



Alberta Construction
Safety Association

2018 Sponsorship Prospectus:

The ACSA Conference

(formerly The NCSO Professional Development Conference)

&

Annual Achievement Awards

SAFETY
WITHOUT
BORDERS



youracsa.ca

You Are Invited

This prospectus provides details on the different sponsorship packages available for two major provincial events taking place in Calgary in March 2018: **The ACSA Conference** (formerly the NCSO Professional Development Conference) and the **ACSA Annual Achievement Awards**.

We invite you to support these important industry-leading events. Sponsorship opportunities are limited, so we encourage you to act now and express your interest.

About the ACSA

2018 marks the 30th anniversary of the founding of the Alberta Construction Safety Association (ACSA), your partner in construction safety. Through our training, we work hard to connect a community of safety leaders in the province's construction industry. Over 13,000 people have forged a career as a designated safety leader since we started the NCSO/HSA program and more than 5,000 companies achieved their COR through us. With over 36,000 active members, we are the largest safety association in the province.

In partnership with this growing community, and through the dedicated volunteer work of our 8 Regional Safety Committees, we build links and connections with our stakeholders and industry partners, influencing change and instilling a culture of safety. We champion the safety spirit, empowering employees and employers to make workplaces safer, so everyone can return home unharmed.

www.youracsa.ca

Reap the Rewards

By sponsoring the 2018 ACSA Conference in the Association's 30th year, you will receive some great benefits, such as:

- Build brand awareness through our promotion of each event across Alberta.
- Reach your target audience - both the Conference and Awards events generate extensive interest from the safety community and the construction industry.
- Be seen as supporting safety in the industry and the people working in it.
- Benefit from a customized sponsorship package to suit your individual business needs.
- Receive dedicated support from our committed team in the lead up to and during the events.

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About the Conference

The **ACSA Conference** (formerly the NCSO Professional Development Conference) is the premier annual event for safety leaders in Alberta's construction industry. Hosted by the ACSA, it provides a unique networking opportunity for 400 delegates across two big days, and also provides a valuable chance for safety professionals to learn how to build on their important role of upholding the values and practices of safety in the construction industry.

Our 2018 event will be held on March 8 & 9 at the Calgary Telus Convention Centre. This year's theme is '*Safety Without Borders*'. Additionally, we will be examining the changes that have occurred in the safety sector since the ACSA's formation in 1988, and what might lie ahead.

Your business will have the unique opportunity to support one of the social events taking place during the conference, exposing your brand to 400 leaders from within the safety profession, company managers & owners, and workers in the construction industry.

About the Awards

The ACSA Annual Achievement Awards will be held on Friday, March 9, 2018 at the Calgary Telus Convention Centre.

For the first time, the Awards dinner will be hosted as the culminating gala event for the Conference, creating the opportunity for greater exposure for sponsors. The awards recognize the outstanding innovations and achievements of individuals and companies from the Alberta construction industry, along with their unique contribution to the Regional Safety Committee (RSC) in their community.

Pacesetter & Trailblazers

The **Pacesetter Award** is presented to individuals and the **Trailblazer Award** is presented to companies, spanning small/medium and large divisions, who go above and beyond the norm to build a culture of safety. Both awards have a regional focus presented to winners from eight different communities across Alberta.

NCSO of the Year & HSA of the Year

The **NCSO of the Year** and **HSA of the Year** categories aim to acknowledge the great achievements and hard work of a standout NCSO and HSA professional nominated by industry peers. People who have worked hard to build on their knowledge in various construction related health & safety management skills and principles: true leaders in construction safety.

The Awards will provide a sponsoring organization with a unique and valuable marketing and networking opportunity. If you wish to reach safety-conscious construction companies across the province, this is your event. If you are seeking new ways to support safety, encourage innovation and leadership, or associate your brand with a safety message, you should reserve your sponsor package now.

Over 200 delegates are anticipated to attend the Awards, with audience members comprised of ACSA Board members, RSC Chairs/Vice Chairs, and key supervisors and decision-makers from the health and safety profession within the Alberta construction industry.

Conference Sponsorship Packages

Sponsorship Package	Cost (excl. tax)
Welcome Reception Sponsor (March 8)	\$5000
Rejuvenation Room Sponsor (March 8 & 9)	\$5000
Mobile App Sponsor (March 8 & 9)	\$4000
Delegate Bag Sponsor (March 8 & 9) SOLD	\$3000 SOLD
Event Program Guidebook Sponsor (March 8 & 9) SOLD	\$3500 SOLD
Networking Breaks & Lunch Sponsor (March 8)	\$3000
Networking Breaks & Lunch Sponsor (March 9) SOLD	\$3000 SOLD
Breakfast Sponsor (March 9) SOLD	\$2000 SOLD
Lanyards Sponsor (March 8 & 9) SOLD	\$1500 SOLD
Notepads & Pens Sponsor (March 8 & 9) SOLD	\$1000 SOLD

Welcome Reception Sponsor (Exclusive) - \$5000

First impressions last, and so will your company's brand, by joining us in welcoming each forum delegate at the official Welcome Reception.

Set the bar high for the rest of the event by providing delegates with a night of good fun, good food and good company. The Welcome Reception offers delegates the chance to mingle, meet up with old friends and make some new ones.

The reception takes place in the Plaza 3 room on the evening of Thursday, March 8, 2018 and runs for two hours. It includes appetizers and drinks and a lucky door prize, along with a few quick speeches and light music.

Your entitlements include:

- Two (2) full registrations to the Conference
- Five (5) complimentary tickets to the Welcome Reception for guests of your choosing
- A tradeshow booth
- Exclusive naming rights - consistent reference to you as Welcome Reception sponsor in all event collateral and in announcements e.g. "The ACSA Conference Welcome Reception, proudly sponsored by <your company>."
- A three (3) minute speech by your company representative to officially welcome delegates to the conference
- Two (2) banners positioned prominently in the Welcome Reception room
- The option for promotional items or gifts to be placed on the tables in the room or handed to delegates upon arrival
- Two (2) bespoke email blasts to ACSA's extensive database about your sponsorship of the Welcome Reception
- Verbal acknowledgment throughout the duration by the MC
- Prominent logo exposure in the lead up to, during and after the event, including:
 - on the ACSA website and in all electronic marketing material, including a company profile and link to your website
 - on the video screens at regular intervals during the two-day event
 - in the official Conference Program guidebook

Rejuvenation Room Sponsor (Exclusive) - \$5000

Conferences can be exhausting both physically and mentally, so it's important that participants take time to rejuvenate and re-energize; that delegates look after ourselves. The Rejuvenation Room will provide a unique and peaceful space for delegates to relax and recharge at key intervals throughout the duration of the conference. The ACSA will also be hosting yoga and meditation sessions within the Rejuvenation Room, which will be arranged to immediately soothe those who walk in, with calming music, lighting and scents. A herbal tea and fruit station will also be set up in the room, on offer to those seeking a refreshing drink and healthy snack. Your company will not only gain great brand exposure through its affiliation with this unique service, but delegates will thank you for offering an environment where they can maintain their health and wellness while away from home.

Your entitlements will include:

- Two (2) full registrations to the Conference
- A tradeshow booth
- Exclusive naming rights - consistent reference to you as Rejuvenation Room sponsor in all event collateral and in announcements e.g. 'The <your company name> Rejuvenation Room'
- Two (2) bespoke email blasts to ACSA's extensive database about your sponsorship of the Rejuvenation Room
- Two (2) banners positioned prominently at the entrance room
- Your company logo on the free yoga mats provided to participants
- Verbal acknowledgment throughout the duration of the Conference by the MC and the yoga instructor in the Rejuvenation Room
- Option to include a promotional item in the delegate bags
- Prominent logo exposure in the lead up to, during and after the event, including:
 - on the ACSA website and in all electronic marketing material, including a company profile and link to your website
 - on the video screens at regular intervals during the two-day event
 - in the official Conference Program guidebook

Mobile App Sponsor (Exclusive) - \$4000

Help event delegates find their way around the venue so they can be in the right place at the right time by sponsoring our first ever mobile conference app. Your company logo will be front and centre when they open the app to search for their next session, check break times, use the trade show directory, and provide feedback on the sessions.

Your entitlements will include:

- Two (2) full registrations to the Conference
- A tradeshow booth
- Your company name and logo displayed on the mobile app welcome screen
- Two (2) bespoke email blasts to ACSA's extensive database about your sponsorship of the event's mobile app
- Option to include a promotional item in the delegate bags
- Verbal acknowledgment throughout the duration of the Conference by the MC
- Prominent logo exposure in the lead up to, during and after the event, including:
 - on the ACSA website and in all electronic marketing material, including a company profile and link to your website
 - on the video screens at regular intervals during the two-day event
 - in the official Conference Program guidebook

Delegate Bag Sponsor (Exclusive) - \$3000

Delegates use their bags throughout the entire event, making them mobile billboards. And, they take the bags home with them! Make an enduring & memorable impact by sponsoring the delegates' bags, and be remembered as a supporter of Alberta's safety sector and construction industry.

Your entitlements will include:

- Two (2) full registrations to the Conference
- Your company logo printed on the delegate bags, with the Conference logo on the reverse side
- Verbal acknowledgment throughout the duration of the Conference by the MC
- Option to include a promotional item in the delegate bags
- Prominent logo exposure in the lead up to, during and after the event including:
 - on the ACSA website and in all electronic marketing material, including a company profile and link to your website
 - on the video screens at regular intervals during the two-day event
 - in the official Conference Program guidebook

Conference Program Guidebook Sponsor (Exclusive) - \$3500 SOLD

The Conference Program Guidebook is the delegate's go-to for information on the presenters, their room assignments, and other vital details about the Conference. They look at the guidebook multiple times a day, so having your company's logo prominently displayed here will ensure brand recognition & awareness.

Your entitlements will include:

- Two (2) full registrations to the Conference
- Your company logo printed on the inside cover of the event's program guidebook
- Verbal acknowledgment throughout the duration of the Conference by the MC
- Option to include a promotional item in the delegate bags
- Prominent logo exposure in the lead up to, during and after the event including:
 - on the ACSA website and in all electronic marketing material, including a company profile and link to your website
 - on the video screens at regular intervals during the two-day event
 - in the official Conference Program guidebook

Networking Breaks & Lunch Sponsor (Exclusive for Day One or Day Two) - \$3000

DAY 2 SOLD

The delegates will be thanking you for keeping them nourished by sponsoring their very important food breaks at the Conference! Delegates will be networking when they break mid-morning, at lunch, and in the afternoon, providing your brand with great exposure at three key intervals across Day One or Day Two of the Conference. This high level of frequent interaction with delegates will allow for your brand to resonate, maximizing your brand exposure.

Your entitlements will include:

- Two (2) full registrations to the Conference
- Verbal acknowledgment throughout the duration of the Conference by the MC
- Prominent logo exposure in the lead up to, during and after the event including:
 - signage at the catering stations
 - the option for you to place a brochure or promotional item at the catering stations
 - on the ACSA website and in all electronic marketing material, including a company profile and link to your website
 - on the video screens at regular intervals during the two-day event
 - in the official Conference Program guidebook

Breakfast Sponsor (Exclusive - Day Two) - \$2000 SOLD

Breakfast is the most important meal of the day. At The ACSA Conference, it is also the first brand touchpoint for the event's plenary day. Sponsoring Day Two's breakfast means you will have the first opportunity to make an early impact on the delegates. And won't they be grateful when they take a sip of their first coffee for the day?

Your entitlements will include:

- Two (2) full registrations to the Conference
- Verbal acknowledgment throughout the duration of the Conference by the MC
- Prominent logo exposure in the lead up to, during and post event including:
 - signage at the catering stations
 - the option for you to place a brochure or promotional item at the catering stations
 - on the ACSA website and in all electronic marketing material, including a company profile and link to your website
 - on the video screens at regular intervals during the two-day event
 - in the official Conference Program

Lanyard Sponsor (Exclusive) - \$1500 SOLD

Our delegate lanyards are custom made for the event. Delegates take them home and use them in their workplace. Sponsoring the lanyards is a great low-cost way to show your support for safety in the construction industry while also making a long-lasting impression.

Your entitlements will include:

- One (1) full registration to the Conference
- Verbal acknowledgment throughout the duration of the Conference by the MC
- Prominent logo exposure in the lead up to, during and post event including:
 - the option for you to place a brochure or promotional item in the delegate bags
 - on the ACSA website and in all electronic marketing material, including a company profile and link to your website
 - on the video screens at regular intervals during the two-day event
 - in the official Conference Program

Notepads & Pens (Exclusive) - \$1000 SOLD

This is the first time we are offering a sponsorship option for pens and notepads, so your company will be making a big impression with this inexpensive sponsorship opportunity. With your company logo on one side, and the Conference logo on the other, this is your opportunity to provide great utility value to the delegates, and achieve even greater brand awareness when the pens and notepads find their way back to the delegates' offices.

Your entitlements will include:

- One (1) full registration to the Conference
- Verbal acknowledgment throughout the duration of the Conference by the MC
- Prominent logo exposure in the lead up to, during and post event including:
 - on the ACSA website and in all electronic marketing material, including a company profile and link to your website
 - on the video screens at regular intervals during the two-day event
 - in the official Conference Program

Awards Sponsorship Packages

Sponsorship Package	Cost (excl. tax)
Platinum Sponsor (Exclusive)	\$8000
Gold Sponsor	\$5000
Silver Sponsor	\$3000
Region Sponsor (10 opportunities: 8 regions and 2 safety leaders)	\$1500 or in-kind (each)

Platinum Sponsor (Exclusive) - \$8000

This sponsorship package is exclusively available to one company which will be acknowledged as the Platinum Sponsor throughout the lead up to, during and after the event. Your company will benefit from the highest level of exposure and representation on offer at the Awards, including the following:

- Consistent and frequent reference to you as a Platinum sponsor whenever the Awards are mentioned e.g. 'The Annual ACSA Achievement Awards, proudly sponsored by <your company>'
- You will be allocated a table of ten (10) placed in a preferential position at the awards ceremony. As a sponsor you will also be offered a 25% discount on extra tickets/tables if required
- Prominent display of our sponsorship at the pre-dinner reception
- Logo display on the media wall used for red carpet photos during the pre-dinner reception
- Prominent logo exposure in the lead up to, during and after the event, including:
 - banner positioning on the stage and at the main entrance to the room
 - on ACSA's website & in all electronic marketing material, plus a company profile & website link
 - on the video screens at regular intervals during the event
 - your company logo will be featured in the official Awards Program
- Exclusive pre-dinner beverages and canapés with the ACSA Board, award winners & other VIPs
- A nominated senior executive from your company will be invited onto the stage to welcome guests and profile your company in a three-minute speech (alternatively a video is allowed)
- The option to place a gift or promotional collateral on the tables
- Two (2) banners placed in the room
- Two (2) bespoke email blasts to ACSA's extensive database about your sponsorship of the Awards
- Acknowledgment as Platinum sponsor in all printed and electronic publications
- Verbal acknowledgment throughout the duration of the event by the MC
- Use of Awards logo until the 2019 Awards event is announced and your sponsorship is reviewed
- A 15% discount on the same sponsorship package for the 2019 event.

Gold Sponsor - \$5000

As the Gold Sponsor, your company will benefit from an excellent level of exposure. You will enjoy a strong alignment with the Awards through the many opportunities for brand exposure throughout the entire course of the event: pre-, during, and post-. Your sponsorship will also cover the entertainment for the evening, which includes live music and a photo booth. Contribute to the fun of the night!

Your entitlements will include:

- You will be allocated a table of ten (10) placed in a preferential position at the awards ceremony
- Prominent logo exposure in the lead up to, during and post event including:
 - on the Award website and in all electronic marketing
 - a company profile and link to your website on the Awards website
 - on the video screens at regular intervals during the event
 - at the photo booth
 - one free standing banner displayed at entrance to the Awards room
 - your company logo will be featured in the official Awards Program
- Verbal acknowledgment throughout the duration of the event by the MC (MC to give a brief company profile) and by the live band for providing the entertainment
- Use of the Awards logo until the date of the 2019 Awards event is announced and your sponsorship is reviewed
- A 10% discount on the same sponsorship package for the 2019 event

Silver Sponsor - \$3000

The Silver Sponsorship provides your company with the ability to support the event and Alberta's construction safety standard-setters. Your sponsorship will help us create a stand-out souvenir event program that award winners will keep forever and event attendees will read cover-to-cover all through the night. And your company will be featured most prominently in the guide.

Your entitlements will include:

- You will be allocated a table of ten (10) at the awards ceremony
- Prominent logo exposure in the lead up to, during and post event including:
 - on the Award website and in all electronic marketing
 - a company profile and link to your website on the Awards website
 - on the video screens at regular intervals during the event
 - in the program guide



Region Sponsor - \$1500 or in-kind

As a region sponsor your company will benefit from a strong alliance with the selected Regional Safety Committee. Your sponsorship will demonstrate the strong support and emphasis your company places on safety in the industry, particularly at the grass-roots community level. Your company can choose from the following regions, sponsoring all award categories in each:

- Calgary
- Edmonton **SOLD**
- Grande Prairie
- Lakeland (Lloydminster)
- Lethbridge **SOLD**
- Medicine Hat
- Parkland (Red Deer)
- Wood Buffalo (Ft. McMurray) **SOLD**

There are two additional options, each celebrating peer-nominated leaders in safety:

- NCSO of the Year (provincial)
- HSA of the Year (provincial)

Sponsors can provide support financially or you can provide an in-kind contribution for the event door prizes to the same value (in-kind sponsorships will be negotiated with the organizing committee).

Sponsoring a region or an annual NCSO or HSA award will entitle you to:

- Two (2) complimentary tickets to the event
- Prominent promotion of your company logo in the lead up to, during and after the event, including:
 - logo or company name engraved on the awards trophy
 - on the Awards website, acknowledged as a category sponsor with a link to your company website
 - logo featured in the official Awards Program
 - on the video screen during the presentation of your Award
- Acknowledgment as a category sponsor in written material, both printed and electronic
- Verbal acknowledgment by MC for your category and to give a brief company profile
- A company representative will be invited up to the stage to present the Award to the winner
- Seating in prominent position within the room

Terms & Conditions

1. Sponsorship will be allocated on receipt of a signed Booking Form and Booking Terms & Conditions.
2. Written confirmation will be provided to confirm the booking, together with a receipt for the required 50% deposit. The deposit is payable **30** days from the date of the receipt. The full balance is due and payable by **February 9, 2018**. Applications received after **February 9, 2018** must make payment full.
3. All monies due and payable must be received (and cheques cleared) by the ACSA prior to the event. No company will be listed as a Sponsor in any official material until deposit and a booking form have been received.
4. CANCELLATION POLICY: In the event of cancellation, a service fee of 25% of total fees applies for cancellations prior to **February 9, 2018**. No refunds will be made for cancellations after this date.
5. Sponsorship entitlements including company logo promotion will be delivered upon receipt of the required deposit or full payment.
6. A company or individual cannot sponsor an award category for which they are nominated.

Yes, I have read and agreed to the conditions of the sale above.

Name:

Job Title:

Company:

Signature:

Date:



Sponsorship Booking Form

COMPANY NAME:

KEY CONTACT:

ADDRESS:

PHONE:

EMAIL:

*Prices are excluding taxes.

CONFERENCE SPONSORSHIP PACKAGES *

Notepads & Pens Sponsor (March 8 & 9) \$1000
 Lanyard Sponsor (March 8 & 9) \$1500
 Breakfast Sponsor (March 9) \$2000
 Networking Break Sponsor (March 8) \$3,000
 Networking Break Sponsor (March 9) \$3,000
 Event Program Book Sponsor (March 8 & 9) \$3500
 Delegate Bag Sponsor (March 8 & 9) \$3000
 Mobile App Sponsor (March 8 & 9) \$4000
 Welcome Reception (March 9) \$5,000
 Rejuvenation Room Sponsor (Exclusive) \$5,000

AWARDS SPONSORSHIP PACKAGES *

Platinum (Exclusive) \$8,000
 Gold (Exclusive) \$5,000
 Silver (Exclusive) \$3000
 NCSO of the Year \$1500 (or in-kind)
 HSA of the Year \$1500 (or in-kind)
 Region \$1500 (or in-kind)

SPECIFY REGION:

CALGARY EDMONTON GRANDE PRAIRIE LAKELAND (LLOYDMINSTER)
 LETHBRIDGE MEDICINE HAT PARKLAND (RED DEER) WOOD-BUFFALO (FORT MCMURRAY)

PAYMENT:

CREDIT CARD VISA MASTER CARD AMEX

CARD #:

Expiry:

CVV:

I would prefer to be contacted for my credit card information.

* PLEASE NOTE: Taxes not included.

- CHEQUE Please make payable to the Alberta Construction Safety Association
 Mail to: ACSA Head Office
 Accounting & Finance Department
 225 Parsons Road SW
 Edmonton, AB T6X 0W6
- EFT Vendor Name: Alberta Construction Safety Association
 NOTE: 2017 AWARDS/LinCS - The Safety Forum
 VENDOR BANK NAME: ATB Financial
 BANK INSTITUTION: 219 TRANSIT: 07259 ACCOUNT: 1186426-24
 BANK ADDRESS: 11366-104 Avenue, Edmonton, AB T5K 2W9
 Email a remittance to: accounting@youracsa.ca

Thank you for your support of the ACSA 2018 Annual Achievement Awards and LinCS: The Safety Forum.

Please email this completed form to marketing@youracsa.ca.