

2024 SPONSORSHIP GUIDE



Safety+

An Integrated Safety & Health
Management Systems Symposium

August 25–28, 2024
Gaylord Rockies Resort &
Convention Center
Denver, Colorado

2024 SAFETY+ ENGAGEMENT OPPORTUNITIES

PASSPORT TO PRIZES

The VPPPA Passport to Prizes is distributed to attendees in the exhibit hall during the Safety+ Symposium. Exhibitors have the opportunity to reserve a space in the Passport to Prizes to drive traffic to their booths and provide attendees with information on their products and services. Attendees are competing to win a prize by completing the Passport.

Guaranteed high booth traffic, as our attendees love prizes!

**Open only to exhibiting companies*

One Passport to Prizes Space

If ordered by 12/31/23: \$2,000
By 1/31/24: \$2,500
After 1/31/24: \$3,000

Deadlines

Reservations: 6/28/24
Materials: 7/7/24



SAFETY+ MOBILE APP

The Safety+ Mobile App will be the main source of information for Safety+ attendees, featuring the full agenda, event map, exhibitors, sponsors, and more, along with up to the minute notifications on workshop changes and other important announcements. Each rotating banner received more than 50,000 views over the course of the event. Limited advertising opportunities are available in the Safety+ Mobile App. For more details, contact advertising@vpppa.org.

Deadlines

Splash Screen - \$15,000

Reservation: 4/5/24
Artwork Due: 4/26/24

Banner

Reservation: 8/9/24
Artwork Due: 8/16/24

- 90% of Attendees downloaded the Mobile App
- More than 24,000 page views during the event

MOBILE APP BANNER AD—\$3,000

A limited number of banner ads will be available that scroll at the top of the mobile app throughout the event and can be linked to the advertiser's URL.

MOBILE APP NOTIFICATION—\$1,000

A great way for exhibitors to reach out to event attendees is by creating a notification message that will be sent to the phones of each of our attendees at a scheduled time during the show. Promote your giveaway at your booth or provide information about your company that can be linked directly to your exhibitor page or website.

Deadlines

Reservations: 7/12/24
Notification messages due by: 8/2/24

**Content will be reviewed by VPPPA for approval.*

MOBILE APP AD SIZES

(pixel width x height)

Splash Screen

iPhone 5 and up/	
Androids	1242 x 2208
Tablets (portrait)	1536 x 2048
Tablets (landscape)	2048 x 1536

Mobile App Banner

Mobile Banner	640 x 150
Tablet/ Online Banner	552 x 150

Safety Margins:

Left: 290 pixels
Right: 290 pixels

**The safety margins ensure that branding sponsor logos and other important elements don't get cut off during device rotation.*

2024 SAFETY+ ENGAGEMENT OPPORTUNITIES

SAFETY+ PROGRAM BOOKLET

The Safety+ Program Booklet is distributed to attendees in the exhibit hall during the Safety+ Symposium. Attendees use this as their main reference guide through the Safety+ event. It also serves as a notebook for attendees to document key take aways during sessions, which they can reference long after the event, making this a long lasting investment. Main sponsor receives glossy front cover branding and first inside full color page ad.

Sponsor - \$10,000

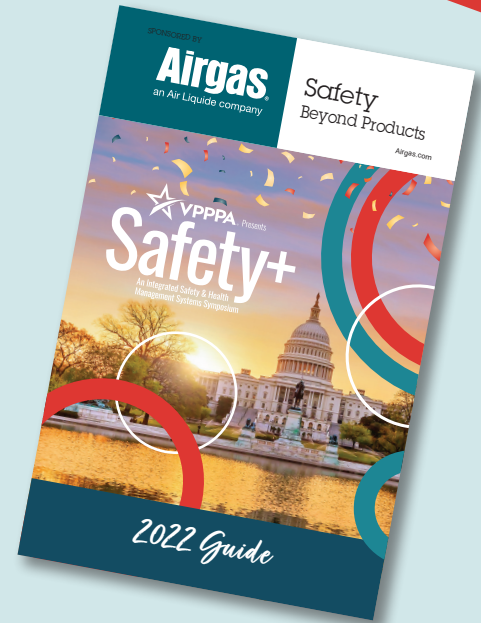
Full Page Ad - \$2,000

Cover Page Ad - \$3,000

Deadlines

Reservations: 6/28/24

Materials: 7/7/24



UPGRADED EXHIBITOR LISTING—\$1,500

An Upgraded Exhibitor Listing will highlight your company name, booth number and logo at the top of the printed exhibitor listing signage before all other standard exhibitor listings. Purchasing an Upgraded Exhibitor Listing will also highlight your company in the Safety+ Mobile App, as well as on our website, to help you stand out among your competitors.

SHOW SPECIAL

PROMOTED BOOTH PACKAGE- \$2,000 (LIMITED OPPORTUNITY)

For a select number of Safety+ booths, we are offering a booth promotion package that provides exhibitors with discounted opportunities to give your brand increased exposure leading up to and during the event. A promoted booth receives the following:

- Upgraded exhibitor listing
- Safety+ e-blast banner ad
- Listed as a featured exhibitor in an eblast leading up to the event
- Sponsored blog post with social media promotion



2024 SAFETY+ SYMPOSIUM SPONSORSHIP LEVELS

VPPPA's annual Safety+ Symposium is the largest annual gathering of employees working toward the improvement of occupational safety and health, particularly through the Voluntary Protection Programs (VPP).

Don't miss this exclusive sponsorship opportunity to reach the best of the best in workforce protection. VPPPA sponsorship opportunities are tailored to fit any budget. 2024 Safety+ exhibitors and/or members of the association (except for Affiliate Members who are not exhibiting) can select from a comprehensive range of sponsorship opportunities and levels.

SPONSORSHIP BENEFITS	Star Level \$25,000 & above	Premier Level \$20,000– \$24,999	Diamond Level \$10,000– \$19,999	Platinum Level \$7,500– \$9,999	Gold Level \$5,000– \$7,499	Silver Level \$2,500– \$4,999	Bronze Level \$1,000– \$2,400
Recognized in the Safety+ Mobile App	★	★	★	★	★	★	★
Dedicated Event Signage	★	★	★	★	★	★	★
Sponsor listing on VPPPA's event page with link to sponsor website	★	★	★	★	★	★	★
Highlighted during the Opening General Session	★	★	★	★	★	★	★
First right of refusal on the same sponsorship opportunity the following year (Through October 12, 2024)	★	★	★	★	★	★	★
One complimentary banner ad in either of VPPPA's electronic publications: event e-blasts or monthly newsletter, On The Level	★	★	★	★			
An event banner in the general session room highlighting your sponsorship	★	★	★				
One complimentary event registration			★				
Two complimentary event registrations	★	★					
A reserved table at the front of the room during the closing general session	★	★	★				
One complimentary full page ad in the Autumn 2024 edition of the <i>Leader</i> magazine.	★	★					
Banner in the Safety+ mobile app, excluding home splash page	★	★					
An invitation to the closed Board of Directors Reception	★	★					
Full page ad in the Spring 2024 issue of the <i>Leader</i> magazine if booked by March 1, 2024	★						
Year Round Benefit: Web ad scrolling on VPPPA's homepage	★						
Year Round Benefit: Sponsor mention and logo placement in "On The Level," VPPPA's monthly e-newsletter	★						

2024 SAFETY+ SPONSORSHIP OPPORTUNITIES

We would be happy to customize a package to fit your sponsorship goals whether you are looking for **Brand Exposure, Lead Generation, or Demonstrating your stance as a Leader in Safety and Support for VPPPA.** While all opportunities will be tailored to your goals after a consultative call with our Sponsorship team, below are some opportunities that may be of interest.

TANGIBLE BRANDING

Put your logo right in the hands of our attendees to extend the life of your sponsorship investment.

Hotel Key Cards—\$15,000 (exclusive)

The sponsor's company logo on one side of the hotel guest room key card (one or two colors for logo ONLY). Each attendee will receive a key card when checking into official event hotels.

Water Bottles—\$20,000 (exclusive)

Sponsors will get their company logo or brand name in one-color print on sport water bottles to be distributed to all event attendees. VPPPA will choose the type of bottle to be distributed and will share a sample with the sponsor for approval.

T-shirt Sponsorship— \$3,000–\$20,000

Sponsor will get their company logo or brand name prominently printed in one-color on the event t-shirt to be distributed to all event attendees. VPPPA will choose the type of t-shirt to be distributed and will share a sample with the sponsor for approval. Very popular, limited opportunity.

Exclusive sponsorship entitles company to a large logo centered at the top of the shirt. Partial sponsors (\$3,000) are entitled to a smaller logo placed with a limited number of additional sponsor logos.



EXPERIENTIAL OPPORTUNITIES

We will work with you to create a custom experience tailor-made to generate buzz among attendees that provide a unique opportunity to highlight your brand.

Rock Climbing Wall & Activity Sponsor—\$10,000

Attendees enjoy playing interactive games and challenges while in the expo hall. Sponsor signage and promotion included. Custom activities may be incorporated based on sponsor request.

Sponsored Break Areas—Beginning at \$10,000

This is an opportunity to put your branding on one of our break areas in the expo hall to be used for additional exposure or to demonstrate products. Additional uses of the space can be customized into your sponsorship package based on the goals of the sponsorship.

Tote Bags—\$25,000

Each attendee will receive an attendee bag branded with the sponsor logo and VPPPA logo. VPPPA will choose the type of bag to be distributed and will share a sample with the sponsor for approval.

Lanyards—\$20,000

Each attendee will receive a lanyard to hold their badges required to be worn throughout the event. Lanyards will be double-sided and will be branded with the sponsor logo and VPPPA logo. VPPPA will

2024 SAFETY+ SPONSORSHIP OPPORTUNITIES

Continued

MAXIMUM VISIBILITY

Provide our attendees with items that elevate their experience at the conference.

Badge Sponsor—\$20,000

Attendees must wear their badges throughout the event to gain access to the expo hall and sessions. Be featured on the badge in this coveted sponsorship placement.

Custom Signage— Contact for pricing

The Gaylord Rockies has a great number of options to get your brand placed in the the best strategic locations including high-traffic walkways, windows, hung banners in workshop areas, and many more. Contact Lisa Silber at sponsorship@vpppa.org for a full listing of options.

Relaxation Room —\$15,000

This unique opportunity will allow you to feature your brand on one of the most requested amenities at Safety+. We will provide a room containing massage chairs, lounge seating, dim lighting, relaxing music and aroma therapy to give attendees a quiet moment to recharge before their next session. Be a part of an experience they will surely recount as a memorable highlight.



BRAND AWARENESS

Registration Kick Panel—\$7,500

Company logo or brand name will be prominently displayed in the high-traffic registration area.

Phone Charging Station—\$7,500

A branded counter will be placed in a high traffic area of the event space with plug-ins for attendees to charge their device and also serve as a networking space.

Pillar Wrap—\$3,000

Pillar wrap will have customized sponsor advertisement. This will be placed in a high-traffic area of the event space.

Customized Stand Alones—\$2,500

This meter board will have a customized sponsor advertisement. There are a limited number of opportunities available.

Aisle Signs—\$1,500

Each aisle sign within the exhibit hall will be branded with the sponsor's logo in full color.

- 10 opportunities

Bathroom Mirror Clings—\$5,000-\$10,000

Customized clings are placed over the sinks in bathrooms in the expo area. Products, logos and messaging for all the attendees to see.

High impact branding opportunity!



2024 SAFETY+ SPONSORSHIP OPPORTUNITIES

Continued

MAXIMUM VISIBILITY

Provide our attendees with items that elevate their experience at the conference.

SGE Lounge Sponsor—\$15,000

This is a unique opportunity to sponsor a highly popular area where SGE (Special Government Employees) members meet, hold meetings, network, and relax in the comfort of comfortable seating, snacks, beverages, etc. Sponsor will have branded recognition signage. Literature can be placed in the lounge. Sponsor can also have a monitor with video playing and tabletop for meetings.

Workshop Room Sponsor —\$5,000

This is a great way to align your brand with supporting an educational track or to simply receive great logo placement that cannot be missed by attendees.

- Signage placed on the stage near the speaker
- Promotional literature can be placed at the door of the workshop room



BRAND AWARENESS

Opening Speaker Sponsor—\$25,000

This is an exclusive opportunity to set the tone of the show. Sponsor will have signage, social media promotion, and website promotion. They will be introduced on stage at the opening ceremony in front of 1500+ attendees, have the logo on the big screen, have 5 min to speak to the crowd about their company. Promotion by VPPPA included.

Closing Speaker Sponsor—\$10,000

This is an exclusive opportunity to put a memorable cap on the show. Sponsor will have signage, social media promotion, and website promotion. They will be introduced on stage at the closing ceremony in front of attendees, have the logo displayed, have 5 min to speak to the crowd about their company, Promotion by VPPPA included.

Decades Sponsor—\$10,000

The sponsorship begins at the show with exposure at the VPPPA booth with signage and content from the sponsor. This can include quotes, photos, information on how VPPPA has helped your company to grow and be the best of the best over the years. After the show, the sponsorship continues throughout the year with information on our website, Leader magazine, On the Level & On The Safe Side, (our digital newsletters). Sponsors logos and any pertinent content included. It wraps up in 2025 at the St. Louis show. This is a year- round sponsorship opportunity.



2024 SAFETY+ SPONSORSHIP OPPORTUNITIES

Continued

LEAD GENERATION

Registration Sponsor—\$10,000 (exclusive)

Be recognized on the Safety+ registration form and confirmation as the registration sponsor. This will be a great opportunity to be one of the first sponsors seen by attendees prior to the event.

Mobile App—\$15,000 (exclusive)

The Safety+ Mobile App will be the main source for event communication. *For more information, see page 8.*

SHOW YOUR SUPPORT

Window Cling—\$2,000

This is a cost-effective way guaranteed to increase your company's visibility by placing your brand in a high-traffic area attendees will pass repeatedly during the event.



NETWORKING EVENTS AND RECEPTIONS

Attendee Reception Sponsor—\$10,000 (exclusive)

This reception will take place on Monday evening and all attendees wearing their official show T-shirt. Branded signage thanking and recognizing the sponsor and pre-event exposure is included. Plenty of food & drinks and a great place to network and be seen.

Specialty Coffee Station—\$7,500

Attendees enjoy a break with specialty coffees served in sponsor branded coffee cups. Sponsor signage and promotion included.

Make Your Own Trail Mix Station—\$7,500

Attendees enjoy a break with a delicious make your own trail mix station served in sponsor branded cups. Sponsor signage and promotion included.

Fun Run Sponsor - \$10,000 or \$15,000 w/ branded water bottles

The fun run is one of the popular events we are bringing back by popular demand. Signage, shout outs, mobile app & push notifications, website exposure for the sponsor to announce and highlight the event.



THE SKY IS THE LIMIT!

Give us a call today to discuss your sponsorship needs, so we can build a sponsorship plan customized to your budget and goals. Contact our Sponsorship Department at 703-761-6518 or email sponsorship@vpppa.org.