

NDSC's 48<sup>TH</sup> ANNUAL SAFETY & HEALTH

# CONFERENCE

HYBRID EVENT

February 22-25, 2021

LIVE ONLINE or IN BISMARCK

# SPONSOR OPPORTUNITIES

We host the conference.  
You get the credit.

Together, we  
save lives.

**NDSC**

NORTH DAKOTA SAFETY COUNCIL

A private non-profit.



# SPONSOR LEVELS

## at a glance

	Legendary \$20,000 +	Event Champion \$15,000 - \$19,999	Premier \$10,000 - \$14,999	Platinum \$5,000 - \$9,999	Diamond \$3,000 - \$4,999	Gold \$1,000 - \$2,999	Silver \$500 - \$999	Bronze \$250 - \$499
Half page ad in NDSC quarterly training calendar (2 consecutive issues) - \$1000 value	✓							
Half page ad on back cover of conference brochure <b>OR</b> full page ad in program guide (\$950 value)	✓							
Company logo on program guide cover	✓	✓						
Recorded 30 second video message on virtual platform and in person	<b>2</b>	<b>1</b>						
Logo Recognition on Engagement Hub homepage	✓	✓						
Half page ad in the program guide (\$500 value)		✓	✓					
Feature ad in promotional conference emails	<b>3</b> <i>Emails</i>	<b>2</b> <i>Emails</i>	<b>1</b> <i>Email</i>					
Company logo on conference brochure cover	✓	✓	✓					
Company logo featured on homepage of registration website	LOGO	LOGO	LOGO	LOGO				
Company logo in statewide advertising campaigns - TV & online	✓	✓	✓	✓				
Social media mentions	✓	✓	✓	✓	✓			
Complimentary registrations for the Safety Leadership/HR track	<b>8</b>	<b>7</b>	<b>5</b>	<b>3</b>	<b>2</b>			
Recognition in all email promotions	✓	✓	✓	✓	✓			
Sponsor recognition on Event Engagement Hub	✓	✓	✓	✓	✓	✓		
Recognition on signage in classrooms	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	LISTING	
Recognition in conference brochure, program guide, signage, table tents, and on website	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	LISTING	LISTING
Recognition on the big screens during opening session and lunches	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	LISTING	LISTING

**SPONSOR  
THE 2021  
CONFERENCE!**

Fill out the Sponsor Agreement form, or make your commitment today at [www.ndsc.org/annualconference/sponsor](http://www.ndsc.org/annualconference/sponsor)

You can commit to supporting the event at any point, but to receive recognition in the conference brochure please submit your agreement by Monday, October 26, 2020.

# BENEFITS

## LEGENDARY \$20,000+ .....

- Half page ad in NDSC quarterly training calendar - 2 consecutive issues (\$1,000 value). Printing and distributing approximately 8,700.
- Half page ad on back cover of conference brochure (8,500 mailed) OR full page ad in program guide (2,000 to be distributed) (\$950 value)
- Company logo on program guide cover. Program Guide mailed to all virtual attendees and handed to in-person attendees
- Recorded 30 second video message played at opening session on morning 1 and morning 2
- Logo recognition on the homepage of the Event Engagement Hub
- Three feature ads in promotional conference emails
- Company logo on conference brochure cover - mailed out to approximately 8,500 people at launch of registration
- Company Logo featured on homepage of registration website
- Company Logo featured in statewide advertising campaigns
- Social media mentions
- 8 virtual or in-person registrations for the 2-day Safety Leadership track (Approximate \$5,200 value before discounts).
- Logo recognition in all email promotions
- Recognition on the sponsor page of the Event Engagement Hub that all virtual attendees will use to attend sessions
- Logo recognition on signage in classrooms at the in-person event
- Logo inside the conference brochure and program guide, on conference signage, table tents and registration website
- Logo recognition on the big screens at opening and during lunch

## EVENT CHAMPION \$15,000-\$19,999 .....

- Company logo on the program guide cover. Program Guide is mailed to all virtual attendees and handed to in-person attendees
- Recorded 30 second video message played at opening session on morning 1
- Logo recognition on the homepage of the Event Engagement Hub
- Half page ad in the program guide (expecting approximately 2,000 to be distributed) (\$500 value)
- Two feature ads in promotional conference emails
- Company logo on conference brochure cover - mailed out to approximately 8,500 people at launch of registration
- Company Logo featured on homepage of registration website
- Company Logo featured in statewide advertising campaigns
- Social media mentions
- 7 virtual or in-person registrations for the 2-day Safety Leadership track (Approximate \$4,550 value before discounts).
- Logo recognition in all email promotions
- Recognition on the sponsor page of the Event Engagement Hub that all virtual attendees will use to attend sessions
- Logo recognition on signage in classrooms at the in-person event
- Logo inside the conference brochure and program guide, on conference signage, table tents and registration website
- Logo recognition on the big screens at opening and during lunch

## PREMIER \$10,000 - \$14,999 .....

- Half page ad in the program guide (expecting approximately 2,000 to be distributed) (\$500 value)
- One feature ad in promotional conference emails
- Company logo on conference brochure cover - mailed out to approximately 8,500 people at launch of registration
- Company Logo featured on homepage of registration website
- Company Logo featured in statewide advertising campaigns
- Social media mentions

- 5 virtual or in-person registrations for the 2-day Safety Leadership track (Approximate \$3,250 value before discounts).
- Logo recognition in all email promotions
- Recognition on the sponsor page of the Event Engagement Hub that all virtual attendees will use to attend sessions
- Logo recognition on signage in classrooms at the in-person event
- Logo inside the conference brochure and program guide, on conference signage, table tents and registration website
- Logo recognition on the big screens at opening and during lunch

## PLATINUM \$5,000 - \$9,999 .....

- Company Logo featured on homepage of registration website
- Company Logo featured in statewide advertising campaigns
- Social media mentions
- 3 virtual or in-person registrations for the 2-day Safety Leadership track (Approximate \$1,950 value before discounts).
- Recognition in all email promotions
- Recognition on the sponsor page of the Event Engagement Hub that all virtual attendees will use to attend sessions
- Logo recognition on signage in classrooms at the in-person event
- Logo inside the conference brochure and program guide, on conference signage, table tents and registration website
- Logo recognition on the big screens at opening and during lunch

## DIAMOND \$3,000 - \$4,999 .....

- Social media mentions
- 2 virtual or in-person registrations for the 2-day Safety Leadership track (Approximate \$1,300 value before discounts)
- Recognition in all email promotions
- Recognition on the sponsor page of the Event Engagement Hub that all virtual attendees will use to attend sessions
- Logo recognition on signage in classrooms at the in-person event
- Logo inside the conference brochure and program guide, on conference signage, table tents and registration website
- Logo recognition on the big screens at opening and during lunch

## GOLD \$1,000 - \$2,999 .....

- Recognition on the sponsor page of the Event Engagement Hub that all virtual attendees will use to attend sessions
- Logo recognition on signage in classrooms at the in-person event
- Logo inside the conference brochure and program guide, on conference signage, table tents and registration website
- Logo recognition on the big screens at opening and during lunch

## SILVER \$500 - \$999 .....

- Listing recognition on signage in classrooms at the in-person event
- Listing inside the conference brochure and program guide, on conference signage, table tents and registration website
- Listing recognition on the big screens at opening and during lunch

## BRONZE \$250 - \$499 .....

- Listing inside the conference brochure and program guide, on conference signage, table tents and registration website
- Listing recognition on the big screens at opening and during lunch

## LANYARD SPONSOR \$3,000 (SOLD OUT) .....

# WHAT IS A HYBRID EVENT?



## IN-PERSON TRAINING

Spatial distancing and CDC guidelines in place



## LIVE ONLINE

Live-streamed courses on both days of the Safety Leadership Track



## TECHNICAL TRACK

Courses to develop a safer workforce, days 1 & 2 of the Conference - all in person



## SAFETY LEADERSHIP TRACK

Courses to inspire, motivate and create better leaders, days 3 & 4 of the Conference - in person & virtual

# 2020 ATTENDEE DEMOGRAPHICS

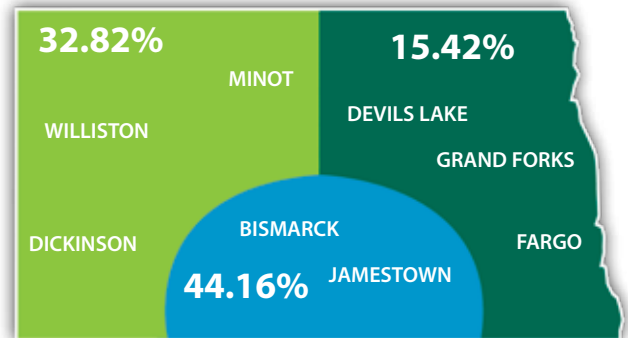
YEARS OF EXPERIENCE	
1-3 Years	16.39%
4-9 Years	32.04%
10-19 Years	30.70%
20+ Years	20.86%

INDUSTRY AFFILIATION	
Aerospace	0.55%
Agriculture	4.70%
Construction	15.19%
Government	10.22%
Health Care	3.87%
Insurance	2.07%
Manufacturing	10.36%
Mining	6.63%
Oil & Gas	22.51%
Other Industry	5.94%
Petrochemical	0.55%
Professional Services	1.10%
Transportation	3.73%
Utilities	12.57%

JOB TITLE	
Administrative Support	3.34%
CEO/President/Owner	1.87%
Consultant	2.27%
Director	3.61%
Facility Manager	3.48%
Human Resources	3.34%
Marketing/PR	0.27%
Other	17.25%
Safety Coordinator/Committee	16.84%
Safety Director/Manager	19.39%
Sales	1.47%
Security Manager	0.67%
Skilled Tradesperson	12.03%
Supervisor/Shift Supervisor	13.10%
Union Safety/Committee Rep.	0.40%
Vice President	0.67%

FIRST TIME ATTENDING	
Yes	38.49%
No	61.51%

## 2020 ATTENDEES BY REGION



7.6% Out-of-state attendees

# 942

registrants from **362** companies and **18** states.

# 187

exhibitor booths representing **145** vendor companies.

\*Reflects the feedback of those who completed the demographic survey during registration.