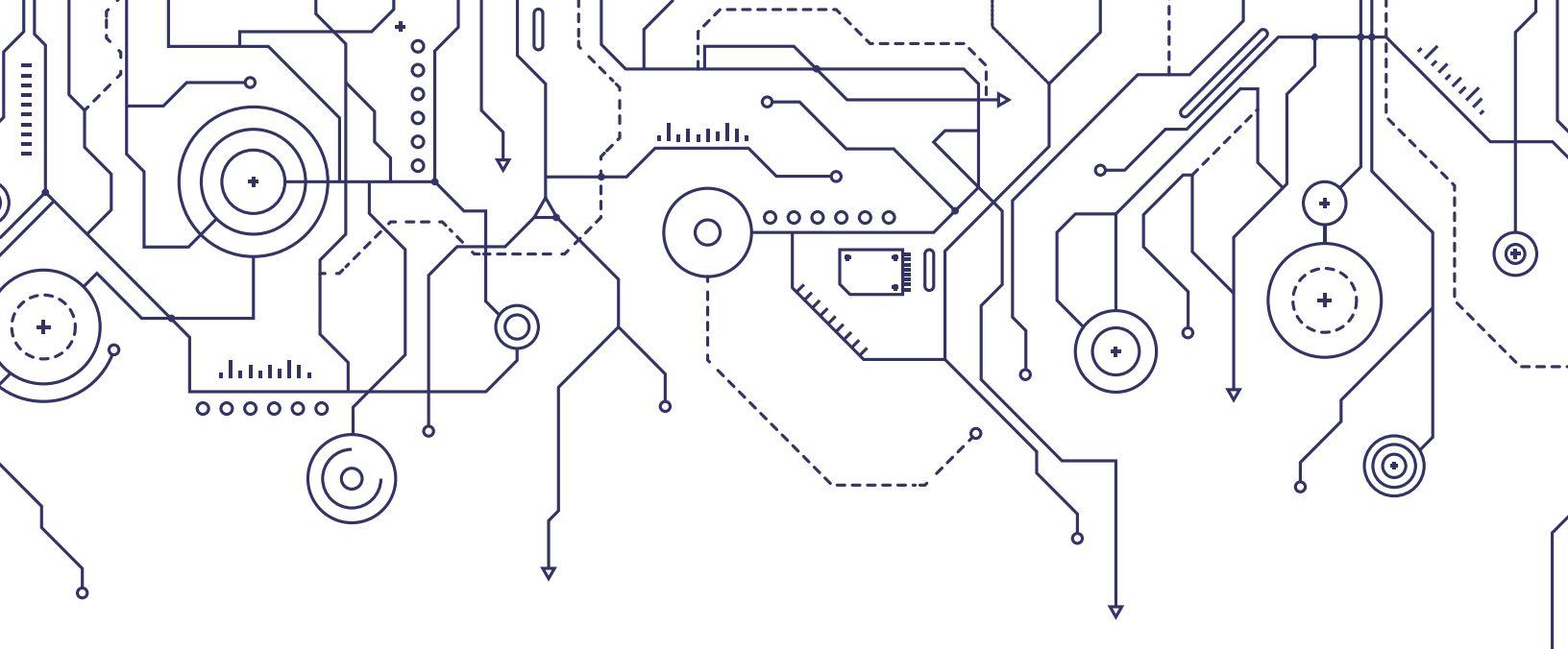
## HEALTH AND SAFETY OF ATTENDEES

While it's difficult to predict what the pandemic situation will be in May 2022, the ARCC Steering Committee feels confident, based on past seasonal trends in COVID-19 numbers, the recent lifting of restrictions, and the prevalence of other in-person events scheduled for Spring 2022, the Forum will be able to run in-person.

We are working with our venue host, the Nexsource Centre, to ensure we meet and exceed the regulations and recommendations of the Town of Sylvan Lake, Alberta Health Services, as well as all other provincial and federal government requirements. While very unlikely, this event is being organized with the ability to pivot quickly to an entirely virtual event if needed to ensure the safety of attendees, staff, and sponsors.

If you would like to learn more, or if your organization has COVID-19 safety provisions that we should be aware of, please reach out to us.





## SPONSORSHIP OPPORTUNITIES

This is your opportunity to get in front of Alberta's municipal and policy leaders, who are looking for opportunities and solutions to improve the province's broadband capabilities!

### Every partnership package includes:

- A booth on-site to share materials.
- Partner acknowledgment during opening and closing remarks.
- Company profile on the Alberta Rural Connectivity Forum 2022 agenda.
- Logo included on the event website.
- Opportunity to offer an attendee giveaway item, to be awarded throughout the conference.
- Company logo on external correspondence, including emails.
- Recognition on organizers' (Cybera and ARCC) social media platforms.
- Digital platform recognition including:
  - Rolling logo during or after each break.
  - Contingencies, including increased verbal recognition and virtual booths, should the event move to a virtual conference.

## AVAILABLE PACKAGES:

### Special Event Partnerships

- Reception Sponsor – May 16, 2022
- Networking Event Sponsor – May 17, 2022

### Forum Partnerships

- Lunch Break Sponsor
- Breakfast Sponsor

\*Partnerships must be paid within 30 days of the invoice being issued. Sponsorships signed less than 30 days before the Alberta Rural Connectivity Forum must be paid in full by May 9, 2021. Payment can be made by cheque, electronic fund transfer, and Interac.

## SPECIAL EVENT PARTNERSHIPS

### Reception Sponsor – May 16, 2022

Package Price: \$9,000 (one available)

- Presenting name rights of the welcome reception (“Presented by”).
- Host of the May 16 welcome reception.
- Opportunity to present one (1) 30-minute featured session to all attendees. (Only relevant session topics).
- Three (3) conference passes, including access to meals and sessions.
- Opportunity to address the entire audience during the reception, to welcome the crowd and deliver some key corporate messages.
- Distribution of materials throughout the conference and at the reception event.
- Opportunity to provide prizes during the reception.

### Networking Event Sponsor – May 17, 2022

Package Price: \$9,000 (one available)

- Presenting name rights of the networking event (“Presented by”).
- Host of the May 17 evening networking event.
- Opportunity to present one (1) 30-minute featured session to all attendees. (Only relevant session topics).
- Three (3) conference passes, including access to meals and sessions.
- Opportunity to address the entire audience during the networking event, to welcome the crowd and deliver some key corporate messages.
- Distribution of materials throughout the conference and at the networking event.
- Opportunity to provide prizes during the networking event.

Every partnership package includes:

- A booth on-site to share materials.
- Partner acknowledgment during opening and closing remarks.
- Company profile on the Alberta Rural Connectivity Forum 2022 agenda.
- Logo included on the event website.
- Opportunity to offer an attendee giveaway item, to be awarded throughout the conference.
- Company logo on external correspondence, including emails.
- Recognition on organizers’ (Cybera and ARCC) social media platforms.
- Digital platform recognition including:
  - › Rolling logo during or after each break.
  - › Contingencies, including increased verbal recognition and virtual booths, should the event move to a virtual conference.

To participate as a sponsor,  
please contact:

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Founding Member, Alberta Rural  
Connectivity Coalition  
Policy Advisor, Cybera Inc.

Imran.mohiuddin@cybera.ca  
1.403.619.0050

# FORUM PARTNERSHIPS

## Lunch Break Sponsor

Package Price: \$5,500 (two available)

- Presenting name rights of one lunch (“Brought to you by”).
- Two (2) conference passes, including access to meals, sessions and reception.
- One (1) 10-minute speaking opportunity to all attendees (during sponsored lunch break).
- Opportunity to get presenting rights and additional signage for one of the four coffee breaks.

## Breakfast Sponsor

Package Price: \$5,000 (two available)

- Presenting name rights of the registration table for Day One or Day Two (“Powered by”).
- Two (2) conference passes, including access to meals, sessions and reception.
- One (1) 10-minute speaking opportunity to all attendees (during sponsored breakfast).
- Opportunity to get presenting rights and additional signage for one of the four coffee breaks.

## Every partnership package includes:

- A booth on-site to share materials.
- Partner acknowledgment during opening and closing remarks.
- Company profile on the Alberta Rural Connectivity Forum 2022 agenda.
- Logo included on the event website.
- Opportunity to offer an attendee giveaway item, to be awarded throughout the conference.
- Company logo on external correspondence, including emails.
- Recognition on organizers’ (Cybera and ARCC) social media platforms.
- Digital platform recognition including:
  - › Rolling logo during or after each break.
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