



## 2022 ACSA CONFERENCE SPONSOR CUSTOMIZATION OPPORTUNITIES

Sponsorship benefits are not limited to the options listed in the packages – we want to work with you to create a package that is of most value to you and meets your sponsorship objectives. Share your ideas with us and we will incorporate what we can. Below is a list of options our team has compiled to give you ideas of what we can do together.

- **Company logo placed on the virtual event platform login page OR as a static logo on the virtual event platform header** – As a platinum sponsor, your company logo will be prominently displayed on the virtual event platform in one of the above areas of your choosing for the duration of the event.
- **Opportunity to sponsor a keynote or session** – Your company logo will be visible within the program details as well as on the virtual event platform while the session is taking place. Your company logo will be visible on-screen prior to the session starting and your company will also be acknowledged at the start and close of the session.
- **Opportunity to provide remarks or show a video during the program** – Increase your brand exposure by showing a one- to two-minute pre-recorded video or have a company representative provide remarks.
- **Company branding on the registration form and confirmation email** – Your company logo will be prominently placed on the conference registration form and registration confirmation email that is sent to all attendees.
- **Push notifications** – Send a push notification to all conference attendees on the virtual event platform during the event. This could be used to encourage a one-on-one interaction with attendees or share company information or content. Timing and content of notification needs to be approved by ACSA and the number of notifications will be dependent upon sponsorship level.

**TF** 1.800.661.ACSA (2272)  
*info@youracsa.ca*

**Edmonton**

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- **Company branded banner ad displayed on the lobby virtual event platform** – Have your company brand front and centre on the virtual event platform through a banner ad displayed for one day of the event. This banner would be designed by the sponsoring company.
- **Sponsor video displayed on the lobby virtual event platform** – Have your company brand front and centre on the virtual event platform through a short looping video displayed for one day of the event. This video would be produced and provided by the sponsoring company. Suggested video length is three minutes.
- **Host group networking room** – Engage with a select group of attendees in a discussion session organized by your company. The session would be held on the virtual event platform and hosted by your organization. The discussion topic is up to you. Scheduling will be discussed with the conference organizers.
- **Submit a prize for the gamification** – Draw even more exposure to your brand by contributing a prize for the gamification challenge. This challenge will encourage event attendees to navigate the virtual event platform and engage with the content through specified actions. Your prize will be awarded to one of the gamification winners and will be promoted throughout the event to encourage participation.
- **Branded email notification to attendees** – Send an email to all conference attendees via the virtual platform during the event. This could be used to encourage visits to your booth, share company information or content. Timing and content need to be approved by ACSA.
- **Host an interactive workshop with attendees (cooking, yoga, etc.)** – Engage with a select group of attendees in a workshop organized by your company.
- **Show a commercial video (ad) during programming** – Address conference attendees directly through pre-recorded remarks (two minutes) presented by one of your company representatives. Or share a video if you prefer. Timing and placement of video to be decided by ACSA.

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Alberta Construction  
Safety Association

- **Sponsor a break** – Receive special recognition during one of our program breaks by providing a short activity opportunity for attendees (examples include yoga, meditation or trivia to name a few).

We look forward to discussing options with you and your team. Please connect with Lori Coté, Senior Stakeholder Relations Advisor, via email at [lcote@youracsa.ca](mailto:lcote@youracsa.ca) to discuss opportunities.

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