

Evolve **HR**

20**24**

OCTOBER 9 | 10 | 11

Calgary, A.B.

Sponsorship Package



The Western Cities group has a long-standing history of connecting, starting out as an informal annual meeting of Human Resources Public Sector professionals, it transformed into a full conference several decades ago. In fact, this is the 70th gathering of this group!

WHAT WE DO

Every year, we bring together like-minded professionals who are passionate about the future of employee engagement. We create an environment to reconnect with culture builders from previous WCHRC conferences, and participate in mindful discussions.

Thank you 2023 Platinum Sponsor



ANNUAL CONFERENCE

Evolve HR

OCT 9-11 in Calgary, Alberta

Calgary Plaza & Conference Centre

Our annual conference is a popular event that includes a variety of plenary speakers, professional development sessions, exhibitors, and networking events for our attendees.

WHY SPONSOR?

- WCHRC's sponsorship opportunities allow you to reach HR professionals from across Canada
- Align your brand with the Western Cities HR Conference that champions HR Professional excellence.
- Take advantage of the opportunity to connect with an exclusive, highly engaged audience of Public Sector and Municipal Government HR Professionals and decision makers – the most coveted in Western Canada.
- Increase your company brand exposure.
- Highlight your subject matter expertise and unique offerings to a professional audience.
- Secure the opportunity for follow up to support sales and leads through our event app.
- Promote your brand via WCHRC's online platforms and reach HR Professionals and business leaders across the Western Canada.



Sponsorship Opportunities

DIAMOND [TITLE] BENEFITS \$25,000

- You are the Title Sponsor and receive all the benefits of a Platinum listed in the next column, plus specialized brand exposure at the hotel. Named and recognized as the
- Title Sponsor on all promo and marketing materials and Welcome Reception Sponsor.

PLATINUM BENEFITS \$15,000

- Exhibitor space at the Western Cities HR Conference Tradeshow at no additional cost
- (4) Conference Delegate Registrations
- Recognition on the conference event APP
- Social media recognition pre & post event
- Host an official Sponsor Delegate reception
- Verbal acknowledgment during the Conference announcements
- Logo recognition on all WCHRC marketing materials
- Delegate attendee list prior to event
- Opportunity to add marketing materials to delegate bags
- Introduce a keynote speaker with 5 minutes to highlight your company
- Frames of content for the conference ongoing slideshow display.
- **PLATINUM** Sponsor recognition in all promotional and e-mail campaigns to 1,100+ contacts.



"Love, love, love the WHOVA App! The communication was spot on for this event"



Sponsorship Opportunities

GOLD BENEFITS \$10,000

- Exhibitor space at the at the Western Cities HR Conference Tradeshow at no additional cost
- (2) Conference Delegate Registrations
- Recognition on the conference event APP
- Logo recognition on all WCHRC marketing materials
- Social media recognition pre & post event
- Verbal acknowledgment during the Conference announcements
- Bran exposure on the conference loop slideshow display.
- Opportunity to add marketing materials to delegate bags
- **GOLD** Sponsor recognition in all promotional and e-mail campaigns to 1,100+ contacts.

*"The opening keynotes were fabulous!
The program was diverse and the extra
activities were a blast!"*

SILVER BENEFITS \$5,000

- Exhibitor space at the Western Cities HR Conference Tradeshow at a 75% discount
- (1) Conference Delegate Registration
- Social media recognition pre & post event
- Verbal acknowledgment during the Conference.
- Logo loop on the conference slideshow display.
- Silver Sponsor recognition in all promotional and e-mail campaigns to 1,100+ contacts.

Thank you 2023
Platinum Sponsor



BRONZE BENEFITS \$3,000

- Exhibitor space at the Western Cities HR Conference Tradeshow at a 50% discount
- Social media recognition pre & post event
- Logo loop on the conference slideshow display.
- Bronze Sponsor recognition in all promotional and e-mail campaigns to 1,100+ contacts.

Sponsorship Opportunities

"You never disappoint - another awesome conference with valuable takeaways!"

REGISTRATION \$5,000 [Exclusive]

Your logo will be featured on the online registration page, highlighted at the registration desk on-site and added to the name badges.

LUNCH SPONSOR \$3,000 [2 available]

Your company's logo can be displayed on buffet table, the conference slideshow display and verbally acknowledged during the event.

SMOOTHIE BAR SPONSOR \$2,500 [2 available]

Your company's logo can be displayed on Smoothie bar and on the conference slideshow display.

BREAK SPONSOR \$2,000 [3 available]

Your company's logo can be displayed on break table in the tradeshow area and on the conference slideshow display.

SESSION SPONSOR \$1,500 (9 available)

Your company introduced as the session sponsor, company logo displayed on the screen and the sponsor can briefly introduce company services and the session speaker.

SWAG BAG SPONSOR [In-Kind]

Add your company branded swag to the delegate bags. Min. quantity 300



2023 Entertainment



Wayne Lee - Hypnotist

THANK YOU TO OUR 2023 SPONSORS

PLATINUM SPONSORS

Alberta Municipalities
Telus Health

MEDIA SPONSOR

Municipal World

GOLD SPONSOR

Talent Map

SILVER SPONSOR

Perkopolis
University of Calgary

BANNER SPONSOR

Homewood Health

BRONZE SPONSOR

Canoe Procurement
Hillcrest Financial
Keldar Leadership

WINE SPONSOR

Hillcrest Financial

SWAG SPONSOR

Brownlee LLP
UKG
AMHSA

THANK YOU TO OUR 2023 EXHIBITORS

Telus Health

Alberta Municipalities

University of Calgary

Talent Map

Perkopolis

Padraig Coaching & Consulting Inc.

Homewood Health

Star Garden

AMHSA

Accountability by Design

Dawn McCoy Consulting

British Columbia Association of
Kinesiologists

Money Coaches Canada

Prepared for Duty Recruitment Service Inc.

Canoe Procurement

Scout Talent

Avanti

Rebel Sleep Industry

Blaze Performance Canada

Wellness Works Canada

Broadway Across America

Alberta Association of Recreation Facility
Personnel

Richardson Executive

Dentons

Preferred Massage Therapy

Keldar Leadership

"Wonderful experience. Thanks to everyone on the committee for making this conference "one to remember".

"Thank you for organizing this very successful conference. Your conference has been a great success in all possible respects"

Trade Show Exhibitor

Investment \$2,600

Overall Conference Benefits

- Feature your company's products and services at the annual conference.
- Participation in the conference (listen to speakers & sessions)
- Network with HR Professionals and decision makers
- Connect with delegates using the WHOVA app.

Included in your exhibitor fees are:

- Banquet meals for **two** representatives.
- Opportunity to purchase additional registration
- Networking with all delegates.
- Invitation to Sponsors and Exhibitors appreciation reception.

An exhibitor layout will be sent to those that are interested, with a typical area being '8 deep x 8 wide.

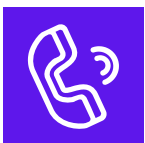




For more information:



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