



BC MUNICIPAL
SAFETY Association

20

THE 5TH

"Better Together"

JOINT ANNUAL

CONFERENCE



TRADESHOW

SEPTEMBER 26 & 27, 2023 | PENTICTON, BC

SPONSOR AND EXHIBITOR GUIDE

23

ABOUT US



The British Columbia Municipal Safety Association (BCMSA) is an independent, non-profit organization committed to improving worker health and safety in all industries throughout the province.



The Public Works Association of British Columbia represents individuals working for municipalities, utility companies and engineering consulting firms, in every community throughout BC and Yukon.

A background image showing a group of people at a conference or event. In the foreground, three people are visible: a woman on the left with blonde hair wearing a dark blazer and a blue lanyard, a man in the center wearing a dark suit and a blue lanyard, and a woman on the right with dark hair wearing a white top and a blue lanyard. They are all holding small white plates with food. The background is slightly blurred, showing other people and a bright, indoor setting.

450+

Delegates,
Exhibitors, Speakers
& Guests

2

Keynote
Plenaries

1

Unique
Event

"Better Together"

SPONSORSHIP

WHY SPONSOR?

- 1 Strategic connections with industry leaders and decision makers from local government.
- 2 Build brand recognition with your target audience.
- 3 Our sponsors consistently tell us how much they appreciate the valuable relationships they have made through our event.
- 4 An opportunity for efficient lead generation by creating relationships with your target audience.
- 5 Network and create new professional relationships.

SPONSORSHIP PACKAGES

\$5,000

PLATINUM

Platinum Logo Exposure Package

1 Full Conference Registration

2 Invitations: Presidents Reception

Hybrid Tradeshow Booth in Prime Location

Platinum Digital Marketing Package

6 Available

\$4,000

GOLD

Gold Logo Exposure Package

1 Full Conference Registration

1 Invitation: Presidents Reception

Hybrid Tradeshow Booth

Gold Digital Marketing package

8 Available

\$4,000

HEAVY EQUIPMENT

Equipment Logo Exposure Package

1 Full Conference Registration

1 Invitation: Presidents Reception

Hybrid Tradeshow Booth in Prime Location

Equipment Digital Marketing Package

8 Available

\$3,000

SILVER

Silver Logo Exposure Package

1 Invitation: Presidents Reception

Hybrid Tradeshow Booth

Silver Digital Marketing package

and more!

6 Available

\$2,000

BRONZE

Bronze Logo Exposure Package

1 Invitation: Presidents Reception

Bronze Digital Marketing package

and more!

6 Available

SOLD OUT

SOLD OUT

SOLD OUT

#JAC2023

04



INQUIRE

Partner Sponsorship

3 AVAILABLE

Partner Digital Marketing package

- Two social media announcements about company leading up to conference.
- Large logo placement in virtual platform lobby on wall with direct links to virtual tradeshow booth.
- Logo recognition in pre-conference emails.
- Post Event Statistics and final participant list.
- Recognition as a partner in similar email and conference newsletters once sponsorship is arranged.
- A customized media kit to celebrate the sponsorship.
- A premium hybrid tradeshow booth in a prominent area.
- Acknowledgement on all of the social media channels of both associations #2023JAC.
- Your logo with hyperlink will be up on both association websites until the end of 2023.
- Post event statistics and final participant list.
- Official acknowledgement will be provided in the Conference e-newsletter which reaches over 3,500 municipal decision makers.

Partner Logo Exposure Package

- Logo advertisement in conference program.
- Preferred billing on all-conference sponsorship signage.
- Logo on Conference guide.
- Logo on video displays.
- First choice of hybrid exhibition location in prime position.
- Two all-conference registrations, including all conference meals and special event tickets.
- Three invitations to the President's Reception.
- Event Welcome Message.

\$5,000

Platinum Sponsorship

~~6 AVAILABLE~~ 2 AVAILABLE

Platinum Digital Marketing Package

- Social media announcement when sponsorship is announced.
- Two social media announcements about your company leading up to conference.
- Large logo placement in virtual platform lobby on wall with direct links to virtual tradeshow booth.
- Logo recognition in pre-conference emails.
- Post Event Statistics and Final Participant List.
- Recognition as platinum sponsor on sidebar of all pre-conference newsletters once sponsorship is arranged.
- A customized media kit to celebrate the sponsorship.
- A premium virtual tradeshow booth in a prominent area.
- Acknowledgement on all of the social media channels of both associations #2023JAC.
- Your logo with hyperlink will be up on both association websites until the end of 2023.
- Official acknowledgement will be provided in the Conference e-newsletter which reaches over 3,500 municipal decision makers.

Platinum Logo Exposure Package

- Logo advertisement in conference program.
- Preferred billing on all-conference sponsorship signage.
- Logo on Conference guide.
- Logo on video displays.
- First choice of hybrid exhibition space in prime location.
- One full-conference registration, including all conference meals and special events
- Two invitations to the President's Reception.





Gold Sponsorship

~~8 AVAILABLE~~ 4 AVAILABLE

Gold Digital Marketing Package

- Two social media announcements about your company leading up to conference.
- Logo placement in virtual platform lobby on wall with direct links to virtual tradeshow booth.
- Logo recognition in pre-conference emails.
- Post Event Statistics and Final Participant List.
- Recognition as gold sponsor on sidebar of all pre-conference newsletters once sponsorship is arranged.
- A customized media kit to celebrate the sponsorship.
- A virtual tradeshow booth in a prominent area.
- Acknowledgement on all of the social media channels of both associations #2023JAC.
- Your logo with hyperlink will be up on both association websites until the end of 2023.
- Official acknowledgement will be provided in the Conference e-newsletter which reaches over 3,500 municipal decision makers.

Gold Logo Exposure Package

- Logo advertisement in conference program.
- Prime billing on all-conference sponsorship signage.
- Logo on Conference guide.
- Logo on video displays.
- Hybrid Tradeshow Booth.
- One full-conference registration, including all conference meals and special events.
- One invitation to the President's Reception.



\$4,000

Heavy Equipment Sponsorship

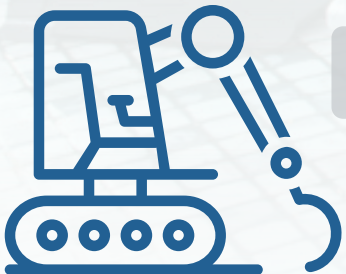
~~8 AVAILABLE~~

Platinum Digital Marketing Package

- Indoor display and exhibitor space for heavy equipment in the event tradeshow location of the Pentti Trade and Convention Center.
- Platinum Logo Exposure Package
 - Logo advertisement in conference program
 - Preferred billing on all conference sponsorship signage
 - Logo on Conference guide
 - Logo on video displays.
- One full-conference registration, including all conference meals and special events.
- One invitation to the President's Reception.

- Social media announcement when sponsorship is announced.
- Two social media announcements about your company leading up to conference.
- Large logo placement in virtual platform lobby on wall with direct links to virtual tradeshow booth.
- Logo recognition in pre-conference emails.
- Post Event Statistics and Final Participant List.
- Recognition in platform sponsor on sidebar of all pre-conference newsletters once sponsorship is arranged.
- A customized media kit to celebrate the sponsorship.
- A premier virtual tradeshow booth in a prominent area.
- Acknowledgement on all of our social media channels of both associations #2023JAC.
- Your logo with hyperlink will be up on both association websites until the end of 2023.
- Official acknowledgement will be provided in the Conference e-newsletter which reaches over 3,500 municipal decision makers.

**INDOOR HEAVY
EQUIPMENT DISPLAY
AREA!**



\$3,000

Silver Sponsorship

~~6 AVAILABLE~~

Silver Digital Marketing Package

- Social media announcement about your company leading up to conference.
- Logo placement on virtual platform lobby on wall with direct link to virtual tradeshow booth.
- Logo recognition in pre-conference e-newsletter.
- Post Event Statistics and Social Participation Report.
- Recognition as Silver Sponsor on sidekick of pre-conference newsletter and conference sponsorship arranged.
- A customized media kit to celebrate the sponsorship.
- A virtual tradeshow booth in a prominent area.
- Acknowledgement on all of the social media channels of both associations #2023JAC.
- Your logo with hyperlink will be up on both association websites until the end of 2023.
- Official acknowledgement will be provided in the Conference e-newsletter which reaches over 3,500 municipal decision makers.

Silver Logo Exposure Package

- Logo advertisement in conference program.
- Logo on all-conference sponsorship signage.
- Logo in Conference guide.
- Hybrid Tradeshow Booth.
- One invitation to the President's Reception.



\$2,000

Bronze Sponsorship

~~6 AVAILABLE~~

Bronze Logo Pressure Package

- Logo on all conference sponsorship signage.
- Logo on Conference guide.
- One invitation to the President's Reception.
- Bronze Digital Marketing Package.
- Social media announcement about your company leading up to conference.
- Logo placement in virtual performance on wall.
- Post Event Statistics and Final Acknowledgement List.
- Recognition as Bronze sponsor on sidebar of all the conference newsletters once sponsorship is arranged.
- A customized media kit to celebrate your sponsorship.
- Your logo with hyperlink will be up on both association websites until the end of 2023.
- Official acknowledgement will be provided in the Conference e-newsletter which reaches over 3,500 municipal decision makers.



SPONSORSHIP STAND ALONE & ADD ONS

\$1,500

Caricature Artist Sponsorship includes co-branded background for caricature drawings (1)

SOLD



\$2,500

Photo Booth with your company's logo includes push recognition, and recognition in conference guide(1)



\$2,500

Breakfast Sponsorship, includes verbal recognition and recognition in conference guide (2)

SOLD

\$5,000

Tradeshow Reception Host (1)



#JAC2023

HYBRID TRADE SHOW

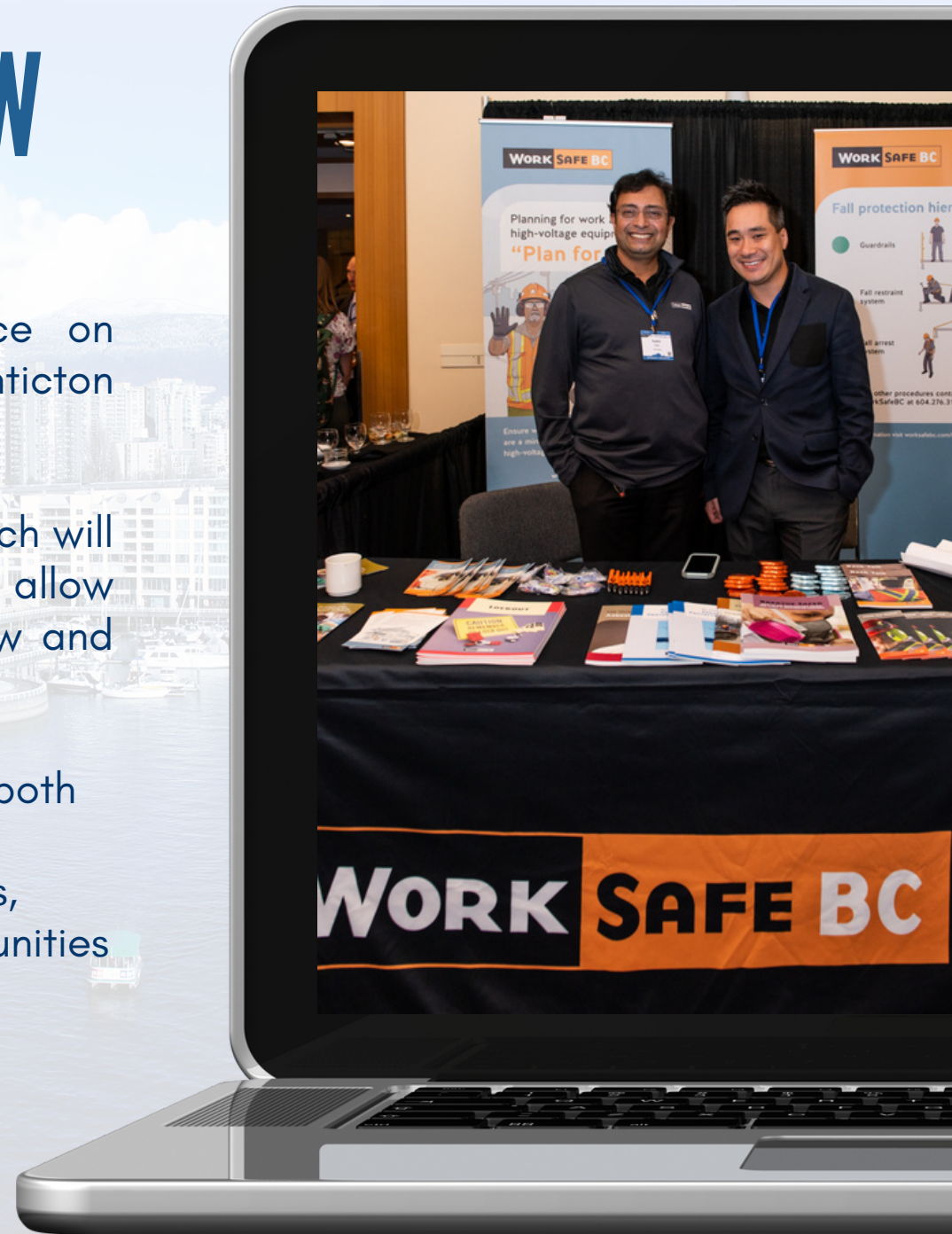
IN PERSON | VIRTUAL

The hybrid trade show is taking place on September 26 & 27, 2023 at the Penticton Trade and Conference Centre.

Dedicated time slots such as breaks or lunch will be part of the conference program to allow attendees time to explore the trade show and interact with sponsors & exhibitors.

The hybrid event brings you the benefit of both works. Instant lead retrieval and delegate information in your hands. Scavenger hunts, games and more to ensure multiple opportunities for engagement with our delegates.

Tuesday tradeshow cocktail reception to provide further networking and sales opportunities.



HYBRID EXHIBITOR BOOTH

\$1,295

GET THE BENEFITS OF IN PERSON & VIRTUAL!

Includes:

- Hybrid Tradeshow Booth
- 8 x 8 booth
- Two representatives
- Tradeshow reception
- Tuesday breakfast & lunch
- 8 ft high drape back wall
- 3 ft high drape side wall
- One 750 watt electrical outlet
- One 6 ft skirted table
- Two chairs
- Free WIFI
- Additional representative \$100
- Instant lead retrieval information!



Increase your profile, demonstrate your business and promote your organization, product or service to public works and safety professionals.

WHO ATTENDS?



Virtual and face-to-face relationship building and networking in a high-tech virtual platform, to show off the latest and greatest in your products and services. Reach the right people—the decision makers and product users.



ADDITIONAL INFO

EVENT SCHEDULE

SUBJECT TO CHANGE

TUESDAY SEPTEMBER 26, 2023

07:00 — 07:45	BREAKFAST
07:45 — 09:15	KEYNOTE SPEAKER / WELCOME
09:25 — 10:25	BREAKOUT SESSIONS
10:25 — 11:15	BREAK / TRADE SHOW
11:15 — 12:15	BREAKOUT SESSIONS
12:15 — 13:30	LUNCH / TRADE SHOW
13:30 — 14:30	BREAKOUT SESSIONS
14:30 — 15:00	BREAK / TRADE SHOW
15:00 — 16:00	BREAKOUT SESSIONS
16:10 — 17:10	BREAKOUT SESSIONS
17:10 — 19:00	TRADESHOW RECEPTION

WEDNESDAY SEPTEMBER 27, 2023

07:00 — 07:45	BREAKFAST
07:45 — 09:00	KEYNOTE SPEAKER / WELCOME
09:10 — 10:10	BREAKOUT SESSIONS
10:10 — 10:40	<i>BREAK / TRADE SHOW</i>
10:40 — 11:40	BREAKOUT SESSIONS
11:40 — 13:00	<i>AWARDS LUNCH</i>
13:00 — 14:00	BREAKOUT SESSIONS
14:00 — 14:15	BREAK
14:15 — 15:15	BREAKOUT SESSIONS
15:25 — 16:25	BREAKOUT SESSIONS

TERMS & CONDITIONS

Event Schedule Subject to Change

- All exhibitor registrations and sponsorships are subject to 5% GST.
- Payments can be made by VISA, Mastercard, AMEX and by cheque.
- Full payments must be received by August 15, 2023.
- Refunds are available until August 15, 2023 less a \$100 processing fee.
- Exhibitor booths must be finalized by September 1, 2023.

REGISTRATION

CONTACT US!

FOR CONFERENCE & TRADESHOW
INQUIRES, AND MORE INFORMATION,
CONTACT:



Register Now!

VENUE WEST CONFERENCE SERVICES

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