



Workplace Safety North

Mining Health and Safety Conference

The foundation of mining safety

April 30 – May 1, 2025

Sudbury, ON

2025 Sponsorship Package

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Workplace Safety North

Mining Health and Safety Conference

The foundation of mining safety

April 30 – May 1, 2025

Align your brand with the values of health and safety

You're invited to sponsor the annual Mining Health and Safety Conference hosted by Workplace Safety North from April 30 to May 1, 2025, at Science North in Sudbury.

For 27 years, the conference has attracted a global audience from the mining industry and provided a forum to share knowledge of sector-specific hazards, and of programs and innovations to make workplaces safer.

Themed 'The Foundation of Mining Safety', this year's conference focuses on the essentials of health and safety, while emphasizing the importance of legal requirements, risk management, and workplace culture in ensuring safe and healthy work environments.

Sponsoring the conference gives your organization the opportunity to highlight its products and services, while aligning itself with the values of health and safety.

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2025 Sponsorship Opportunities

Boost your brand visibility and recognition

Sponsorship opportunities are designed to elevate your presence and impact before, during and after the conference. Showcase your brand and connect with industry leaders and safety professionals.

Sponsors can choose from five distinct levels of sponsorship: Diamond, Keynote, Platinum, Gold, and Silver.

2025 Opportunities	Availability	Investment
Diamond	1	\$10,000
Keynote	2	\$8,000
Platinum	3	\$6,000
Gold	5	\$4,000
Silver	Unlimited	\$2,000



Why sponsor the Mining Health and Safety Conference?

Reach a global audience of safety professionals

- Canada's premiere mining health and safety event
- Boost awareness of your brand in northern Ontario and beyond
- Network with local and international industry leaders and safety professionals
- Associate your brand with the values of health and safety
- Opportunity to participate in the trade show and network with industry members
- Demonstrate your commitment to health and safety to your staff, clients, and community
- Be part of a popular annual event hosted by trusted provincial organization

Sponsors are a valued part of this event and WSN makes every effort to ensure they receive maximum exposure and recognition before, during, and after the event.

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Sponsorship opportunities at-a-glance

What you get when you support mining health and safety	Diamond \$10,000	Keynote \$8,000	Platinum \$6,000	Gold \$4,000	Silver \$2,000
Full conference pass	3	2	1	1	0
Speaking opportunity	✓				
Co-branded badge lanyards (provided by WSN)	✓				
Company promo video played on conference screens	✓				
Logo displayed on registration webpage and linked to sponsor website	✓				
Logo displayed in conference promo video	✓	✓			
Branded table items (provided by sponsor)	✓	✓			
Verbal acknowledgement from podium before keynote presentation	✓	✓			
Inclusion of company name in pre-event news release	✓	✓			
Trade show booth on Wednesday and Thursday	✓	✓	✓		
4-colour ad in digital and printed conference program	✓	✓	✓		
Social media posts	✓	✓	✓	✓	
Verbal acknowledgement from podium during conference opening and closing	✓	✓	✓	✓	
Logo included on conference webpage and linked to sponsor website	✓	✓	✓	✓	✓
Logo in pre-conference newsletter and linked to sponsor website	✓	✓	✓	✓	✓
Logo displayed on stage screens	✓	✓	✓	✓	✓
Logo and company name on pre-conference advertising	✓	✓	✓	✓	✓



Sponsorship Packages

Diamond Sponsor - \$10,000

1 spot available

- Recognition: Highest level of visibility, sponsor of venue and programs
- 3 Full conference passes
- Speaking opportunity on Thursday, May 1
- Co-branded badge lanyards (provided by WSN)
- Company promo video played on conference screens
- Logo displayed on registration webpage and linked to sponsor website
- Logo displayed in conference promo video
- Branded table items at place settings (provided by sponsor)
- Verbal acknowledgement from podium before keynote presentation
- Inclusion of company name in pre-event news release
- Two-day trade show booth in prime location
- Full-page 4-colour ad in printed conference program, plus digital PDF copy posted on conference website and emailed to attendees
- 2 individual social media posts leading up to the conference
- Verbal acknowledgement from podium during conference opening and closing
- Logo included on conference webpage and linked to sponsor website
- Logo in pre-conference newsletter and linked to sponsor website
- Logo displayed on stage screens
- Logo and company name on pre-conference advertising

Keynote Sponsor - \$8,000

2 spots available

- Recognition: High level of visibility, sponsor of Keynote speaker
- 2 Full conference passes
- Logo displayed in conference promo video
- Branded table items at place settings (provided by sponsor)
- Verbal acknowledgement from podium before keynote presentation
- Inclusion of company name in pre-event news release
- Two-day trade show booth in prime location
- Full-page 4-colour ad in printed conference program, plus digital PDF copy posted on conference website and emailed to attendees
- 1 individual social media post leading up to the conference
- Verbal acknowledgement from podium during conference opening and closing
- Logo included on conference webpage and linked to sponsor website
- Logo in pre-conference newsletter and linked to sponsor website
- Logo displayed on stage screens
- Logo and company name on pre-conference advertising



Platinum Sponsor - \$6,000

3 spots available

- Recognition: Sponsor of trade show and giveaways
- 1 Full conference pass
- Two-day trade show booth in prime location
- Half-page 4-colour ad in printed conference program, plus digital PDF copy posted on conference website and emailed to attendees
- 1 group social media post leading up to the conference
- Verbal acknowledgement from podium during conference opening and closing
- Logo included on conference webpage and linked to sponsor website
- Logo in pre-conference newsletter and linked to sponsor website
- Logo displayed on stage screens
- Logo and company name on pre-conference advertising

Gold Sponsor - \$4,000

5 spots available

- Recognition: Sponsor of networking breaks and meals
- 1 Full conference pass
- 1 group social media post leading up to the conference
- Verbal acknowledgement from podium during conference opening and closing
- Logo included on conference webpage and linked to sponsor website
- Logo in pre-conference newsletter and linked to sponsor website
- Logo displayed on stage screens
- Logo and company name on pre-conference advertising

Silver Sponsor - \$2,000

Unlimited availability

- Recognition: Sponsor of speaker gifts
- Logo included on conference webpage and linked to sponsor website
- Logo in pre-conference newsletter and linked to sponsor website
- Logo displayed on stage screens
- Logo and company name on pre-conference advertising



Who sees your branding

2024 audience snapshot



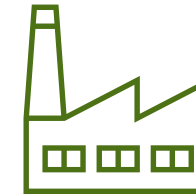
Employment role:

- Workers **33%**
- Management/Front-Line Supervisors **24%**
- CEO/Senior Leadership **18%**
- Other **25%**



Organization type:

- Underground Mining **51%**
- Diamond Driller **3%**
- Surface Operator **6%**
- Contractor **14%**
- Supplier **6%**
- Prospector/Exploration **3%**
- Other **17%**



174 livestream registrants from 10 countries:

- Australia
- Abu Dhabi
- Bosnia
- Botswana
- Canada
- Columbia
- Greece
- Mongolia
- Serbia
- United States





What attendees are saying

“I was very happy with this year’s conference. I came back to my organization with a lot to talk about and ideas. I was happy with all the presentations and sessions I sat in on.”

“This was a great first experience and I can’t wait to come back. The conference ran smooth, was informative, and the technical sessions were excellent.”

“By far your most entertaining and captivating conference. I also particularly enjoyed the networking activity to encourage conversations. As a result, we have 4 new contacts that we will be pursuing business with to improve on safety and mining efficiencies.”

“Very happy the in-person conference was able to be held after a lengthy hiatus. The online version is OK but there is nothing like being there feeling the positive atmosphere in the room.”

Secure your spot today

Limited space available

For more information, please contact:

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About Workplace Safety North

Your health and safety partner

An independent not-for-profit, Workplace Safety North (WSN) is one of four sector-based health and safety associations in Ontario. Headquartered in northern Ontario, WSN administers the provincial mine rescue program and provides province-wide Ministry-approved workplace health and safety training and services for the mining and forest products industries.

With health and safety specialists and mine rescue officers located across the province, WSN and its legacy organizations have been helping make Ontario workplaces safer for more than 100 years. A leading provider of health and safety training and consulting, businesses call upon WSN for expert advice and information.

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