

# Sponsorship Package

CPHR Alberta 2026 Conference & Expo



June 2<sup>nd</sup> and 3<sup>rd</sup>, 2026 at the BMO Centre in Calgary, Alberta

## 2026 Theme: **Future-Ready HR**

Our 2026 Conference prepares human resources (HR) professionals to master the fundamentals, embrace innovation, and build executive-level influence—creating agile organizations ready for economic and workforce change. A future-ready HR community.

### **Position your brand at the center of HR's evolution.**

At the heart of the CPHR Alberta 2026 Conference is a thriving network of HR leaders and innovators preparing organizations for the future of work. Building on the success of our sold-out 2025 event, this year's conference will bring together an even broader cross-section of industries, career stages, and organizational roles—all united by a commitment to future-ready strategies and transformative HR leadership.

**Join us as a sponsor** and connect with decision-makers shaping workplace culture and business strategy for the next decade. Leverage our attendee insights from 2025 to tailor your approach, showcase your solutions, and create lasting partnerships.

## 2025 Edmonton Conference Attendee Insights

**Sold out** with 400 HR professionals!

### **Career Levels:**

- 27% Associate / Coordinator / Generalist
- 20% Director / Senior Level
- 7% C-suite / VP / President
- 3% Entry Level
- 2% Manager

### **Geographic Representation:**

- 53% Edmonton
- 18% Calgary
- 4% Central Alberta
- 4% Northwest Territories
- 2% Lethbridge
- 1% Grande Prairie
- 4% Outside Alberta

### **Years of Experience:**

- 35% with 15 to 25+ years
- 25% with 10 to 15 years
- 26% with 1 to 5 years

### **New Faces:**

44% of attendees were first-time participants



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## Demographics

Sponsoring the CPHR Alberta 2026 Conference gives you a prime opportunity to showcase your brand to our entire membership of over 7,200 HR professionals and business leaders.

### Calgary 2024 Conference

In-Person Attendees - 322

Virtual Attendees - 122

Exhibitors - 39

CPHR Alberta Members (*Percentage of attendees*) - 67%

Most Common Sectors (*Based on survey results*)

- Professional, Scientific and Technical Services
- Education Services
- Health Care and Social Assistance
- Public Administration
- Non-Profit
- Mining, Oil and Gas

### Edmonton 2025 Conference

In-Person Attendees - 400

Exhibitors - 25

CPHR Alberta Members (*Percentage of attendees*) - 70%

Most Common Sectors (*Based on survey results*)

- Public Administration
- Health Care and Social Assistance
- Finance, Insurance, Real Estate
- Professional, Scientific and Technical Services
- Construction

**CPHR Alberta Members: 7,200+**

**Chartered Members: 3,300+**

### Member Industry Coverage Provincially

- Oil & Gas - 12% Public
- Administration & Government - 10%
- Health & Social Assistance - 9%
- Education Sector - 8%
- Manufacturing - 6%
- Construction - 5%
- Finance & Insurance - 5%
- Retail & Wholesale Trade - 4%
- Transportation & Warehouse - 3%
- Science & Technology - 3%
- Non-Profit - 2%
- Other - 35%



Learn more about  
CPHR Alberta



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## Sponsorship Opportunities

All packages include our core items, listed on page 4.

Level	\$ Value	Package Details
Emerald	40,000	<ul style="list-style-type: none"><li>• Provide a mainstage keynote speaker</li><li>• Provide a 60 minute concurrent session speaker</li><li>• 20x20 exhibit booth</li><li>• Full page ad in the conference program</li><li>• Conference table (8 tickets)</li><li>• Promotional Video (30sec) to be shown on mainstage</li></ul>
Platinum	30,000	<ul style="list-style-type: none"><li>• Sponsor a keynote speaker (<i>selected by CPHR Alberta</i>)<ul style="list-style-type: none"><li>◦ 45 minute keynote</li><li>◦ 15 minute fireside with keynote speaker and sponsor</li></ul></li><li>• 20x20 exhibit booth</li><li>• Full page ad in the conference program</li><li>• 4 Conference tickets</li><li>• Promotional Video (30sec) to be shown on mainstage</li></ul>
Gold	20,000	<p>Option 1: HR Social on Day 1 Option 2: Executive Concurrent Session</p> <p>Both options include:</p> <ul style="list-style-type: none"><li>• 20x10 exhibit booth</li><li>• ½ page ad in the conference program</li><li>• 2 Conference tickets</li></ul>
Silver	15,000	<ul style="list-style-type: none"><li>• 15 minute Micro-Session Mainstage</li><li>• 10x10 exhibit booth</li><li>• ¼ page ad in the conference program</li><li>• Choose one of the following:<ul style="list-style-type: none"><li>◦ Editorial – article in CPHR Alberta Magazine (Fall or Winter 2026)</li><li>◦ Webinar – 1 hour, noon session (post-conference)</li></ul></li></ul>
Bronze	10,000	<ul style="list-style-type: none"><li>• 60 minute concurrent session speaker</li><li>• 10x10 exhibit booth</li><li>• ¼ page ad in the conference program</li></ul>
Supporting	7,500	<ul style="list-style-type: none"><li>• AM or PM break with activation</li><li>• 10x10 exhibit booth</li></ul>

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## Sponsorship Core Items

- Listed as a sponsor on all conference e-communications, website and event platform
- Listed as a sponsor on onsite signage
- Listed as a sponsor on onsite program
- Social media highlight
- 4 tickets to the HR Social on Day 1 (*previously known as our Welcome Reception*)

## Exhibit Hall: Your Gateway to HR Decision-Makers

For 2026, we're elevating the exhibitor experience with a dedicated exhibit hall featuring over 60 exhibitors and a range of booth sizes to fit your goals—from standard spaces to larger premium options. This expanded format creates a vibrant marketplace where sponsors and exhibitors can showcase solutions, build brand presence, and engage directly with HR professionals who are shaping the future of work.

To keep the energy high and attendees engaged, the exhibit hall will feature interactive activations, networking zones, and experiences designed to draw participants in and keep them connecting throughout the day.

Secure your spot and make your brand part of the most engaging HR exhibit experience yet.

## Exhibitor Options

Item	Rate	Details
6 x 10 ft Exhibit Booth	\$1,999 +GST	<ul style="list-style-type: none"><li>• 6 or 10 foot table</li><li>• Pipe and drape booth frame</li><li>• Exhibitor Recognition - Your company logo or name will be recognized on the event platform, conference website, onsite printed program and e-communications to CPHR Alberta members where available.</li></ul> <i>Electrical access and AV available by request at additional cost. Lead retrieval not included.</i>
10 x 10 ft Exhibit Booth	\$2,500 +GST	
Lead Retrieval	\$200 +GST	This feature is designed to help exhibitors capture contact information from attendees who have visited their exhibitor booth.
Additional Booth Personnel	\$200 +GST	

**Not finding what you are looking for?**  
Contact us to customize a package right for you.  
[cphrab-conference@cphrab.ca](mailto:cphrab-conference@cphrab.ca)