

BUSINESS FIRST.

Alberta Enterprise Group

BECOME A MEMBER

Build a Prosperous
Future for Alberta
with Alberta
Enterprise Group



Alberta Enterprise Group (AEG) members are a community of business leaders who believe in driving change and building a brighter, more prosperous future for all Albertans. Together, we provide a strong voice on important issues facing business and community today.

By sharing information, advocating for Alberta business, and building bridges to new markets, AEG supports a business-friendly environment for every industry. Create in Alberta, invest in Alberta, build in Alberta — AEG is here to support those who work together to create prosperity in our province.



ADVOCACY



NETWORKS



TRADE MISSIONS

STANDARD MEMBERSHIP

AEG's Standard Membership provides strong value for businesses of all sizes and sectors. Members gain access to events, trade missions, and exclusive sessions with the Premier of Alberta and government ministers. Promote your business through sponsorships, marketing opportunities, and member features.

Additional benefits include access to the AEG Group Health Benefit Plan, and participation in our Executive Development Programs.

Most importantly, your membership directly funds AEG's advocacy efforts, allowing you to invest in your own growth while supporting a stronger voice for Alberta's business community.

\$4,000 / year

INDUSTRY PARTNER MEMBERSHIP

AEG's Industry Partner Membership offers all the benefits of our Standard Membership along with direct, high-level access to our Government Relations team at no additional cost. Partners are invited to quarterly Advocacy Roundtables with Ministers, Deputy Ministers, and the Premier, and can request private strategy sessions with our Government Relations Lead. This membership is designed for senior leaders and larger organizations that want to strengthen their connection to policymakers, shape key discussions, and contribute to the direction of Alberta's business policy landscape. It is a valuable platform for those who want to influence change while expanding their visibility and impact.

\$25,000 / year



Membership Benefits

Government Relations	Standard	Industry Partner
Invitation to participate in Member Only meetings with key government officials in conjunction with scheduled Premier & Minister events	✓	✓
Exclusive private meeting with a government official prior to the member-only portion of events (upon request)		✓
Private meeting with AEG Government Relations Lead upon request		✓

Events & Trade Missions	Standard	Industry Partner
Member prices for all events	✓	
Complimentary table of 8 for all AEG events, valued at over \$12,000 per year		✓
Sponsorship opportunities for events and activities	✓	
Complimentary Platinum Sponsorship of every event, an average annual value of \$20,000		✓
Participation in trade missions (fees apply)	✓	
Guaranteed seat on trade missions, including the opportunity to present during the trade mission. No admin fees for Industry Partner participants.		✓

Marketing Opportunities	Standard	Industry Partner
Company produced profile shared across platforms		✓
Featured contribution in AEG's Annual Report (e.g., State of the Industry, Economic Outlook)		✓
Listing in Member tab of AEG website with logo and link to member website	✓	✓
Prominent logo placement and promotional recognition across all AEG communications and events		✓
Opportunity to contribute editorial content to AEG's monthly <i>Business in Edmonton</i> feature (upon request)	✓	✓
Advertising opportunities in AEG articles in business related publications (fees apply)		✓
One complimentary promotional placement per quarter in our weekly newsletter (additional placements available for a fee)	✓	Included
Opportunity to present your organization with ONE Member Spotlight at an AEG event	✓	
Opportunity to present your organization with a Member Spotlight at an AEG event in Calgary and Edmonton		✓

Additional Benefits	Standard	Industry Partner
Personalized introductions to members and partner organizations, with full AEG concierge support		✓
One-on-one business development strategy session tailored to the organizations' goals (upon request)		✓
Access to AEG Group Health Benefits Plan	✓	✓
Access to savings on purchases with the BOOM! Employee Rewards Program	✓	✓
Invitation to participate in periodic Member Surveys	✓	✓
Participation in the AEG Executive Development Programs	✓	✓
Voting rights at the AEG Annual General Meeting	✓	✓

INDUSTRY PARTNER PROGRAM

Dear Industry Partner,

At Alberta Enterprise Group, we understand that your voice plays a crucial role in your association with our organization. We actively seek collaborations with both AEG members and governmental entities to explore potential partnerships.

As a participant in the Industry Partner program, you will not only have the chance to engage in AEG initiatives but also contribute your perspective to shape the direction of these activities. Whether your interest lies in policy advocacy with the government or the pursuit of trade opportunities and missions, AEG is dedicated to prioritizing the needs of Industry Partners and members alike.

As an Industry Partner, you will enjoy the advantages shared with all our other partners. With Kelley Charlebois serving as our Government Relations Lead and bringing 40 years of experience in Alberta provincial affairs, we aim to incorporate your priorities into AEG's strategic plans. Our goal is to directly assist you whenever necessary. Our Government Relations lead is available to collaborate with you or your team on developing effective strategies. Additionally, he will ensure that, unless confidential, your priorities are brought to the attention of other AEG members. As always, AEG relies on the collective efforts of its members to establish goals and objectives for the year.

In the coming year, we plan to continue our tradition of hosting regular fireside chats with provincial Ministers, and we value your input on which Ministers you would like to connect with during these sessions. These routine gatherings not only provide a platform for engagement with government officials but also offer an opportunity to connect with other influential business leaders in Alberta. In addition, we are expanding our initiatives to include more exclusive small gatherings with Ministers and are actively organizing regular meetings with groups of Chiefs of Staff, who serve as key political advisors to Ministers. The goal is to foster relationships beneficial for both you and your team.

We are committed to maintaining a positive relationship with the Premier of Alberta. As part of this commitment, we aim to schedule at least one private meeting exclusively for Industry Partners with the Premier. Additionally, we will actively explore opportunities to collaborate with the Premier and Ministers in public forums and larger group settings. Your participation and input will be crucial in shaping the agendas for these engagements, and we look forward to your involvement in these initiatives.

As an Industry Partner, you will have a direct impact on shaping the direction of our trade missions. We are eager to learn about your preferences regarding the next destination for our missions. Additionally, we are open to supporting a private trade mission specifically tailored for you, your team, and other invited guests, should that align with your interests.

Alberta is a big province, and we recognize the diverse opportunities available here. If you have specific locations in mind where you would like us to arrange meetings or events, please share your thoughts with us. Your input is valuable in ensuring that our initiatives align with your priorities and preferences.

At AEG, our strength is fueled by our amazing members like you! We're eager to put our skills to work and support you in every way we can, all with the goal of making Alberta and Canada the absolute best places to be.

Thank you for joining us!

Yours for Alberta,

Catherine Brownlee, President