

# SHIFT

**FORWARD WITH FOCUS.**

**SPONSORSHIP  
PACKAGE**



## ► SPONSORSHIP

On behalf of YP Merge ([www.ypmerge.ca](http://www.ypmerge.ca)) and the Edmonton Construction Association, it is our pleasure to invite your firm to act as a sponsor for SHIFT 2022: Forward with Focus.

This invite-only half day conference is designed to bring together up to 180 continuing leaders from the design and construction community to meet each other, learn from one another, and most importantly, to learn the skills required to work in teams within and across company lines in today's collaborative construction environment.

Building from our first six SHIFT Conferences – “Challenging Collaboration” (2015), “Transforming Teams” (2016), “Merging Mindsets” (2017), “Critical Choices” (2018), “Inspiring Innovation” (2019) and “Build Back Better” (2020), SHIFT 2022 – “Forward with Focus” will tackle the challenges and opportunities that YP’s face as we navigate a changing business environment post pandemic, including ever-changing markets, supply chain challenges and inflation, the growth of ESG (Environmental, Social & Governance) and its prospects for changing the way we do business.

This is our eighth annual SHIFT Conference, with all previous events being sell-outs and resounding successes. As a sponsor of this SHIFT event, you will have the unique opportunity to showcase your firm to the Edmonton developer, design and construction communities’ next generation of leadership.

## ► EVENT DETAILS

**THURSDAY, OCTOBER 20<sup>TH</sup>**

8:00 AM – 11:50 AM

Hotel MacDonald

10065 100 Street

- Registration
- Program
- Networking Lunch





## ► **PLATINUM SPONSOR** **EXCLUSIVE - \$2,500**

As the exclusive Platinum Sponsor for SHIFT 2022, your firm will enjoy the following benefits:

- Primary logo placement on all marketing materials pre, during, and post event
- Primary promotion by the ECA in their various media spaces, including the ECA's E-Newsletter "On the Level" and social media recognition.
- Up to 4 free attendees to the event, ensuring that your people are part of the conversation.
- A 2 minute speaking opportunity as part of the event introduction.

## ► **GOLD SPONSOR** **EXCLUSIVE - \$1,750**

As a Gold Sponsor for SHIFT 2022, your firm will enjoy the following benefits:

- Strong logo placement on all marketing materials pre, during, and post event
- Primary logo placement with your fellow Gold Sponsor firms during the Networking Luncheon
- Primary promotion by the ECA in their various media spaces, including the ECA's E-Newsletter "On the Level" and social media recognition.
- Up to 2 free attendees to the event, ensuring that your people are part of the conversation

## ► **SILVER SPONSOR** **EXCLUSIVE - \$1,000**

As a Silver Sponsor for SHIFT 2022, your firm will enjoy the following benefits:

- Strong logo placement on all marketing materials pre, during, and post event
- Primary promotion by the ECA in their various media spaces, including the ECA's E-Newsletter "On the Level" and social media recognition.
- 1 free attendee to the event

## ► **To secure your sponsorship in SHIFT 2022: Forward with Focus, please contact:**

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