



Perspectives

in Exercise,
Health & Fitness
Conference

Sponsorship Brochure

October 18-21, 2018
Kananaskis Alberta

About the Conference

The Perspectives in Exercise, Health & Fitness Conference is the 2018 professional development event of choice for delegates from the health, fitness and exercise sciences: exercise practitioners, policy makers, elite athlete coaches, health care clinicians, equipment buyers, facility managers/supervisors, industry professionals, academics, PhD candidates, researchers...just to name a few.

Where the Best Meet the Best

The sponsor experience at #PEHF combines fun, networking and connection. The tradeshow will be integrated into the Saturday reception and social night, so that you can meet and connect with as many delegates as possible. After all, your largest benefit will be the connections you make and the professional relationships that follow.

By being a sponsor of the Perspectives in Exercise, Health & Fitness Conference, you will be among the industry's best practitioners, managers and professionals.

Tradeshow Event + evening festivities

All Sponsors

Saturday October 20
6:30 - 11:00 pm

About Us

The Provincial Fitness Unit and the AFLCA have been leading the way for over 35 years in professional development, standards and certification for Alberta exercise and fitness professionals. Our passion is to support professionalism in the fitness and exercise industry. In turn the professionals whom we support with education and certification make huge contributions to the health and wellness of Albertans.

Know the Difference

Across Alberta over 3,000 certified exercise professionals are supported by our organization. For more detailed information about our services and membership, please visit www.provincialfitnessunit.ca

Trade Show Details

Set-up Times:

Olympic & Gold sponsors

Friday October 19, 10 am

Silver Sponsors

Saturday October 20, 10 am

Bronze sponsors

Saturday October 20, 4:00 pm



CEC approved

Opportunities

1. Sponsorship—Olympic Level \$8,000 + GST

Your company will receive:

- Tradeshow space with premier placement for maximum exposure to delegates Friday, Saturday & Sunday
- Two banners* displayed for duration of the conference
- Two stand-up signage displays* in conference registration area for the duration of the conference
- Print materials/coupons* in delegate conference packages
- Company logo & advertisement on conference website page
- Opportunity to showcase (5 min) your program, product or services on Friday (specific time to be confirmed)
- Social Media promotions on FB, Twitter (2 mentions per month, from conference registration open to conference commencement)
- Pre- and post-conference promotion in online newsletter (circulation 3000 exercise & fitness professionals, active living stakeholders & including conference delegates)
- One pre-conference welcome AND post-conference sponsor thank you enews to all registered delegates

Comps:

- 2 VIP conference registrations, including access to all sessions and:
 - Friday & Saturday keynote presentations,
 - Friday & Saturday evening receptions
- Complimentary advertising opportunities in autumn *Fitness Informer* E-magazine

2. Sponsorship—Gold Level: \$6,000 + GST

Your company will receive:

- Tradeshow space with premier placement for maximum exposure to delegates
- Two stand-up signage displays*
- Print materials/coupons* in the delegates' conference packages
- Company logo & advertisement on conference website page
- Advertisement on Conference website page,
- 30% discounted advertising opportunities in autumn *Fitness Informer* E-magazine
- Opportunity to showcase (5 minutes) your program, products or services on Friday (specific time to be confirmed)
- One pre-conference OR post-conference welcome/ sponsor thank you enews to all registered delegates

Comps:

- 2 VIP conference registrations including access to all sessions and:
 - Friday & Saturday keynote presentations
 - Friday & Saturday evening receptions

[more sponsorship opportunities →](#)

* All banners, displays and delegate package advertising flyers/coupons must be provided by exhibitor and shipped to conference site

3. Sponsorship—Silver Level: \$2500 + GST

Your company will receive:

- Tradeshow space
- 1 stand-up display*
- Print materials/coupons* in the delegates' conference package
- Participation in tradeshow networking activity
- Advertisement on 2018 Perspectives Conference page
- 30% Advertising discount opportunities in autumn issue of *Fitness Informer* E-magazine

Comps:

- **2 Friday & Saturday Keynote presentation-reception invitations
- **2 Saturday tradeshow extravaganza tickets

4. Sponsorship—Bronze Level: \$500 + GST

Your company will receive:

- Tradeshow space
- 1 stand-up signage* display
- Print materials/coupons* in the delegates' conference package

Comps:

- **2 tickets to Saturday evening tradeshow extravaganza

* All banners, displays and delegate package advertising flyers/coupons must be provided by exhibitor, and shipped to conference site

** Additional conference inclusions may be purchased (eg., sessions, Keynote presentations, Friday reception, advertising)

Register Online for Your Preferred Sponsorship Opportunity

For all conference sponsors confirmed by
September 1st!

- ▶ 30% Fitness Informer E-magazine advertising discount
 - 2018 Fall and 2019 Winter issues

For all conference sponsors confirmed by
September 15th

- ▶ 20% Fitness Informer E-magazine advertising discount
 - Fall 2018 issue only

[Book accommodations at the Kananaskis Lodge](#) to receive conference accommodation pricing.

For more information contact:

[Cheryl Thurston, Perspectives in Exercise Health & Fitness Conference Coordinator](#)
[Katherine MacKeigan, Director Provincial Fitness Unit](#)

Benefits	Sponsorship Level			
	Olympic	Gold	Silver	Bronze
Tradeshow display times	Friday thru Sunday (Conference hours)	Friday thru Sunday (Conference hours)	Saturday (all day)	Saturday evening only
Conference set up times	Friday October 19, 10 am	Friday October 19, 10 am	Saturday October 20, 10 am	Saturday October 20, 4 pm
Banners	2			
Standing signage	2	2	1	1
Print material-coupons in delegate package	✓	✓	✓	✓
Conference website advertising	✓	✓	✓	
3 - 5 minute showcase	✓	✓		
Social media promotion	✓			
Pre-conference welcome	✓	one of pre- or post-conference thank you		
Post-conference thank you	✓			
Online newsletter promo (Fitness Informer and fall advertising)	Complimentary	30% discount	30% discount	
Conference registrations	2	2	partial	