



Northeastern Alberta Aboriginal Business Association



ABORIGINAL BUSINESS
2023 **SHOWCASE**

THURSDAY
APRIL 27

Shell Place, MacDonald Island Park

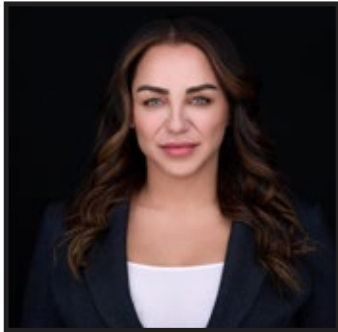
PRESENTED BY:



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WELCOME TO OUR 2023 SHOWCASE!

Tansi! Edlanete, Hello!

Welcome to the 2023 NAABA Aboriginal Business Showcase, presented by Suncor. As NAABA prepares to enter its 30th year, we are soundly positioned to represent the Indigenous businesses of our region, to make change and to advocate for the reconciliation that is required for Indigenous business to actively and impactfully participate in today's economy.

We remain steadfast in our mission to level the economic playing field for Indigenous business, especially for our members. As we continue to push for systemic change, policy implementation and true and genuine understanding of the truth, we are proud of the growth and advancement of our Certified Full Aboriginal Business Members.

As NAABA continues to mature, you will see new services, supports and initiatives implemented to best serve our membership, change the way business is done and support and elevate Indigenous business.

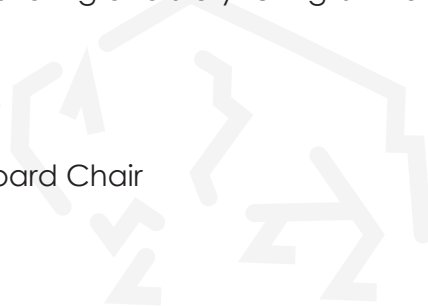
The NAABA Aboriginal Business Showcase has served as an opportunity to highlight the capability of Indigenous business operating in our region, while celebrating their achievements. While this event is structured to create new working relationships and expand networks, it also enhances the dialogue that we as Indigenous business owners are reaching new heights. We will continue to impact our region, province, country, and beyond.

NAABA's Aboriginal Business Showcase is an event where leaders gather. As we continue to improve and streamline our event each year, we know that this event and all of its activities are strategically scheduled and organized to create maximum impact for our members.

It is our goal to make showcase as accessible to our Business Members as possible. Please invite your contacts, share with your networks and let us spend the day highlighting the strong community of businesses that make up the NAABA organization. Networking, coming together in community, sharing and story telling is what it is all about.

Jaime Harpe

Jaime Harpe
NAABA President and Board Chair



SHOWCASE SCHEDULE

**FULL DAY EVENT
LIVE & IN-PERSON**

Thursday, April 27th

Shell Place,
MacDonald Island Park

9:00am - 10:00am

Speed Networking

10:30am - 4:00pm

Showcase Tradeshow

12:00pm - 1:00pm

Lunch & Learn

2:00pm - 3:00pm

Afternoon Coffee
& Connect

6:00 pm - 6:30 pm

Cocktail Reception

6:30pm - 9:30pm

Dinner
Panel Discussion
Entertainment



presented by: **SUNCOR**

LUNCH AND LEARN Expanding the Indigenous Economy, The Tourism Opportunity

Fort McMurray Wood Buffalo is listed as the #1 Tourism Development Zone in a list of recently identified regions that will drive the Alberta visitor economy in the future. Together with Indigenous leadership, stakeholders, government and residents, tourism development can have significant impacts on a region. Join us as we discuss the opportunity to diversify the portfolio of business opportunities for Indigenous business owners by delving into the world of tourism and hospitality. Panel experts from Indigenous Tourism Alberta, Travel Alberta, Fort McMurray Wood Buffalo Economic Development and Tourism as well as NAABA. The possibilities are endless!

EVENING ENTERTAINMENT M'Girl Music

M'GIRL MUSIC is an Indigenous vocal ensemble that's been together for over 20 years.

Their hand drum songs blend harmonies into a contemporary style that reflects both their expertise of voice and their personal story of home. The message in their music is an emergence of cultural ideals and worldviews from their Cree (Nê-heya-win) Anishnaabe, Saulteaux (prairie Anishnaabe) and Mohawk ways of being and knowing. Through creating songs or being gifted songs from various families and friends across Turtle Island, their stories are of lands and waters, food and hope.

Led by the co-founder of M'Girl, Renae Morriseau, joined by Kelsey Wavy (Cree) and Deanna Gestrin (St'at'imc), they are honoured to be a part of the Aboriginal Business Showcase.

EVENING PANEL DISCUSSION ESG – The Role of and for Indigenous Business

Environmental, Social and Governance initiatives have become imperative for all organizations. Investors, suppliers, regulators, employees and competitors all make ESG a conversation that is critical for businesses large and small. As the Indigenous business economy continues to expand, we must recognize Indigenous businesses play a critical role in corporate Canada achieving ESG Goals. As independent organizations, they too, must have the opportunity to speak the language of ESG, creating a competitive advantage and honouring traditional values.

While the adoption of ESG standards by Canadian companies and investors has become common, the standards they are using were developed without considering the rights, interests and input of Indigenous peoples. This begs the question, "where is the I in ESG?"

Join a panel of experts to discuss ESG Goals in Corporate Canada, where the gaps exist as it pertains to acknowledgement of Indigenous rights and values, the role Indigenous businesses and investors can play in changing the ESG landscape and how even small to medium businesses can begin the process of implementing ESG reporting and standards into their own businesses for the collective benefit of all.





SPONSORSHIP OPPORTUNITIES

	PLATINUM \$10,000	GOLD \$7,500	SILVER \$5,000	BRONZE \$3,500	TABLE \$2,000			
EVENT DELIVERABLES	Event Program	Full Page	Half Page	Quarter Page	Logo	-	CUSTOM SPONSORSHIPS	
	Dinner Tickets	16	8	8	8	8		PLATINUM SPONSORSHIPS
	Event Signage	✓	✓	✓	-	-		Tradeshow* Dinner* Networking Café*
	Lunch Tickets	20	10	8	8	-		*Speaking Opportunity
	Delegate Bag Insert (provided by sponsor)	✓	✓	✓	✓	-		GOLD SPONSORSHIPS
	Logo featured on Event Slides	Full Slide	Half Slide	Group Slide	Group Slide	Name Slide		Entertainment Introduce Entertainers
	Speaking Opportunity	✓	✓	-	-	-		Cocktail Reception Welcome Guests to the Event
	Exhibit Booth (Certified Full Members Only)	✓	✓	✓	✓	-		Networking Luncheon Address Guests at the Event
	Social Media Recognition	✓	✓	✓	-	-		SILVER SPONSORSHIPS
	Website Recognition	✓	✓	✓	✓	✓		Speed Networking Introduction/ Speaking Opportunity
	Table Signage	✓	✓	✓	✓	✓		Wine Logo on Wine Tag
								BRONZE SPONSORSHIPS
						Centrepiece/Decor Logo on Table Decor		
						Student/Education *Introduction/ Speaking Opportunity		

REGISTER AS A SPONSOR

TICKETS

LUNCH TICKETS:
\$50 each

DINNER TICKETS:
\$150 each

Admission to the tradeshow is FREE

PURCHASE TICKETS

TICKETS

EXHIBITOR BOOTHS
REGISTRATION FEE: \$150 per booth

Registration Includes:

- Booth Setup: 8x8 booth, 6ft table, 2 chairs
- Name Tags for Exhibitors
- Recognition on Event Exhibitor Page
- Company Listing in Showcase Program

*Please note that Exhibit Booths are reserved for NAABA Full Members only.

REGISTER AS AN EXHIBITOR

SPONSORSHIP
closes March 3, 2023

Feel free to reach out with specific questions regarding sponsorship, customized opportunities and exhibitor packages. Michelle Toner, Executive Director | P: 780.791.0478 | E: events@naaba.ca