

INNOVATE HR

2026

Hosted by Western Cities HR Association



Edmonton, AB

**DOUBLETREE BY HILTON
OCTOBER 6 | 7 | 8 | 2026**



The Western Cities group has a long-standing history of connecting, starting out as an informal annual meeting of Human Resources Public Sector professionals, it transformed into a full conference several decades ago.

WHAT WE DO

Western Cities HR Conference brings together senior HR professionals and leaders from municipalities and public-sector organizations across Western Canada who are responsible for shaping people strategy, workplace culture, and organizational effectiveness.

Our audience includes decision-makers and senior leaders, including HR Directors, Managers, and professionals who also oversee human resources, finance, IT, operations, and corporate services within their organizations. Many attendees wear multiple leadership hats and influence decisions that impact their workforce and communities.

WCHRC creates a space where these leaders come together to learn from peers, explore innovative approaches to HR, and share practical solutions grounded in public-sector realities.

NEW! In 2026, this community expands with the launch of our inaugural Western Cities HR membership program, extending learning and connection beyond the conference.

Beyond education, Western Cities HR fosters meaningful connections, trusted conversations, and renewed energy so participants return to their organizations informed, inspired, and better equipped to lead throughout the year, not just at the annual event.

2026 ANNUAL CONFERENCE

INNOVATE HR

OCT 6-8 in Edmonton, AB

WHY SPONSOR?

Western Cities HR isn't just a conference, it's where HR conversations happen.

Sponsoring Western Cities HR Conference gives your brand meaningful access to an engaged audience of municipal and public-sector HR professionals who influence decisions, shape policy, and seek innovative solutions.

Sponsor Partners benefit from:

- Relationship-driven engagement with HR decision-makers
- Strategic positioning as a partner in HR innovation
- Multi-touch visibility across digital, on-site, and post-event channels
- Lead generation through the conference app and interactive activations
- Increased brand presence across Western Canada
- Year-round engagement opportunities with our membership community through newsletters, social media, shared content, and professional development initiatives



Sponsorship Opportunities

TITLE SPONSOR PARTNER

[SOLD]

You are the official conference Title Sponsor.

Includes full Platinum benefits plus:

- Prominent recognition as Title Sponsor
- Custom activation opportunity.
- Complimentary Exhibitor Booth
- 4 Conference Registrations
- Pre & Post-Event Social Media Promotion
- Verbal Recognition During Conference
- Logo on all WCHRC Materials
- Advance Delegate List

PLATINUM BENEFITS \$15,000

- Complimentary Exhibitor Booth
- 3 Conference Registrations
- Recognition in Event App
- Pre & Post-Event Social Media Promotion
- Verbal Recognition During Conference
- Logo on all WCHRC Materials
- Advance Delegate List
- Introduce a Keynote
- Featured on conference slide loop
- Priority follow-up access for leads



NEW! Sponsor Partnerships

Western Cities HR sponsorships are structured as annual partnerships that provide visibility and engagement opportunities with our members throughout the year, including social media recognition, newsletter features, shared content, and opportunities to collaborate on CPD-eligible webinars and professional development sessions.

THANK YOU
TITLE SPONSOR PARTNER

 **Alberta**
Municipalities
Strength
In Members



Sponsorship Opportunities

GOLD BENEFITS \$10,000

- Complimentary exhibitor booth in the tradeshow
- Two full conference registrations (including meals and networking events)
- Logo featured prominently on event media
- Event app spotlight with access to delegates
- Recognition in WCHRC media promotions
- Verbal recognition during the main program
- Opportunity to include promotional items
- Sponsor recognition on conference slide decks



SILVER BENEFITS \$7,500

- Tradeshow booth at 75% discount
- One full conference registration
- Logo included in conference slide deck and on-site recognition
- WCHRC media promotion
- Verbal recognition during the event program
- Sponsor recognition on slide deck



"Everything was great, the content was top notch this year" — Past Attendee

An accessible entry point with real impact.

BRONZE BENEFITS \$5,000

- Tradeshow booth at 50% discount
- WCHRC media promotion
- Sponsor recognition on conference slides

Conference Sponsorship Opportunities

REGISTRATION SPONSOR \$5,000 [Exclusive]

- Exclusive brand presence at the registration hub, the highest-traffic area of the conference
- Opportunity to include branded welcome item or collateral in delegate packages **[SOLD]**
- Verbal recognition during program
- Featured recognition in WCHRC pre-event and on-site promotions
- Logo placement on sponsor recognition slides

WINE SPONSOR \$5,000 [Exclusive] [SOLD]

- Logo placement on dining tables during gala
- Verbal acknowledgment during the gala
- WCHRC media promotion on slide deck

RECEPTION SPONSOR \$5,000 [Exclusive]

- Brand presence at the Welcome Reception
- Opportunity for branded signage
- Verbal recognition as host of the reception
- Logo featured in conference slides

LUNCH SPONSOR \$3,000 [2 available]

- Logo placement on buffet tables and dining area signage **[SOLD]**
- Verbal acknowledgment during lunch
- WCHRC media promotion and on-screen sponsor recognition

BREAK SPONSOR \$1,800 [3 available]

- Logo placement on break stations
- Recognition during scheduled breaks
- Sponsor recognition on slides and WCHRC media

SESSION SPONSOR \$1,500 (9 available)

- Introduction as session sponsor
- Logo displayed on session screen
- Brief intro to position your services
- Sponsor recognition on slide deck



THANK YOU TO OUR 2025 *Supporters*

SPONSORS

TITLE SPONSOR

Alberta Municipalities

GOLD SPONSORS

UKG

RBC Dominion Securities

SILVER SPONSOR

Hillcrest Financial

Canoe Benefits

WINE SPONSOR

Hillcrest Financial

COCKTAIL SPONSOR

Young & Anderson

BREAKFAST SPONSOR

Brownlee LLP

LUNCH SPONSOR

University of Calgary

EXHIBITORS

Alberta Municipalities

CPHRBC

Cooperators

Civic Info

Prepared for Duty

University of Calgary

Tenfold HR

Canoe Benefits

Carolyn Stern

Executive Wins

Padraig Leadership

Dawn McCoy Coaching & Consulting

DMC Consultant Group

Municipal World

RBC Dominion Securities

Psychometrics

Members Health

*"Keep doing what you're doing.
This event is always so well organized."
- Past Attendee*

Trade Show Exhibitor

The Western Cities HR Tradeshow is a true engagement space, not a walk-by exhibit hall. Delegates value time with vendors, return to booths, and come prepared with questions.

Investment \$2,850

Returning Exhibitors Get 10% Discount

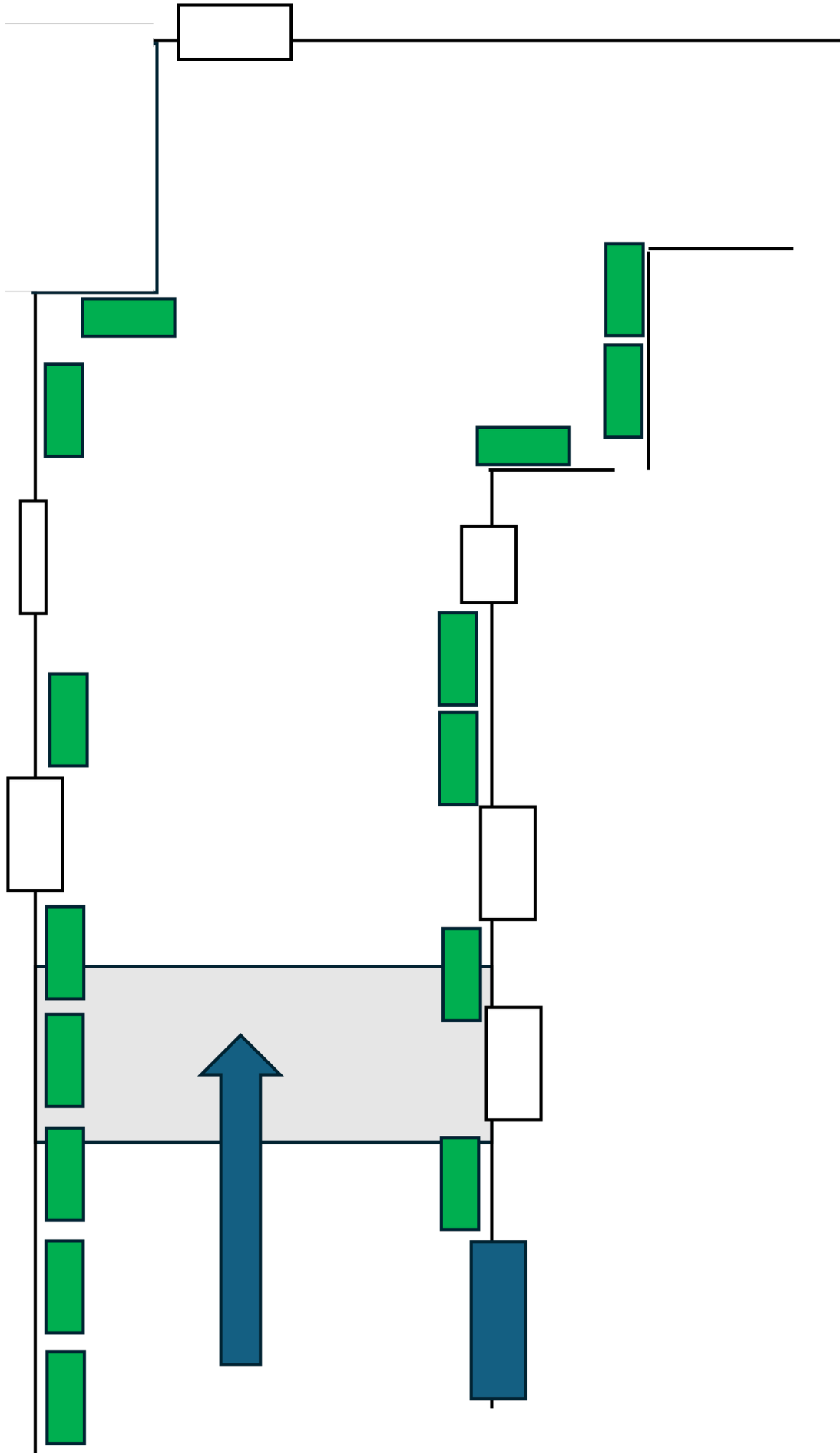
Includes:

- Draped table, chairs, power
- Two Exhibitor Passes (conference meals)
- Two Gala Passes
- Event App Access
- Networking
- Invitation to Sponsors Reception

WESTERN CITIES
HR
CONFERENCE



Trade Show Exhibitor Map

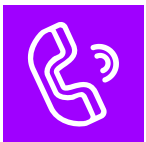




For more information:



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