

# Elevate HR 2023

**OCTOBER 4 | 5 | 6** 

Edmonton, A,B.



# WESTERN CITIES HR CONFERENCE Sponsorship Package

westerncitiesconference.com

#### **WESTERN CITIES HR CONFERENCE**

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.



## 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.

#### **WHY SPONSOR?**

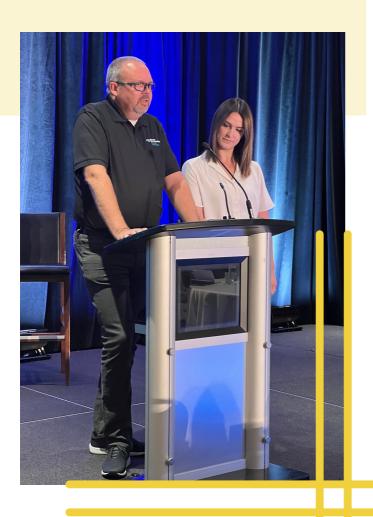
- WCHRC's sponsorship opportunities allow you to reach HR professionals from across Canada
- Align your brand with the Western Cities HR Conference that champions HR Professional excellence.
- Take advantage of the opportunity to connect with an exclusive, highly engaged audience of HR Professionals 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.



## 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.



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





#### **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"

WESTERN CITIES HR CONFERENCE

## **Trade Show Exhibitor**

Investment \$2,600

#### **Overall Conference Benefits**



- 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  $\times$  8 wide.



**Lead Generation from the 2022 Conference** 

LEADS GENERATED BY EXHIBITORS

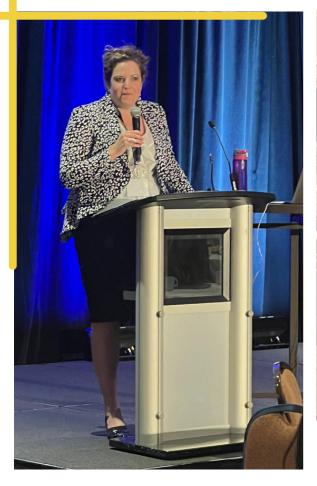
580

STAMPS TOTAL COLLECTED

510



#### **WESTERN CITIES HR CONFERENCE**





## For more information:



www.westerncitiesconference.com



780.953.8733



westerncitiesconference@gmail.com

