

SPONSOR OPPORTUNITIES

Creating a culture of safety together!

The region's largest!



NORTH DAKOTA SAFETY COUNCIL

SAFETY+HEALTH CONFERENCE

50th Anniversary

Wednesday, February 22 - Friday, February 24, 2023

Bismarck Event Center

Pre-Conference: Tuesday, February 21



ND+SC

NORTH DAKOTA SAFETY COUNCIL

A private non-profit.

Celebrating **50 YEARS** of preventing injuries and saving lives through training.

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 \$300 - \$499
Half page ad in NDSC quarterly training calendar (2 consecutive issues) - \$1500 value	✓							
Company logo on program guide cover	✓	✓						
Half page ad on the back cover of the conference booklet OR full page ad in the program guide (\$950 value)	✓							
Feature ad in promotional conference emails	2 Emails	1 Email						
Half page ad in the program guide (\$500 value)		✓	✓					
Premium tradeshow booth(s) with all vendor benefits, located in highest traffic areas	2 \$1490 value	2 \$1490 value	1 \$745 value					
Company logo on conference booklet cover	✓	✓	✓					
Recognition on NDSC's 'Talk Safety To Me' podcast	✓	✓	✓	✓				
Included in Conference session slideshow	✓	✓	✓	✓				
Top sponsor name badge ribbons for all attendees	✓	✓	✓	✓				
Banner ad on mobile app & virtual platform	✓	✓	✓	✓				
Social media mentions	✓	✓	✓	✓	✓			
Complimentary full conference attendee(s)	8 \$7600 value	7 \$6650 value	5 \$4750 value	3 \$2850 value	2 \$1900 value			
Recognition in all email promotions	✓	✓	✓	✓	✓			
Logo recognition at Event Social	✓	✓	✓	✓	✓	✓	NAME LISTING	
Recognition in conference booklet, program guide, signage, table tents, website, mobile app & virtual platform	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	NAME LISTING	NAME LISTING
Recognition on the big screens during opening session, closing session and lunches	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	NAME LISTING	NAME LISTING
All company reps invited to networking social	✓	✓	✓	✓	✓	✓	✓	✓

Find the Sponsor Agreement form at
ndsc.org/annualconference/sponsors

You can commit to supporting the event at any point, but to receive recognition in the conference book please submit your agreement by Friday, October 28, 2022.

EXCLUSIVE SPONSORSHIPS

Only 1
available
for each!

Lanyard Sponsor \$3,000

- Company message or logo on 1,500 lanyards (provided by sponsor) worn by attendees, exhibitors and staff during the event
- Recognition on the big screens at the opening session, closing session and all lunches
- Logo recognition at Event Social
- Company logo inside the conference booklet and program guide, on conference signage, table tents, website, mobile app and virtual platform
- Recognition on the big screens at the opening session, closing session and all lunches
- All company representatives invited to attend networking Event Social

SOLD OUT

Event Social \$2,500

- Logo recognition in all marketing of the Event Social, leading up to the event, including email promotions and a feature ad in the program guide
- Logo recognition on signage at the Event Social at the conference, including a feature ad in the program guide, signage in the halls, and on the big screens at the opening session and opening day lunch
- Special logo recognition at Event Social
- Opportunity to speak at the Event Social
- All company representatives invited to attend networking Event Social

SOLD OUT

Soda Sponsor \$3,500

- Special company logo on signage near the soda stations; open during lunch and afternoon breaks
- Banner ad on mobile conference app and virtual platform
- Recognition in all email promotions at the Diamond level
- Logo recognition on signage at the event
- Company logo inside the conference booklet and program guide, on conference signage, table tents, website, mobile app and virtual platform
- Recognition on the big screens at the opening session, closing session and all lunches
- All company representatives are invited to attend the networking Event Social

App & Virtual Platform Sponsor \$4,000

- Full page advertisement that loads during every app and virtual platform user session on the opening page
- Logo on all promotional emails, app and virtual event
- Logo recognition on all promotions at the Diamond level
- Company logo inside the conference booklet and program guide, on conference signage, table tents, website, mobile app and virtual platform
- Recognition on the big screens at the opening session, closing session and all lunches
- All company representatives are invited to attend the networking Event Social

SOLD OUT

Water Bottle Sponsor \$3,000

- Company logo on 1,000 specially printed water bottle holders given to all attendees, exhibitors and staff in swag bag
- Banner ad on mobile app and virtual platform
- Recognition in all email promotions at the Diamond level
- Logo recognition on signage at the event
- Company logo inside the conference booklet and program guide, on conference signage, table tents, website, mobile app and virtual platform
- Recognition on the big screens at the opening session, closing session and all lunches
- All company representatives are invited to attend the networking Event Social

Game Sponsor \$1,000

- Company logo on game signage during the event
- Company logo on game cards
- Social media mentions
- Recognition on the big screens at the opening session, closing session and all lunches
- Recognition at Event Social
- All company representatives are invited to attend the networking Event Social

SOLD OUT

SPONSORSHIP BENEFITS

Legendary \$20,000+

- Half page ad in the NDSC quarterly training calendar - 2 consecutive issues (\$1,500 value)
- Company logo on program guide cover
- Half page ad on the back cover of the conference booklet OR a full page ad in the program guide (\$950 value)
- Two feature ads in promotional conference emails
- Two premium tradeshow booths with vendor benefits (\$1,490 value)
- Banner ad on mobile app & virtual platform
- Company logo on conference booklet cover
- Recognized on NDSC's 'Talk Safety To Me' podcast
- Included in Conference session slideshow
- Top sponsor name badge ribbons for all company attendees
- Social media mentions
- Full conference attendance for 8 company representatives (\$7,600 value before discounts)
- Recognition in all email promotions
- Logo recognition at Event Social
- Company logo inside the conference booklet and program guide, on conference signage, table tents, website, mobile app and virtual platform
- Recognition on the big screens at the opening session, closing session and all lunches
- All company representatives invited to attend networking Event Social

Event Champion \$15,000 - \$19,999

- Company logo on program guide cover
- One feature ad in promotional conference email
- Half page ad in the program guide (\$500 value)
- Two premium tradeshow booths with vendor benefits (\$1,490 value)
- Banner ad on mobile app & virtual platform
- Company logo on conference booklet cover
- Recognized on NDSC's 'Talk Safety To Me' podcast
- Included in Conference session slideshow
- Top sponsor name badge ribbons for all company attendees
- Social media mentions
- Full conference attendance for 7 company representatives (\$6,650 value before discounts)
- Recognition in all email promotions
- Logo recognition at Event Social
- Company logo inside the conference booklet and program guide, on conference signage, table tents, website, mobile app and virtual platform
- Recognition on the big screens at the opening session, closing session and all lunches
- All company representatives invited to attend networking Event Social

Premier \$10,000 - \$14,999

- Half page ad in the program guide (\$500 value)
- One premium tradeshow booth with vendor benefits (\$745 value)
- Banner ad on mobile app & virtual platform
- Company logo on conference booklet cover
- Recognized on NDSC's 'Talk Safety To Me' podcast
- Included in Conference session slideshow
- Top sponsor name badge ribbons for all company attendees
- Social media mentions
- Full conference attendance for 5 company representatives (\$4,750 value before discounts)
- Recognition in all email promotions
- Logo recognition at Event Social
- Company logo inside the conference booklet and program guide, on conference signage, table tents, website, mobile app and virtual platform
- Recognition on the big screens at the opening session, closing session and all lunches
- All company representatives invited to attend networking Event Social

Platinum \$5,000 - \$9,999

- Recognized on NDSC's 'Talk Safety To Me' podcast
- Included in preconference session slideshow
- Top sponsor name badge ribbons for all company attendees
- Social media mentions
- Full conference attendance for 3 company representatives (\$2,850 value before discounts)
- Banner ad on mobile app & virtual platform
- Recognition in all email promotions
- Logo recognition at Event Social
- Company logo inside the conference booklet and program guide, on conference signage, table tents, website, mobile app and virtual platform
- Recognition on the big screens at the opening session, closing session and all lunches
- All company representatives invited to attend networking Event Social

Diamond \$3,000 - \$4,999

- Social media mentions
- Full conference attendance for 2 company representatives (\$1,900 value before discounts)
- Recognition in all email promotions
- Logo recognition at Event Social
- Company logo inside the conference booklet and program guide, on conference signage, table tents, website, mobile app and virtual platform
- Recognition on the big screens at the opening session, closing session and all lunches
- All company representatives invited to attend networking Event Social

Gold \$1,000 - \$2,999

- Company logo inside the conference booklet and program guide, on conference signage, table tents, website, mobile app and virtual platform
- Recognition on the big screens at the opening session, closing session and all lunches
- All company representatives invited to attend networking Event Social
- Logo recognition at Event Social

Silver \$500 - \$999

- Company listed inside the conference booklet and program guide, on conference signage, table tents, website, mobile app and virtual platform
- Recognition on the big screens at the opening session, closing session and all lunches
- All company representatives invited to attend networking Event Social
- Logo recognition at Event Social

Bronze \$300 - \$499

- Company listed inside the conference booklet and program guide, on conference signage, table tents, website, mobile app and virtual platform
- Recognition on the big screens at the opening session, closing session and all lunches
- All company representatives invited to attend networking Event Social

EXCLUSIVE SPONSORSHIPS

Only 1 available for each

Lanyard Sponsor \$3,000

- Company message or logo on 1,500 lanyards (one lanyard per attendee, exhibitor and staff) worn by attendees, exhibitors and staff during the event
- Recognition in all email promotions
- Logo recognition at Event Social
- Company logo inside the conference booklet and program guide, on conference signage, table tents, website, mobile app and virtual platform
- Recognition on the big screens at the opening session, closing session and all lunches
- All company representatives invited to attend networking Event Social

Event Social \$2,500

- Logo recognition in all marketing of the Event Social leading up to the event, including email promotions and a feature in the conference booklet
- Logo recognition in all marketing of the Event Social during the conference, including a feature on the big screens at the opening session, closing session and all lunches
- Special logo recognition at Event Social
- Opportunity to speak at the Event Social
- All company representatives invited to attend networking Event Social

Soda Sponsor \$3,500

- Special company logo on signage near the soda stations; open during lunch and afternoon breaks
- Banner ad on mobile app and virtual platform
- Recognition in all email promotions at the Diamond level
- Logo recognition on signage at the event
- Company logo inside the conference booklet and program guide, on conference signage, table tents, website, mobile app and virtual platform
- Recognition on the big screens at the opening session, closing session and all lunches
- All company representatives are invited to attend the networking Event Social

App & Virtual Platform Sponsor \$4,000

- Full page advertisement that loads during every app and virtual platform user session on the opening page
- Logo on all promotion announcements
- Logo recognition in all marketing of the Event Social
- Company logo inside the conference booklet and program guide, on conference signage, table tents, website, mobile app and virtual platform
- Recognition on the big screens at the opening session, closing session and all lunches
- All company representatives are invited to attend the networking Event Social

Water Bottle Sponsor \$3,000

- Company logo on 1,000 specially water bottle holders given to all attendees, exhibitors and staff in swag bag
- Banner ad on mobile app and virtual platform
- Recognition in all email promotions at the Diamond level
- Logo recognition on signage at the event
- Company logo inside the conference booklet and program guide, on conference signage, table tents, website, mobile app and virtual platform
- Recognition on the big screens at the opening session, closing session and all lunches
- All company representatives are invited to attend the networking Event Social

Game Sponsor \$1,000

- Company logo on game signage
- Company logo on game
- Social media mentions
- Recognition in the conference booklet and program guide
- Recognition at Event Social
- All company representatives are invited to attend the networking Event Social

ATTENDEE DEMOGRAPHICS

YEARS OF EXPERIENCE		
	2021	2022
1-3 Years	15.71%	15.30%
4-9 Years	30.77%	29.80%
10-19 Years	28.53%	34.20%
20+ Years	28.53%	20.50%

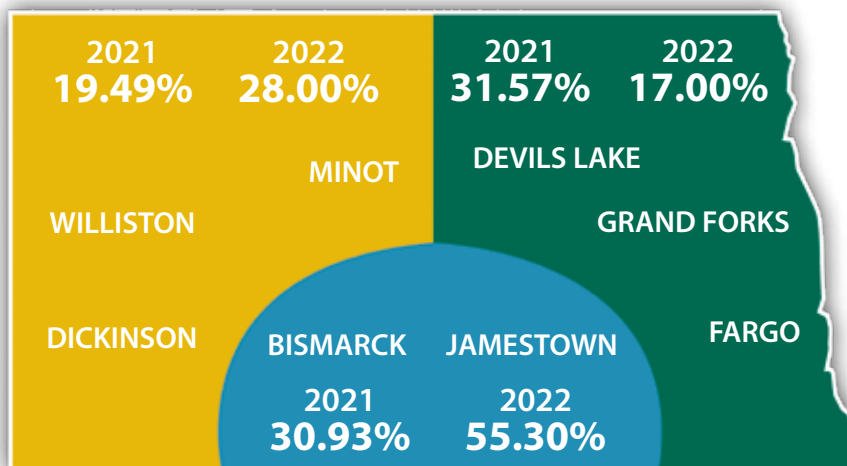
INDUSTRY AFFILIATION		
	2021	2022
Aerospace	0.96%	0.10%
Agriculture	6.09%	4.50%
Construction	15.06%	12.20%
Government	13.46%	10.60%
Health Care	8.97%	5.40%
Insurance	4.81%	1.40%
Manufacturing	10.58%	14.80%
Mining	3.85%	5.40%
Oil & Gas	18.27%	18.30%
Other Industry	7.05%	6.50%
Petrochemical	0.32%	0.60%
Professional Services	1.28%	1.20%
Transportation	2.56%	3.40%
Utilities	6.73%	14.80%

JOB TITLE		
	2021	2022
Administrative Support	3.79%	2.40%
CEO/President/Owner	1.58%	1.70%
Consultant	2.84%	2.30%
Director	3.79%	4.30%
Facility Manager	5.05%	4.00%
Human Resources	6.31%	3.20%
Marketing/PR	0.00%	0.60%
Other	19.87%	22.20%
Safety Coordinator/Committee	17.35%	21.60%
Safety Director/Manager	29.65%	17.40%
Sales	0.32%	0.90%
Security Manager	0.00%	0.60%
Skilled Tradesperson	2.21%	9.40%
Supervisor/Shift Supervisor	5.99%	7.90%
Union Safety/Committee Rep.	0.00%	0.10%
Vice President	1.26%	0.70%

FIRST TIME ATTENDING		
	2021	2022
Yes	66.37%	40%
No	33.62%	60%

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

ATTENDEES BY REGION



2021
642
registrants from
204 companies
and 19 states.

26
virtual
vendor
companies.

2022
863
registrants from
274 companies
and 8 states.

118
exhibitor booths
representing
96 companies.

Out-of-state attendees
2021 **18.01%**
2022 **16.00%**

*2021 numbers reflect our limited-audience conference due to the pandemic