

September 15, 2022 • River Cree Resort and Casino

SPONSORSHIP OPPORTUNITIES

About RAECON

Each year, the REALTORS® Association of Edmonton (RAE) hosts its much anticipated conference, RAECON. This year, RAECON will be held on September 15, 2022, at the River Cree Resort and Casino. The RAE is proud to provide our members with a full day of opportunity for professional development, networking with colleagues and other industry professionals, and seeing what's new in the industry.

Why Sponsor RAECON?

This year, we are excited to bring RAECON back to an in-person format. Our last in-person RAECON took place in 2019, with over 500 REALTORS® in attendance. The conference is advertised to over 4,000 of the RAE's Members, giving you a prime opportunity for exposure.

RAECON is a key opportunity to have face-to-face time with some of Edmonton's leaders in real estate.

REALTORS® are always on the lookout for new tools to help them in their day-to-day business ventures. Use RAECON to get in front of and demonstrate your products and services to an engaged audience.

RAECON includes a highly anticipated tradeshow, educational breakout sessions, and networking opportunities for sponsors and delegates alike. This year, we are adding an exciting new post-conference event, our evening Member Mixer!

RAECON Schedule

8:00am – 10:00am: Breakfast and Keynote speaker

11:30am – 1:00pm: Lunch

10:00am – 11:30am: Keynote speaker

12:00pm – 5:00pm: Exhibitor Showcase and Breakout Sessions

We invite you to review the sponsorship packages below. We are confident you will find a sponsorship opportunity that aligns with your company's marketing goals.

Platinum Sponsor (1 available).....\$5,000

Networking opportunities

- three delegate passes, includes access to the evening member mixer
- opportunity to provide a brand activation at the member mixer
- opportunity to provide welcoming remarks to delegates at breakfast

Exhibitor opportunities

- complimentary 8'x8' tradeshow booth with two exhibitor passes
- first priority selection of booth location
- featured on our tradeshow passport – an activity to drive delegate traffic to your booth

Advertising opportunities – On-site

- opportunity to play a 1-minute commercial during breakfast
- opportunity to provide a company branded swag item, included in the delegate's welcome bag
- full page ad in the program
- sponsor recognition in the program
- company logo featured as the platinum sponsor on the sponsor thank-roll, displayed during breakfast and lunch
- company logo featured on the registration desk
- company logo on the top tier on welcome signage

Advertising opportunities – Digital

- sponsor recognition on event registration page
- sponsor recognition on RAE's post-event social media posts
- sponsor recognition in two editions of RAE Connect, the RAE's weekly e-newsletter that is distributed to 4,000+ members

Gold Sponsor (2 available).....\$3,500

Networking opportunities

- two delegate passes, includes access to the evening member mixer

Exhibitor opportunities

- complimentary 8'x8' tradeshow booth with two exhibitor passes
- second priority selection of booth location
- featured on our tradeshow passport – an activity to drive delegate traffic to your booth

Advertising opportunities – On-site

- opportunity to play a 1-minute commercial during lunch
- opportunity to provide a company branded swag item, included in the delegate's welcome bag
- half page ad in the program
- sponsor recognition in the program
- company logo featured as the gold sponsor on the sponsor thank-roll, displayed during breakfast and lunch
- company logo on the second tier on welcome signage

Advertising opportunities – Digital

- sponsor recognition on event registration page
- sponsor recognition on RAE’s post-event social media posts
- sponsor recognition in two editions of RAE Connect, the RAE’s weekly e-newsletter that is distributed to 4,000+ members

Silver Sponsor (3 available).....\$2,500

Networking opportunities

- two delegate passes, includes access to the evening member mixer

Exhibitor opportunities

- complimentary 8’x8’ tradeshow booth with two exhibitor passes
- third priority selection of booth location
- featured on our tradeshow passport – an activity to drive delegate traffic to your booth

Advertising opportunities – On-site

- half page ad in the program
- sponsor recognition in the program
- company logo featured as the silver sponsor on the sponsor thank-roll, displayed during breakfast and lunch
- company logo on the third tier on welcome signage

Advertising opportunities – Digital

- sponsor recognition on event registration page
- sponsor recognition on RAE’s post-event social media posts
- sponsor recognition in two editions of RAE Connect, the RAE’s weekly e-newsletter that is distributed to 4,000+ members

Member Mixer Sponsor (1 available).....\$2,000

Networking opportunities

- two tickets to attend the evening member mixer
- opportunity to provide a brand activation at the member mixer

Advertising opportunities

- company logo included at the photobooth
- company logo on member mixer entrance signage
- company logo on drink tickets
- sponsor recognition in the program

Breakout Session Sponsor (4 available).....\$1,500

Networking opportunities

- one delegate pass, includes access to the evening member mixer
- opportunity to introduce the speaker
- opportunity to provide a 3-minute presentation prior to the session

Advertising opportunities – On-site

- company logo in the program, in the session schedule
- company logo on session pre-roll
- company logo on schedule signage

Advertising opportunities – Digital

- company logo on event registration page – event agenda

Coffee Break Sponsor (2 available).....\$500

Networking opportunities

- one delegate pass, includes access to the evening member mixer

Advertising opportunities

- company logo on signage at coffee stations
- sponsor recognition in the program

2022 RAECON Sponsor Grid

	Platinum	Gold	Silver	Member Mixer	Breakout Session	Coffee Break
Number of delegate passes	3	2	2	2	1	1
Member Mixer brand activation	✓			✓		
Welcoming remarks to delegates	✓					
8' x 8' tradeshow booth and exhibitor passes	✓	✓	✓			
Priority for booth selection	1st	2nd	3rd			
Included on tradeshow passport	✓	✓	✓			
1 minute commercial	✓	✓				
Swag item in delegate welcome bag	✓	✓				
Program ad	Full page	1/2 page	1/4 page			
Recognition in event program	✓	✓	✓	✓	✓	✓
Logo in Sponsor thank-you roll	✓	✓	✓		✓	
Logo on registration desk	✓					
Logo on welcome signage	Top tier	2nd tier	3rd tier			
Recognition on event registration page	✓	✓	✓		✓	
Recognition on post-event social media	✓	✓	✓			
Recognition in RAE Connect	✓	✓	✓			
Recognition in delegate email communications	✓	✓	✓			
Logo included on photobooth takeaway				✓		
Logo on member mixer entrance sign				✓		
Logo on drink tickets				✓		
Short presentation prior to session					✓	
Logo on coffee station signage						✓



RAECON

Inspire. Master. Achieve.

REALTORS®
Association of
Edmonton

SPONSORSHIP REGISTRATION FORM

Sponsorship Level: _____

Contact Information: _____

Company: _____

Contact Name and Title: _____

Address: _____

City/Province/Postal Code: _____

Office Number: _____ Cell Number: _____

Contact Email: _____ Website: _____

Delegate Information

Name: _____

Name: _____

Title: _____

Title: _____

Email: _____

Email: _____

Payment method:

Cash* Cheque** VISA MasterCard

Card Number: _____ Expiry Date: _____

Cardholder Name: _____

Signature: _____

* Please do not mail cash.

** Make cheques payable to REALTORS® Association of Edmonton

Return this form to:

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