

2025 Partnership Opportunities





SafeConnect:

Canada's Amusement Industry Safety Conference

SafeConnect is a safety training event that embraces industry-leading certification in an expansive and inclusive face-to-face environment. Taking place from February 24- 28, 2025, SafeConnect is an invitation to partners to share safety initiatives and messaging with the Pacific Northwest audience.

This annual Canadian AIMS certification program, held on the Pacific National Exhibition Grounds (home to Playland), connects attendees from across North America through onsite training seminars, culminating with the offering of AIMS certification exams for Maintenance, Inspection and Operations. The result: attendees choose from the best selection of education tracks and network with industry professionals to bring home actionable safety information to share with colleagues and coworkers.

SafeConnect is managed and produced by The Pacific National Exhibition and invites delegates from across the industry to participate.

Impact

SafeConnect is the most cost-effective means to connect and showcase to the Canadian Amusement Industry audience. A sponsorship at SafeConnect will create an impact and elevate your brand as an industry leader. SafeConnect delivers a wide range of brand positioning and delegate touchpoints, to elevate your company visibility and profile.

Previous supporters have included:

- Technical Safety BC
- Alberta Elevating Devices & Amusement Rides Safety Association
- National Association of Amusement Ride Safety Officials
- Martin & Vleminckx Ltd.
- Hedgehog Technologies, Inc.
- Auton Engineering
- GMH Engineering
- 3M Canada
- NSK Canada
- Hydraulic Training Associates
- Altec Engineering
- Kumbak
- Technical Safety Authority of Saskatchewan
- Sypher & Associates





Attendance

As an in-person event, SafeConnect expects to attract over 100+ industry professionals from across the country.

Who will attend?

SafeConnect brings together amusement industry operators, technical leaders and safety regulators from across North America.

Attendees will have the opportunity to write the accredited AIMS exam following 40 hours of education in categories of operations, inspector, and maintenance. Training and knowledge sharing will support building best practices, resources, and partnerships.

Brand Profiling & Delegate Touchpoints

www.safeconnectconference.ca

As the go-to space for attendees, the SafeConnect website provides the first point of contact with delegates. A rotating banner on the home page will showcase the logos of the Gold and Silver sponsors. On the "Meet our Sponsors" page, all sponsors will be highlighted with hyperlinked logos arranged by sponsorship level.

Gold level sponsors also have the opportunity to provide a short welcome message (75 words) for placement on the "Meet our Sponsors" page.



Previous Attendees:

- *Calaway Park*
- *Technical Safety BC*
- *Fort Edmonton Park*
- *First Class Concessions*
- *Hauser Shows*
- *Pacific National Exhibition (Playland)*
- *Alberta Elevating Devices & Amusement Rides Safety Association*

Opportunities at a Glance



Investment	Number of opportunities available	Registration area welcome signage	Delegate gift item *	Logo with link on website	Onsite sponsor signage	Platform to launch news to industry	Pre/post conference welcome and thank you	Branded signage in sponsored area	Distribution of approved materials in sponsored	Branded e-blast	Complimentary registrations	Exhibit space package
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Platinum Partner

Registration and Help Desk including branded badge holder	\$5,000	1	•	•	•	•	•			•	2	•
Exclusive lunch partner ** (includes all 5 lunches)	\$4,000	1		•	•	•	•				2	•
Exclusive breakfast partner ** (includes all 5 breakfasts)	\$4,000	1		•	•	•	•				2	•
Curriculum	\$3,500	1		•	•	•	•		•		1	•
Delegate Cafés **	\$3,000	1		•	•	•	•				1	•

Gold Partner

Branded Water Stations	\$1,500	1		•	•							•
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Silver Partner

Branded Gift Bag*	\$1,000.00	1		•	•	•						
Water Bottle*	\$1,000.00	1		•	•	•						
Apparel*	\$1,000.00	2		•	•	•						
Lapel pin*	\$1,000.00	1		•	•	•						
Branded Umbrella*	\$1,000.00	1		•	•	•						

Supporter Partner

Exhibit Space - 8' table	250.00	10						•	•			•
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* Plus cost of product

** Upgraded menu available at partner cost

Sponsorship Benefits



Platinum Level Sponsorship Benefits include:

- Title sponsorship -your logo will be included in all marketing materials
- Logo included during the Keynote address
- Special acknowledgment at the opening reception and closing lunch
- Sponsor exhibit table - 8' table in meals area
- Company logo and sponsor recognition on site signage
- Company logo and sponsor recognition on Conference website

Specific to Curriculum (additions to Platinum Benefits):

- :15-:30 second video to be played at the beginning of all sessions
- Logo placement on the presentation title slide
- Logo placement on post session surveys

Additions Specific to Meal Sponsorships (additions to Platinum Benefits):

- Opportunity to address delegates for 3 minutes
- Ability to upgrade meal packages (i.e. - upgrade basic lunch (soup, salad, sandwiches) to specialty hot meal)

All Gold Level Sponsorship Benefits include:

- In-Class recognition – your logo will appear with listed sponsors in all classrooms
- Sponsor exhibit table - 8' table in meals area
- Company logo and sponsor recognition on site signage
- Company logo and sponsor recognition on Conference website

All Silver Level Sponsorship Benefits include:

- Company logo and sponsor recognition on site signage
- Company logo and sponsor recognition on Conference website

For more information, please contact:

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