



**Edge  
Computing  
Association**

## Your Information Hub on Edge Computing

Welcome to The Edge Computing Association (ECA), connecting the edge computing and technology communities



The central cloud that we all know will always be there – but with deep learning and AI, not to mention storage and back up – processing and sharing is becoming more focused.

Edge computing usage shouldn't depend on device-to-cloud speed, especially when time-sensitive performance is of the essence. But if we're not storing data in the cloud, what happens when people and devices need to share vital data? Is keeping everything on the device, or even on the company storage and network, the best solution?

The emergence of edge computing; keeping data at the edge of the cloud is now one of the most rapid areas of growth in computing. New edge application architectures can factor in latency, location, security, and autonomy in their designs. New hybrid peer-to-peer and blockchain technologies means that processing can stay at the edge or be shared in a less centralized manner.

## Edge Computing will be a major future investment

Change is coming and we plan to track it and let our readers and contributors know about those changes. Your strategy now will determine the health of your sales pipeline – and bottom line – for years to come.

We look forward to gathering opinions, providing education, spreading news and learning and building an active community that thinks at the edge of the network and engages the edge crowd to listen up and be heard. Sign up for the ECA newsletter by going to our LinkedIn group or to our [site](#) and registering or filling out your details on the [Contact Us](#) page of this site and we'll keep you up to date on trends, events and opportunities.

**“By 2020 public cloud spending will reach \$203.4 billion worldwide.”**

- IDC



## Advertising & Sponsorship Opportunities

As a sponsor, advertiser or event participant the ECA is a key tool in your company's marketing mix.

With a highly focused audience, your opportunities for client exposure, via a variety of targeted online opportunities promotions and events can lead to the client conversion results you need from your marketing and business development investment.

With an audience of over 200,000 subscribers you can expand your reach across North America.

### ECA Demographics

- Medium to Large Corporate Focus
- Age Demographics: 35-60
- Target Market: Mid to senior management involved in
- Edge IT and IoT strategy
- Over 200,00 subscribers in Canada and US.

### Webinars | Podinars

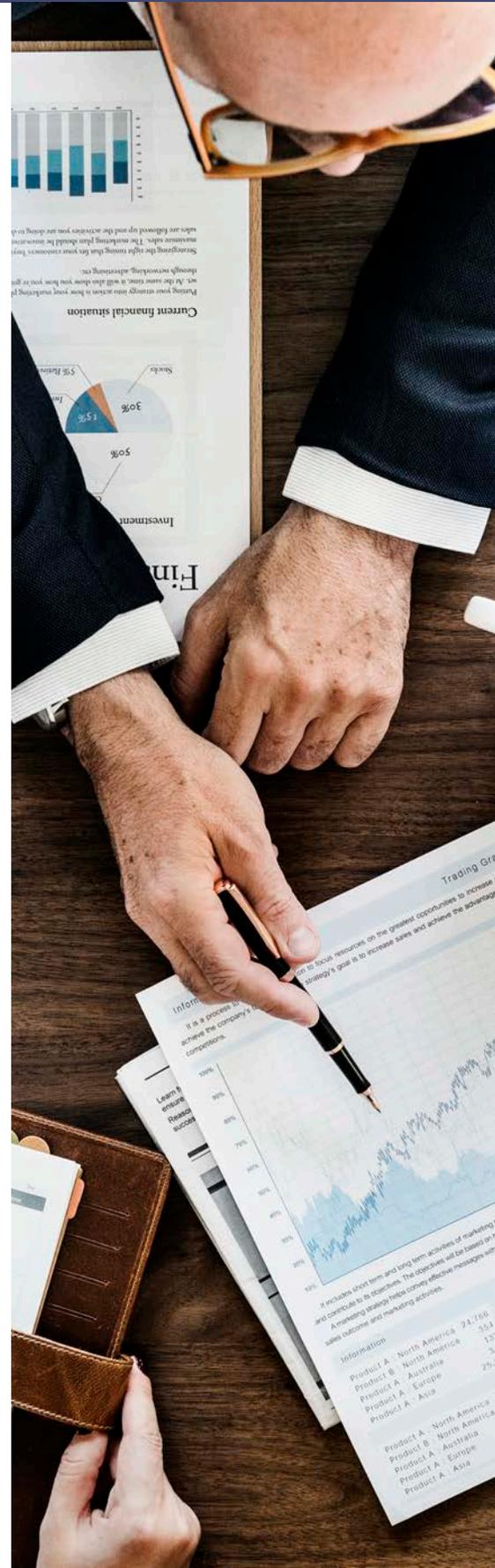
Webinars allow you to interact with your audience in an intimate environment with national reach. With our Podinar approach we deliver webinar interaction in an on-demand way to ensure you get the reach needed to engage and educate your audience.

#### Includes:

User registration homepage and URL / email reminders / promotion (extra charges may apply).

#### Rates:

Your company receives a special podinar specifically dedicated to your company and the products and services you offer. This is an advertorial format where we interview you with customized questions. Starting from \$5,000 per event.



### Direct Mailing

Make an impact with your message. Directs push your message out in a creative way to our subscribers. Ideal for generating traffic, product launches, education messages, events, etc. Our direct pushes have an open rate of approx. 20%. \$4,900 per mailing. Maximum one mailing per month.

### Email News Advertising

Prime positioning in our e-newsletter which goes out twice a month. \$1,400 per insertion (Minimum 2 insertions – max 2 vendors in each email).

### Run-of-Site Banner Ads

**Billboard:**  
\$85 for three months (per insertion)

**Big Box:**  
\$85 for three months (per insertion)

**Bottom Billboard:**  
\$75 for three months (per insertion)

**“IoT devices will climb to a total of 50 billion by 2020, up from 20 billion. That demand will also drive the need for edge computing.”**

*- Gartner*





**Philip Bliss**  
*Co-Founder & CEO*

Philip is a digital pioneer and commentator who has been at the forefront of digital media development for the past twenty years. He provides strategy, marketing, product and technology leadership to companies and organizations that want to leverage their digital assets. He is passionate about the evolution of edge computing and how it will reshape the technology landscape as we know it, in the office, at home...anywhere.



**Paul Barker**  
*Editor-in-Chief*

Paul is a highly skilled editor with a demonstrated history of working in the technology publishing industry. Skilled in writing, editing, publications, corporate communications, and copy editing. Strong media and communication professional with a Bachelor of Applied Arts focused in journalism from Ryerson University.



**Tom Ward**  
*Co-Founder & Advisory  
Board President*

Tom is a 30 year veteran who was a founding employee of ATI Technologies Inc. and holds an MBA from the Schulich School of Business at York University. With extensive experience in both large multi-national companies (such as NEC and Celestica) and small entrepreneurial startups (such as ATI Technologies, MGI Software and Qnext). Tom is a senior marketing executive with extensive experience motivating and leading teams and successfully developing global distribution channels. He has received numerous channel awards including the Reseller Choice Award from Computer Reseller News (twice) and the Channel Champions Award from Computer Dealer News (four times).

### **Get in Touch Today!**

If you have a question, want to share a resource or create a sponsored post, we're happy to hear from you!

 416.204.0353

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