



Preparing for the Unexpected:
Lessons Learned



2022

Sponsorship Prospectus

Alberta Health and Safety Conference

You are invited

This Prospectus contains details on the different sponsorship packages available for one of Western Canada's leading health, safety and environment conferences; The Alberta Health & Safety Conference.

We invite you to throw your support behind this important industry leading event. These opportunities are limited, so we encourage you to act now and express your interest.

Reap the Rewards

- Build brand awareness through the publicity of the event throughout the province.
- Reach your target audience and new ones – the Conference generates huge interest from health and safety professionals across a wide range of industries.
- Be seen as supporting health safety in industry and the people working in it.
- Benefit from a customized sponsorship package to suit your individual business needs.
- Receive dedicated support from our committed team throughout the event campaign.

About the Health & Safety Conference Society of Alberta

The Health & Safety Conference Society of Alberta (HSCSA) is a not-for-profit association, consisting of health and safety associations, employer associations, professional societies, and other strategic partners concerned with health and safety.

The HSCSA's vision is to be the first choice HSE event in Western Canada. Our mission is to provocatively advance new thought and action around workplace health, safety and environment.

www.hsconference.ca

About the Conference and Trade Fair

Our Annual Conference and Trade Fair is a two-fold event, combining educational sessions and a trade fair, and attracts a delegation of approximately 300 people from industry and government.

This year's conference theme is **"Preparing for the Unexpected: Lessons Learned."** The 2022 event will run for two days, starting on Thursday May 5, 2022 at the Productivity and Innovation Centre (PIC) building at NAIT.

The educational program includes some 20 sessions. Sessions range from broad based to industry specific topics. Both technical sessions and professional development courses/seminars are offered as part of the educational program. Attendees to the Conference & Trade Fair can earn maintenance points towards various professional certifications.

The Trade Fair is a forum where approximately 40 manufacturers of health, safety, and environmental products and services meet with health, safety, and environmental professionals to demonstrate and showcase state-of-the-art products and services in the HSE industry.

H&S Conference Sponsorship Packages

Sponsorship Packages	Cost
Safety Hall Sponsor (Exclusive)	\$6,500
The Social Event Sponsor (Exclusive)	\$6,500
Conference App Sponsor (Exclusive)	\$5,000
Social Media Sponsor (Exclusive)	\$3,500
Networking Breaks Sponsor	\$3,500 OR \$6,000
Water bottle Sponsor (Exclusive)	\$3,500
Attendee Bag Sponsor (Exclusive)	\$3,000
Attendee Gift Sponsor (Exclusive)	\$3,000
Lanyard Sponsor (Exclusive)	\$3,000
Concurrent Session Sponsor	\$1,500
Conference Schedule Sponsor (Exclusive)	\$1,500

Conference Partners

Platinum Sponsor	\$6,000
Gold Sponsor	\$3,000
Silver Sponsor	\$1,250
Bronze Sponsor	\$600
Conference Supporter	\$599-\$150

Safety Hall Sponsor (Exclusive) - \$6,500

The Safety Hall sold out in 2019 and 2020, and we are sure it will sell out again!

Leave a lasting impression on attendees, by being the exclusive sponsor of the Safety Hall.

The Safety Hall - trade show area provides exhibitors with the opportunity to showcase their products and services to hundreds of safety professionals looking for the latest in product and service innovation.

Put your brand behind this trade show and have prominent exposure to everyone who walks through the doors of the Safety Hall.

Your entitlements will include:

- Two (2) full registrations to the H&S Conference OR One (1) booth in the Trade Fair
- Five (5) complimentary tickets to The Safety Hall for guests of your choosing
- Exclusive naming rights - Consistent reference to you as the Safety Hall sponsor in all conference collateral and in announcements i.e. 'The H&S Safety Hall, proudly sponsored by <your company name>
- The choice to have a signature dessert during the Thursday lunch
- Two (2) posters positioned prominently in the room
- Branded pillars at the entrance of the Safety Hall
- One (1) insert in the attendee bag
- The option for promotional items or gifts to be placed on the tables in the room or handed to attendees upon arrival
- Verbal acknowledgement throughout the duration of the Conference by the MC
- Prominent logo exposure in the lead up to, during and post event including:
 - on the conference website and in all electronic marketing material, including a company profile and link to your website. Company profiles to be 80-100 words.
 - on the video screens at regular intervals during the two-day event
 - in the official Conference App
 - A social media post promoting anything your organization would like. Content must be provided prior to April 1, 2022

The Social Event Sponsor (Exclusive) - \$6,500

First impressions last, and so will your company's brand, by joining us in welcoming each conference attendee at the official Social Event.

Set the bar high for the rest of the conference, by providing attendees with a night of good fun, good food and good company. The Social Event offers attendees and exhibitors the chance to mingle, meet up with old friends and make some new ones.

The event takes place at the Productivity and Innovation Centre (PIC) building at NAIT in The Safety Hall on the evening of Thursday May 5, 2022 and runs for two hours.

Your entitlements will include:

- Two (2) full registrations to the H&S Conference OR One (1) booth in the Trade Fair
- Five (5) complimentary tickets to The Social Event for guests of your choosing
- Exclusive naming rights - Consistent reference to you as the Social Event sponsor in all conference collateral and in announcements i.e. 'The H&S Social Event, proudly sponsored by <your company name>
- Floor decals at the entrance to the Safety Hall, during the Social Event
- A three (3) minute speech to officially welcome attendees to the conference
- The choice to have a signature cocktail/mocktail named after your company and offered to guests on the night
- Two (2) posters positioned prominently in the room
- One (1) insert in the attendee bag
- The option for promotional items or gifts to be placed on the tables in the room or handed to attendees upon arrival
- Verbal acknowledgement throughout the duration of the Conference by the MC
- Prominent logo exposure in the lead up to, during and post event including:
 - on the conference website and in all electronic marketing material, including a company profile and link to your website. Company profiles to be 80-100 words.
 - on the video screens at regular intervals during the two-day event
 - in the official Conference App
 - A social media post promoting anything your organization would like. Content must be provided prior to April 1, 2022

Conference App Sponsor (Exclusive) - \$5,000

This incredibly valuable and unique sponsorship opportunity will enable you to promote your company to all conference attendees on a regular basis via the official H&S Conference Conference Guide app.

The app will include the conference agenda and all of the important information attendees and exhibitors need to know in the lead up to and during the event – right in the palm of their hands. Attendees will be thanking you for providing them with an efficient and effective source of information that is sure to enhance their conference experience.

The app is free to download on any iPhone or Android device and is very user friendly. Printed conference programs will also be available at the conference registration desk upon request.

Your entitlements will include:

- Two (2) full registrations to the H&S Conference OR One (1) booth in the Trade Fair
- Exclusive naming rights - Consistent reference to you as the Mobi Guide Program sponsor in all conference collateral and in announcements i.e. 'The H&S Conference Mobi Guide Program', proudly sponsored by <your company name>
- Exclusive sponsor video message included in the Mobi Guide launch
- One (1) insert in the attendee bag
- Verbal acknowledgement throughout the duration of the H&S Conference by the MC
- Prominent logo exposure in the lead up to, during and post event including:
 - on the conference website and in all electronic marketing material, including a company profile and link to your website. Company profiles to be 80-100 words.
 - in the introductory Conference App
 - on the video screens at regular intervals during the two-day event

Social Media Sponsor (Exclusive) - \$3,500

Be at the forefront of social buzz during the conference as the official social media sponsor of the event. Maximize your brands exposure by being the brand behind the social engagement.

Your entitlements will include:

- One (1) full registration to the H&S Conference
- 25% off a booth in the Trade Fair
- One (1) insert in the attendee bag
- Verbal acknowledgement throughout the duration of the Conference by the MC
- Prominent logo exposure in the lead up to, during and post event including:
 - on the conference website and in all electronic marketing material, including a company profile and link to your website. Company profiles to be 80-100 words.
 - on the video screens at regular intervals during the two-day event
 - in the official Conference App
- The ability to curate posts throughout the event
- A hashtag of your choice added to all conference posts

Networking Breaks Sponsor - \$3,500 OR \$6,000 for both days

The attendees will be thanking you for keeping them fed by sponsoring their very important food breaks at the conference!

Conference attendees will break for morning coffee, lunch, and afternoon coffee, providing your brand with great exposure at three key intervals across an entire day of the conference.

This high level of frequent interaction with attendees will allow for your brand to resonate and maximize your brand exposure.

Your entitlements will include:

- One (1) full registration to the H&S Conference
- 25% off a booth in the Trade Fair (50% if sponsoring both days)
- One (1) insert in the attendee bag
- Verbal acknowledgement throughout the duration of the Conference by the MC
- Prominent logo exposure in the lead up to, during and post event including:
 - signage at the catering stations
 - on the conference website and in all electronic marketing material, including a company profile and link to your website. Company profiles to be 80-100 words.
 - on the video screens at regular intervals during the two-day event
 - in the official Conference App

Water Bottle Sponsor (Exclusive) - \$3,500

Imagine your company brand in the hands of every attendee?

Your brand, along with the conference logo, will be affiliated with the primary source to keep every hydrated throughout the conference. You will also receive longevity as attendees take these bottles home, and who knows how far that bottle will go.

Your entitlements include:

- Exclusivity as the only attendee water bottle sponsor for this event
- One (1) full registration to the H&S Conference
- 25% off a booth in the Trade Fair
- One (1) insert in the attendee bag
- Verbal acknowledgement throughout the duration of the Conference by the MC
- Prominent logo exposure in the lead up to, during and post event including:
 - on the water bottle in a primary position
 - on the conference website and in all electronic marketing material, including a company profile and link to your website. Company profiles to be 80-100 words.
 - on the video screens at regular intervals during the two-day event
 - in the official Conference App

Attendee Bag Sponsor (Exclusive) - \$3,000

Your company brand, along with the conference logo, will be seen by everyone attending the conference with great brand exposure as the exclusive delegate bag sponsor for the H&S Conference.

Your company will be affiliated with the primary source of information for all delegates, with the bag full of handy resources, conference information, free goodies and more! You'll also receive great longevity out of this sponsorship, with many delegates keeping their bags and repurposing them for future personal use.

Your entitlements include:

- Exclusivity as the only delegate bag sponsor for this event
- One (1) full registration to the H&S Conference
- 25% off a booth in the Trade Fair
- One (1) insert in the attendee bag
- Verbal acknowledgement throughout the duration of the Conference by the MC
- Prominent logo exposure in the lead up to, during and post event including:
 - on the delegate bag in a primary position
 - on the conference website and in all electronic marketing material, including a company profile and link to your website. Company profiles to be 80-100 words.
 - on the video screens at regular intervals during the two-day event
 - in the official Conference App

Attendee Gift Sponsor (Exclusive) - \$3,000

This exclusive sponsorship opportunity will leave a lasting impression. Your company logo, along with the conference logo will be placed on the items which will provide great exposure and brand recognition as the items make their way back to attendees' offices and homes'.

Your entitlements will include:

- One (1) full registration to the H&S Conference
- 25% off a booth in the Trade Fair
- Verbal acknowledgement throughout the duration of the Conference by the MC
- Prominent logo exposure in the lead up to, during and post event including:
 - on the conference website and in all electronic marketing material, including a company profile and link to your website. Company profiles to be 80-100 words.
 - on the video screens at regular intervals during the two-day event
 - in the official Conference App

Lanyard Sponsor (Exclusive) - \$3,000

Lanyards are an important item at the Conference as it allows for a more social experience as attendees see where each attendee works and their name. Sponsoring the lanyards will allow your company logo, along with the conference logo, to go with each attendee as they take the lanyards back to their workplaces and homes. Four different colours of lanyards are needed.

Your entitlements will include:

- One (1) full registration to the H&S Conference
- 25% off a booth in the Trade Fair
- One (1) insert in the attendee bag
- Verbal acknowledgement throughout the duration of the Conference by the MC
- Prominent logo exposure in the lead up to, during and post event including:
 - on the conference website and in all electronic marketing material, including a company profile and link to your website. Company profiles to be 80-100 words.
 - on the video screens at regular intervals during the two-day event
 - in the official Conference App

Conference Schedule Sponsor (Exclusive) - \$1,500

In addition to the conference app we will have a conference schedule. This schedule will help guide attendees to all session rooms, and will show your support by being the only sponsor listed on the schedule.

Your entitlements will include:

- Exclusive placement of your Company logo on the schedule
- 10% off a booth in the Trade Fair
- One (1) insert in the attendee bag
- Verbal acknowledgement throughout the duration of the Conference by the MC
- Prominent logo exposure in the lead up to, during and post event including:
 - on the conference website and in all electronic marketing material, including a company profile and link to your website. Company profiles to be 80-100 words.
 - on the video screens at regular intervals during the two-day event
 - in the official Conference App

Concurrent Session Sponsor - \$1,500

Affiliate your company name with our technical sessions, presented by industry and government experts on a wide range of health, safety and environment topics.

Your brand will be exposed to a captive audience for the duration of the session, providing a lasting impression on those in attendance.

Your entitlements include:

- The opportunity to introduce the session speaker and thank them at the end of their presentation
- 10% off a booth in the Trade Fair
- One (1) insert in the attendee bag
- Two (2) posters located at the front and/or the entrance of the room
- The option to have a company promotional item or piece of literature on the seats in the room
- Verbal acknowledgement throughout the duration of the Conference by the MC
- Prominent logo exposure in the lead up to, during and post event including:
 - on the conference website and in all electronic marketing material, including a company profile and link to your website. Company profiles to be 80-100 words.
 - on the video screens at regular intervals during the two-day event
 - in the official Conference App

Conference Partners

Platinum Sponsor - \$6,000

Your entitlements will include:

- Two (2) full registrations to the H&S Conference OR One (1) booth in the Trade Fair
- One (1) insert in the attendee bag
- Verbal acknowledgement throughout the duration of the H&S Conference by the MC
- Prominent logo exposure in the lead up to, during and post event including:
 - on the conference website and in all electronic marketing material, including a company profile and link to your website
 - on the video screens at regular intervals during the two-day event
 - in the official Conference App

Gold Sponsor - \$3,000

Your entitlements will include:

- One (1) full registration to the H&S Conference
- 25% off a booth in the Trade Fair
- Verbal acknowledgement throughout the duration of the Conference by the MC
- Prominent logo exposure in the lead up to, during and post event including:
 - on the conference website and in all electronic marketing material, including a company profile and link to your website
 - on the video screens at regular intervals during the two-day event
 - in the official Conference App

Silver Sponsor - \$1,250

Your entitlements will include:

- 10% off a booth in the Trade Fair
- Verbal acknowledgement throughout the duration of the Conference by the MC
- Prominent logo exposure in the lead up to, during and post event including:
 - on the conference website and in all electronic marketing material, including a company profile and link to your website
 - on the video screens at regular intervals during the two-day event
 - in the official Conference App

Bronze Sponsor - \$600

Your entitlements will include:

- Prominent logo exposure in the lead up to, during and post event including:
 - on the conference website and in all electronic marketing material, including a company profile and link to your website
 - on the video screens at regular intervals during the two-day event
 - in the official Conference App

Conference Supporter - \$599-\$150

Your entitlements will include:

- Recognition in the app,
- Company name mentioned during the conference

In Kind Sponsor

Your entitlements will include:

- All in kind donations will need to have a dollar amount associated with them. The donation can then be included under the appropriate sponsorship level as listed above.

Terms & Conditions

1. Sponsorship will be allocated only on receipt of a signed Booking Form and Booking Terms & Conditions.
2. Written confirmation will be provided to confirm the booking, together with an invoice for the full balance. The full balance is due and payable within 30 days of receiving the invoice.
3. All monies due and payable must be received (and cheques cleared) by the H&S Conference Coordinator prior to the event. No company will be listed as a Sponsor in any official material until full payment and a booking form have been received.
4. CANCELLATION POLICY: In the event of cancellation, a service fee of 25% of total fees applies for cancellations prior to March 31, 2022. No refunds will be made for cancellations after this date.
5. Sponsorship entitlements including company logo promotion will be delivered upon receipt of full payment.

Yes, I have read and agree to the conditions listed above.

Name:

Job Title:

Company:

Signature:

Date:

Sponsorship Booking Form

Company Name:

Key Contact:

Address:

Phone:

Email:

Conference Package:

For more information please contact

Courtney Coulombe / Conference Coordinator
info@hsconference.ca

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www.hsconference.ca



Thank you for your support.

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