



# *See and Be Seen*



**High Visibility As A Sponsor**  
*At the*

**Nova Scotia Safety Council  
26<sup>th</sup> Annual Safety Conference**

March 26-28, 2008  
Halifax, Nova Scotia, Canada

*If you're in the field of health and safety, you've heard about the Nova Scotia Safety Council'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

The Nova Scotia Safety Council (NSSC) 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.

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.

The theme of the 26<sup>th</sup> Annual Conference is **The New Culture Of Safety**. This reflects the fact that employee safety is the result of a complex set of factors, including health, social issues, environment, etc. Businesses are taking all these factors into account when promoting a workplace safety culture.



## Our Delegates

50% are in supervisory positions

50% represent labour

20% are or have been in a health profession

Safety Council member businesses and individuals enthusiastically support the conference. Most attend annually.

Most provincial government departments send representatives, as well as several federal departments.

## 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

<b>Platinum</b>	<b>Gold</b>	<b>Silver</b>	<b>Bronze</b>
<b>MAXIMUM PROFILE AND EXPOSURE</b> Ideal for organizations that want an effective means of introducing their name or message to Nova Scotians. Example: provincial or federal government departments, national or international businesses	<b>OUTSTANDING PROFILE AND EXPOSURE</b> Ideal for organizations wishing to become better known in the field of health and safety; Example: local or national businesses or national non-profits	<b>EXCELLENT PROFILE AND EXPOSURE</b> Ideal for organizations that wish to remind the public of their ongoing commitment to health and safety; Example: local businesses or non-profits	<b>GOOD RECOGNITION AND EXPOSURE</b> Ideal for organizations that wish to be part of the conference, while sticking to their budget Example: local businesses or non-profits
Free Exhibit Booth 8 by 10 In prominent location throughout conference	Free exhibit booth 8 by 10 No choice of location		
<b>6 complimentary delegate registrations for the full conference</b>			
Opportunity to present 2 conference sessions or workshops (non-commercial) subject to NS Safety Council approval	Choice of events or items to sponsor, including Evening reception or Early bird breakfast session or delegate kit bags	Choice of refreshment breaks to sponsor; signage at refreshment break indicating sponsorship	
<b>Company name and logo featured prominently in all conference literature</b>	<b>Company name on conference program—see “deadline” next page</b>	<b>Company name on conference program—see “deadline” next page</b>	<b>Company name on conference program—see “deadline” next page</b>
Showcased as a sponsor at major conference event (example: Official Opening) Meet prominent guest speaker prior to event; introduce speaker	Signage at the event (or logo on delegate kit bags, if sponsoring kit bags) Name on signage as the event sponsor; recognized as event sponsor		
<b>Brochure in delegate kits</b>	<b>Brochure in delegate kits</b>		
Signage posted prominently throughout conference	Signage at event sponsored		
<b>Sponsor name and logo on conference “big screen”</b>	<b>Sponsor name on conference “big screen”</b>	<b>Sponsor name on conference “big screen”</b>	<b>Sponsor name on conference “big screen”</b>
<b>Sponsorship certificate presented to your representative at the conference</b>	<b>Sponsorship certificate presented to your representative at the conference</b>	<b>Sponsorship certificate presented to your representative at the conference</b>	<b>Acknowledged publicly at the conference as a bronze sponsor</b>
<b>\$25,000</b>	<b>\$5,000</b>	<b>\$2,000</b>	<b>\$500</b>

## Sponsorship Is Easy!

1. Contact us at 902-454-9621 or [kennedy@nssafety.ns.ca](mailto:kennedy@nssafety.ns.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!

**January 4, 2008\***

**Sponsorship Deadline**

\*The deadline for sponsors who wish to have their company logo and/or name (depending on sponsorship category) listed in our conference program.