



TECHNICAL  
SESSIONS

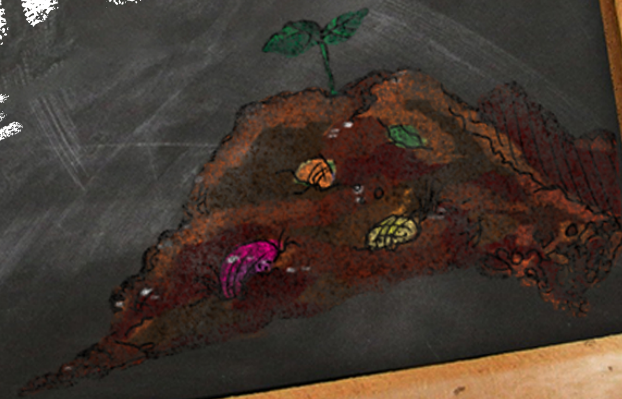
TOURS

# BACK TO SCHOOL

2019 CONFERENCE

TRAINING

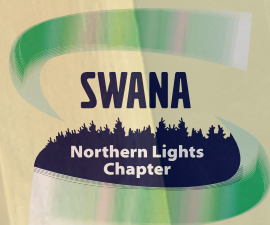
TRADE  
SHOWS



## Back to School

May 22 - 24, 2019  
Radisson Hotel  
Winnipeg, Manitoba

Back to School, the SWANA Northern Lights 2019 Conference & Tradeshow, highlights the importance of returning to the "classroom" to learn about advancements in waste and recycling, how to educate the public on the importance of waste management, and where to focus training efforts for optimal public uptake. What does the new "school" of training for waste management professionals, users of facilities, equipment, programs and communication tools look like? Expect informative sessions and look forward to an exciting learning sessions; hearing from industry educators, professionals, and practitioners.



[swananorthernlights.org](http://swananorthernlights.org)



# SWANA Northern Lights 2019 Conference & Tradeshow

## Sponsorship Opportunities



### Opening Keynote: Neil Bolton **\$3,500**

Neal Bolton has more than 42 years of experience in the solid waste industry. In 1988, Mr. Bolton formed his own consulting company—Blue Ridge Services—which provides operational consulting services for a wide range of private and municipal waste operations. He is the author of *The Handbook of Landfill Operations* and created the industry's most comprehensive safety training program for transfer stations, landfills, and collections.

**As the opening keynote sponsor, you will be welcomed to the front of the auditorium to introduce Neal and to address the delegates.**



### Closing Keynote: Barbara Bowes **\$3,500**

Barbara Bowes is an accomplished speaker, trainer, coach, writer and professional strategist/consultant. Barbara is also the President of Legacy Bowes Group, Winnipeg's premier HR Solutions provider and is a highly regarded authority and author on Human Resource related matters. Her popular "Working World" column appears every Saturday in the Careers section of the Winnipeg Free Press and she is the host of Bowes Knows, a weekly radio show airing on CJOB in Winnipeg.

**As closing keynote sponsor, you will introduce our final educator Barbara Bowes and address the conference delegates.**

### Thursday Evening Banquet **\$5,000**

Put your organization's name on our largest and best attended event. Hosted at the historic Metropolitan Center in downtown Winnipeg it's our equivalent of fine dining, holiday entertainment and a social all wrapped up into one night. You are invited to welcome delegates and to give a brief presentation before dinner. We invite you to provide input into the plan for the evening.

### Wednesday Evening Kick-Off **\$5,000**

Make the first day back one to remember. Your name is front and centre by sponsoring the first event of the conference. The reception and networking activities planned for Opening Reception and Tradeshow 'sneak peak' will allow participants to interact and enjoy a fun evening hosted by you. This signature event will bear your organization's name. We invite you to welcome delegates to the event.

### Trade Show Reception **\$3,500**

Once delegates have settled into the conference it's your time to shine at the front of the class. As the host of a reception in the trade show area you will set the tone for Thursday evening's festivities. Your company name will become part of this signature event and you will have the opportunity to welcome attendees as they arrive. Each participant will receive a drink ticket featuring your organization's logo.

### Table Wine at Banquet **\$3,500**

No BYOB at this party. Your sponsorship includes two bottles of fine Canadian wine on each table at the banquet, table cards, and the opportunity to create custom labels for the bottles.



# SWANA Northern Lights 2019 Conference & Tradeshow

## Sponsorship Opportunities

### Opening Plenary \$3,500

Host our opening session, "Recycling 101—How to Keep Recycling Working". This is our "History" and "Current Events" class where all delegates listen to major players in the waste management industry and find out how programs and education are adapting to new markets. As host, you are invited to address the delegates and give a 1-3 minute update on your company!

### Thursday Evening Entertainment - Family Feud and DJ \$3,500

Sponsor our evening entertainment where we host the popular game show "Family Feud". Have your name front and center (and potentially in a few questions) as delegates form teams and challenge each other. This event will be presented by a popular and professional entertainment company and is sure to be a great time.

### Breakfasts/Lunches \$3,000 (4)

At our "cafeteria", we believe in the value of good food to power our brains and create the atmosphere for great conversations and new connections. As the meal sponsor of a full breakfast or lunch, you'll have the opportunity to address participants after the breakfast or before the lunch.

### Golf \$2,500

Your sponsorship supports the phys-ed portion of the conference. Delegates will participate in an afternoon of golf at the beautiful and challenging St. Boniface Golf Course. You will have an opportunity to welcome golfers in from their rounds. Your company will help shape the competition.

### Grassroots & Students Sponsorship \$2,500

As a forward-thinking organization, your Grassroots sponsorship will cover the registration fees for up to five student attendees or representatives of grassroots organizations. If you are an organization with vision who understands the need to bring young, enthusiastic people into the industry, this is the opportunity for you.

### Student Competition Sponsorship \$2,500

If you are an organization who understands the need to bring young, enthusiastic people into the industry, this is the opportunity for you. SWANA will be running a video competition for students in Winnipeg to create a short clip aimed at teaching the public about solid waste management. You will be invited to help us select two to three outstanding local

students from our video competition to invite to the conference. You will also be supporting the development of community organizations working in solid waste.

### Refreshment Breaks \$2,500 (3)

This is your opportunity to sponsor adult recess. Breaks are 30 minutes to provide time for networking and creating connections.

### Wednesday Refreshments \$2,500

Sponsor all-day refreshments for people as they register, come and go to tours, golf and workshops and start their networking.

### Kick-Off Drinks Wednesday Evening \$2,500

School's out! Sponsor a round of drinks at the opening event. Your company name/logo will be on each attendee's complimentary drink ticket.



# SWANA Northern Lights 2019 Conference & Tradeshow

## Sponsorship Opportunities

### Field Trips

**\$2,000 (3)**

Field Trip 1 – E-Waste Processing and Soil Fabrication. A bit of a longer field trip where delegates travel out of town to tour Exner's E-Waste Facility and the Summit Road Landfill soil fabrication process. As sponsor of this tour, you are welcome to travel on the bus and help chaperone!

Field Trip 2 – We will be taking the school bus to the Brady Road Resource Management Facility where delegates will see the City of Winnipeg 4R Depot tour, Landfill Gas Capture System, Leave and Yard Waste Facility, Biosolids Compost Facility, and Centralized Leachate Collection System tour. As sponsor of this tour, you are welcome to travel on the bus and help chaperone!

Field Trip 3 – The Wheels on the Bus Go Round and Round. Host a visit to a tire processing facility, the City of Winnipeg's Pacific 4R Depot, and some enhanced chemistry at ReGen Composites. As tour host you can ride on the bus and address the delegates.

### SWANA Young Professionals Event

**\$1,500**

Meet the new class of star pupils at our Young Professionals Event, where your sponsorship will kick off the conference for our newest delegates and help them make connections with conference colleagues. As sponsor, you are welcome to display your banner at the event and bring greetings from your organization.

### Sessions

**\$1,000 (9)**

Sponsor a "classroom" session of interest to you and your clients.

- Transfer Stations 101
- Advanced Composting
- Finance 101—Paying for Waste Management
- Recycling 201—What is Beyond the Blue Box?
- Community Engagement 101—How Do We Create and Engage Communities to Better Manage Waste?
- Advanced Landfill Measurement—How Do We Measure and Monitor Landfills?
- Partnerships 101—How Can We Create Value for Both Sides?
- Advanced Safety—How Can We Improve Safety for Our Staff and Customers?

### Composting Sponsor

**\$1,000**

Contribute to the conference goal of being waste free by sponsoring the composting program. Your contribution will be acknowledged with labels on the bins and/or table cards.

### Green Energy & Carbon Offsets

**\$1,000**

Your sponsorship will allow the conference to be powered with green energy, supplied by Bullfrog Power, and to purchase carbon offsets for speaker and participant travel. You will be acknowledged with a sign at the registration table.

**To take advantage of these Sponsorship Opportunities, please contact:**

SWANA NLC Executive Director  
306-227-8183  
[sheri.praski@swananorthernlights.org](mailto:sheri.praski@swananorthernlights.org)

**For a summary of all Sponsorship Benefits, see page 5.**



## SWANA Northern Lights 2019 Conference & Tradeshow

# Summary of Sponsorship Benefits

Event	Value	Signature Event	Speaking Opportunity	Complimentary Registrations	Trade Show Display	Table Cards/ Tickets	Verbal/Program Recognition	Sponsor Slides and/or Signs	Logo on Website
Thursday Evening Banquet	\$5,000	•	•	3	Double	•	•	•	•
Wednesday Evening Kick-Off	\$5,000	•	•	3	Double		•	•	•
Thursday Trade Show Reception	\$3,500	•	•	2	Single	•	•	•	•
Thursday Evening Entertainment	\$3,500	•	•	2	Single	•	•	•	•
Table Wine at Banquet	\$3,500			2	Single	•	•	•	•
Keynote Speakers (2)	\$3,500		•	2	Single		•	•	•
Opening Plenary Session	\$3,500		•	2	Single		•	•	•
Breakfasts/Lunches (4)	\$3,000		•	2	Single		•	•	•
Grassroots Sponsorship	\$2,500			1	Single		•	•	•
Student Competition Sponsorship	\$2,500		•	1	Single		•	•	•
Golfing	\$2,500			1	Single		•	•	•
Refreshment Breaks (4)	\$2,500			1	Single		•	•	•
Kick-Off Drinks Wednesday Evening	\$2,500			1	Single	•	•	•	•
Tours (3)	\$2,000			1			•	•	
SWANA Young Professionals Luncheon	\$1,500		•	1			•	•	
Concurrent Sessions (9)	\$1,000			1			•	•	
Composting Sponsor	\$1,000			1			•	•	
Green Energy & Carbon Offsets Sponsor	\$1,000			1		•	•	•	