

# ALBERTA'S BEST WORKPLACES '12

## CONFERENCE AND AWARDS





## EVENT SPONSORSHIP OPPORTUNITY

### Alberta's Best Workplaces

Today's executives realize that without a vibrant, energetic and healthy workforce, their company is unable to reach the level of productivity required to grow the business. As such, they are dedicated to building and sustaining prosperous, forward-thinking organizations that value their greatest asset – people. It should come as no surprise that these same companies are able to attract and sustain quality employees in this high demand labour market.

Building upon Alberta's current momentum, *Alberta Venture* sees great value in recognizing those Alberta-based companies leading the way in corporate culture and human resource development. *Alberta Venture* magazine is pleased to announce the expanded Alberta's Best Workplaces Awards with the addition of a targeted conference for Alberta's business community on HR best practices.

## AWARD CATEGORIES

### BEST WORKPLACE FOR

Benefits

Perks and Incentives

Working Parents

Training and Development

Diversity

Environmentally Conscious

Millennials

Volunteerism and Community Involvement

Health and Safety

Fewer than 100 Employees

100–750 Employees

Over 750 Employees



Alberta's Best Workplaces seeks visionary corporate sponsors who understand the importance that an engaged and motivated workforce plays in success and who want to align their brand with a motivational program that instructs companies on how to create their very own 'best workplace'. Join us in celebrating Alberta's HR leaders as a program sponsor and ensure your company is recognized as a leader in its own right. Your sponsorship will increase your favourability and receptivity with Alberta's business community through the relationship *Alberta Venture* has with readers.

### Fast Alberta Venture Facts:

More than 160,000 influential and affluent senior business people turn to *Alberta Venture* every month for up-to-date information on business trends, best practices and profiles of successful companies. According to Starch Research:

- 80% of *Alberta Venture* readers are business owners, senior executives or professionals
- 64% percent of our readers are personally involved in their company's purchasing decisions for employee benefits
- 73% decide on professional development and training programs.



## EVENT SPONSORSHIP OPPORTUNITY

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### **The Alberta's Best Workplaces Conference An expanded event for a uniquely Albertan program**

This year, *Alberta Venture* is embarking on a dramatic expansion of our Alberta's Best Workplaces program. In addition to our magazine feature, online content, and signature awards reception, we will be producing a unique half day Best Workplaces conference. This conference will showcase the best practices and policies that leading HR managers have enacted in their companies for the education and discussion of an influential business audience.

This half-day conference, held in Edmonton in May 2012, will consist of a lunch keynote speaker, informative sessions, a "Conversation Café", and a panel discussion with representatives from the 2011 Best Workplace Award winners. Attendees will learn how to create a unique corporate culture and how to be a leader in employee development. Following the conference, the 2012 Alberta's Best Workplaces Award winners will be announced at an exclusive awards reception.

*Alberta Venture* is pleased to announce that the Human Resource Industry of Alberta is a new partner in this program.

## **EVENT SCHEDULE**

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**Introductory Lunch** with Keynote Speaker: "Managing in a Multigenerational Workplace"\*

Concurrent Sessions:

- A) **Creating a Culture of Loyalty\***
- B) **How to Build an Innovative and Productive Workforce\***

**Conversation Café:** In this unique concept, sponsors will have the opportunity to interact directly with attendees. A specific topic will be designated for each table and attendees will seek out the discussion items they are most interested in. Sponsors will have the opportunity to suggest topics and provide expert advice and information on the topic.

**Panel Discussion**

**Alberta's Best Workplaces 2012 Award Ceremony and Networking Reception**

\*Subject to change

Location: **Edmonton**

Date: **May 1st, 2012**

Size: **150 attendees to conference;  
200+ to Awards Ceremony and Reception**

## **PROFILE OF AN ATTENDEE**

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Attendees of this event will be representatives from past, present, and nominated Alberta's Best Workplaces companies, HR directors, key business decision makers who wish to learn about creative initiatives, and small and medium sized business owners who wish to expand their HR strategy with innovative ideas and services. They'll take what they've learned and implement it within the framework of their own company. The Alberta's Best Workplace Conference offers your brand the chance to connect with these forward-looking individuals in a concentrated and meaningful way.

## **ONLINE SUPPORT**

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All content from the conference will be captured in video, audio, and written form and posted on [albertaventure.com](http://albertaventure.com) in a special "Best Workplaces" microsite. The site will be heavily integrated with the magazine feature and will include a significant social media campaign to connect those looking to create better workplaces with the event, the magazine, and each other.



## EVENT SPONSORSHIP OPPORTUNITY

### PRESENTING SPONSOR

(One sponsorship available)

**The Presenting Sponsor's logo will appear in all promotional materials, advertising and event displays under the 'presented by' category, alongside *Alberta Venture*. The Presenting Sponsor also receives exclusivity of category for the entire program, as well as a customized awards event presence.**

#### Pre-Event

- Logo identification as Presenting Sponsor in all applicable materials including the 2012 questionnaire form, direct mail components, conference invitation and any additional event promotions
- Logo identification in all applicable online promotions including the Alberta's Best Workplaces web page, online questionnaire form, mass email campaigns and banner ads on [www.albertaventure.com](http://www.albertaventure.com)
- Logo identification as Presenting Sponsor in three full page advertisements within *Alberta Venture* magazine promoting questionnaire submissions and conference attendance
- Logo identification as Presenting Sponsor in three full page advertisements within *Alberta Oil* magazine promoting questionnaire submissions and conference attendance
- One full page, full colour advertisement promoting your company or brand in *Alberta Venture* magazine. This print ad is to run in the May 2012 issue profiling Alberta's Best Workplaces (ad value of \$5,320)
- An opportunity to participate in the Alberta's Best Workplaces' selection panel

#### During Event

- A company representative can introduce the keynote speaker at the conference
- Participation at the Conversation Café with opportunity to host two tables
- Customized presence with the opportunity to speak at the event. A company representative may address the attendees and join *Alberta Venture* during the conference and awards reception opening remarks.
- Opportunity for company representative to hand out recipient awards to the three Best Overall Workplaces
- Opportunity to include promotional items in attendee give-away 'swag bags'
- Verbal recognition during award show as the Presenting Sponsor
- Logo identification as Presenting Sponsor on site signage and on screen video presentations
- Logo identification as Presenting Sponsor on recipient awards
- Four conference registrations
- 10 invitations to the award reception

#### Post-Event

- Access to conference attendee list
- Logo identification as Presenting Sponsor within one half page, full colour ad in the June issue of *Alberta Venture* congratulating award winners
- Name recognition and logo identification for one year on Best Workplaces microsite that will feature an online Best Workplaces Hall of Fame, event photos, video content from the conference sessions, and HR-related magazine articles
- Banner ad on Best Workplaces microsite, to run for six months
- Logo identification on video interviews with winners

**PRESENTING SPONSORSHIP COST: \$20,000 (NET)**

**WITH THREE-YEAR SPONSORSHIP: \$17,600 (NET PER YEAR)**

AN OUTSTANDING NETWORKING OPPORTUNITY



## EVENT SPONSORSHIP OPPORTUNITY

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### **GOLD SPONSOR**

(two sponsorship available)

**The Gold Sponsor's logo will appear in all applicable promotional materials, advertising and event displays.**

#### **Pre-Event**

- Logo identification as Gold Sponsor in all applicable materials including the 2012 questionnaire form, direct mail components, conference invitation and any additional event promotions
- Logo identification in all applicable online promotions including the Alberta's Best Workplaces web page, online questionnaire form, mass email campaigns and banner ads on [www.albertaventure.com](http://www.albertaventure.com)
- Logo identification as presenting sponsor in three full page advertisements within *Alberta Venture* magazine promoting questionnaire submissions and conference attendance
- Logo identification as presenting sponsor in three full page advertisements within *Alberta Oil* magazine promoting questionnaire submissions and conference attendance
- One half page, full colour advertisement promoting your company or brand in *Alberta Venture* magazine. This print ad is to run in the May 2012 issue profiling Alberta's Best Workplaces (ad value of \$3,460)

#### **During Event**

- Verbal recognition during conference opening remarks
- A company representative can introduce one of the "Best Practices" sessions speakers
- Participation at the Conversation Café with opportunity to host one table
- Logo identification as Gold Sponsor on site signage and on screen video presentation
- Opportunity for company representative to hand out recipient awards in two categories, excluding Best Overall Workplaces
- Opportunity to include promotional items in attendee give-away 'swag bags'
- Two registrations for the conference
- Six invitations to the award reception

#### **Post-Event**

- Access to conference attendee list
- Name recognition as sponsor within one half page, full colour ad in the June issue of *Alberta Venture* congratulating award winners
- Name recognition and logo identification for one year on Best Workplaces microsite that will feature an online Best Workplaces Hall of Fame, event photos, video content from the conference sessions, and HR-related magazine articles
- Banner ad on Best Workplaces microsite, to run for three months

**GOLD SPONSORSHIP COST: \$15,000 (NET)**

**WITH THREE-YEAR SPONSORSHIP: \$13,200 (NET PER YEAR)**



## EVENT SPONSORSHIP OPPORTUNITY

### SILVER SPONSOR

(three sponsorship available)

**The Silver Sponsor's logo will appear in all applicable promotional materials, advertising and event displays.**

#### Pre-Event

- Logo identification as Silver Sponsor in all applicable materials including the 2012 questionnaire form, direct mail components, conference invitation and any additional event promotions.
- Logo identification in all applicable online promotions including the Alberta's Best Workplaces web page, online questionnaire form, mass email campaigns and banner ads on [www.albertaventure.com](http://www.albertaventure.com)
- Logo identification as Silver Sponsor in three full page advertisements within *Alberta Venture* magazine promoting questionnaire submissions and conference attendance
- Logo identification as presenting sponsor in three full page advertisements within *Alberta Oil* magazine promoting questionnaire submissions and conference attendance
- A one third page, full colour advertisement promoting your company or brand in *Alberta Venture* magazine. This print ad is to run in the May 2012 issue profiling Alberta's Best Workplaces (ad value of \$2,395)

#### During Event

- Verbal recognition during conference opening remarks
- Participation at the Conversation Café with opportunity to host one table
- Logo identification as sponsor on site signage and on screen video presentation
- Opportunity for company representative to hand out recipient awards in one category, excluding Best Overall Workplaces
- Opportunity to include promotional items in attendee give-away 'swag bags'
- One registration for the conference
- Four invitations to the award reception

#### Post-Event

- Access to conference attendee list
- Name recognition as sponsor within one half page, full colour ad in the June issue of *Alberta Venture* congratulating award winners
- Name recognition and logo identification for one year on Best Workplaces microsite that will feature an online Best Workplaces Hall of Fame, event photos, video content from the conference sessions, and HR-related magazine articles
- Banner ad on Best Workplaces microsite, to run for one month

**SILVER SPONSORSHIP COST: \$10,000 (NET)**

**WITH THREE-YEAR SPONSORSHIP: \$8,800 (NET PER YEAR)**

AN OUTSTANDING NETWORKING OPPORTUNITY



EVENT SPONSORSHIP OPPORTUNITY

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# ALBERTA VENTURE

## **Alberta's Leader in B2B events**

As the authoritative magazine for Alberta's business community, *Alberta Venture* is proud to have honoured Alberta's Best Workplaces for the past five years. With this expanded and improved event, you can be sure this feature will attract more attention than ever.

Annually, *Alberta Venture* hosts many prestigious events in conjunction in addition to the Best Workplaces conference. Our other notable and valued programs include Alberta's Fast Growth 50, the Contractor of the Year Awards, Most Influential Golf Tournament, Venture 100 + Next 100 Forum, and Alberta's Business Person of the Year. Alberta's business elite know that an event put on by *Alberta Venture* will deliver a high quality networking experience in conjunction with flawless execution and insightful keynote speakers. When you're working with *Alberta Venture*, you're working with the industry's best.

AN OUTSTANDING NETWORKING OPPORTUNITY