Industry Ally Program

Become a supporter and align your
brand with the consulting engineering industry.

ASSOCIATION OF CONSULTING
ENGINEERING COMPANIES
ONTARIO

2021–2022

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Who is ACEC-Ontario?

ACEC-Ontario's mission is to promote and advance the business interests of our member companies and the value of the engineering work they do. Our 130+ member companies engage with us because their success is enabled by our leadership in policy advocacy and risk management. We provide our member companies with access to key knowledge-sharing networks and relevant support services.

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Why Become an ACEC-Ontario Ally?

ACEC-Ontario member companies play an integral part in planning, designing, constructing and maintaining Ontario's communities. With more than 130 member companies with a collective total of over 21,000 employees. Our engaged audience are the senior decision makers from engineering firms. With this in mind there is ample opportunity for marketing to your target audience through the Ally Program.

If you provide products or services to engineering consulting firms or their clients, this is a unique opportunity to align your brand with ACEC-Ontario and to build relationships with decision-makers and influencers on a year-round basis.

Consulting engineers make or influence buying decisions across a wide range of products and services, such as:

- Contractor selection
- Field equipment supplies
- Building envelope and construction materials
- Geo-tech services
- Legal services
- Audit Services (Project, Quality Control)
- Laboratory and testing services
- Insurance
- Instrumentation
- Pipe and appurtenance supplies
- Pipeline inspection services
- Software
- Survey services

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ACEC-Ontario's Reach

Build your corporate identity and brand awareness by increasing your reach to ACEC-Ontario member companies and their employees.

ACEC-Ontario's Network

- Approximately 135 member firms
- 21,000 employees in Ontario
- Member companies combined revenues contribute $21.4B + to the Canadian economy annually
- 150+ volunteers are engaged with our Chapters, Networks, Committees and Board
- Most volunteers are senior decision makers at their firms

Brand Exposure Opportunities

- Ontario Engineering Project Awards
- Annual General Meeting (AGM)
- Virtual programming, such as webinars and roundtables
- eGlance Newsletter
- Social Media Channels
- ACEC-Ontario Website
- Board of Directors Dinner
- Chapter & Network Events
- Business Briefings

OPEA Gala attendance: 200+

Twitter followers:
4K+

LinkedIn followers:
Nearly 4K

**LinkedIn continues to grow quickly with a 40% growth rate y/y.*

eNewsletter distribution
1.5K+

Becoming an Industry Ally

Becoming an Industry Ally will provide a year-round opportunity to align your brand with ACEC-Ontario and connect with its members via ongoing communication channels and its events and programs.

By becoming an Ally partner you'll be able to extend your brand exposure beyond specific events. This opportunity provides substantial savings and some key privileges that are not available with other specific event support packages. This is a powerful avenue to reach decision makers within the industry and will help achieve your marketing objectives.

What could be included depending on your tier:

- Recognition at all major events
- Profile your products/services via targeted communications to members
- Profile your organization on the ACEC-Ontario website
- Option of delivering custom webinars to ACEC-Ontario members, sharing your company's expertise and knowledge
- Social media channel dominance days (take over all social media channels, Includes banners, posts (Twitter up to 6, LinkedIn up to 2)
- Ability to share branded resources within our resource library
- Ability to share content 3 times a year in eGlance newsletter

Industry Allies - tiers

Presenting Ally - $15,000 plus HST

- Top recognition at all events, all items listed above, 2 webinars per year, opportunity to engage with relevant ACEC-Ontario Committees

Exclusive Ally - $8,000 plus HST

- Profile on website, exclusivity within business vertical, webinar delivery option, recognition at all major events, opportunity to engage with relevant ACEC-Ontario Committees, feature content in eGlance newsletter

Premium Ally - $3,000 plus HST

- Profile on website, webinar delivery option or promotion of event of Ally choice, recognition at all major events

Ally - $1,000 plus HST

- Website listing, logo presence at major events

Calendar of Events

OEPA Gala - spring annually
Golf Tournment - summer annually
Annual General Meeting Session - fall
Network / Chapter events - offered throughout the year
Webinars - offered throughout the year

Other Event Specific Sponsorhip Opportunities

Costs to be determined closer to event times.

Ontario Engineering Project Awards Gala
Table sponsorship
- Name recognition during event

Network Event
Title sponsor
- Food and beverage sponsor (in-person events)
- Branding slide and opening remarks (virtual events)
- Mention in promotional messages

Webinar Delivery
- Option of delivering webinar/seminar content, includes up to 3 months promotion on social channels and email, ACEC-Ontario to handle hosting and registration, no guarantee on attendance

Interested in becoming an Industry Ally?

Contact Us:

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