

HR

Explore + Innovate

UNDEFINED

2019

April 10 - 11, 2019 | Shaw Conference Centre | Edmonton

Exhibitor Package

Connect with Alberta's HR community

Contact:

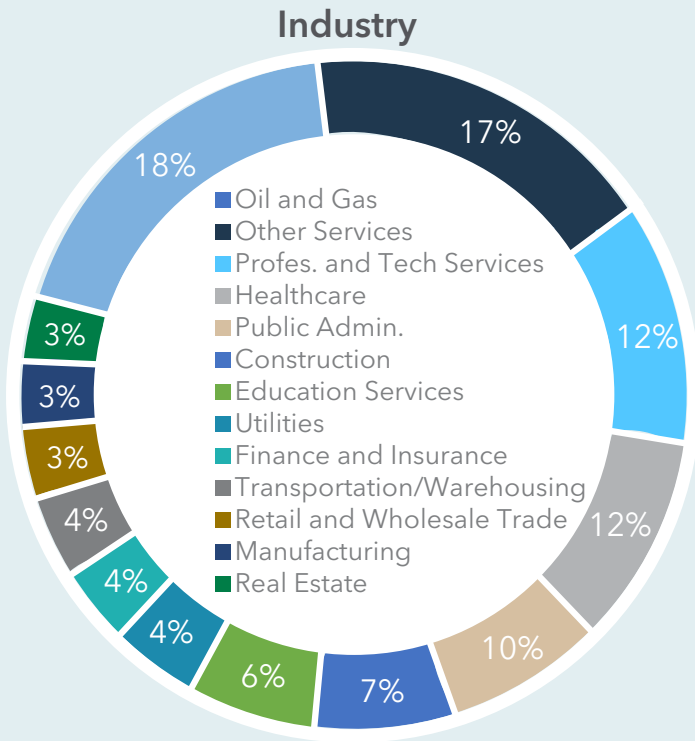
Greig Hyland

Director, Business Development

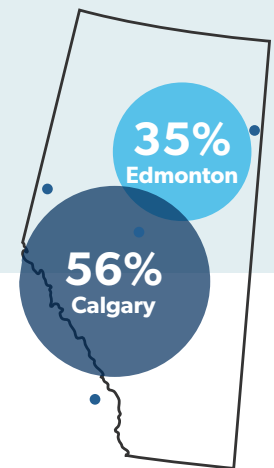
p: 1-800-668-6125 ext.112

e: ghyland@cphrab.ca

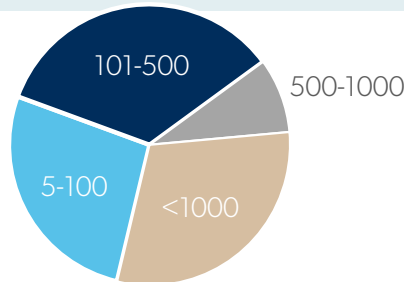
Audience Highlights



Where Our Members Are



Company Size



What do the delegates think about the trade show?

Conference attendees are prepared to build their networks. Make valuable connections at our signature event.



80%

of delegates said they would spend at least one hour in the trade show



61%

are likely to do new business with one or more exhibitors in the next 12 months

What about your colleagues?

Last year's exhibitors were impressed with our improvements.



5/10

of CPHR Alberta exhibitors rate the conference as better than similar events



9/10

rate it the same or better

Why Exhibit?

Welcome to HR Undefined: Explore and Innovate, the annual highlight event for Human Resource professionals in Alberta. As an exhibitor in the Tradeshow, you have the opportunity to connect with hundreds of professionals and build brand awareness.

The Tradeshow is the hub of activity, networking events and more tradeshow time to generate leads. We have listened to your feedback and an improved layout for increased face to face interactions has been created. A "smart stage" and consultancy collective will be added to the space of 80 booths. CPHR Alberta wants exhibitors to collect sales leads and develop customer relationships.

Improved Floorplan:

In Edmonton, at the Shaw Convention Centre, we have listened to your feedback and we are continuously improving the experience for exhibitors and attendees.

We will offer a limited number of premium booths again this year to exhibitors. With this in mind, we recommend that you take advantage of early bird pricing! Spaces are sold on a first come, first-paid basis!

Highlights of Events Taking Place on the Tradeshow Floor:

- Light breakfast and coffee at 7:00 am each day
- Two dedicated tradeshow viewing times
- Networking lunch on both days
- Dedicated Networking breaks
- Opportunity to be a part of the "Smart Stage" to learn more and reach out to the team

We will be offering a Consultancy Collective space this year.

If you are a consultant we want you to be part of the trade show! This is a shared space where each consultant has approximately 5" x 5" space. There is limited availability.

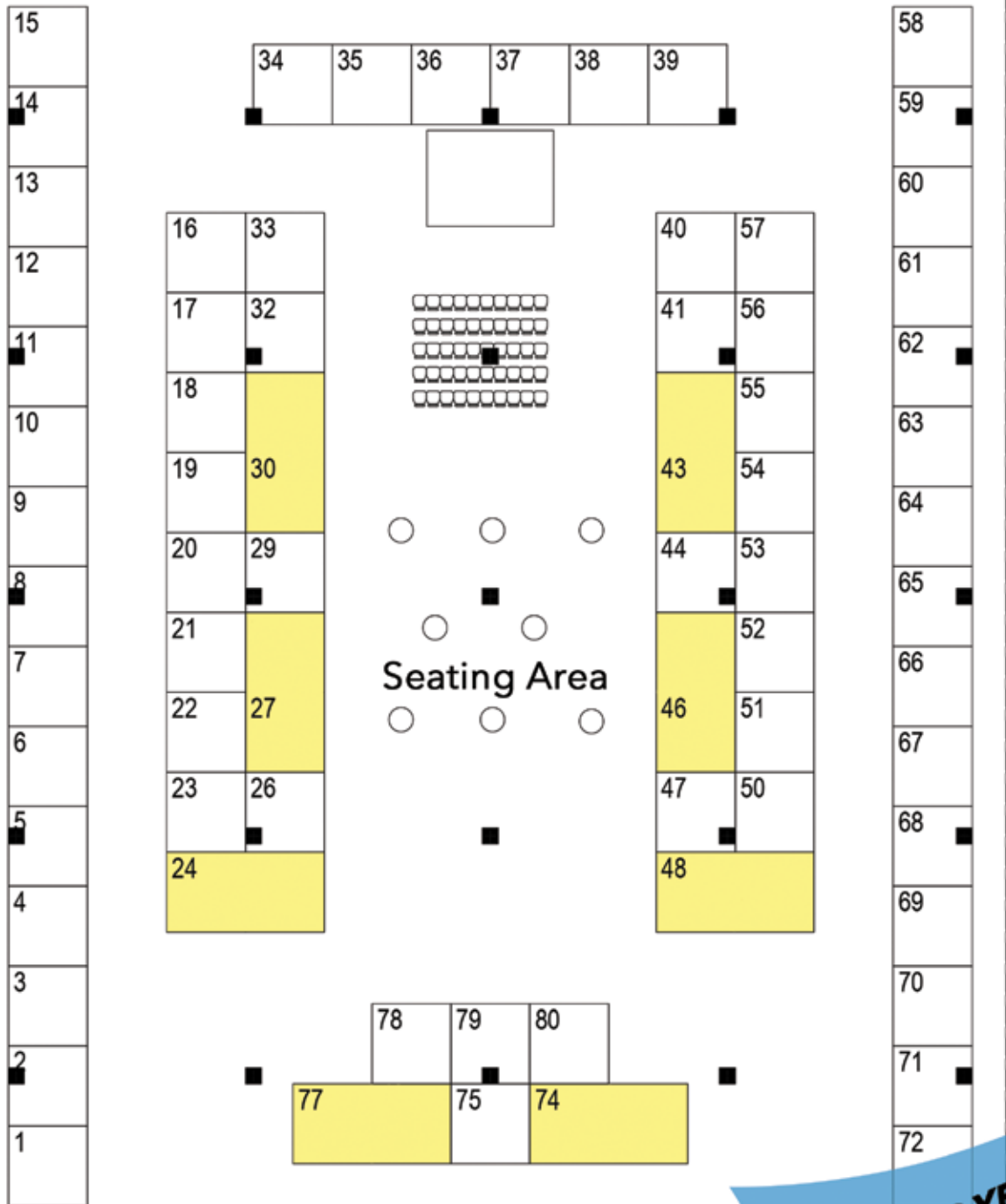
Pricing

Booth	Early Bird Rate - Available until November 15, 2018	Regular Rate - Available until February 28, 2019
10x10 Regular	\$1950	\$2050
10x10 Choose your location	\$2395	\$2500
10x20 Premium	\$2895	\$3000

Tradeshow Layout

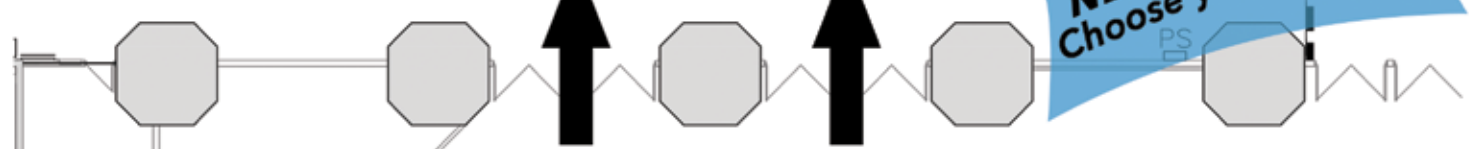
There are no bad spots! Traffic will flow from the entry to Food and Beverage/Seating Area to maximize your exposure.

Food and Beverage Service



Booths #24, 27, 30, 43, 46, 48, 74 & 77 are suggested 10' x 20' booth locations

NEW THIS YEAR!
 Choose your location



What Exhibiting Looks Like

Exhibit space includes:

- 50 word description in Conference program
- Company listing that links to your website on HRUndefined.com
- Two/four exhibit personnel passes for access to tradeshow floor **number of passes dependent on booth size
- 8' high black backwall drape
- 3' high black sidewall drape
- Carpet of exhibit space and aisles
- One 6' skirted table
- Two chairs
- 24 hour general security in exhibit hall

Additional services available (not included with booth purchase):

- Shipping and transportation of booth materials
- Pre- and post-Conference storage of booth materials
- Parking passes
- Power/utilities (fiber optics, etc.)
- Wi-Fi connections available to be purchased
- Material handling

Contact:

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Need additional services?

Those are provided through

- [Freeman Audio Visual](#)
- [GES](#)
- [Shaw Convention Centre.](#)

We'll send you order forms in February 2019.

Cancellation Policy:

All cancellations must be received in writing by 12pm on January 1, 2019. All cancellations up to this date are subject to a 50% cancellation fee. Requests made after January 31, 2019 will not receive a refund on any payments made.

Conference Ad Specs

Exclusive advertising opportunities are available for exhibitors and sponsors only! Introduce yourself to CPHR Alberta members and delegates in months leading up to the conference and stand out with on-site print and digital opportunities.

Pre-Conference Exhibitor Highlight - \$250

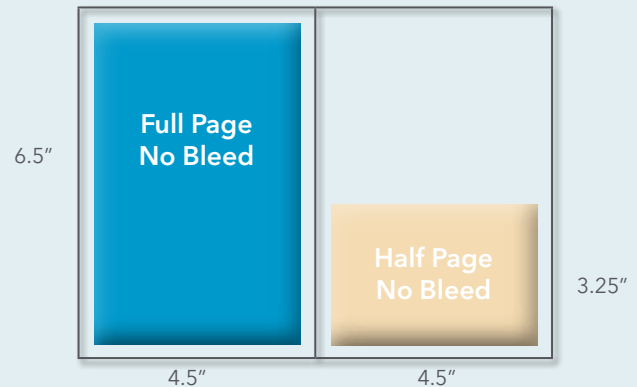
Only six spots are available in this dedicated e-blast directed at all Conference delegates one week before the event. Also includes **one** of the two options below:

1. Visual ad spot - 600 px wide by 175 px high
2. 50-word text listing + company logo

On-site Print Program

Our on-site program is a valuable listing of keynote speaker bios, breakout sessions, sponsors and the complete tradeshow directory. Highlight your exhibitor listing or create even more impact with a visual ad.

- Full Page Colour Ad - **\$2,000**
- Half Page Colour Ad - **\$1,100**
 - High-res PDF or INDD file submitted before March 1, 2019
 - All images in 300 dpi CMYK
- Exhibitor Highlight - **\$200**
 - No art required, company title is highlighted in list of exhibitors



Conference Email - \$500

CPHR Alberta highlights the conference must-knows to all 6,000 members almost once per month, and two times during the event. Get CPHR Alberta members in-the-know about your business so they know which booth to head to during the tradeshow:

- Visual Ad: 600 px wide by 175px high
- JPEG or PNG format

CPHR Alberta Conference Website - \$1500

The CPHR Alberta Conference website attracts thousands of visitors each year - a targeted audience of HR leaders and professionals. Three advertising opportunities on the Conference home page are available with blanket coverage from November 1, 2018 - July 1, 2019:

- Visual ad - 1600px wide by 240 px high
- JPEG or PNG format

Advertising and partnership opportunities

CPHR Alberta newsletters offer year-round exposure. Reach out to CPHR Alberta members in the weeks leading up to the conference to stoke interest in your booth, and keep your company top-of-mind in the months following to reinforce tradeshow contacts. With visual ads, webinars and targeted e-blasts available we can create a custom campaign for you.

Download the media kit or contact Greig at 1-800-668-6125 ext.112 for more info.