



ECO CANADA VIRTUAL
CAREER FAIR

SPONSORSHIP OPPORTUNITIES

September 21, 2023

Hosted on vFairs Platform

ecocanada.vfairs.com



eco  canada

VIRTUAL CAREER FAIR

Connect with new talent to contribute to your business growth and environmental advancements

Join us on **September 21, 2023 at 8:00 AM MST** for our annual national virtual career fair, bringing together influential employers and educators, thought leaders, and job seekers in the environmental sector.

Last year we had over **1,250 attendees, 13 participating organizations** and **9 live webinars** on workforce strategy, best practices, and labour market insights of the environmental sector.

Our interactive career fair platform recreates the look and feel of a face-to-face career event.

- Exhibitors get customizable branded booths with multiple chat and video options to connect with professionals.
- Attendees can browse the booths in the tradeshow and attend our program of live webinars in the auditorium.
- Connect with organizations and professionals from coast to coast — contributing to the development of the environmental workforce.



**EXPAND
YOUR
REACH →**

Our French Virtual Career Fair is happening on September 6, 2023 contact events for more info.

OUR DIGITAL REACH

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



90,000
Monthly
website visits
(Jan - Mar 2023)



135,000
Email
subscribers



72,000
Social media
followers

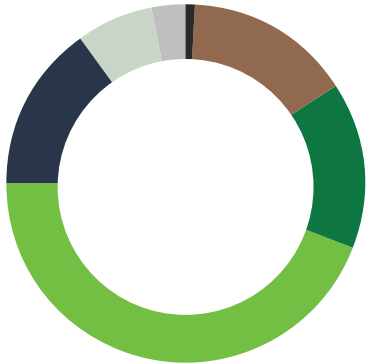
“ The career fair was so well organized and executed. It was such a good opportunity to review different job opportunities in the environmental industry and have conversations with employers that wouldn't have otherwise been possible. — ATTENDEE ”

Interested in sponsoring?

events@eco.ca

PARTICIPANT DEMOGRAPHIC SNAPSHOT

AGE RANGE



ECO CANADA VIRTUAL CAREER FAIR AT A GLANCE

EDUCATION LEVEL



17 and under	1%
17-24	15%
25-34	15%
35-44	44%
45-54	15%
55-64	7%
65-74	3%

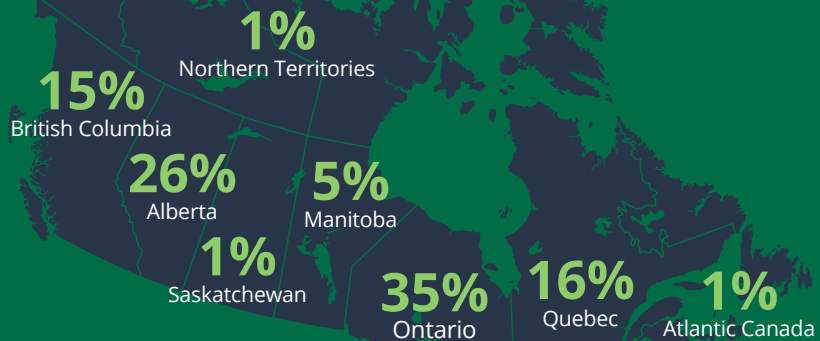
Associate Degree	2%
Bachelor's Degree	49%
Advanced Degree	35%
Less than High School	4%
High School Diploma	2%
Some College, No Degree	8%



800

Job applications submitted to employers

1,250+ ATTENDEES



“ Thanks to ECO CANADA for hosting such an incredible and professional event. It was an amazing experience for me. — 2022 ATTENDEE ”

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PAST SPONSORS



8,000
sponsor
booth visits



7,400
interactions on
booth content



50%
more than 50%
of participants
submitted
applications



“ Finally had a chance to participate in a well-organized virtual event that looks and feels good, where everything works as it should, and you can comfortably participate in any role. Great job, ECO Canada! — 2022 ATTENDEE ”

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SPONSORSHIP OPPORTUNITIES

	DUAL SPONSOR BENEFIT	BRONZE \$500	SILVER \$1,000	GOLD \$1,500	PLATINUM \$2,500	DIAMOND \$7,000
Branded exhibit booth	✓	✓	✓	✓	✓	✓
Logo placement on eco.ca and vFairs landing page	✓	✓	✓	✓	✓	✓
Logo inclusion in one social media post leading up to the event	✓	✓	✓	✓	✓	✓
Logo in virtual lobby	✓	✓	✓	✓	✓	✓
Logo placement in email marketing		✓	✓	✓	✓	✓
5 Featured job postings + 5 job postings on ECO Canada's job board (\$850 value)		✓	✓	✓	✓	✓
Booth functions (external links, pop up videos and documents)			✓	✓	✓	✓
Logo on virtual hall			✓	✓	✓	✓
Session sponsorship — including a 5 minute speaking slot				✓	✓	✓
Pre recorded video ad on the landing page of the event (supplied by sponsor)					✓	✓
Logo on welcome video of the platform					✓	✓
ECO Canada virtual career fair powered by 'company name'						✓
Opening video (2 minute max)						✓
Session moderator						✓
Sponsorship recognition at the French virtual career fair on September 6, 2023	✓					

Interested in sponsoring?

For organizations/employers looking to sponsor the event and gain coast to coast exposure and visibility, please contact events@eco.ca

✉ events@eco.ca

HOW IT WORKS

Here is what you can look forward to as part of our event:



EASY BOOTH SET UP

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



FULLY 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—1 to 1 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 for your team



JOB BOARD BENEFITS

Opportunity to post 5 jobs on the event job board as well as the **ECO Canada job board**



“ It was very well organized and executed. It was very busy and I handed information out to at least 400 people. The quality of people was actually quite good — **TRACE** ”

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✉ events@eco.ca



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, economic growth to ensure that environmental care and best practice is a priority.

eco.ca



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