



EDA

ECONOMICS IN THE DIGITAL AGE

SPONSORSHIP PACKAGE

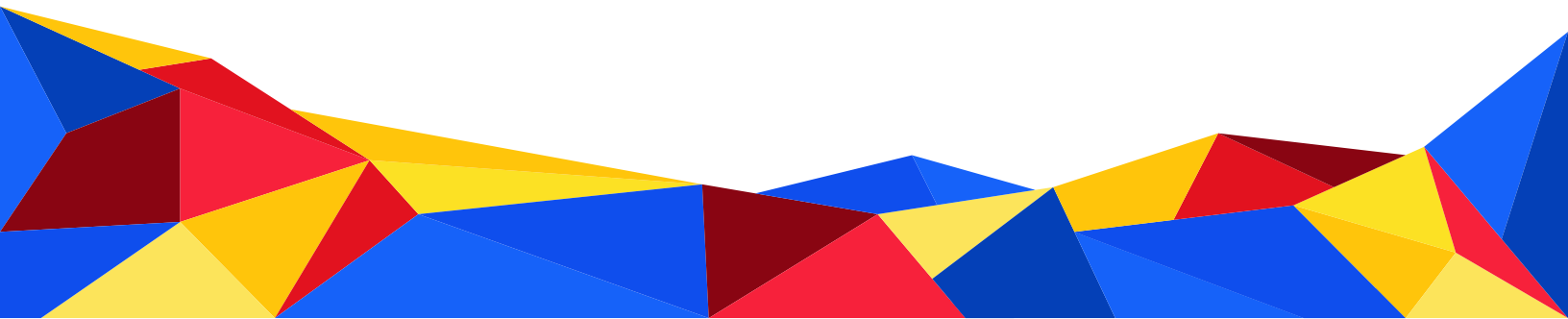


WHAT IS ECONOMICS IN THE DIGITAL AGE

As Canada's only undergraduate conference focused solely on economics and digital information, Economics in the Digital Age allows students to develop their understanding of economics' role in 'Big Data'. This three day conference will act as a platform for students to collaborate in an academic and competitive playground.

We value your interest in EDA and we invite you to spend a weekend with our delegates.

The conference will take place October 19th - 21st.



Message From the Department

Thank you for considering supporting the Queen's Economic Affairs Society.

The QEAS has been developed in order to create a community for students who are interested in economics by providing extracurricular opportunities such as conferences and alumni guest lectures.

As part of their 2017-18 Economic Forum, the QEAS is currently planning Economics in the Digital Age. This event is designed to introduce students to current and upcoming trends in global and domestic markets through workshops, case competitions and dynamic simulations. Guest speakers from various industries will add to the experience by sharing their wisdom with an audience of ambitious students.

The Queen's Economics Department is very supportive of student initiatives like the QEAS. There are multiple benefits to students when they challenge themselves to apply their knowledge, be it as organizers or participants. They sharpen their leadership skills and work in teams, complementing their academic efforts.

I encourage you to become involved with the Queen's Economic Affairs Society. You will interact with some of Queen's University's brightest students. Their talents will impress you, as will their energy and enthusiasm.

Sincerely,

Huw Lloyd-Ellis
Professor and Department Head
Queen's Economics Department

QED



Dear Potential Partner,

The Queen's Economic Forum is a platform, hosted by the Queen's Economic Affairs Society, that hosts several conferences throughout the year. We pride ourselves on providing unique opportunities for students to explore and analyze some of the most important market sectors around the world.

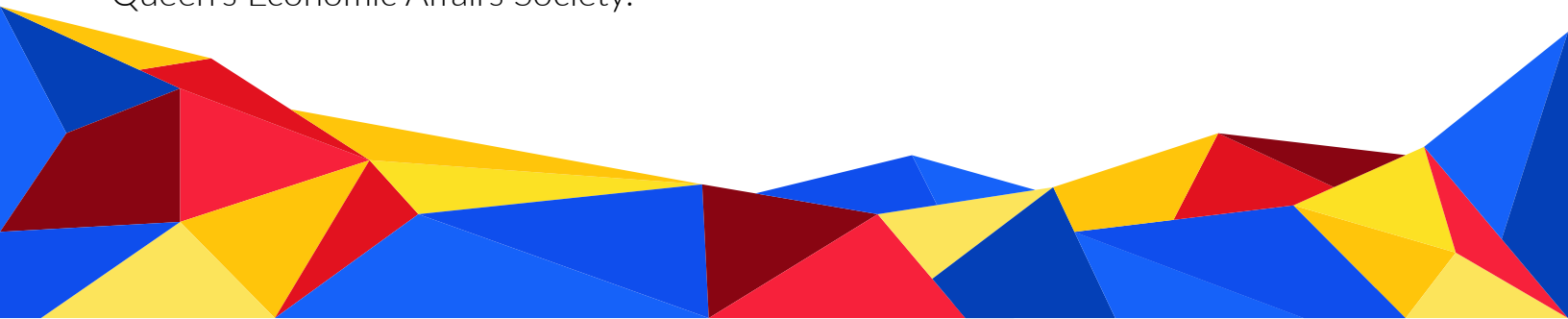
Economics in the Digital Age is a conference that explores the social and economic impacts of the most innovative and disruptive industry in our world today, Information technology. With new businesses coming online every day, our world is becoming a more connected place, and thus, a vast amount of information is becoming available to business executives, industry strategists as well as consumers. Economics in the Digital Age explores the impacts of Big Data on our society, highlighting key opportunities as well as hurdles that are on the horizon.

Economics in the Digital Age is a three-day conference consisting of partners, varying from business leaders in information technology to leading academics doing research in economics. The conference provides opportunities for students to develop a deeper understanding of Big Data and also apply their skills in multiple workshops, dynamic simulations as well as a case competition. While the conference is open to all students at Queen's University, sponsors can expect to see students with backgrounds in economics, computer science, engineering as well as commerce.

Throughout the conference, there will be opportunities for our sponsors to network, promote their companies, and request one-on-one coffee chats with delegates/executive members. With your help, Economics in the Digital Age will successfully build a bridge between establishments such as yours, and Canada's top undergraduate university students. Our opening ceremonies will be taking place through Thursday, October 19th to Saturday, October 21st.

We hope that you will join us in becoming a part of the Queen's Economic Forum. On behalf of the Society, it is our pleasure to invite you to participate in this year's competition and we look forward to discussing sponsorship opportunities with you.

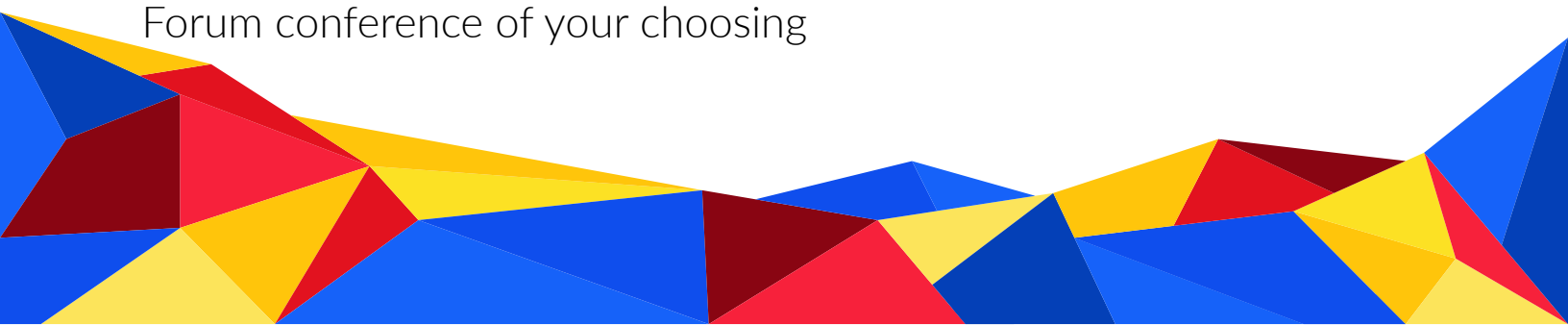
Sincerely,
Alexei Mojeiko & Carson O'Sullivan, Co-Founders
Queen's Economic Affairs Society.



GOLD SPONSOR

\$ 4000

EVENT: Final Banquet and Closing Ceremonies

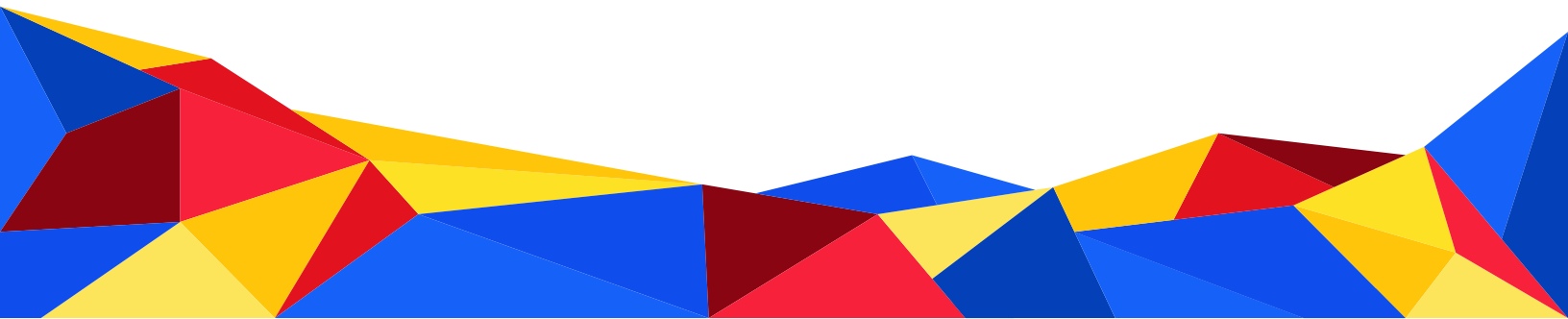
- Recognized as the Queen's Economics in the Digital Age Gold Sponsor throughout the entire conference
 - Receive one page of coverage in the EDA delegate book
 - Have your corporate banner displayed throughout the entire conference
 - Receive visibility on all available social media platforms
 - Opportunity to send 3 representatives to attend events, connect with delegates, and judge case presentations
 - Opportunity to request dinner seating arrangement with specific delegates
 - Opportunity to give a 30 minute keynote speech
 - Opportunity to attend an exclusive Thursday night cocktail hour with Society Members
 - Opportunity to post a custom article on the Queen's Economic Affairs Society's blog
 - Access to the Queen's Economic Affairs Society's resume book and EDA delegate resume book
 - Receive a special thanks and advertising on the Queen's Journal front page
 - Receive a special thanks and advertising for a future Queen's Economic Forum conference of your choosing
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SILVER SPONSOR

\$ 3000

EVENT: Friday Dinner and Evening Social

- Recognized as the Queen's Economics in the Digital Age Silver Sponsor
- Exclusive partner of Friday dinner and evening social
- Ability to network with delegates in a casual environment
- Opportunity to attend an exclusive Friday night cocktail hour with Society Members
- Receive half a page of coverage in the EDA delegate book
- Receive visibility on all available social media platforms
- Opportunity to send 2 representatives to attend events, connect with delegates, and judge case presentations
- Opportunity to request dinner seating arrangement with specific delegates
- Opportunity to post a custom article on the Queen's Economic Affairs Society's blog
- Opportunity to give a 20 minute keynote speech
- Access to the EDA delegate resume book



BRONZE SPONSOR

\$ 2500

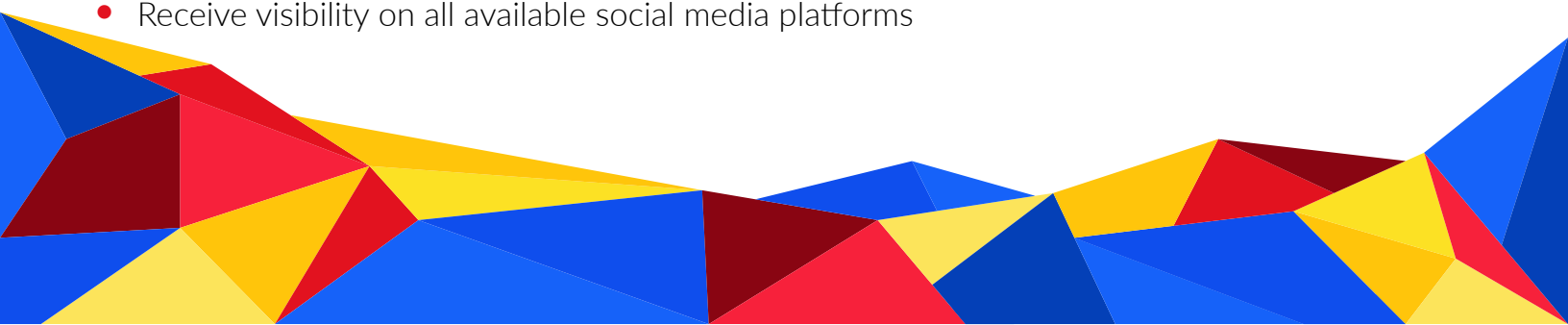
EVENT: Opening Ceremony & Opening Dinner

- Exclusive partner of Thursday night dinner at an elegant venue
- Ability to network with delegates in a casual environment
- Opportunity for 20 minute keynote speech during dinner
- Opportunity to send 2 firm representatives to attend the event, connect with delegates, and judge case presentations
- Opportunity to request dinner seating arrangement with specific delegates
- Receive coverage in the EDA delegate book
- Receive visibility on all available social media platforms
- Access to the EDA delegate resume book
- Opportunity to provide EDA with promotional material to distribute

BRONZE SPONSOR

\$ 2000

EVENT: Friday and Saturday Brunch

- Exclusive partner of Saturday brunch at an elegant venue
 - Opportunity for 15 minute keynote speech following brunch
 - Ability to network with competitors in a casual environment
 - Opportunity to send 1 firm representative to attend the event, connect with delegates, and judge case presentations
 - Access to EDA delegate resume book
 - Receive coverage in the EDA delegate book
 - Receive visibility on all available social media platforms
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EDA SPONSOR

\$ 500

EVENT: Case Competition

- Recognized as the Queen's Economics in the Digital Age Case Competition Sponsor
- Receive coverage in the EDA delegate booklet
- Receive visibility on all available social media platforms
- Opportunity to customize case based on firm-specific issue
- Opportunity to send 1 firm representative
- Access to the EDA resume book
- Ability to provide EDA with promotional material to distribute

EDA SPONSOR

\$ 500

EVENT: Workshop

- Recognized as the Queen's Economics in the Digital Age Workshop Sponsor
- Receive coverage in the EDA delegate booklet
- Receive visibility on all available social media platforms
- Opportunity to customize workshop based on firm-specific interests
- Opportunity to send 2 firm representatives
- Access to the EDA resume book
- Ability to provide EDA with promotional material to distribute

EDA SUPPORTING SPONSOR

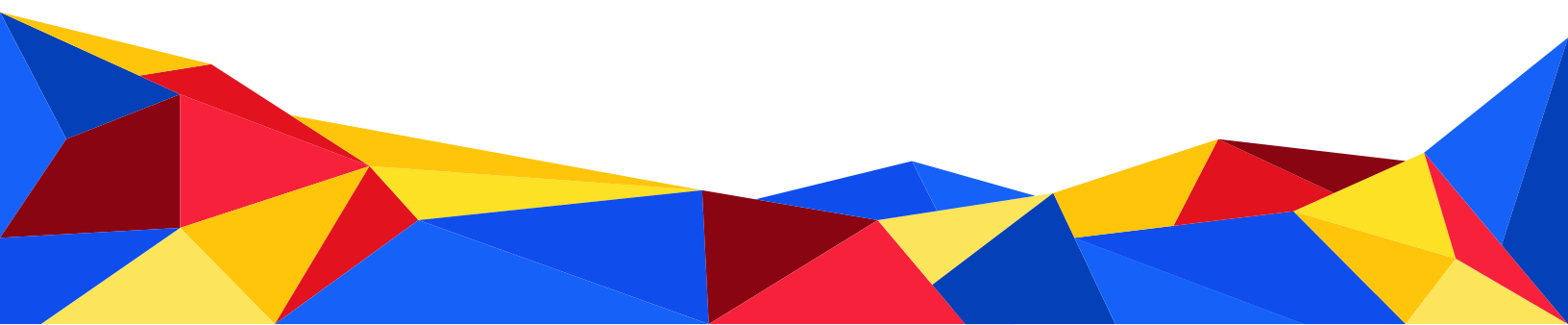
\$ 300

- Advertising on all promotional materials
- Access to EDA delegate resume book

IN KIND

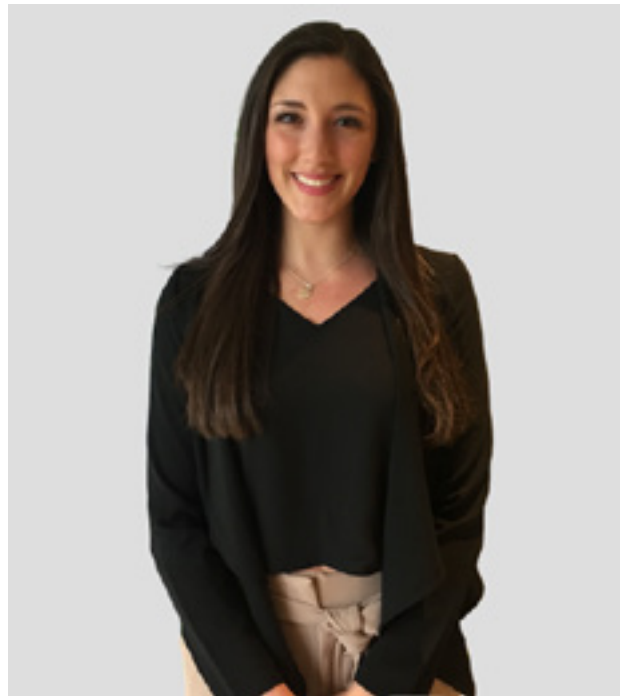
\$ 100

- Advertising on all promotional materials



Contact Us

To learn more about sponsorship opportunities with Economics in the Digital Age, please contact our Sponsorship Team who will be happy to discuss the opportunities available to your firm for our upcoming conference. We hope this sponsorship package helps you understand our vision for EDA 2017, and how you can make an impact.



Sierra Hardy
Executive
sierra.hardy@queensu.ca

