

# Excel **HR** 2025

OCTOBER 7|8|9|10

*Nanaimo, B.C.*



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

Every year, we bring together like-minded professionals who are passionate about the future of employee engagement. We create an environment to reconnect with culture builders from previous WCHRC conferences, and participate in mindful discussions.

**Thank you 2024  
Platinum Sponsor**



## ANNUAL CONFERENCE

### Excel HR

OCT 7-10 in Nanaimo, B.C

*Vancouver Island Conference Centre*

Our annual conference is a popular event that includes a variety of plenary speakers, professional development sessions, exhibitors, and networking events for our attendees.

## WHY SPONSOR?

- WCHRC's sponsorship opportunities allow you to reach HR professionals from across Canada
- Align your brand with the Western Cities HR Conference that champions HR Professional excellence.
- Take advantage of the opportunity to connect with an exclusive, highly engaged audience of Public Sector and Municipal Government HR Professionals and decision makers – the most coveted in Western Canada.
- Increase your company brand exposure.
- Highlight your subject matter expertise and unique offerings to a professional audience.
- Secure the opportunity for follow up to support sales and leads through our event app.
- Promote your brand via WCHRC's online platforms and reach HR Professionals and business leaders across the Western Canada.



## Sponsorship Opportunities

### DIAMOND [TITLE] BENEFITS \$25,000

**[SOLD]**

- You are the Title Sponsor and receive all the benefits of a Platinum listed in the next column, plus specialized brand exposure at the hotel. Named and recognized as the
- Title Sponsor on all promo and marketing materials and Welcome Reception Sponsor.



*"Energetic well organized event.  
Kudos for the team."*

### PLATINUM BENEFITS \$15,000

- Exhibitor space at the Western Cities HR Conference Tradeshow at no additional cost
- (4) Conference Delegate Registrations
- Recognition on the conference event APP
- Social media recognition pre & post event
- Host an official Sponsor Delegate reception
- Verbal acknowledgment during the Conference announcements
- Logo recognition on all WCHRC marketing materials
- Delegate attendee list prior to event
- Opportunity to add marketing materials to delegate bags
- Introduce a keynote speaker with 5 minutes to highlight your company
- Frames of content for the conference ongoing slideshow display.
- **PLATINUM** Sponsor recognition in all promotional and e-mail campaigns to 1,100+ contacts.



# Sponsorship Opportunities

Thank you 2024  
Platinum Sponsor

## **GOLD BENEFITS \$10,000**

- Exhibitor space at the at the Western Cities HR Conference Tradeshow at no additional cost
- (2) Conference Delegate Registrations
- Recognition on the conference event APP
- Logo recognition on all WCHRC marketing materials
- Social media recognition pre & post event
- Verbal acknowledgment during the Conference announcements
- Bran exposure on the conference loop slideshow display.
- Opportunity to add marketing materials to delegate bags
- **GOLD** Sponsor recognition in all promotional and e-mail campaigns to 1,100+ contacts.

*"Great job everyone! Looking forward to next year!"*

## **SILVER BENEFITS \$5,000**

- Exhibitor space at the Western Cities HR Conference Tradeshow at a 75% discount
- (1) Conference Delegate Registration
- Social media recognition pre & post event
- Verbal acknowledgment during the Conference.
- Logo loop on the conference slideshow display.
- Silver Sponsor recognition in all promotional and e-mail campaigns to 1,100+ contacts.



## **BRONZE BENEFITS \$3,000**

- Exhibitor space at the Western Cities HR Conference Tradeshow at a 50% discount
- Social media recognition pre & post event
- Logo loop on the conference slideshow display.
- Bronze Sponsor recognition in all promotional and e-mail campaigns to 1,100+ contacts.

## WESTERN CITIES HR CONFERENCE

*"If you can top this, good on you!"*

# Sponsorship Opportunities

### **HOSPITALITY SUITE SPONSOR \$7,500 [Exclusive]**

Prominent branding throughout the suite, including signage and table materials.

Recognition in the conference program, website, and app.

### **GALA SPONSOR \$5,000 [Exclusive]**

Your company's logo can be displayed on tables and on the conference slideshow display.

### **REGISTRATION SPONSOR \$3,500 [Exclusive]**

Your company's banners can be displayed at the registration table along with company promotional items.

### **WINE SPONSOR \$3,000 [Exclusive] [SOLD]**

Your company's logo can be displayed on the dining tables and the conference slideshow display.

### **COCKTAIL SPONSOR \$3,000 [Exclusive] [SOLD]**

Your company's logo can be displayed on the reception tables at the Welcome Reception and during the conference slideshow display.

### **LUNCH SPONSOR \$2,000 [2 available]**

Your company's logo can be displayed on buffet table, the conference slideshow display and verbally acknowledged during the event.

### **BREAK SPONSOR \$1,500 [3 available]**

Your company's logo can be displayed on break table in the tradeshow area and on the conference slideshow display.

### **SESSION SPONSOR \$1,000 (9 available)**

Your company introduced as the session sponsor, company logo displayed on the screen and the sponsor can briefly introduce company services and the session speaker.



*Entertainment - Dueling Piano Kings*

**THANK YOU TO OUR 2024 SPONSORS**

**PLATINUM SPONSORS**

Alberta Municipalities

**MEDIA SPONSOR**

Municipal World

**GOLD SPONSOR**

Canoe Benefits

**SILVER SPONSOR**

Hillcrest Financial

UKG

**BRONZE SPONSOR**

Keldar Leadership

Unit 4

University of Calgary

**WINE SPONSOR**

Hillcrest Financial

**SWAG SPONSOR**

Brownlee LLP

AMHSA

Hillcrest Financial

**THANK YOU TO OUR 2024 EXHIBITORS**

Alberta Municipalities

Canoe Benefits

CIBC Hobson Chahal Advisory Group

Keldar Leadership

Stargarden

Unit 4

Shades Of Humanity Consulting

Prepared For Duty Recruitment Service Inc.

Blaze Performance Canada

Harmony In The Workplace

Dawn McCoy Coaching and Consulting

Scout Talent

University Of Calgary

Western Medical Assessments

AMHSA

Municipal World

In Motion

Elevate The Path

*"It was my first time and felt that the whole conference went really well!"*

*"Great job. On everything!"*

# Trade Show Exhibitor

Investment \$2,600

## Overall Conference Benefits

- Feature your company's products and services at the an
- Participation in the conference (listen to speakers & sessions)
- Network with HR Professionals and decision makers
- Connect with delegates using the WHOVA app.

Included in your exhibitor fees are:

- Passes for **two** representatives including the Gala
- Opportunity to purchase additional registration
- Networking with all delegates.
- Invitation to Sponsors and Exhibitors appreciation reception.

An exhibitor layout will be sent to those that are interested, with a typical area being '8 deep x 8 wide.

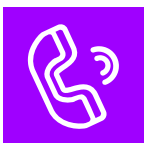




## For more information:



[www.westerncitiesconference.com](http://www.westerncitiesconference.com)



780.953.8733



[westerncitiesconference@gmail.com](mailto:westerncitiesconference@gmail.com)





# Trade Show Exhibitor Site



## Newcastle Island Lobby

