

HR

Explore + Innovate

UNDEFINED

2019

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

Sponsorship Package

Connect with Alberta's HR community

Contact:

Greig Hyland

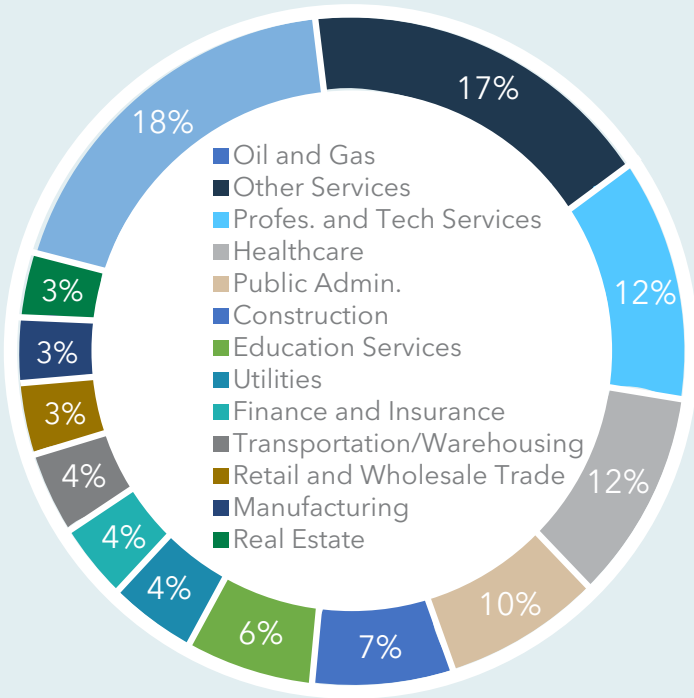
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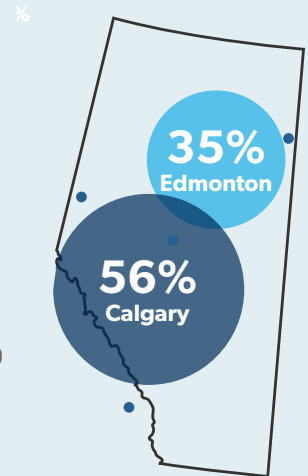
Audience Highlights

Industry

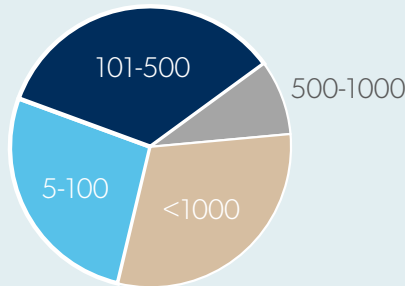


1/5 members of CPHR Alberta holds a Director-level position or higher.

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 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

Presenting Sponsor

Our presenting sponsorship is an opportunity to build strong connections with CPHR Alberta members. Position your company as a thought leader, generate leads at key HR Undefined events and receive maximum brand exposure from this unparalleled opportunity.

Our sponsorship package is customizable to suit your marketing needs, but here are the highlights:

Thought Leadership

Highlight your expertise with webinar speakers before and after the Conference:

- One dedicated post on CPHRab.ca blog
- One opportunity to provide a speaker for pre-Conference CPHR Alberta webinar
- One opportunity to provide a speaker for post-Conference CPHR Alberta webinar

Brand Exposure

Build momentum towards HR Undefined and keep it rolling in the months following:

- One-week highlight of your sponsorship on Twitter
- One ad in the final pre-Conference highlight email
- One clicklist e-blast
- On-site logo placement during conference
- 50-word corporate listing in Conference program
- Half-page ad in Conference program
- Banner ad on CPHRab.ca website (4 months)
- \$2500 advertising credit for CPHRab digital publications
- Banner ad on HRUndefined.com

Generate Leads

Connect one-on-one during the Conference and build relationships year-round at CPHR Alberta events:

- Tuesday Night Mingle Exclusive Sponsor (5 tickets, signage and marketing)
- Wednesday Networking Lunch Exclusive Sponsor (on-stage welcome at preceding keynote)
- Wednesday Night Awards Reception Exclusive Sponsor (logo on slides, table-talker on each table)
- Special Registration Fee for Clients and Key Contacts
- Two CPHR Alberta General Memberships
- Two full HR Undefined registrations + four passes to Tradeshow
- Two tickets to HR Undefined Opening Keynote
- Ten tickets to the Celebrating Excellence Awards Reception
- 20 tickets to CPHR Alberta events throughout 2019
- Premium 10x20 exhibitor booth

\$35,000

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Gold Level Sponsor

Our Gold Sponsors choose from two unique opportunities. Each package can be custom-tailored to suit your goals for generating leads, building brand exposure and positioning your company as a thought leader.

Choose one exclusive package:

1 - Tradeshow Package

- Pre- and post-Conference exclusive sponsor recognition on the virtual tradeshow
- Tradeshow Passport drop-off
- 10x10 exhibitor booth - choose your location
- Outsert in Conference edition of HUMANCapital - over 5000 copies go to CPHR Alberta members

2 - Thought Leadership Package

- Pre-Conference Sessions Sponsor (signage, welcome slides and communications)
- Sponsor five concurrent sessions
- One opportunity to provide a speaker for pre-conference CPHR Alberta webinar
- One opportunity to provide a speaker for post-conference CPHR Alberta webinar
- Editorial Opportunity - HR Essentials April Edition
- Editorial Opportunity - Conference Daily Leader
- Opportunity to host HR Undefined themed discussion on CPHR Alberta's LinkedIn group
- Keynote Speaker Sponsor with VIP introduction to talent

Gold Platform

- One dedicated post on CPHRab.ca blog
- One-week highlight of your sponsorship on Twitter
- One ad in the final pre-Conference highlight email
- One e-blast
- On-site logo placement during conference
- 50-word corporate listing in Conference program
- Half-page ad in HR Undefined program
- Banner ad on CPHRab.ca website (three months)
- Two full HR Undefined registrations + four passes to Conference Tradeshow
- Two tickets to HR Undefined opening Keynote
- Tickets to the Celebrating Excellence Awards Reception
- 10 tickets to CPHR Alberta events throughout 2019
- \$2000 advertising credit for CPHR Alberta digital publications
- 10x10 exhibitor booth - choose your location

\$25,000

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Silver Level Sponsor

Silver Sponsorship provides exceptional value for your investment. On-site opportunities are compounded by targeted promotion leading up to HR Undefined.

Choose one exclusive package:

1 - Registration Partner Package

- Registration Booth Signage
- Delegate ID Logo Placement
- Logo and acknowledgment in pre-Conference announcement

2 - Thought Leadership Package

- Keynote Speaker Sponsor
- Two opportunities to provide speakers for pre-Conference CPHR Alberta webinars
- Editorial Opportunity - Conference Daily Leader

Silver Platform

- One-week highlight of your sponsorship on Twitter
- One clicklist e-blast
- On-site logo placement during HR Undefined
- 50-word corporate listing in HR Undefined program
- Banner ad on CPHRab.ca website (three months)
- One full HR Undefined registration
- Two passes to HR Undefined Tradeshow
- Tickets to the Celebrating Excellence Awards Reception
- Eight tickets to CPHR Alberta events throughout 2019
- 50% discount 10x10 exhibitor booth

\$10,000

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Bronze Level Sponsor

Feature yourself in the HR Undefined professional development sessions. Bronze Sponsorship provide opportunities to reach members during break-out sessions, or to speak to CPHR Alberta members via webinar leading up to the Conference.

Choose one exclusive package:

1 - Concurrent Session Sponsor

- Exclusive logo recognition as a sponsor of two professional development sessions
- Note - five sponsorships available

2 - Webinar Sponsor

- One opportunity to provide a speaker for a pre-Conference CPHR Alberta webinar
- Note - three sponsorships available

Bronze Platform

- One-week highlight of your sponsorship on Twitter
- On-site logo placement during HR Undefined
- 50-word corporate listing in HR Undefined program
- Banner ad on CPHRab.ca website (three months)
- 25% discount on up to four registrations
- Two passes to Conference Tradeshow
- One ticket to the Celebrating Excellence Awards Reception
- Five tickets to CPHR Alberta events throughout 2019
- \$500 advertising credit for CPHR Alberta digital publications

\$5,000

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Supporting Level Sponsor

Build your brand exposure and gain access to key CPHR Alberta events with Supporting Level Sponsorship

Benefits

- One-week highlight of your sponsorship on Twitter
- On-site logo placement during HR Undefined
- Supporting Sponsor logo placement during ten concurrent sessions
- 50-word corporate listing in HR Undefined Program
- Banner ad on CPHRab.ca website (one-month)
- Two passes to Conference Tradeshow
- Two tickets to a CPHR Alberta December Member Mingle

\$2,500

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Celebrating Excellence Awards Sponsor

As an award sponsor your company will be recognized for its support of those human resources professionals who are committed to the pursuit of excellence and continue to make contributions to the HR community.

\$5,000

Benefits

- Four-minute on-stage sponsor presence for award introduction and presentation
- One opportunity to provide a speaker for a post-conference webinar
- Logo recognition in all print, electronic and web media pre- and post-Conference
- Sponsor recognition on the Celebrating Excellence awards page on CPHRab.ca
- Logo recognition with direct link to sponsor website on HRUndefined.ca website
- Logo recognition on the award
- One dedicated seating area at the Celebrating Excellence Awards Reception
- One dedicated post on CPHRab.ca's blog