

2024

EDMONTON



FORGING AHEAD

IN MEDIA'S NEW LANDSCAPE

EXHIBITING

SPONSORING

ATTENDING





2024 CONVENTION THEME

WABE's Theme this year

Forging Ahead In Media's New Landscape.

In an ever-evolving environment where technology continues to shape and redefine how we consume and interact with media, it is crucial that we come together to explore the latest trends, strategies, and tools that will drive us forward.

Our conference will serve as a platform for industry professionals to engage in insightful discussions, share cutting-edge ideas, that will forge new connections that will propel us towards a future where creativity and technology converge. Join us as we navigate the dynamic challenges and opportunities that lie ahead, and together, let's forge a path towards a brighter, more innovative future for media and entertainment.

As a neutral third party not-for-profit, part of our mission is to impartially facilitate open conversations. At WABE, our focus has always been on the work we do rather than who we represent, fostering a unique and inclusive community opportunity for all convention attendees.

We look forward to welcoming you to WABE 2024!

THE REGIONAL DIFFERENCE



Here, your message won't fade amidst the noise of larger conferences; instead, it commands attention from industry professionals eager to explore new ideas and innovations. WABE isn't just an event; it's a vibrant community where connections are valued, fostering collaboration and providing a platform for individuals and businesses to showcase their expertise in the dynamic media technology landscape. Join us at WABE and witness the difference firsthand.

With 1,100 direct connections in Canada and 1,400 more on LinkedIn, WABE has solidified its position in media technology. In the past two years, our Vancouver and Calgary conferences attracted over 300 industry connections. As we gear up for Edmonton, our commitment to growth remains steadfast. We seek diverse attendees, from operational staff to decision-makers, bound by their passion for media, broadcast, and entertainment. At WABE, our focus is on collaborative and impactful work, transcending mere locations.

"WABE is not just about showcasing products; it's about forging connections that fuel growth. From potential clients to industry influencers, every encounter enriches our business with new perspectives and partnerships."

Cheryl Bruley - Western Regional Manager Applied Electronics



EVENTS

Monday September 23 6:30-9:00 pm

The **Media Mixer** is an exclusive gathering for Edmonton's media, broadcast, and entertainment professionals. Extend beyond convention attendees and captivate the broader audience of media industry professionals. Choose multi-branded exposure with WABE or supply your own branded drink glass for distribution among 100+ industry insiders. Collaborate with sponsors to amplify impact and share costs. The Media Mixer will be held in the Foyer between the Wayne Gretzky Ball room and the Jari Kurri Theater

Meals & Coffee Breaks

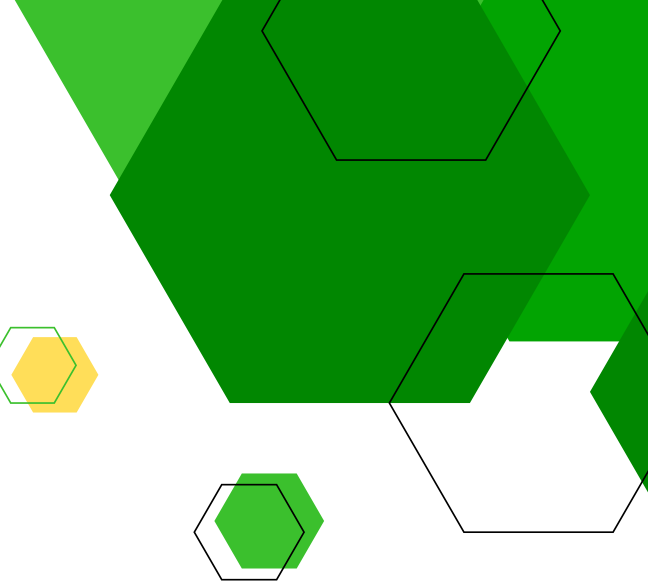
The Foyer, strategically positioned between the Jari Kurri Theatre and the Wayne Gretzky Ballroom, serves as a vibrant hub of activity during the conference. It's the central meeting place where attendees converge, facilitating seamless transitions between sessions and exhibits. Whether you're heading to the theater for captivating presentations or networking in the ballroom, the Foyer provides a dynamic space for interaction, collaboration, and engagement. Join us in this bustling environment where connections are made and ideas flourish.

Tuesday September 24 5:00-7:00 pm

The **MET (Media and Entertainment Technology) Gala** is a celebratory event designed to honor and recognize individuals within our industry. It offers a relaxed setting for networking and unwinding after a day of engaging exhibits and insightful speaker sessions. It's an opportunity to foster connections within the community, get to know fellow industry members, and strengthen ties with the local community. Join us as we celebrate our achievements and build lasting relationships in a casual and inviting atmosphere.

Tuesday September 24 7:00 -10:00 pm

Join us for our evening Dinner, Bowling, and Games event, where you can unwind and socialize with fellow attendees. It's the perfect opportunity to make new connections while enjoying a delicious dinner. Afterward, test your skills on the bowling lanes and indulge in various games at the Banquet. It's a fun-filled evening designed for networking and camaraderie, creating lasting memories with colleagues and friends.



EXHIBIT

Booth size

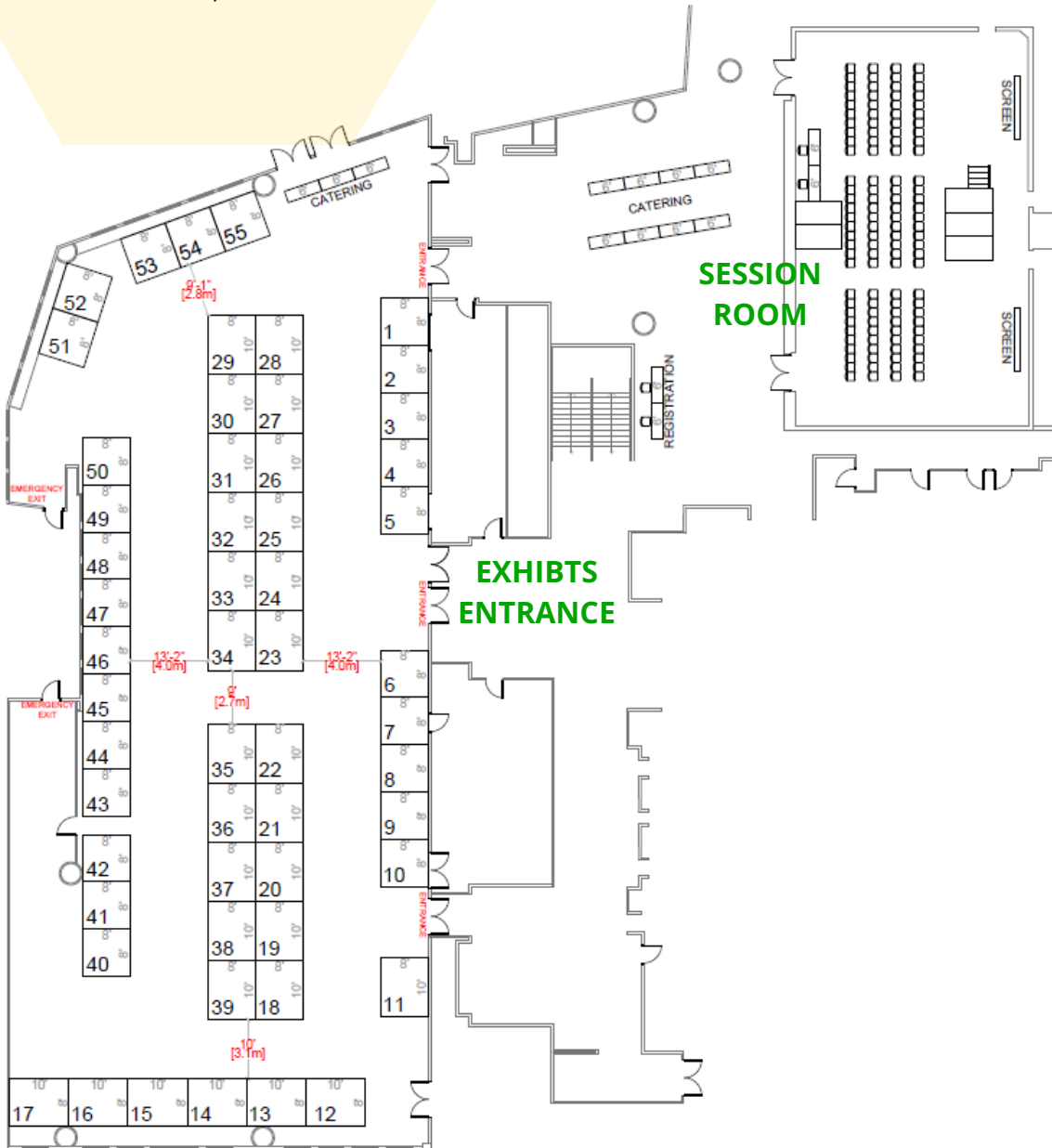
64 sq. ft
(8 ft. deep x 8 ft. wide)

Early BIRD \$1200
After SEPT 1, 2024 \$1500

Booth size

80 sq. ft.
(8 ft. deep x 10 ft. wide)

Early Bird \$1440
After Sept1, 2024 \$1800



INCLUDES

- One 12A Outlet
- One 6ft Table
- Two Chairs
- 3' Dividing pipe & drape
- One Full delegate pass (Meals Included)

EXTRA**

Additional cost for extra power, network or internet requirements, exceptional material handling or rigging.

SELECTION

Booth selection is only available online at time of purchase.

Processing time may vary.
Payment types accept

**In the event that you require a customized layout that doesn't conform to the standardized floorplan, please reach out to info@wabe.ca and we will be happy to assist you.

VENDOR SHOWCASE

New This Year!

Four 30 minute **Vendor Showcase** slots.

Empower Your Brand & Secure Your Place in Our Premier Showcase.

All Slots are scheduled between the Tuesday Morning Paper Presentations.

Position your products and services at the forefront of innovation alongside industry leaders and decision-makers. Showcase your cutting-edge solutions, engage with a diverse audience, and forge invaluable connections that drive growth. Don't miss this exclusive opportunity to elevate your brand!

Reserve your showcase space today as an options with an exhibit booth purchase.

**Vendor
Showcase
Only 4 Available
\$3500**



SPONSORSHIP

Unlock Exposure for Your Brand with WABE Sponsorship!

Are you ready to partner with us and make a lasting impact in Canada?

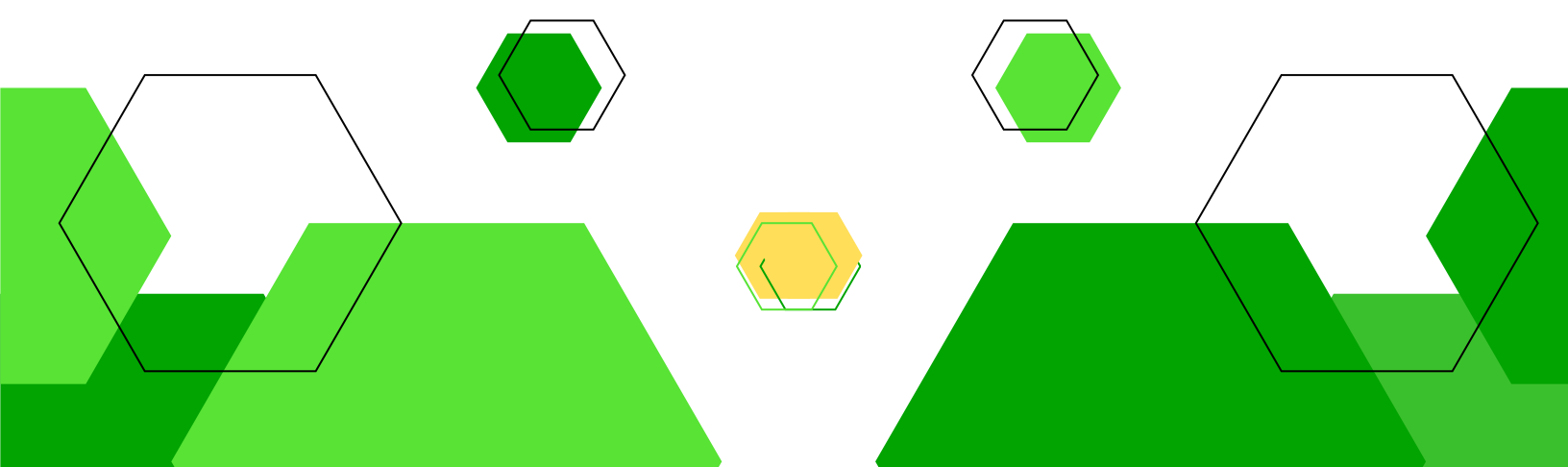
Enhance your brand's presence

Amplify your brand's reach

Heighten your brand's visibility

Your company's sponsorship will be prominently featured in email newsletters and eye-catching posters, ensuring maximum exposure among attendees. With WABE, your brand isn't just seen—it's celebrated. Don't miss this chance to showcase your support and elevate your brand's visibility.

Minor Sponsor	<\$2000	Rotating Mentions on Digital and Standup Singage - Lower Billing
Mid Level Sponsor	\$2000 - \$4999	Rotating Mentions on Digital and Standup Singage - Mid Level Billing
Major Sponsor	\$5000	Rotating Mentions on Digital and Standup Singage - Major Billing - Additional Mentions at Mixer Events and Breakfasts



SPONSORSHIPS RATE CARD

Hotel Accomodations \$8400

- Exclusive naming rights: "(Your Brand) JW Marriott ICE District Hotel" in all conference communications
- Room Rate Subsidy for attendees across all hotel bookings
- Lobby/Elevator Signage featuring your Marquee Logo alongside other vendors

Registration Desk \$5000

- Registration Desk Signage
- Pop-up Banners provided by vendors framing the registration desk
- Additional signage options available to maximize presence
- Capture attendees' attention from the get-go!

Delegate Bags \$3000

- Offer includes Dual Branded items featuring both WABE and your company's logo
- Items distributed to every attendee at the exhibition floor entrance
- Make a lasting impression on all conference participants

Media Mixer Venue \$2800

- Signage opportunity at WABE event for brand boosting
- Your signage showcased alongside other event sponsors'
- Gain valuable exposure with announcements throughout the event

Media Mixer Food \$2800
3 Availalbe

- WABE event offers signage opportunity for brand presence
- Your signage showcased alongside other event sponsors'
- Gain exposure with announcements throughout the event

Media Mixer Sponsorships - Mutli Branded (WABE + Sponsor) Swag item (Drink Glass) available upon request - Can be combine with other event sponsors to reduce direct cost or Vendor Provided Item to be distributed - Minimum 100 Count

Tuesday Breakfast \$4100

- Event signage at breakfast
- on-stage announcements

Tuesday AM Coffee \$600
Papers Break

- Event signage at refreshment table
- On-stage announcements for prime exposure to industry professionals and decision-makers

Tuesday Lunch \$5800
Meal

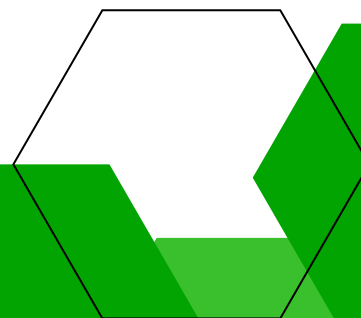
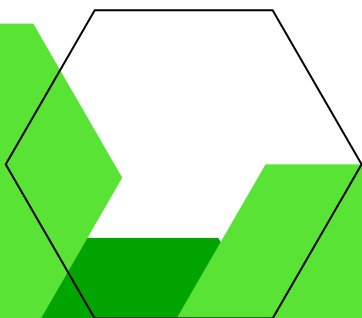
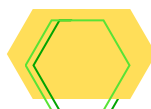
- Event signage displayed during lunch
- Announcements made during the convention

Tuesday Lunch \$1200
Drinks

- Refreshment table sponsorship available alongside lunch
- Includes event signage and announcements

Tuesday PM Coffee \$900
Exhibit Hall

- Refreshment sponsorship on the exhibit hall floor available
- Signage at the table



SPONSORSHIPS RATE CARD

MET Gala Venue **\$3000** • MET Gala: Evening for honoring achievements in media and entertainment technology
• WABE signage and acknowledgments during the event for sponsor visibility and recognition

MET Gala Food **\$3000** • Support the MET Gala and provide post-exhibit hall appetizers
3 Available • Celebrate industry achievements and network with WABE's signage and acknowledgments during the event

MET Gala Drinks **\$5500** • Support the MET Gala and provide drinks for attendees
• WABE's signage and acknowledgments during the event

DINNER, BOWLING & GAMES **\$5000** • Support the WABE Community, hosting Dinner, Bowling and games for attendees
• Signage and acknowledgments during the event

MET Gala Sponsorships - Mutli Branded (WABE + Sponsor) Swag item (Drink Glass) available upon request - Can be combine with other event sponsors to reduce direct cost or Vendor Provided Item to be distributed - Minimum 100 Count

Wednesday Breakfast **\$4100** • Event signage at breakfast
• On-stage announcements at WABE

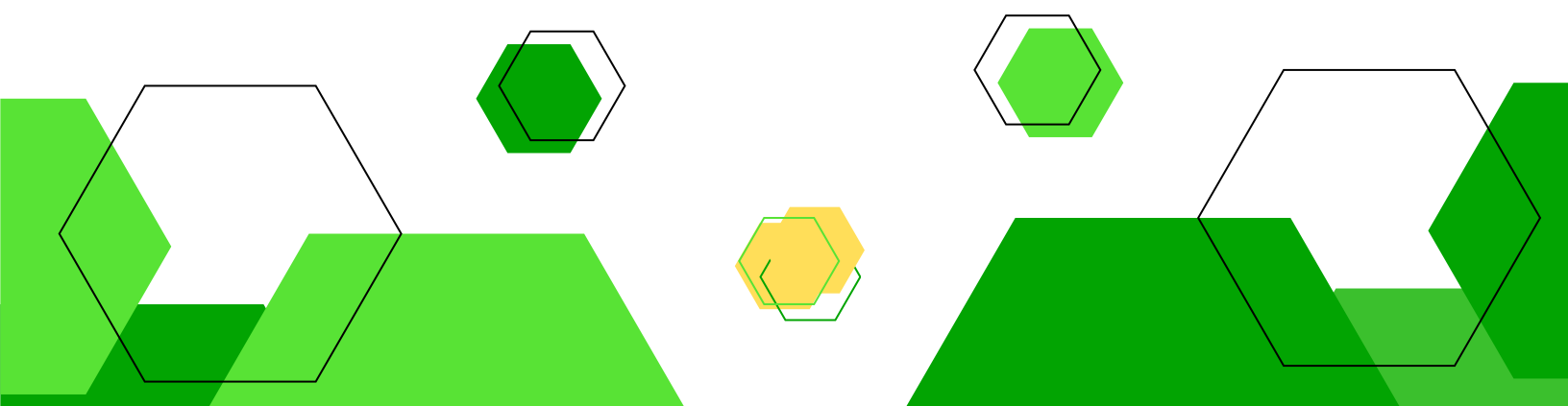
Wednesday AM Coffee Exhibit Hall **\$900** Sponsor the Wednesday exhibit hall AM coffee at WABE with signage at the refreshment table

Wednesday Lunch Meal **\$5800** • Event signage displayed during lunch
• Announcements made during the convention

Wednesday Lunch Drinks **\$1200** • Refreshment table sponsorship available alongside lunch
• Includes event signage and announcements

Wednesday PM Coffee Papers **\$600** • Sponsor Wednesday PM coffee at WABE Include signage at the refreshment table
• Last opportunity to engage with attendees

Lanyards **\$3000** • Every guest attending will have one of these branded lanyards around their necks as a take home to remember your brand and our event!





EDUCATION

Join us in sharing your expertise with our industry community at the 2024 WABE Convention! Whether you possess industry insights, technical training, or innovative technologies, we invite you to contribute your insights and research. Our Annual Conference provides an intimate and informal setting, perfect for engaging and informing WABE members and the wider media and entertainment technology community. By submitting your work, you play a pivotal role in shaping the future of our sector, fostering collaboration, and setting new benchmarks for excellence and innovation. We're seeking technical presentations in various formats, from stories of innovation to panel discussions and learning sessions. Your contributions should be original, addressing current industry challenges or providing forward-looking perspectives, and presented with clarity and brevity to highlight their unique value and potential impact.

Submit your Paper Sessions Ideas to paperschair@wabe.ca



LOCATION

The JW Marriott Hotel Ice District offers an excellent setting for conducting business in downtown Edmonton. With its central location, it serves as a prime hub for meetings, conferences, and attracting new attendees and media technology professionals to the city. The surrounding area provides various dining options to enhance the overall experience for guests. WABE has chosen this venue for its annual convention, capitalizing on its proximity to Edmonton's downtown Ice District. The hotel boasts modern facilities and technology, ensuring a conducive environment for collaborative discussions and business ventures.

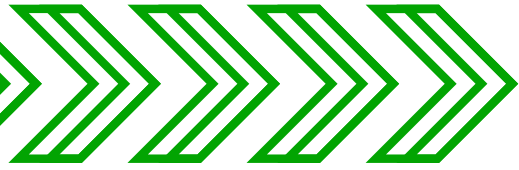
Join us for unparalleled opportunities in the vibrant heart of Edmonton.

Group Rates & Travel Discounts are available on our website wabe.ca

Address

10344 102 St NW
Edmonton, Alberta
T5H 2T3





OUR VALUES



At WABE, we're dedicated to fostering a vibrant community of media technology professionals from across Canada. Our association focuses on four key technology domains: Video Systems, Audio Systems, Control Systems for Media, and RF & Distribution Systems used in the media, broadcast and entertainment industry.

Our core values drive our mission forward:

Inclusivity Whether you're new to the industry or a seasoned veteran, you're an integral part of our community.

Connection WABE provides a vital platform for professionals to forge meaningful connections with peers.

Education Our commitment to continuous learning ensures our members remain at the forefront of industry advancements.

Collaboration It's the work we do that brings us together. Join us to shape the landscape of media technology, forge connections, stay informed, and collaborate for collective progress.



MEET OUR TEAM

Our dedicated team of volunteer committee members works tirelessly to advance our mission and ensure the success of our initiatives, driven by passion and expertise in **Media, Broadcast & Entertainment Technology.**

Tessa Potter - President

With 20 years of broadcast technician experience, covering the entire broadcast chain from creation to distribution, and as the first female president of the Western Association of Broadcast Engineers (WABE), she champions collaboration, education, and inclusivity, paving the way for the next generation of media and entertainment technology professionals across Canada.



Cameron Thomson - Secretary Treasure

Manager of Media Engineering at Rogers Media in Southern Alberta, brings technical expertise and youthful energy to the industry. His hands-on approach and innovative spirit drive forward-thinking solutions, helping to shape WABE and the future of media.



Rob Brown - Past President

Rob has over 40 years of broadcast technology experience, transitioning from an on-air personality to a tech professional in 2001. With diverse roles from bench technician to project manager, Rob brings a wealth of experience. He has worked from Sydney, NS to Vancouver, BC. Now settled in the heart of the country, Rob is committed to supporting the next generation of industry professionals.



Connect directly with our team at executive@wabe.ca

For Your Support
of Our Industry We

THANK
YOU

+1-403-630-4907

info@wabe.ca

wabe.ca

