

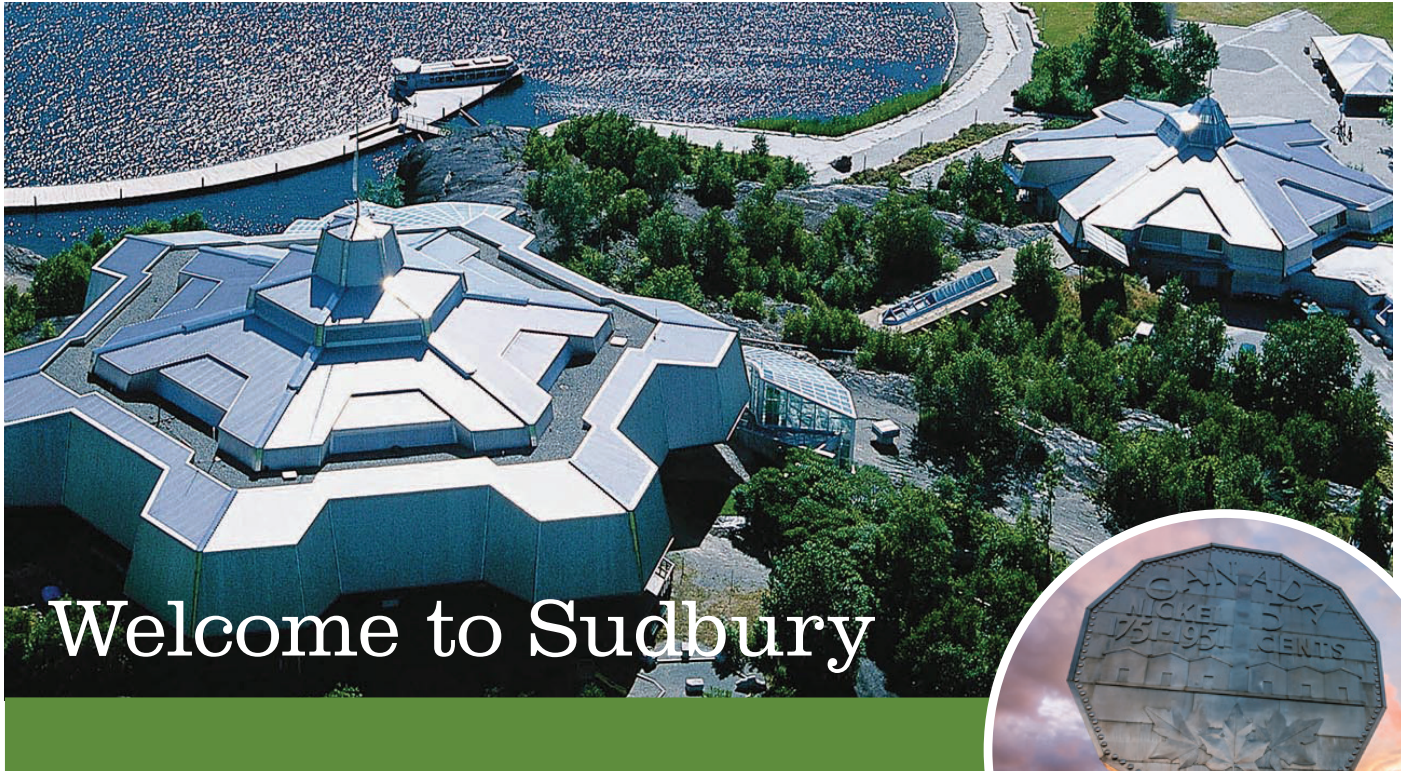


Sponsorship & Exhibitor PROGRAM

Sudbury, Ontario
June 19-22, 2022

A Hybrid (In-Person and Virtual) Event

CARSP CONFERENCE



Welcome to Sudbury

With its world-renowned attractions, urban comforts and four-season outdoor adventures, Sudbury continues to surprise and impress. We invite you to discover for yourself why Sudbury is becoming one of Ontario's popular go-to destinations. Sudbury is home to Science North, Northern Ontario's most popular tourist attraction and an educational resource for children and adults across the globe. Science North maintains the second and eighth largest science centres in all of Canada and features an IMAX® with Laser theatre, digital Planetarium, butterfly gallery, special exhibits hall, and so much more!

In terms of food and entertainment, Sudbury boasts some incredible and diverse restaurants and growers to satisfy anyone's appetite. Choose award-winning restaurants, unique menus, lively pubs, quaint cafes or The Sudbury Market to experience delicious fare. Pair it with local hand-crafted beer or spirits made right here in Sudbury.

Sudbury is in the heart of what makes Northern Ontario so spectacularly beautiful. Whether it is a leisurely stroll on the boardwalk along the shores of beautiful Lake Ramsey or an outdoor expedition, with 330 lakes and over 200 kms of trails Sudbury has an impressive mixture of both urban and natural landscapes to explore.

Of course no trip to Sudbury is complete without exploring a mine, and stopping by the Big Nickel!



CARSP supports Canada's road safety community by providing access to multi-disciplinary road safety information, research and networking opportunities. CARSP is a diverse group of professionals involved in the research, management, delivery and promotion of road safety programs.



Sponsorship Package



UNIQUE SPONSORSHIP OPPORTUNITIES EXIST TO INCREASE YOUR PROFILE, DEMONSTRATE YOUR BUSINESS AND PROMOTE YOUR ORGANIZATION, PRODUCT OR SERVICE TO KEY ROAD SAFETY PROFESSIONALS FROM CANADA AND ABROAD.

270 Number of registrants varies from 200 to 270.

100+ Over 100 abstracts are submitted every year from road safety experts across Canada and around the world.

INTERNATIONALLY ATTENDED

AUSTRALIA, NEW ZEALAND, ENGLAND, IRELAND, FRANCE, ITALY, COSTA RICA, UNITED STATES, SOUTH AFRICA, NIGERIA

Now in its 31st year

“CAA South Central Ontario has sponsored the CARSP Conference over the years, and in 2017, co-hosted the conference with CARSP and the Ontario Ministry of Transportation.

Our decision to sponsor, and ultimately to co-host, was based on the fact that it is an excellent forum to reach and connect with Canada’s road safety community and partners alike.”


**ANNA MIERZEJEWSKI,
COMMUNITY RELATIONS
SPECIALIST, CAA SOUTH
CENTRAL ONTARIO**

Sponsorship Opportunities

WHY SPONSOR?

- Research has shown that sponsorship is a cost-effective marketing tool.
- Introduce and raise the profile of your organization and staff to Canada's road safety community, including other conference participants, researchers, senior managers officials from all levels of the Canadian government, and other road safety stakeholders.
- Network with delegates from the Canadian road safety community, as well as, other countries.
- Create new professional relationships.
- Show active support for an organization that promotes road safety.
- Demonstrate your support and contribute to a successful conference.

Raise your profile in social media via our reach to the road safety community:

	Website	3,600+ hits per month
	Twitter	668 followers
	LinkedIn	1736 followers
	Emails	450+ CARSP members

EXAMPLES OF PREVIOUS SPONSORS

- Accident Support Services International
- Alberta Centre for Injury Control and Research
- Alberta Motor Association
- Alberta Transportation
- Alcolock
- Automotive Industries Association
- Automotive Retailers Association
- Aviva
- British Columbia Automobile Association
- Canadian Automobile Association of South Central Ontario
- Canadian Council of Motor Transport Administrators
- City of Edmonton
- Commercial Mobile Vehicle Technologies of Canada
- Desjardins
- Ford of Canada
- Government of Nova Scotia
- Infrastructure Health and Safety Association
- Insurance Corporation of British Columbia
- Ontario Ministry of Transportation
- PSS Innovations
- RoadSafetyBC
- Saskatchewan Government Insurance
- SmartStart Canada
- Société de l'assurance automobile du Québec
- Transoft Solutions
- Worksafe Alberta
- Worksafe BC

If you would like to customize your package, please contact change to sponsorship@carsp.ca

In Person Sponsorship & Exhibitor Options

GOLD		SILVER	BRONZE
\$10,000		\$5,000	\$2,000
Speaking Opportunity at "Networking and Awards Banquet"			
Verbal recognition as official sponsor of "Networking and Awards Banquet"		Verbal recognition as official sponsor of "Welcoming Reception"	
Logo on Banquet signage		Logo on Reception signage	
Article in e-newsletter, which covers the event		Article in e-newsletter, which covers the event	
Verbal recognition at opening and closing ceremonies		Verbal recognition at opening and closing ceremonies	Verbal recognition at opening and closing ceremonies
Logo on conference website		Logo on conference website	Logo on conference website
Logo on conference slideshow which displays in all large group sessions		Logo on conference slideshow which displays in all large group sessions	Logo on conference slideshow which displays in all large group sessions
Logo in on-site conference program		Logo in on-site conference program	Logo in on-site conference program
2 complimentary delegate registrations (up to \$1,400+ value)		2 complimentary delegate registrations (up to \$1,400+ value)	1 complimentary delegate registration (up to \$1,400+ value)
Option to purchase 2 registrations at 1/2 price (up to \$700+ value)		Option to purchase 2 registrations at 1/2 price (up to \$700+ value)	Option to purchase 1 registration at 1/2 price (up to \$700+ value)
Complimentary "preferred" booth (\$1,200 value)		Complimentary "preferred" booth (\$1,200 value)	Complimentary "preferred" booth (\$1,200 value)
Promo item in delegate bag		Promo item in delegate bag	Promo item in delegate bag
KEYNOTE SPEAKER OR PANEL SESSION	\$2,500	CARSP YOUNG PROFESSIONALS COMMITTEE	\$2,000
Official sponsor of the keynote speaker or a panel		Official Sponsor of a CARSP Young Professionals' Committee Networking Event	
Opportunity to introduce (or thank) speaker(s) and say a few words about why you chose to sponsor.		Opportunity to speak at the event.	

Other opportunities include: Wifi Sponsor (\$1,000); Breakfast Sponsor (\$1,000) or Break Sponsor (\$500)

If you would like to customize your package, please contact change to sponsorship@carsp.ca

CARSP Conference 2022

Virtual Sponsorship Package

DIAMOND SPONSOR (\$2,000) (2 available)	RUBY SPONSOR (\$1,500) (5 available)	EMERALD SPONSOR (\$1,000) (unlimited)
Virtual Conference Presence		
60-second Splash Video on Conference Home Page (i.e. Lobby Video)		
Sponsor of one presentation session. Your pre-roll video is shown to attendees arriving early.		
3 complimentary virtual delegate passes (\$897 value)	2 complimentary virtual delegate passes (\$598 value)	1 complimentary virtual delegate passes (\$299 value)
Logo in Sponsor Carousel on Virtual Conference Platform (hyperlinked to your virtual booth)		
Logo on CARSP website sponsor recognition page (logo is hyperlinked to your website)		
Live Demo Webtalk (up to 25 can attend)(in your virtual booth area)		
Branded Announcements - a promotional email sent ahead of or during conference about your event or booth		
Virtual Exhibit Booth*		
Lead Retrieval (\$99 value)+		

Physical Conference Presence
Logo on conference slideshow which displays in all large group sessions
Your QR Code (linking to your virtual booth) at a physical booth in the exhibit hall dedicated to virtual sponsors
Option to Include One Delegate Bag Item - Promo item OR info page on your company (with QR code linking to virtual booth)

* Virtual Exhibit Booth - this allows sponsors to create a dedicated space to express yourself with more graphics, videos, files, and dedicated conversations (group/private video meetings, group/private text chat). Available to all attendees, social media posts you make to conference hashtag are shown in social media feed in conference lobby (i.e. on home page).

+ Lead Retrieval (\$99 value) - this allows the sponsor to open up several new ways to communicate with attendees and capture valuable lead information and collect it in their private exhibitor portals. You can also track all visitors to your exhibit area.

If you would like to customize your package, please contact sponsorship@carsp.ca

In Person Exhibitor Package



“arrive alive DRIVE SOBER has been an active participant in the CARSP conference for many years. The opportunity to have an exhibit table at the conference allows us to share our message and materials with hundreds of like minded colleagues from across Canada that we could not normally reach on our own. Through our exhibit table, we have been able to foster new partnerships, grow our network, share educational materials, and raise awareness about safe and sober driving.”

**MICHAEL STEWART, PROGRAM DIRECTOR,
ARRIVE ALIVE DRIVE SOBER
CENTRAL ONTARIO**

EXAMPLES OF PREVIOUS EXHIBITORS

- 3M Canada
- Accident Support Services International Ltd.
- arrive alive DRIVE SOBER
- Automotive Industries Association (AIA)
- Canadian Automobile Association
- Canadian Council of Motor Transport Administrators
- DAVTECH
- Draeger Safety Canada Ltd.
- IDEMIA

EXHIBITOR

\$1,200

ALL EXHIBITORS RECEIVE

- One six-foot table. The entire booth space (including the table) is 8 feet wide by 6 feet deep
- Free Wifi
- Electrical outlets are accessible
- Up to two booth managers have access to all meals, including the Welcoming Reception, The AGM Lunch and the Networking and Awards Banquet
- For an extra \$200 for CARSP members, and \$300 for non-CARSP members, up to two booth managers can upgrade their admission to a conference delegate (only conference delegates are permitted to partake of the conference program)
- One item in delegate bag

WHY EXHIBIT?

- Have access to 200-270 delegates from Canada and around the world who work in road safety – including health professionals, engineers, government officials, crash re-constructionists, insurers, researchers, enforcement officers and many others.
 - Have an opportunity to inform delegates about your organization and/or its products.
 - Demonstrate your product to potential or existing customers
 - Answer questions about your product or business.
-
- Justice Institute of B.C.
 - Ontario Ministry of Transportation
 - PSS Innovations
 - Road Safety at Work
 - Rubber Association of Canada
 - Traffic Injury Research Foundation (TIRF)
 - Transport Canada
 - True North Safety Group
 - Whelen Engineering

CARSP Conference 2022 Sponsorship Form

IN PERSON SPONSORSHIP OPTIONS

<input type="checkbox"/> \$10,000	Gold (2 complimentary registrations)	<input type="checkbox"/> \$1,000	Wifi Sponsor
<input type="checkbox"/> \$5,000	Silver (2 complimentary registrations)	<input type="checkbox"/> \$1,000	Breakfast Sponsor
<input type="checkbox"/> \$2,000	Bronze (1 complimentary registration)	<input type="checkbox"/> \$500	Break Sponsor
<input type="checkbox"/> \$2,500	Keynote Speaker or Panel Session	<input type="checkbox"/> Contact Me	Customized Package
<input type="checkbox"/> \$2,000	CARSP Young Professionals Committee	TOTAL \$	

VIRTUAL SPONSORSHIP OPTIONS

<input type="checkbox"/> \$2,000	Diamond (3 complimentary virtual passes)	<input type="checkbox"/> \$1,000	Emerald (1 comp. virtual pass)
<input type="checkbox"/> \$1,500	Ruby (2 complimentary virtual passes)	TOTAL \$	

GRAND TOTAL (\$):

COMPLIMENTARY DELEGATE REGISTRATIONS*

Registrant 1 name: (Gold, Silver, Bronze, Diamond, Ruby, Emerald)	email
Registrant 2 name: (Gold, Silver, Diamond and Ruby Only)	email
Registrant 3 name: (Diamond Only)	email

* Note: Complimentary registrations may be in-person or virtual depending on sponsorship level

Contact Information

Name _____

Company _____

Address _____

City _____ Province _____ Postal Code _____

Telephone _____ Email _____

Payment Options

☐ **Credit card or Paypal**

An on-line invoice will be sent to you to complete the transaction.

☐ **Cheque**

Make cheque out to CARSP, send to:
CARSP
2846 Arrowsmith Court,
Stevensville, Ontario
LOS 1S0

This package and form is also available online.
[Click here.](#)



Email form to
sponsorship@carsp.ca

CARSP Conference 2022 Exhibitor Form

IN PERSON EXHIBITOR OPTION

☐

\$1,200

EXHIBITOR BOOTH

COMPLIMENTARY DELEGATE REGISTRATION

Registrant name:

email

EXHIBITOR RATE DELEGATE REGISTRATION Names of persons to manage booth (cost is \$200 for CARSP members and \$300 for non-members)

Registrant name:

email

Registrant name:

email

BANQUET TICKETS

Only needed for those not managing a booth or those not attending the conference, otherwise this is already included.

Number of tickets:

Total ticket cost (\$60 each):

GRAND TOTAL (\$):

Contact Information

Name _____

Company _____

Address _____

City _____ Province _____ Postal Code _____

Telephone _____ Email _____

Payment Options

☐ Credit card or Paypal

An on-line invoice will be sent to you to complete the transaction.

☐ Cheque

Make cheque out to CARSP, send to:
CARSP
2846 Arrowsmith Court,
Stevensville, Ontario
LOS 1S0

This package and form is also available online.
[Click here.](#)



Email form to
sponsorship@carsp.ca