



# PARTNERS IN PREVENTION 2012

HEALTH & SAFETY CONFERENCE & TRADE SHOW

## 2012 EXHIBITOR GUIDE



# CANADA'S LARGEST

Health & Safety Event



INTERNATIONAL CENTRE | 6900 AIRPORT ROAD, MISSISSAUGA, ONTARIO

MAY 1-2, 2012

# PARTNERS IN PREVENTION 2012

## HEALTH & SAFETY CONFERENCE & TRADE SHOW

is Canada's largest health and safety event and the flagship of the Partners in Prevention Conference Series.

Partners in Prevention draws over  
**4,500 DELEGATES!**

Generate Awareness of Your Company, Products & Services



97% of delegates visited the trade show in 2011

Generate Leads & Accelerate



Reach Decision Makers

68% of our delegates surveyed indicated they make or influence buying decisions  
(3 year average)



Build & Enhance Customer

“ There is no better way to meet NEW customers and old than exhibiting at the Partners in Prevention Conference. The quality of people attending and what we accomplish is excellent. A great way to grow a Canadian business! ”

John Greer  
Dynamic Safety International

**Partners in Prevention 2012** is a national event hosted by all the Health & Safety Ontario partners. It brings together 4,500+ health and safety professionals for networking, education and knowledge sharing - and to source the latest products and services in the occupational health and safety industry.

## Our partnership with CANECT brings over **1,500** additional delegates to the trade show

**CANECT 2012** is Canada's largest privately owned environmental trade show. CANECT showcases environmental protection equipment and services for industrial and other businesses.

### Your Sales Cycle

“ As an exhibitor we look for leads from key personnel that can make the decision on product selection and our experience with the Partners in Prevention Conference trade show has brought us many opportunities. ”

Claudio Dente  
Dentec Safety Specialists

### Network! Network! Network!



38% of conference attendees identified as Management, Owner, CEO  
(3 year average)

### Relationships



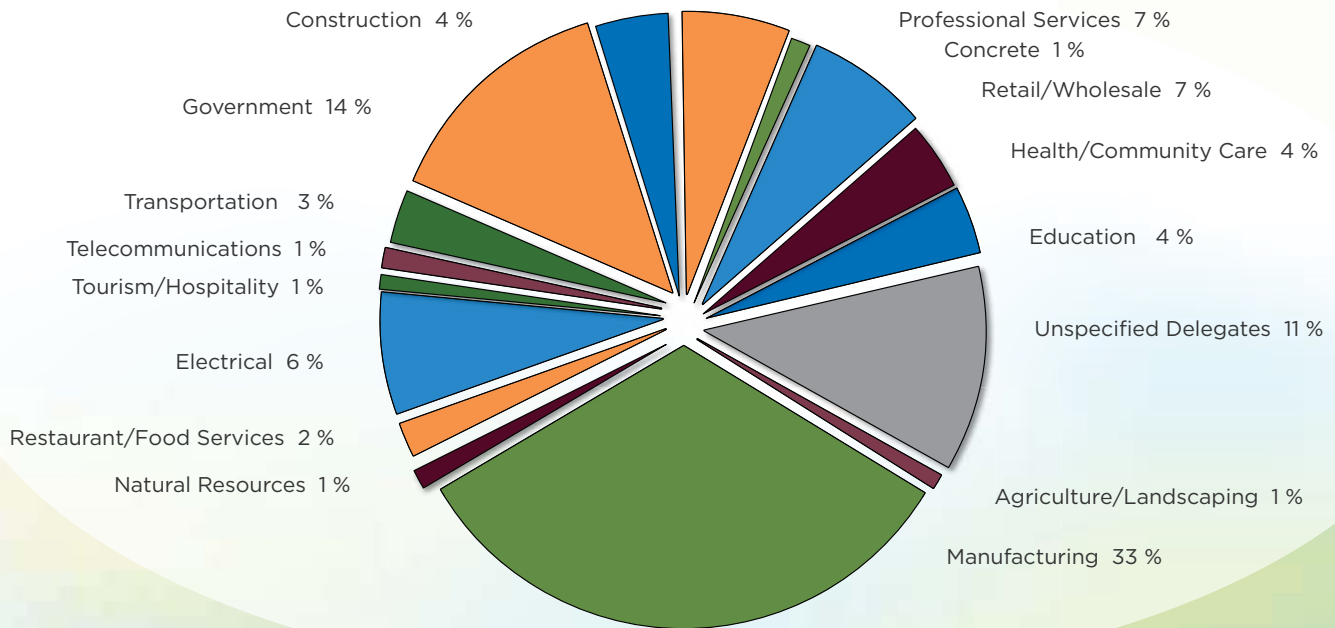
### Launch New Products & Give Hands-on Demonstrations

“ As probably the second oldest exhibitor at the show for over 48 years I consider the show to be one of the best and most important safety shows in Canada and will continue to exhibit for many years to come. ”

Gerald J. Yaffe  
President, Kit Care Corporation



# Business Sectors in Attendance



## Delegate Demographics\*

**60%** of Partners in Prevention Conference delegates represented firms with 100 + employees

**32%** represented firms with 500 or more employees

## 2011 Exhibitor Survey Results

**95%** of exhibitors surveyed intend to return for 2012

**63%** of exhibitors rated the show a 4 or 5 out of five in overall satisfaction

## Buying Power\*

**68%** of our delegates surveyed indicated that they make or influence purchasing decisions

## Delegate Profile\*

**51%** are Joint Health & Safety Committee members for their firms

**38%** identified as Management, Owner or CEO

**97%** of delegates visited the trade show in 2011

\* Aggregate statistics from previous years



## Booth Pricing

Pricing for a standard, 10' x 10' booth includes: pipe and drape, drayage (cartage of crated material between the loading docks and the exhibitor's booth), a post-show mailing list of registered attendees and a customizable web page within the Virtual Trade Show.

Exhibitor Rates	
Single 10' x 10' booth	\$1,995 + HST
Each additional booth	\$1,500 + HST

Visit [www.PartnersinPreventionConference.com](http://www.PartnersinPreventionConference.com) and click on 'Trade Show' to download an Exhibit Space Application & Contract

Deposit and payment options are detailed on the contract. Contracts received after January 31, 2012 must be accompanied by payment in full. All other exhibition costs, such as carpeting, electricity, furniture, etc. must be ordered separately as outlined in the exhibitor services kit.

## Virtual Trade Show

Each exhibitor has their own customizable, searchable web page (Virtual Booth) within the official show website. Delegates use these web pages to preview the products and services they are looking for and to create an itinerary of exhibitors they want to visit on-site.

### Standard Virtual Booth - FREE

#### Complimentary Features

- Business Card Information - company name, address, phone, fax, website (not a link)
- Company Profile - description of company's products or services in 30 words or less
- Unlimited number of searchable Product Categories

### Advanced Virtual Booth - \$250

#### Additional Features

- Company website URL
- Up to 4 booth contacts - names and email addresses
- Full-colour company logo
- Corporate brochure upload
- Visitor tracking report showing the number of times your virtual booth is visited

### Premium Virtual Booth - \$500

#### Additional Features

- Up to 2 Press Releases
- **Show Special** coupon upload
- Audio and video webcasts
- Up to 4 **Special Events** - seminars, networking functions, etc.
- Up to 5 **Product Showcases** with full-colour graphics and 100 word descriptions

# Additional Marketing Opportunities

## Preliminary Guide



Serving as our primary promotional tool to reach delegates, this 24-page guide provides detailed descriptions of all activities, keynote speakers, sessions, professional development courses, feature areas, trade show highlights and exhibitor listings. Over 55,000 copies are distributed to our extensive database and packaged with OH&S Canada and Canadian HR Reporter magazines.

- Full page ad, 4-colour: \$2,295
- Half page ad, 4-colour: \$1,295

## Show Guide On Site Exposure



The Show Guide is the Partners in Prevention Conference “bible”. It is the official on-site guide to all conference programs and show features including detailed exhibitor listings and a floor plan map. More than 5,000 copies are distributed to delegates. Delegates use the Show Guide year-round as a reference for health and safety products and services. In fact, we get calls long after the show from delegates asking for additional copies!

- Full page ad, 4-colour: \$1,895
- Half page ad, 4-colour: \$1,195



# Sponsorship is a critical component of today's marketing mix

Combining on-site exposure with our national marketing campaign ensures your brand will be seen and recognized by thousands of health, safety and environmental professionals before, during and after the show - even if they do not attend.



Bronze, Silver, Gold and Platinum sponsor packages range from \$5,000 to \$25,000. Flexible sponsorship packages can be tailored to fit all budgets and marketing objectives.

## Sponsors from 2011

### PLATINUM



### GOLD



### BRONZE





## SAVE EVEN MORE!

Create your own marketing package.  
Choose from the following options:

- Virtual Trade Show upgrade
- Trade Show Highlights Coupon
- Preliminary Guide Ad
- Show Guide Ad

Choose **2** options - **SAVE 10%**

Choose **3** options - **SAVE 15%**

Choose **4** options - **SAVE 25%**

For more details regarding Partners in Prevention 2012 please contact:

Susan Solomon, Tradeshow & Sales Consultant  
905-614-1400 Ext 2244 or toll free 1-877-494-9777  
susan.solomon@wsps.ca

[www.PartnersinPreventionConference.com](http://www.PartnersinPreventionConference.com)



### HEALTH & SAFETY ONTARIO

Health & Safety Ontario (HSO) is the result of a bold move to reorganize the independent efforts of 12 health and safety associations into four streamlined organizations to better serve more than 236,000 Ontario businesses.

Together, as Your Partners in Prevention, we are working to get Ontario's workers home safely, provide innovative and cost-effective health and safety solutions and achieve our Road to Zero goal - zero work-related injuries, illnesses and fatalities.

HSO is comprised of: Infrastructure Health & Safety Association, Public Services Health & Safety Association, Workplace Safety North and Workplace Safety & Prevention Services.

[www.HealthandSafetyOntario.ca](http://www.HealthandSafetyOntario.ca)



5110 Creekbank Road, Mississauga, ON L4W 0A1  
1 877 494 9777 | T 905 614 1400 | F 905 614 1420

We choose paper from managed forest products which support environmentally responsible, socially beneficial and economically viable management of the world's forests.

This product contains a minimum of 10% PCW (Post-Consumer Waste) and is 100% recyclable.