

# SPONSOR OPPORTUNITIES

*Creating a culture of safety together!*



NORTH DAKOTA SAFETY COUNCIL

## SAFETY+HEALTH CONFERENCE

51st ANNUAL

Wednesday, Feb 21 - Friday, Feb 23, 2024

Bismarck Event Center

Pre-Conference:  
Tuesday, February 20



**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 \$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 \$1530 value	2 \$1530 value	1 \$765 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 \$7760 value	7 \$6790 value	5 \$4850 value	3 \$2910 value	2 \$1940 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](https://ndsc.org/annualconference/sponsors)

You can commit to supporting the event at any point, but to receive recognition in the Conference Booklet, please submit your agreement by Friday, November 10, 2023.

# 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 **SOLD OUT** .....

- Company message or logo on 1,500 lanyards worn by attendees, exhibitors and staff during the 4 day event
- Recognition in all email promotions at the Diamond level
- 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 **SOLD OUT** .....

- Logo recognition in all marketing of the Event Social, leading up to the event, including email promotions and a feature ad in the conference booklet
- Logo recognition in all marketing of 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
- Complimentary hospitality suite

## Soda Sponsor \$1,500 **SOLD OUT** .....

- Special company logo on signage near the soda stations; open during lunch and afternoon breaks
- Banner ad on mobile app and virtual platform
- 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 **SOLD OUT** .....

- Full page advertisement that loads during every app and virtual platform user session on the opening page
- Logo on all promotion announcing mobile app and virtual event
- Logo recognition in all email 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

## Water Bottle Sponsor \$1,000 **SOLD OUT** .....

- Company logo on 1,000 specially printed labels on water bottles given to all attendees, exhibitors and staff in swag bag
- 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 **SOLD OUT** .....

- Company logo on game signage during the event
- Company logo on game card
- 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



# Exclusive SPONSORSHIPS

Only 1  
available  
for each!

## Lanyard Sponsor \$3,000

- Company message or logo on 1,500 lanyards worn by attendees, exhibitors and staff during the 4 day event
- Recognition in all email promotions at the Diamond level
- 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 conference booklet
- Logo recognition 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
- Free hospitality suite

**SOLD OUT**

## Soda Sponsor \$1,500

- Special company logo on signage near the soda stations; open during lunch and afternoon breaks
- Banner ad on mobile conference app and virtual platform
- 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**

## 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 announcing mobile app and virtual event
- Logo recognition in all email 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 \$1,000

- Company logo on 1,000 specially printed labels on water bottles given to all attendees, exhibitors and staff in swag bag
- 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**

## Game Sponsor \$1,000

- Company logo on game signage during the event
- Company logo on game card
- Social media promotion
- Recognition in all email promotions at the Diamond level
- Company logo inside the conference booklet and program guide
- Recognition at Event Social
- All company representatives are invited to attend the networking Event Social

**SOLD OUT**



# ATTENDEE DEMOGRAPHICS

YEARS OF EXPERIENCE		
	2022	2023
1-3 Years	15.30%	17.04%
4-9 Years	29.80%	27.96%
10-19 Years	34.20%	34.20%
20+ Years	20.50%	20.81%

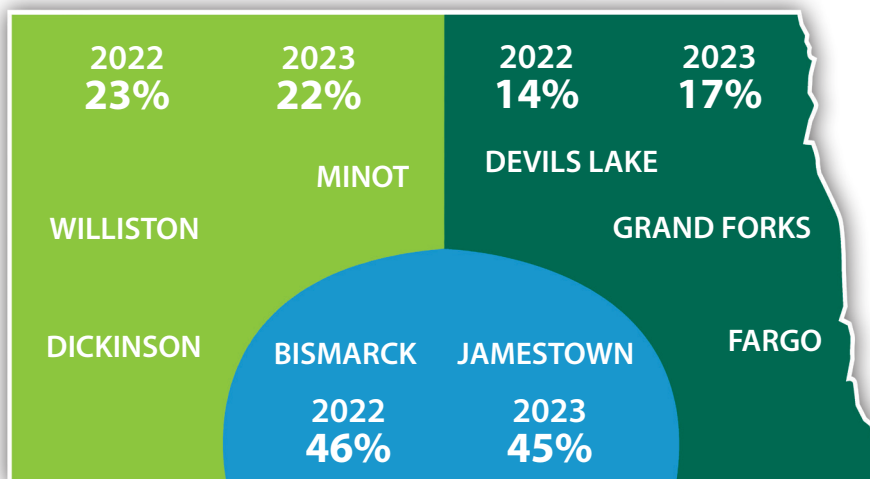
INDUSTRY AFFILIATION		
	2022	2023
Aerospace	0.10%	0.36%
Agriculture	4.50%	4.76%
Construction	4.50%	11.90%
Government	10.60%	7.74%
Health Care	5.40%	4.40%
Insurance	1.40%	0.95%
Manufacturing	14.80%	13.57%
Mining	5.40%	11.31%
Oil & Gas	18.30%	18.33%
Other Industry	6.50%	12.86%
Petrochemical	0.60%	0.12%
Professional Services	1.20%	2.14%
Transportation	3.40%	2.50%
Utilities	14.80%	9.05%

JOB TITLE		
	2022	2023
Administrative Support	2.40%	1.79%
CEO/President/Owner	1.70%	1.02%
Director	4.30%	3.32%
EHS	*	8.93%
Electrician	*	4.34%
Facility Manager	4.00%	1.28%
HSE	*	8.93%
Human Resources	3.20%	5.87%
Maintenance	*	4.34%
Mechanic	*	4.59%
Operations	*	7.14%
Safety Coordinator/Committee	21.60%	26.79%
Safety Director/Manager	17.40%	19.13%
Security Manager	0.60%	1.28%
Vice President	0.70%	1.28%
* Category not tabulated in 2022		

FIRST TIME ATTENDING		
	2022	2023
Yes	40%	31.63%
No	60%	68.37%

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

## ATTENDEES BY REGION



**2022**  
**863**  
participants from  
274 companies  
and 8 states.

**118**  
exhibitor booths  
representing  
96 companies.

**2023**  
**906**  
participants from  
302 companies  
and 12 states.

**127**  
exhibitor booths  
representing  
107 companies.

**2022**  
**17%**  
Out-of-state attendees

**2023**  
**16%**