

# 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 continues to build on the best-in-class standard for professional development set by its long-standing predecessor Health & Safety Canada IAPA Conference & Trade Show - the preeminent health and safety conference in Canada for over 90 years. 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. Now in its third year, Partners in Prevention is a national event hosted by all the partners in Ontario's Prevention System.

## Enhance Your Marketing Efforts with a SPONSORSHIP PACKAGE

Combining on-site exposure with your show marketing campaign will:

- Enhance and increase your company's brand recognition and value
- Extend your exposure to a targeted audience before, during and after the event
- Reinforce your corporate image of industry and health and safety leadership
- Increase lead generation at the trade show in combination with a booth

### Delegate Demographics\*

- 60% of delegates represent firms with 100+ employees
- 32% represent firms with 500 or more employees
- 51% are Joint Health & Safety Committee members for their firms
- 38% identified as Management, Owner, CEO

### Buying Power\*

- 68% of delegates surveyed indicated they make or influence buying decisions

\* Four year average

## SPONSORSHIP PACKAGES AT-A-GLANCE

Flexible sponsorship packages can be tailored to fit all budgets and marketing objectives

ENTITLEMENTS	Bronze	Silver	Gold	Platinum
Company logo in conference Preliminary and Show Guides	●	●	●	●
Company logo in Health & Safety Ontario electronic publications	●	●	●	●
Company logo displayed prominently in main meeting facility	●	●	●	●
Complimentary conference passes	3	4	6	10
Advertisement in conference Preliminary and Show Guides	¼ Page	½ Page	Full Page	Full Page
Link on Partners in Prevention conference website			●	●
Complimentary Exhibit Booth space			10' x 20'	10' x 30'
Sponsor introduction of concurrent session or workshop		●		
Sponsor of morning or afternoon networking break			●	
Sponsor of Plenary Keynote including speaker introduction				●
Company logo on trade show aisle and conference session signs				●
Company logo on, and insert in, delegate bag				●

### Bronze \$5,000

Bronze sponsorship entitlements may include (but are not limited to):

- Company logo in conference Preliminary Guide (distribution 60,000)
- Company logo in Health & Safety Ontario electronic publications
- Company logo in final conference Show Guide
- Company logo displayed prominently in main meeting facility
- Quarter page advertisement in conference Preliminary and Show Guides
- 3 complimentary full conference passes

### Silver \$10,000

Includes Bronze sponsorship entitlements PLUS:

- 1/2 page advertisement in conference Preliminary and Show Guides
- 4 complimentary full conference passes
- Sponsorship of one concurrent conference session or workshop<sup>1</sup>

### Gold \$15,000

Includes Silver sponsorship entitlements PLUS:

- Full page advertisement in conference Preliminary and Show Guides
- 6 complimentary full conference passes
- Complimentary 10' x 20' Exhibit Booth space
- Sponsorship of one morning or afternoon coffee and networking break<sup>2</sup>

### Platinum \$25,000 - FULLY CUSTOMIZABLE (Maximum 3)

Includes Gold sponsorship entitlements PLUS:

- Full page advertisement in conference Preliminary and Show Guides
- Company logo on trade show aisle and conference session signs
- Company logo on, and insert in, delegate bag
- 10 complimentary full conference passes
- Complimentary 10' x 30' Exhibit Booth space
- Sponsorship of one of three Keynote Plenary sessions: Tuesday morning opening, Wednesday morning opening or Wednesday lunch keynote<sup>3</sup>

<sup>1</sup> Session to be chosen from slate provided by Health & Safety Ontario. Sponsor is entitled to do a two minute introduction to the session and introduce the speaker.

<sup>2</sup> Coffee and networking breaks are located on the trade show floor and provide maximum exposure to all conference delegates and exhibitors.

<sup>3</sup> Sponsor representative will be recognized on stage and will introduce the keynote speaker. Plenary keynotes are open to all conference and trade show delegates and exhibitors.



## SPONSORSHIP BUNDLE OPPORTUNITIES WITH REGIONAL CONFERENCES

The Partners in Prevention Conference Series includes the national conference and regional conferences across Ontario. Combine your sponsorship of the national **Partners in Prevention 2012 Health & Safety Conference & Trade Show** with sponsorship of regional conferences to increase your exposure and brand recognition. Visit [www.PartnersinPreventionConference.com/Series1](http://www.PartnersinPreventionConference.com/Series1) for more information on our regional conferences.

### Option A Add \$500 per Regional Conference

Sponsorship entitlements:

- Company logo on conference signage
- Company logo in conference brochure
- Company logo in conference show guide

### Option B Add \$750 per Regional Conference

Option A sponsorship entitlements PLUS:

- One complimentary conference pass

### Option C Add \$1,000 per Regional Conference

Option B sponsorship entitlements PLUS:

- One insertion in delegate bag
- Sponsor recognition during opening ceremonies

For more details about sponsorship opportunities with Partners in Prevention 2012, please contact

Susan Solomon 905 614 1400 or 1 877 494 9777 ext 2244 or  
Sherry Kirkpatrick 905 614 1400 or 1 877 494 9777 ext 2415

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



#### HEALTH & SAFETY ONTARIO

Health & Safety Ontario 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 Creebank Road, Mississauga, ON L4W 0A1  
1 877 494 9777 | T 905 614 1400 | F 905 614 1420

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## PARTNERS IN PREVENTION 2012

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### 2012 SPONSORSHIP PROSPECTUS



# CANADA'S LARGEST Health & Safety Event



6900 AIRPORT ROAD, MISSISSAUGA, ONTARIO

MAY 1-2, 2012

INTERNATIONAL CENTRE

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