



**CSEP 2023**  
*BRIDGING EXERCISE  
SCIENCE AND PRACTICE*  
OCTOBER 11-14, 2023 - CALGARY, ALBERTA



**20 SPONSORSHIP  
23 OPPORTUNITIES**

# What We Do

For over 50 years, CSEP has been translating cutting edge advances in exercise science research into the promotion of fitness, performance and health outcomes for Canadians. The CSEP Professional Standards Program® sets the highest standards for qualified exercise professionals through certification and evidence-based practice. CSEP Certified Personal Trainers® and CSEP Clinical Exercise Physiologists™ bring science to practice through their knowledge and skills, providing clients with exercise prescription that supports meaningful, lasting lifestyle changes.

## OUR MISSION

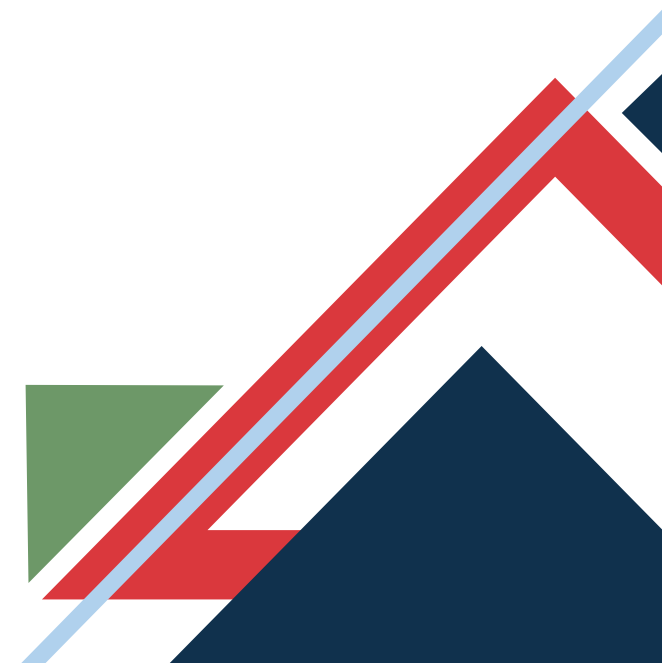
To champion excellence in the application, certification and advancement of evidence-informed exercise science research and practice

## OUR VISION

The health, fitness and athletic performance of all Canadians is optimized through the science of exercise.

## OUR VALUES

Impact  
Integrity  
Advocacy  
Innovation  
Collaboration  
Evidence-informed



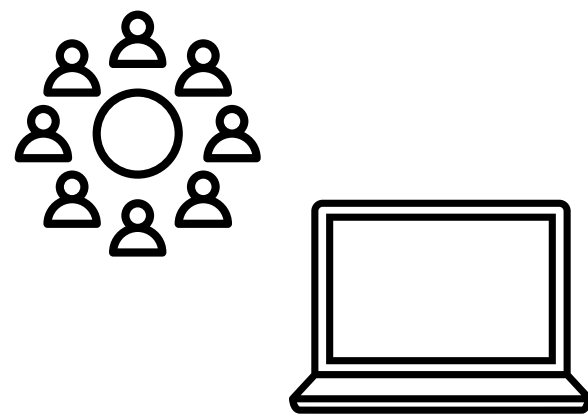
# About The Event



**The Westin Calgary | Calgary, Alberta**

**Wednesday, October 11 to Saturday, October 14, 2023**

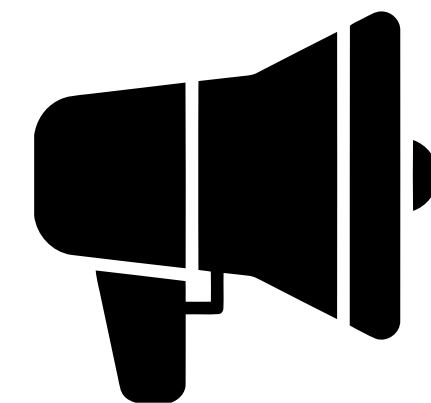
The CSEP annual conference is the **largest of its kind in Canada**, spanning across 4 days and including the latest research in exercise science and personal training. The program entails a prestigious awards gala, evidence-informed sessions, fireside chats, mentoring and networking events, graduate student opportunities, and so much more!



The CSEP conference attracts **400** in-person and **400** virtual attendees.



Attendees include **Canada's leading** exercise scientists, clinical exercise physiologists and personal trainers.



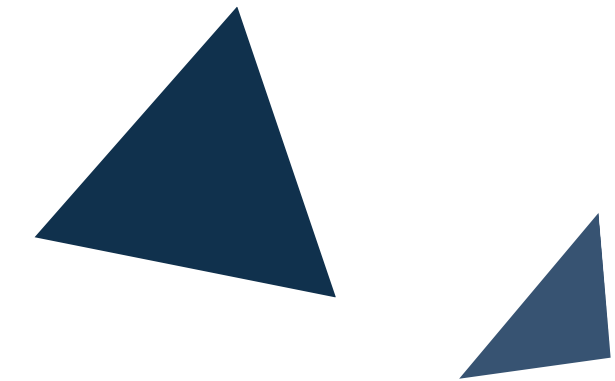
A great opportunity to showcase the latest research and products to industry experts.

Sponsorship packages overview



BENEFITS	TITLE	AWARDS GALA	TRADITIONAL PANCAKE BREAKFAST	LUNCH	KEYNOTE	EXHIBITOR
	\$10,000	\$8,000	\$7,000	\$5,000	\$5,000	\$2,500
Full conference passes	4	2	2	1	1	
Banquet tickets	2	4				
Exhibitor booth	1 - Premium	1 - Premium	1 - Premium			
Event exposure	Opening remarks, Keynote & reception	Address attendees at the Awards Gala	Address attendees at the Pancake Breakfast	Signage at the Lunch	Introduce and thank the speaker	
On stage sponsor recognition	✓					
Moderator role at Fireside Chat	✓					
Logo on name badges	✓					
Reserved table at Awards Gala	✓	✓				
Distribute branded material	✓	✓	✓	✓	✓	
Logo on on-site signage	✓	✓	✓	✓	✓	
Logo on signage at sponsored event	✓	✓	✓	✓	✓	
Logo included in e-blasts	✓	✓	✓	✓	✓	
Logo on a pre-roll before sessions	✓	✓	✓	✓	✓	✓
Social media promotion	✓	✓	✓	✓	✓	✓
Logo recognition on website	✓	✓	✓	✓	✓	✓
	+100 word description	+50 word description	+50 word description			

# Our Sponsorship Packages



## TITLE SPONSOR

**\$10,000 (1 available)**

- 4 full conference passes
- 2 additional Awards Gala tickets
- 1 premium exhibitor booth (bigger footprint for product demonstrations)
- Opportunity to address attendees for 2 minutes during the opening remarks
- Sponsor of the Opening Keynote
- Sponsor of the Opening Reception
- On-stage recognition at **ALL** main conference events
- Moderator role at a Fireside Chat
- Logo on all conference name badges
- Reserved table at the Awards Gala
- Opportunity to distribute branded material at your sponsored event
- Sponsor announcement in conference promo e-blasts, sent to 9,000 subscribers
- Sponsorship slides on a pre-roll before all main sessions (in-person and virtual)
- Promotion of sponsorship on social media before & during the conference
- Sponsor logo recognition on the conference website with clickable logo link (includes 100 word company description)



## AWARDS GALA

**\$8,000 (1 available)**

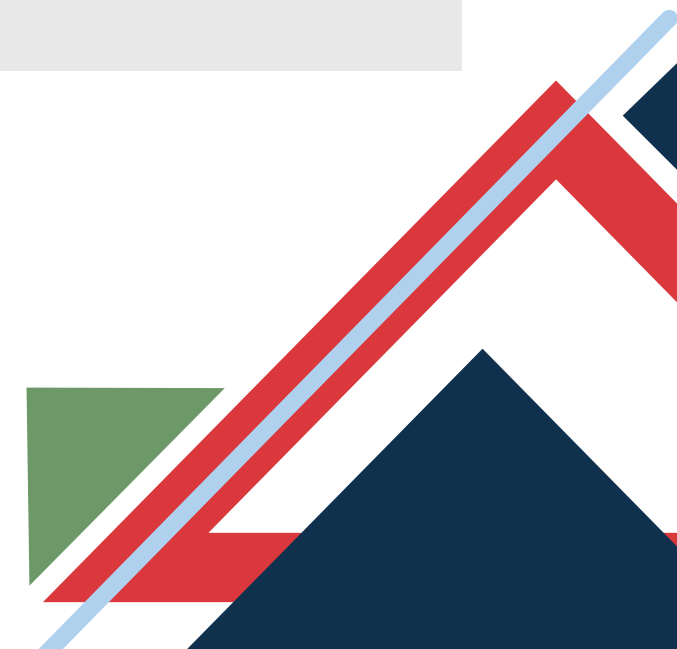
- 2 full conference passes
- 4 additional Awards Gala tickets
- 1 premium exhibitor booth (bigger footprint for product demonstrations)
- Exclusive opportunity to address attendees for 2 minutes at the beginning of the Awards Gala
- Reserved table at the Awards Gala
- Opportunity to distribute branded material at your sponsored event
- Sponsor announcement in conference promo e-blasts, sent to 9,000 subscribers
- Sponsorship slides on a pre-roll before all main sessions (in-person and virtual)
- Promotion of sponsorship on social media before & during the conference
- Sponsor logo recognition on the conference website with clickable logo link (includes 50 word company description)



## TRADITIONAL PANCAKE BREAKFAST

**\$7,000 (1 available)**

- 2 full conference passes
- 1 premium exhibitor booth (bigger footprint for product demonstrations)
- Exclusive opportunity to address attendees for 2 minutes during the Pancake Breakfast, a Calgary tradition
- Opportunity to distribute branded material at your sponsored event
- Sponsor announcement in conference promo e-blasts, sent to 9,000 subscribers
- Sponsorship slides on a pre-roll before all main sessions (in-person and virtual)
- Promotion of sponsorship on social media before & during the conference
- Sponsor logo recognition on the conference website with clickable logo link (includes 50 word company description)





## LUNCH

**\$5,000 (2 available)**

- 1 full conference pass
- Signage at the Lunch thanking and acknowledging the sponsor
- Opportunity to distribute branded material at your sponsored event
- Sponsor announcement in conference promo e-blasts, sent to 9,000 subscribers
- Sponsorship slides on a pre-roll before all main sessions (in-person and virtual)
- Promotion of sponsorship on social media before & during the conference
- Sponsor logo recognition on the conference website with clickable logo link



## KEYNOTE

**\$5,000 (3 available)**

- 1 full conference pass
- Opportunity for one (1) company representative to introduce and thank the speaker at the Keynote lecture
- Opportunity to distribute branded material at your sponsored event
- Sponsor announcement in conference promo e-blasts, sent to 9,000 subscribers
- Sponsorship slides on a pre-roll before all main sessions (in-person and virtual)
- Promotion of sponsorship on social media before & during the conference
- Sponsor logo recognition on the conference website with clickable logo link



## EXHIBITOR

**\$2,500**

- Sponsorship slides on a pre-roll before all main sessions (in-person and virtual)
- Promotion of sponsorship on social media before & during the conference
- Sponsor logo recognition on the conference website with clickable logo link

# Our Audience & Engagement

## OUR MEMBERS BY PROVINCE



Monthly reach is calculated as an average over the last 3 months



**2,900**  
Followers

**2,500**  
Organic monthly reach



**5,165**  
Followers

**27,000**  
Organic monthly reach



**3,480**  
Followers

**2,200**  
Organic monthly reach



**4,935**  
Followers

**7,500**  
Organic monthly reach



**9,045**  
Recipients

**47%**  
Open Rate

**4%**  
Click Rate

# Thank you!

To discuss sponsorship opportunities, please contact:

Michel Hachey, Director of Marketing, Communications and Events  
[mhachey@csep.ca](mailto:mhachey@csep.ca)

