



High Visibility

The Sponsorship Experience

At the



27th Annual Safety Conference

March 25-27, 2009

The Westin Nova Scotian Hotel
Halifax, Nova Scotia, Canada

If you're in the field of health and safety, you've heard about Safety Services Nova Scotia's annual health and safety conference. The conference is the largest of its type in Eastern Canada. We're known for treating our sponsors as a valued, essential part of this event.

Conference Profile

Safety Services Nova Scotia (SSNS) is *the* "go to" safety training organization in Nova Scotia, experienced in delivering occupational and traffic safety programming. It is a non profit and registered charity founded in 1958. Its annual conference is the health and safety event of the year in Nova Scotia, receiving recognition and support from many other organizations.

The conference showcases occupational health and safety issues. Traffic safety and off-the-job safety sessions complete the balanced program of information. This program includes 40+ sessions and workshops, plant tours and a trade show. The conference attracts 550 delegates, 65 exhibitors and 60 speakers.

Delegates vary according to health and safety knowledge, and profession. They may be safety supervisors, joint committee members, consultants, health professionals, and representatives from provincial or federal government departments.



Our Delegates

50% are in supervisory positions
50% represent labour
20% are or have been in a health profession

Safety Services member businesses sent one or more employees to the 2008 annual conference, representing 90% of delegates in attendance. Virtually every industry in Nova Scotia is represented among the list of delegates attending our conference.

Why Your Company Needs To Be A Sponsor

- **MOTIVATE EMPLOYEES.** Sponsorship demonstrates your commitment to safety that will be motivating to your employees who are attending this event
- **EXCELLENT PROFILE** for your company name. A large audience of delegates, exhibitors and other sponsors, many of whom attend only one conference annually---this one
- **NEW NETWORKING AND MARKETING OPPORTUNITIES.** The conference attracts a healthy percentage of new delegates, exhibitors and sponsors each year
- **MAXIMIZE VISIBILITY.** If you're an exhibitor, sponsorship more than doubles your name retention, long after the conference is over.
- **POSITIVE ATMOSPHERE.** Delegates are away from the office. They are relaxed and take note of sponsor messages.

SPONSORSHIP CATEGORIES AND BENEFITS

Platinum	Special Event	Gold	Silver	Bronze
MAXIMUM PROFILE AND EXPOSURE For organizations conducting extensive promotion of their name or message. Ex.: provincial or federal government , national or international businesses	SUPERIOR PROFILE AND EXPOSURE For organizations wanting an effective means of maintaining their profile or message. Ex.: national or international businesses, federal or provincial government	OUTSTANDING PROFILE AND EXPOSURE For organizations wishing to become better known in health and safety. Ex.: local or national businesses or national non-profits	EXCELLENT PROFILE AND EXPOSURE For organizations that wish to remind the public of their commitment to health and safety; Ex.: local businesses or non-profits	GOOD PROFILE AND EXPOSURE For organizations that wish to be part of the conference, while sticking to a budget Ex.: local non-profits or businesses
8 by 10 Exhibit Booth In prominent location throughout conference	8 by 10 Exhibit booth In prominent location	8 by 10 exhibit booth No choice of location	25% discount on exhibit booth fee if also an exhibitor	Company name on conference program
six complimentary delegate registrations for the full conference	three complimentary delegate registrations for the full conference	three complimentary delegate registrations for the full conference	Name on conference program	Acknowledged as a sponsor at the conference
May present two sessions (non-commercial) subject to SSNS approval	May sponsor a major conference event; showcased as the sole sponsor of that event	Choice of events or items to sponsor; signage at the event	Choice of refreshment breaks to sponsor; signage at break	Name on conference “big screen”
Name and logo on the conference portion of our website prior to conference	Name on the conference portion of the website prior to the conference	Name on the conference portion of our website prior to the conference	Name on the conference portion of our website prior to the conference	
Sole sponsor of a major conference event Meet and introduce prominent speaker	Name and logo placed prominently on signage at the sponsored event.	Sponsorship certificate presented to representative at the conference	Sponsorship certificate presented to representative at the conference	
Brochure in delegate kits	Brochure in delegate kits	Brochure in delegate kits	Name on conference “big screen”	
Signage posted prominently throughout conference	Name and logo beside event description in conference literature	Name on conference program		
Name and logo placed prominently on conference “big screen”	Name placed prominently on conference “big screen”	Name on conference “big screen”		
Sponsorship certificate presented to your representative at the conference	Sponsorship certificate presented to your representative at the conference			
Name and logo featured in all conference literature				
\$25,000	\$15,000	\$5,000	\$2,000	\$500

Sponsorship Is Easy!

1. Contact us at 902-454-9621, x222 or kennedy@safetyservicesns.ca.
2. Tell us your sponsorship goals and budget. We'll suggest sponsorship opportunities that "fit".
3. Our conference event coordinator will ensure that your sponsorship expectations are met. You'll be treated as a valued part of the conference---because you are!

Sponsorship Deadlines	
October 15, 2008	Deadline for Platinum sponsors*** wishing to have their logo placed on the conference "teaser" flyer issued in November.
December 12, 2008	Deadline for sponsors wishing to have their name/logo (depending on sponsorship category) in our conference program

***Note: Platinum sponsorships are limited. Reserve early.

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## THANK YOU TO THE SPONSORS OF OUR 26<sup>TH</sup> ANNUAL HEALTH AND SAFETY CONFERENCE (March 26-28, 2008)

| Company                                      |
|----------------------------------------------|
| ACA Co-operative Limited                     |
| Dover Flour                                  |
| Halifax Dartmouth Bridge Commission          |
| Halifax International Airport Authority      |
| Maritime Paper Products                      |
| Maxwell Promotions                           |
| Michelin North America (Canada) Inc.         |
| MicMac Fire and Safety                       |
| Municipality of Antigonish                   |
| <b>NS ENVIRONMENT AND LABOUR – PLATINUM</b>  |
| St. John Ambulance                           |
| <b>WORKERS COMPENSATION BOARD - PLATINUM</b> |