



*Leap into Excellence*

# 2024 SPONSORSHIP PROSPECTUS

Alberta Health & 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 and 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 the environment.

[www.hsconference.ca](http://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 "Leap into Excellence." The 2024 event will run for two days, starting on Wednesday, May 1, 2024, at the Centre for Applied Technologies (CAT), Feltham Centre at NAIT in Edmonton.

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 of 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.

## Health and Safety 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
Attendee Bag Sponsor (Exclusive)	\$3,500
Attendee Gift Sponsor (max. 3 sponsors)	\$3,500
Lanyard Sponsor (Exclusive)	\$3,500
Concurrent Session Sponsor	\$1,500
Conference Schedule Sponsor (Exclusive)	\$1,500

Conference Partners	Cost
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 2020 and 2022, 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 Wednesday 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 acknowledgment 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 March 15, 2024

## 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 Centre for Applied Technologies (CAT), Feltham Centre at NAIT on the evening of Wednesday, May 1, 2024, 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 acknowledgment 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 March 15, 2024

## Conference App Sponsor (Exclusive)

**\$5,000**

This incredibly valuable and unique sponsorship opportunity will enable you to promote your company to all conference attendees as your company logo will display when attendees first open the PheedLoop app, and numerous places within the 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 name rights - Consistent reference to you as the H&S Conference App Sponsor in all conference collateral.
- One (1) insert in the attendee bag
- Verbal acknowledgment 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 official 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 brand's 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 at the Trade Fair
- One (1) insert in the attendee bag
- Verbal acknowledgment 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 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 at the Trade Fair (50% off if sponsoring both days)
- One (1) insert in the attendee bag
- Verbal acknowledgment 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

## Attendee Bag Sponsor (Exclusive)

### \$3,500

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 a 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.

*The sponsor will be responsible for the purchase of this item(s). Items must be approx. \$3,500.00 in value. Item(s) and/or design must be approved by the Conference Coordinator.*

#### Your entitlements include:

- Exclusivity as the only delegate bag sponsor for this event
- One (1) insert in the attendee bag
- Verbal acknowledgment 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 (max. 3 sponsors) \$3,500

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.

*The sponsor will be responsible for the purchase of this item(s). Items must be approx. \$3,500 in value. Item(s) and/or design must be approved by the Conference Coordinator.*

### Your entitlements will include:

- Verbal acknowledgment 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) \$3,500

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 colors of lanyards are needed.

*The sponsor will be responsible for the purchase of this item(s). Items must be approx. \$3,500.00 in value. Item(s) and/or design must be approved by the Conference Coordinator.*

### Your entitlements will include:

- One (1) insert in the attendee bag
- Verbal acknowledgment 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 at 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 acknowledgment 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
- One (1) insert in the attendee bag
- Verbal acknowledgment 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 Sponsors

### Platinum Sponsor - \$6,000

#### Your entitlement 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 conference
  - in the official Conference app

### Gold Sponsor - \$3,000

#### Your entitlement will include:

- One (1) full registration to the H&S Conference
- 25% off a booth at the Trade Fair
- 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 conference
  - in the official Conference app

### Silver Sponsor - \$1,250

#### Your entitlement will include:

- 10% off a booth at the Trade Fair
- 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 conference
  - in the official Conference app

### Bronze Sponsor - \$600

#### Your entitlement 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 conference
  - in the official Conference app

### Conference Supporter - \$599 - \$150

#### Your entitlement will include:

- Recognition in the official Conference app
- Company name mentioned during the conference

### In-Kind Sponsor

#### Your entitlement 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 and Conditions

1. Sponsorship will be allocated on receipt of a signed Sponsorship Form and Sponsorship Terms & Conditions, or acceptance through PheedLoop.
2. Written confirmation will be provided to confirm the sponsorship, 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 acceptance of Sponsorship have been received.
4. **CANCELLATION POLICY:** In the event of cancellation, a service fee of 25% of total fees applies for cancellations prior to **February 28, 2024**. 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: \_\_\_\_\_ Conference Package: \_\_\_\_\_

Key Contact: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

**Visit PheedLoop**

# THANK YOU FOR YOUR SUPPORT



## FOR MORE INFORMATION PLEASE CONTACT:

Courtney Coulombe | Conference Coordinator  
[info@hsconference.ca](mailto:info@hsconference.ca)

Health & Safety Conference Society of Alberta  
PO Box 38084 RPO Capilano Edmonton, AB T6A 3Y6