

PDC 2024

Professional Development Conference

July 14–17, 2024 | Edmonton, AB

Sponsor & Exhibitor Prospectus



Professional Development Conference 2024

Sunday, July 14 to
Wednesday, July 17, 2024

Edmonton Convention Centre
9797 Jasper Avenue
Edmonton, Alberta, Canada
T5J 1N9

Pre + Post Education Sessions

July 13–14 and 18–19, 2024

The Westin Edmonton
10135 100th Street
Edmonton, Alberta, Canada
T5J 0N7

Moving Health and Safety Forward



July 14–17, 2024 | Edmonton, AB

The Canadian Society of Safety Engineering (CSSE) Welcomes You!

Dear Sponsor and/or Exhibitor,

We cordially invite you to partner with us at this year's Professional Development Conference (PDC) in Edmonton, Alberta, which is being held from Sunday, July 14 to Wednesday, July 17, 2024.

It's time to once again gather as one industry and one profession whose common goal is to ensure that our colleagues make it home safe at the end of every workday. PDC 2024 is a four-day event that brings together the best occupational health and safety professionals from across the country, and internationally, to challenge their thinking, enhance their effectiveness on the job, and develop influential partnerships with other health and safety colleagues. This year, the CSSE celebrates a major milestone — join us as we commemorate 75 years in the health and safety space.

Becoming a sponsor and/or exhibitor will offer a powerful complement to your company's marketing strategy by enhancing your corporate visibility to more than 800 health and safety professionals and practitioners. The CSSE's mission is to be *the* resource for professional development, knowledge, and information exchange for our members, our profession, and the Canadian public. Your valued partnership will help us achieve continued success in a powerful way: by bringing health and safety professionals together, in person, to take advantage of invaluable educational forums and workshops, a vendor exhibition, and social networking opportunities, all while uniting our membership and celebrating our collective accomplishments.

At this year's PDC, we will also be introducing a new name: **Health and Safety Professionals Canada — HSPC** — along with a new brand identity and logo. The PDC 2024 theme, "Moving Health and Safety Forward," highlights our commitment to honouring the rich history of the CSSE and signifies a bold move toward the future — with leadership, connection, and empowerment as our guiding principles. We welcome your participation, contributions, and collaboration in helping us build this new foundation for the future of our organization.

The following pages contain information about the conference, the Health + Safety Expo, and several customizable sponsorship opportunities. For questions and additional details, please contact our conference planner at pd2024@csse.org.

We are delighted to have you join us and we look forward to our partnership.

Sincerely,

A handwritten signature in black ink that reads 'Christl Aggus'. The signature is fluid and cursive, with a large 'A' and 'G'.

Christl Aggus, CHSC, CRSP, CRM
HSPC CEO



WHO WE ARE + WHAT WE DO

The CSSE was founded in 1949 by a small group of dedicated individuals drawn together in the common cause of accident prevention.

It grew from a provincially based organization to become Canada's largest national and most established professional organization for health and safety practitioners. The CSSE's PDC is the only health and safety conference in the country. Today, with more than 3,200 members across Canada, the United States, and around the world, the CSSE works to enhance the health, safety, and environmental profession.

The CSSE shapes the safety profession in Canada by working collaboratively with its members and partners. This is done by providing timely and relevant safety information and developing the careers of safety professionals. We collaborate with industry, government agencies, and other safety organizations to promote a greater awareness of health, safety, and environmental issues across Canada. We are recognized as an objective voice for excellence in safety at workplaces and in the community.

LEADERSHIP
CONNECTION
EMPOWERMENT

The Canadian Society of Safety Engineering becomes **Health and Safety Professionals Canada (HSPC)**.

As we celebrate our milestone anniversary, we will also be introducing a new brand identity, including a new name, organizational colours, and logo. But we remain committed to who we are, we will continue to honour the last 75 years, and with a future-minded approach we will move forward alongside the evolution of our profession.

Moving Health and Safety Forward

This year's conference theme highlights this new mindset and our guiding principles: leadership, connection, and empowerment.

The CSSE will now be referred to as HSPC.



**Health and Safety
Professionals Canada**

Moving Health and Safety Forward

WHY BECOME A SPONSOR ?

Whether you want to embrace innovation, improve your business operations, generate leads, or simply push your business forward, PDC 2024 offers unlimited networking opportunities throughout the four-day event.

Your company will gain access to a targeted audience and invaluable exposure that inevitably leads to new, mutually beneficial relationships and business growth. At PDC 2024, you can look forward to meeting attendees from across Canada, led by our regional and local community volunteer leaders, as well as new members, student members, and international attendees.

Sponsorship provides:

- A unique opportunity to partner with HSPC and demonstrate your support for Canada's health and safety professionals
- Exclusive access to the education sessions and events offered by a wide variety of international leaders, speakers, and facilitators who will be speaking on a number of topics
- Exclusive access to and an opportunity to exhibit at the Health + Safety Expo, the central hub and beating heart of PDC 2024. Be sure to read about the various exhibitor benefits and opportunities below
- An invitation to speak in a 15-minute prime-time slot at the Speakers' Corner Main Stage during the Health + Safety Expo
- A chance to network with and market to your target audience throughout the conference space on branded signage, on stage, and in session presentations, and the opportunity to be part of in-person, face-to-face connections for the first time since 2019

WHY BECOME AN EXHIBITOR?

PDC 2024's Health + Safety Expo will be the central hub of activity throughout the conference, providing the perfect opportunity to showcase your company, meet new members and clients, and foster existing connections.

Becoming an HSPC exhibitor is a unique opportunity to strengthen your brand awareness and corporate identity directly in view of your target audience. It is the best way to meet people and also a fantastic way to showcase your products and services through unexpected interactive activity and engagement.

The exhibit hall is designed to complement the conference offerings and meet members' needs and interests. As the beating heart of PDC 2024, it will be interspersed with lounges and interactive attractions throughout to encourage flow and provide a comfortable space to relax, snack, meet, and mingle.

Dedicated exhibit time is slotted before the main sessions at the start of each day, during two daily breaks, and over an extended lunch period every day. Sunday evening's Welcome Reception will also be hosted in the exhibit hall prior to the grand opening the following day.

Let us help you level up as an HSPC exhibitor!

There are three key opportunities:

- **INTERACTIVE COMPONENTS: YOUR PARTICIPATION**

We want exhibitors to “think outside the box” when it comes to showcasing their products, demonstrations, and services. Interactive components, colourful signage and visual marketing, and an enthusiastic greeter will draw in visitors to learn more about your offerings and to keep them at your booth. As you prepare to join us at the Expo, we encourage you to plan for guests to stay a while by including seating in larger booth designs (larger than 10' x 10'), simple gaming stations, branded swag and giveaways, live or video demos, photo walls, draws, and printed materials to hand out. We want you to capture attendees' attention and for them to remember you long after PDC 2024 ends.

Our onsite Expo partner, GES, will assist you with booth requirements and signage, and our conference planning team can offer advice on interactive booth components.

- **VIRTUAL SCAVENGER HUNT: EVENT APP**

All exhibitors at PDC 2024 have the opportunity to participate in an HSPC-customized virtual scavenger hunt. Attendees will have access to a fully branded event app that will include gaming instructions, tasks, trivia questions, and checklists that send them around the Expo to specially selected booths (like yours!) as well as beyond the conference, and into the city of Edmonton, to rack up points, achieve milestones, and win prizes.

Being part of the virtual scavenger hunt is a great opportunity to meet and greet attendees, encourage friendly competition, and donate a prize for the winners.

The Virtual Scavenger Hunt is currently in development. Further details will be provided in the Exhibitor Package, to be released in February of 2024.

- **SPEAKERS' CORNER: EXPO MAIN STAGE**

We're seeking exhibitors' help in making the Health + Safety Expo the best place for social networking during PDC 2024 — both in person and via social media. Our goal is to do this by keeping our attendees engaged through high-value interactive exhibits, access to impassioned business owners and their teams, and interesting speakers. Speakers' Corner will be set up as the Expo's main stage, where speakers will engage attendees in 15-minute increments during peak show times. This is an opportunity for sponsors to promote what's most important to them (by becoming a daily host), plus your opportunity as an exhibitor to take part. Put yourself on the list for our daily speakers' line-up and use your slot to let attendees know who you are, the services and products you offer, and the value you bring to our industry.

The fee to speak at Speakers' Corner is \$1000. Topic details are to be provided in the Sponsorship + Exhibitor Registration Form and will be reviewed and approved by HSPC. Time slots will be assigned by the conference planning team based on the level of sponsorship commitment (if applicable) and the date your registration was submitted. The speaking schedule will be distributed no later than May of 2024 and will be subject to revision.

SPONSORSHIP OPPORTUNITIES

	DIAMOND \$25,000	PLATINUM \$15,000	GOLD \$10,000	SILVER \$5,000
Opportunity to play a corporate sizzle reel during the plenary*	✓	—	—	—
Opportunity to present a custom introduction (Monday, Tuesday, or Wednesday) on the main session plenary stage	✓	—	—	—
Opportunity to host a single day of Speakers' Corner, including a 15-minute introduction and the announcement of each session's speaker during two 45-minute breaks and a 1.5-hour lunch session each day	✓	—	—	—
Complimentary premium booth plus exhibition-only staff passes	Quad booth (20' x 20') + three passes	Double booth (10' x 20') + two passes	Single booth (10' x 10') + one pass	—
15% Discount on exhibit booth space (exhibition-only staff passes at an additional cost)	—	—	—	✓
Complimentary full conference registrations	Three registrations	Two registrations	One registration	—
Complimentary tickets to the gala event	Three tickets	Two tickets	One ticket	—
Logo on sponsored event signage	✓ (top billing)	✓	✓	✓
Logo on digital signage	✓	✓	✓	✓
Logo in the mobile app	✓	✓	✓	✓
Logo on sponsor thank-you signs	✓	✓	✓	✓
Logo on the HSPC website (which has more than 8,000 visitors a month)	✓	✓	✓	✓
Recognition as conference sponsor during opening and closing events	✓	✓	✓	✓
First right of refusal on the same category of sponsorship for 2025	✓	✓	—	—
Recognition as the sponsor of pre- and post-event accredited workshops and of in-conference sessions	✓	✓	✓	—
Logo on sponsored workshop/session signage and PowerPoint presentation loop	✓	✓	✓	—

*HSPC to review and approve all materials in advance of the conference

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Trust Fall Activation: \$25,000

Show your support by partnering with the HSPC through a larger-than-life activation in the middle of the three-day conference's exhibit floor. Custom-built, fully branded, adult-sized sponge pit and social media-supported photo-op display. Featured benefits include:

- Sponsored company branding (with accompanying HSPC logo)
- Logo on sponsor thank-you signs
- Logo on the HSPC website

Gala Dinner Sponsor: \$20,000

There are two opportunities to help us create a joyous celebration to remember. Featured benefits include:

- Ability to present a custom introduction at the Tuesday's gala
- Two complimentary tickets to Tuesday's gala dinner
- Logo on the official invitation
- Logo on sponsor thank-you signs
- Logo in the mobile app
- Logo on the HSPC website (which has more than 8,000 visitors a month)
- Recognition as a conference sponsor during opening and closing events

Gala Bar Sponsor: \$15,000

Featured benefits include:

- Customized cocktail named after sponsoring company
- Two complimentary tickets to the gala dinner
- Logo on the official invitation
- Logo on sponsor thank-you signs
- Logo in the mobile app
- Logo on the HSPC website (which has more than 8,000 visitors a month)
- Recognition as a conference sponsor during opening and closing events

Delegate Bag Sponsor: \$15,000

Here's your chance to promote your organization to all attendees by putting your company logo on eco-friendly delegate bags, which will be a key part of the conference-wide virtual scavenger hunt. Featured benefits include:

- Company logo printed on bag (with accompanying HSPC logo; bag to be selected by HSPC)
- Logo on sponsor thank-you signs
- Logo on the HSPC website (which has more than 8,000 visitors a month)

Lounge Sponsor: \$12,000

(Four options available; two on expo floor or two in registration foyer)

Casual seating will be situated throughout the conference main floor and other high-traffic areas. This may include soft-seating lounge arrangements for checking email, Muskoka chairs for people-watching, or high-top chairs and stools to invite new member connections. Featured benefits include:

- Branded with sponsoring-company logo, signage, and coloured accessories
- Logo on sponsor thank-you signs
- Logo on the HSPC website (which has more than 8,000 visitors a month)

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Welcome Reception Sponsor: \$8,500

There are two opportunities to help us kick off PDC 2024 in style. Featured benefits include:

- The opportunity to meet and greet attendees upon arrival to the reception
- One complimentary full conference registration
- Company logo displayed as a sponsor banner within the mobile app
- Logo on sponsor thank-you signs
- Company logo displayed within the launch email notice to all conference delegates
- Logo on the HSPC website (which has more than 8,000 visitors per month)
- Recognition as a conference sponsor during opening and closing events

Welcome Reception Bar Sponsor: \$6,500

Featured benefits include:

- Company logo displayed as sponsor banner within the mobile app
- Logo on sponsor thank-you signs and bar signage
- Company logo displayed within launch email notice to all conference delegates
- Logo on the HSPC website (which has more than 8,000 visitors a month)
- Recognition as a conference sponsor during opening and closing events

Mobile App Sponsor: \$8,500

This is an opportunity to promote your organization by having your logo distributed to all conference attendees through HSPC's mobile conference guide and Expo gamification. Featured benefits include:

- Company logo displayed as sponsor banner within the mobile app
- Logo on sponsor thank-you signs
- Company logo displayed within launch email notice to all conference delegates
- Logo on the HSPC website (which has more than 8,000 visitors a month)
- Recognition as a conference sponsor during opening and closing events

Charging Station Sponsor: \$3,000

(two stations available)

A convenient phone-charging station in the main foyer is sure to make conference-goers even happier! Featured benefits include:

- Branded with sponsoring-company logo and colours
- Logo on the HSPC website (which has more than 8,000 visitors a month)

Sponsor a Student: \$1,500

Be a part of helping our next generation of health and safety professionals be actively involved in our industry. By supporting a student, you cover their conference registration fees. Featured benefits include:

- Logo on the HSPC website (which has more than 8,000 visitors a month)

BOOK YOUR EXHIBIT SPACE

We cordially invite you to exhibit at PDC 2024

Be part of more than 14 hours of exhibition exposure over three days to hundreds of safety professionals from Canada, the United States, and around the world. You will have direct access to highly qualified leads, new members, and students looking for your products, knowledge, information, and services.



EXHIBIT BOOTH PRICING

Size	Early Bird	Regular	Details	
	By Feb. 16, 2024	After Feb. 16, 2024		
10' x 10'	\$2,250 +GST	\$2,585 +GST	Includes one exhibition-only staff pass	Each 10' width includes a pipe and drape, one skirted table, and two chairs
10' x 20'	\$4,500 +GST	\$5,175 +GST	Includes two exhibition-only staff passes	
20' x 20'	\$6,750 +GST	\$7,765 +GST	Includes three exhibition-only staff passes	

Please note the following:

- Exhibitors will be responsible for any costs that may be incurred as a result of their requirements
- GES is our conference partner, decorator, and furniture supplier. We will put you in touch with them once your participation is confirmed so that you can work through the details of your booth directly with them
- Additional exhibition-only staff passes are available at \$185 +GST per person
- Exhibition-only staff passes are for access to the Expo only and include coffee breaks
- Booth owners must purchase their own conference registration if they wish to visit the daily plenary or education sessions

EXHIBITION HOURS

DAY ONE / MOVE-IN

Sunday, July 14

8:00–4:00 p.m. Exhibitor load-in
6:30–8:30 p.m. Welcome reception

DAY TWO

Monday, July 15

7:30–1:30 p.m. Exhibit Hall Open
7:30–8:30 a.m. Morning mingle and breakfast
12:00–1:30 p.m. Afternoon mingle and lunch

DAY THREE / MOVE-OUT

Tuesday, July 16

7:30–1:30 a.m. Exhibit Hall Open
7:30–8:30 a.m. Morning mingle and breakfast
12:00–1:30 p.m. Afternoon mingle and lunch
1:30–4:00 p.m. Exhibitor load-out

**We look forward to moving health
and safety forward together.**

[Register Here](#)



**Health and Safety
Professionals Canada**