



Elevate HR
2023

OCTOBER 4 | 5 | 6

Edmonton, A.B.



WESTERN CITIES HR CONFERENCE
Sponsorship Package

westerncitiesconference.com

The Western Cities group has a long-standing history of connecting, starting out as an informal annual meeting of Compensation and Labour Relations professionals, it transformed into a full conference several decades ago. In fact, this is the 66th 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.



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 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.

ANNUAL CONFERENCE

Resilience 2023

OCT 4-6 in Edmonton, Alberta

Fantasyland Hotel

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



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.



 **Alberta
Municipalities**
Strength
In Members



SPONSOR IMPRESSIONS 2022

134040

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
- Frames of content for 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 keynotes were great and the information was spot on. Thank you for your thoughtfulness in creating the agenda"

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.

2022 Bronze Sponsor



StarGarden

BRONZE BENEFITS \$2,500

- 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

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 \$3,500 [2 available]

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

BREAKFAST SPONSOR \$2,500 [3 available]

Your company's logo can be displayed on buffet table and on the conference slideshow display

BANNERS \$3,000

Your company's banner can be displayed in the public space of the hotel, limit 1 per company.

COFFEE BREAK SPONSOR \$2,000 [5 available]

Your company's logo can be displayed on buffet table and on the conference slideshow display.

SWAG BAG SPONSOR [In-Kind]

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



THANK YOU TO OUR 2022 SPONSORS

PLATINUM SPONSORS

Alberta Municipalities
Municipal World
Talent Map
Telus Health

GOLD SPONSOR

AIHR

BRONZE SPONSOR

Star Garden
Canoe Procurement

WINE SPONSOR

Hillcrest Financial

LUNCH SPONSOR

Young Anderson

SWAG SPONSOR

Brownlee LLP
UKG
Accountability by Design

THANK YOU TO OUR 2022 EXHIBITORS

Telus Health
Talent Map
Alberta Municipalities
Municipal World
Queens University
Padraig Coaching & Consulting Inc.
Homewood Health
Star Garden
Accountability by Design
Dawn McCoy Consulting
British Columbia Association of
Kinesiologists
Money Coaches Canada
Canoe Procurement
Scout Talent



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

"I really enjoyed the variety of great speakers and topics provided. I have some helpful insight and can bring it back to my team."

"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.



Lead Generation from the 2022 Conference

LEADS GENERATED BY EXHIBITORS

580

STAMPS TOTAL COLLECTED

510





For more information:



www.westerncitiesconference.com



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