



ECO CANADA VIRTUAL

# CAREER FAIR



September 18, 2024

Hosted on vFairs Platform  
[ecocanada.vfairs.com](http://ecocanada.vfairs.com)

## SPONSORSHIP OPPORTUNITIES



eco  canada



Canada

Funded in part by the Government of  
Canada's Skills for Success Program

Canada

In partnership with the Business + Higher  
Education Roundtable, and with support from  
the Government of Canada.

Funded in part by the Government of Canada's  
Student Work Placement Program

Canada

# VIRTUAL CAREER FAIR (VCF)

Network with new talent to accelerate your growth in the environmental sector. With interactive booths, webinars, and learning opportunities, join VCF to stay ahead in the competitive job market.

## A National Event for the Environmental Workforce

Bringing together influential employers, educators, thought leaders and job seekers within the environmental sector – be a part of the community on:

**September 18, 2024 at 8:00 AM MST.**

## Interactive, Personalized & Virtual Career Fair

Our career fair platform recreates the experience of a face-to-face career event with branded booths for exhibitors, connecting through chat and video interface, and a program of live webinars on workforce strategy best practices.

## A Legacy of Success from VCF 2023

Last year, our virtual career fair had 3,000 attendees and 46 participating organizations across Canada.

## Canadians Helping Canadians with Job Opportunities

VCF is a bilingual event with translation powered by Wordly. Also, this year's new and improved platform feature ensures only participants who can legally work in Canada can attend.



 **Wordly**  
AI Translation & Captions

## OUR DIGITAL REACH

ECO Canada provides coast-to-coast exposure and brand recognition through our extensive online network.



**110,000**

Monthly website visits



**135,000**

Email subscribers



**72,000**

Social media followers



The ECO Canada Virtual Fair was very cool! It was user friendly, and felt like I was physically attending the career fair. I met a lot of great candidates!"

– EVENT SPONSOR

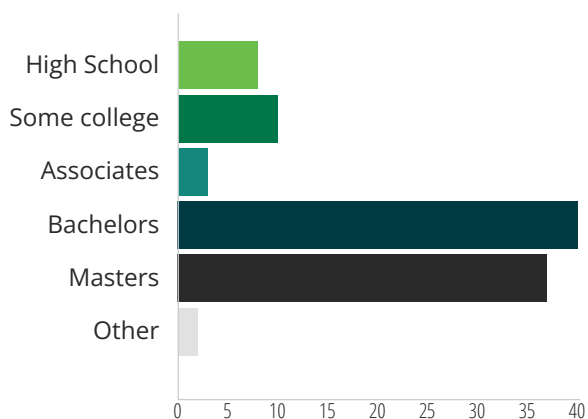
**Interested in Sponsoring?**



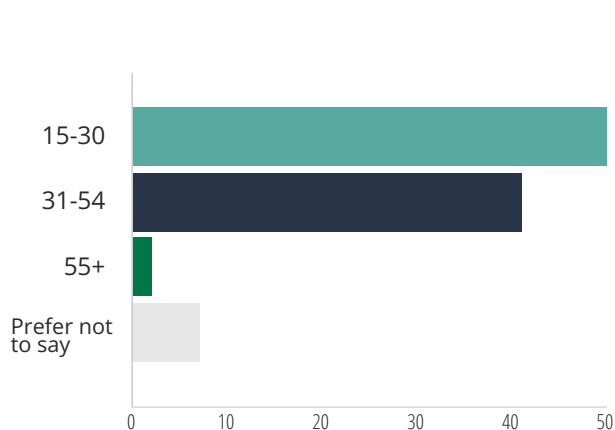
[sales@eco.ca](mailto:sales@eco.ca)

# AUDIENCE & OUTCOMES OF VCF 2023

Education Level (%) 



Age Range (%) 



**948**

Job applications submitted to employers



**3,000**

Attendees across Canada



**46**

Virtual exhibitors



**9,950**



Sponsor booth visits

**4,250**



Interactions on booth content

Interested in Sponsoring?



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# HOW IT WORKS

Sign up your company to participate at VCF – your participation may include a booth, speaking opportunities, and extended brand exposure



## EASY BOOTH SET UP

Our team will guide you through the process and be there to help every step of the way.



## CUSTOMIZABLE VIRTUAL BOOTH

Choose from multiple booth templates and customize with your colours, logo and banners.



## PROMOTE YOUR BRAND

Gain brand awareness and promote your business as an employer of choice — share your story by uploading PDFs, videos and more.



## FLEXIBLE ENGAGEMENT OPTIONS

Engage with attendees in a way that works for you—one-to-one meetings, group networking or private chat — set your availability ahead of time.



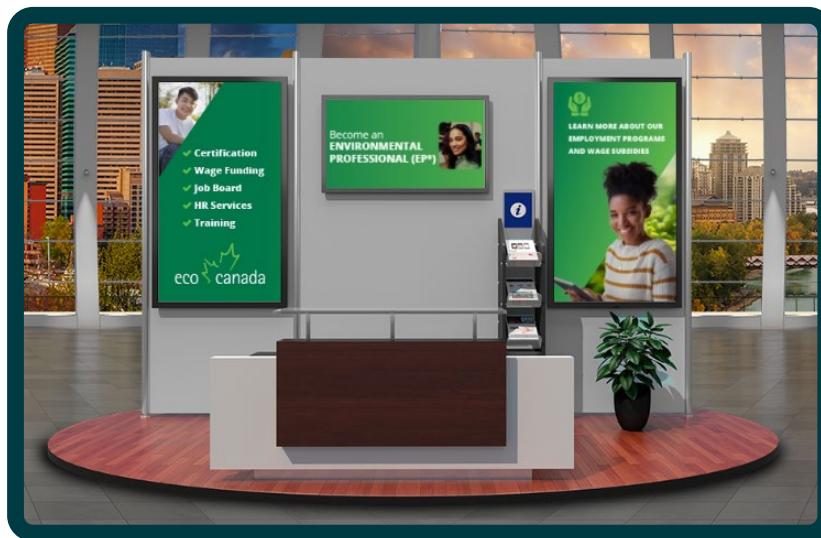
## FIND TALENT FOR YOUR TEAM

Add your vacancies and search candidate resumes to find the perfect fit to join your team.



## JOB BOARD BENEFITS

Purchase credits for our Job Board and refer candidates back to live postings.



The event was great, the organization was excellent, the support provided by organizers prior to the job fair to create the booth was very good. Best of all, we got CV's from thousands of attendees as potential hires."

– EVENT SPONSOR

**Interested in Sponsoring?**



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# SPONSORSHIP OPPORTUNITIES

Canadians helping Canadians with Job opportunities –  
Contribute to the development of the environmental workforce and join as a sponsor:

| <b>BRONZE</b><br>BOOTH SPONSOR  | <b>SILVER</b><br>WEBINAR SPONSOR   | <b>GOLD</b><br>EVENT SPONSOR   |
|---|--|--|
| <b>\$1,000</b>  | <b>\$2,500</b>   | <b>\$7,500</b>   |
| <ul style="list-style-type: none"> <li>✓ Branded Booth in Exhibit Hall</li> <li>✓ Logo on eco.ca &amp; VFairs</li> <li>✓ One branded social post</li> <li>✓ Logo in email campaign</li> <li>✓ Logo in virtual lobby</li> <li>✓ Live customer support during the event</li> <li>✓ Post event reporting on valuable metrics</li> <li>✓ Booth functions include:               <ul style="list-style-type: none"> <li>• External links</li> <li>• Pop-up videos</li> <li>• Documents to share</li> <li>• 3 banners &amp; 5 reps</li> </ul> </li> </ul> | <p><b>BRONZE SPONSOR BENEFITS +</b></p> <ul style="list-style-type: none"> <li>✓ Prominent booth in Exhibit Hall</li> <li>✓ Sponsored &amp; custom surveys to share in event</li> <li>✓ Sponsored webinar</li> <li>✓ Logo in auditorium</li> <li>✓ Exclusive access to reports for lead generation</li> <li>✓ Sponsored push notifications</li> <li>✓ Booth functions from bronze package</li> </ul> | <p><b>BRONZE &amp; SILVER SPONSOR BENEFITS +</b></p> <ul style="list-style-type: none"> <li>✓ Custom webinar with prime scheduling</li> <li>✓ Branding across entire virtual hall</li> <li>✓ Marketing videos in virtual spaces</li> <li>✓ Custom certificates for survey completion</li> <li>✓ Premium booth functions, including:               <ul style="list-style-type: none"> <li>• All of Bronze/Silver booth functions</li> <li>• Business cards</li> <li>• Leave a message</li> <li>• Q&amp;A</li> <li>• Live audio/video/chat</li> <li>• 6 banners</li> <li>• Unlimited reps</li> </ul> </li> </ul> |

## Interested in Sponsoring?

For organizations / employers looking to sponsor the event and gain coast-to-coast exposure and visibility, reach out to us now!





# PAST SPONSORS



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## ABOUT US

ECO Canada is the steward for the Canadian environmental workforce across all industries. We champion the end-to-end career of an environmental professional. We do not only train and certify professionals but also help identify and address labour market gaps.

Our efforts promote and drive responsible, sustainable and economic growth to ensure that environmental care and best practice are a priority.

[eco.ca](https://eco.ca)



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