



AMERICAN SOCIETY OF  
SAFETY PROFESSIONALS

# Event Sponsorship Prospectus

ASSP Safety Conference + Expo 2026  
Anaheim, CA | June 15-17, 2026

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## An Award-Winning Trade Show Experience

Recognized by Trade Show Executive magazine, ASSP's Safety Conference and Expo is one of the nation's **Fastest 50** trade shows, honored for rapid growth in attendance, exhibitors, and exhibit space. This distinction reflects the event's unmatched value, influence, and momentum.

For more than 60 years, ASSP's Safety Conference has set the standard for education, networking, and innovation in occupational safety and health. Thousands of OSH professionals gather each year for three days of cutting-edge learning and meaningful connection—making it the premier event built by safety professionals, for safety professionals.





## Why Sponsor?

Sponsorship at ASSP's Safety Conference and Expo puts your brand at the center of the profession's premier event—trusted for more than 60 years as the leading source of education, connection, and innovation in occupational safety and health. With 6,500 attendees and 650 exhibitors, this is where the global safety community comes together to source solutions, explore new technologies, and build meaningful partnerships.

You'll reach a highly engaged community of safety professionals and decision-makers who come to the conference to source solutions, explore new technologies, and build meaningful partnerships. Sponsorship is your opportunity to showcase leadership, elevate visibility, and demonstrate your commitment to advancing workplace safety.

As a sponsor, you'll:

- **Maximize brand visibility** with thousands of OSH professionals
- **Engage directly** with decision-makers and influencers through meaningful, high-quality connections
- **Align with thought leadership** and industry innovation
- **Connect across industries** with safety leaders shaping the future



# Reach Safety Professionals Who Make Purchasing Decisions

SAFETY 2026 attracts the industry's most influential EHS leaders, frontline managers, and executive-level buyers—professionals who actively evaluate, recommend, and invest in cutting-edge safety solutions.

## A Cross-Industry Audience With Wide Buying Power

SAFETY 2026 delivers access to leaders from every major sector where safety matters most. Manufacturing and construction make up the largest attendee groups, supported by a broad mix of high-impact industries.

### Top Industries Represented:

- **24%** Manufacturing
- **17%** Construction
- **9%** Consulting
- **7%** Government / Public Sector
- **6%** Insurance / Risk Management
- **6%** Oil, Gas, Petrochemical
- **5%** Utilities
- **3%** Educational Services / Universities
- **2%** Transportation
- **2%** Services / Retail
- **2%** Agriculture / Forestry / Food
- **2%** Government / Military
- **15%** Other

## Experienced Buyers With Deep Expertise

Attendees aren't just present—they're seasoned professionals with decades of experience making safety decisions.

### 74% have 10+ years of experience

- 46% 21+ years
- 28% 11–20 years
- 13% 6–10 years
- 12% 1–5 years
- 2% <1 year

## High Concentration of Purchasing Authority

The vast majority of SAFETY attendees influence or control purchasing for the solutions they see on the expo floor.

### 85% have influence over at least one major product category

- 22% Final decision authority
- 49% Recommend
- 14% Specify
- 15% No role

71% hold final decision or recommendation authority for products and services showcased at SAFETY.

88% discover new companies they would consider doing business with—making the expo a powerful lead-generation environment.

## Decision-Makers From the Top of Their Field

You'll meet high-level leaders who shape safety strategies across their organizations.

### Attendee Job Roles:

- 33% Manager / Regional or Branch Manager / Safety Manager
- 22% Director / Vice President / Department Head
- 12% Safety Specialist / Technician
- 9% Consultant / Advisor
- 5% Safety Engineer
- 4% President / Owner / CEO / Partner
- 15% Other



A photograph of two men in a trade show booth. The man on the left is wearing a white polo shirt and is looking towards the man on the right. The man on the right is wearing a black polo shirt and is smiling. They are standing in front of a display of safety gear, including several pairs of work gloves in blue and orange, and a black hard hat. In the background, there are shelves with more safety equipment and a sign that partially reads "10 YEAR SAF".

# Sponsorship Levels & Amenities

We offer tailored sponsorship packages to suit your marketing goals and budget. Choose from impactful amenities and branded opportunities to ensure your organization stands out.

## Gold Sponsor

*Choose 1–2 amenities from the menu*

Position your company as a premier partner with the highest level of visibility and engagement.

- **Expanded Year-Round Exposure** – Five months of digital retargeting plus a full-page ad in the conference-month PSJ issue extend your reach well beyond the event itself.
- **Premium On-Site Presence & Engagement** – Showcase your brand by sponsoring 1–2 amenities and two education sessions (the most visible on-site opportunities), along with booth placement priority points, two complimentary conference passes, participation in the Parade to Prizes program, and onsite participation in the Career Advancement Center (promote open positions, conduct interviews, provide career guidance) to maximize your visibility and attendee interaction.
- **Exclusive Recognition & Thought Leadership** – Present two flash sessions, gain access to pre- and post-conference physical mailing lists and receive standalone recognition in the general session to elevate your brand as a leading partner.
- **Pre-Conference & Digital Visibility** – Inclusion in pre-conference communications, ASSP Buyers Guide, mobile app, and the conference-month PSJ issue, plus logo placement in email and social campaigns.
- **On-Site Branding Opportunities** – Booth sponsorship recognition (tabletop sign), enhanced signage, and your logo featured in high-traffic areas and general session presentations.
- **Comprehensive Logo Recognition** – Consistent band-of-logos placement across print, digital, and on-site materials for maximum exposure before and during the event.



## Silver Sponsor

*Choose 1 amenity from the menu*

Strengthen your presence with wide-reaching visibility and focused on-site impact.

- **Expanded Digital Reach** – Three months of digital retargeting plus a half-page ad in the conference-month PSJ issue extend your visibility well beyond the event itself.
- **Pre-Conference & Digital Visibility** – Inclusion in pre-conference communications, the ASSP Buyers Guide, mobile app, and the conference-month PSJ issue, plus logo placement in email and social campaigns.
- **Comprehensive Logo Recognition** – Consistent band-of-logos placement across print, digital, and on-site materials for maximum exposure before and during the event.
- **Premium On-Site Presence & Engagement** – Sponsor one amenity and one existing education session, receive booth placement priority points, two complimentary conference passes, and the opportunity to present one flash session and participate in the Career Advancement Center (promote open positions, conduct interviews, provide career guidance) to maximize your on-site impact and attendee interaction.



## Bronze Sponsor

Get strong visibility across multiple channels with an accessible entry point.

- **Broad, Multi-Channel Visibility** – Your brand is featured across every major attendee touchpoint. Sponsors receive inclusion in booth-traffic pre-conference communications, the ASSP Buyers Guide, the conference-month PSJ issue (quarter-page ad), and recognition on the ASSP.org sponsor page, plus visibility in the mobile app and across email and social channels.
- **Prominent On-Site Recognition** – Stand out on site with booth sponsorship recognition (tabletop sign), enhanced signage opportunities, and band-of-logos placement in general session presentations and high-traffic areas. Each sponsor also receives one complimentary conference pass.
- **Consistent Branding Across Platforms** – Enjoy cohesive, repeated exposure before, during, and after the conference through a coordinated band-of-logos presence across print, digital, and on-site materials.

# Sponsorship Amenities Menu

Amenity	Feature	Sponsor Benefit
<b>Registration</b>	Branded area & confirmation emails	Be the first brand attendees engage with onsite and online
<b>Lanyards</b>	Logo on every badge lanyard	Constant visibility on every attendee
<b>Event Mobile App</b>	Exclusive branding and visibility on the official event mobile app used by attendees	Gain continuous exposure throughout the event as attendees rely on the app daily—keeping your brand front and center
<b>Wi-Fi</b>	Branded splash page & signage	Continuous brand exposure as attendees connect
<b>Headshot Station</b>	Signage & branding on digital photos	Align with professionalism & career development
<b>RUNWAY Fashion Show</b>	Title sponsor with stage branding	Showcase leadership in inclusive, innovative PPE
<b>Virtual Event Bag</b>	Digital swag emailed to all attendees	Generate leads and engagement with exclusive content
<b>Refreshments</b>	Branded refreshment areas with signage and optional custom items (e.g., coffee sleeves, cups, napkins)	Associate your brand with comfort, hospitality, and high-traffic networking moments throughout the event
<b>Meditation Sessions</b>	Branded wellness sessions	Promote mental wellness while reinforcing your brand
<b>Career Advancement Center</b>	Resume reviews, education, and networking	Align with future leaders of the safety industry
<b>Parade to Prizes</b>	Logo on game cards, signage, and prizes	Drive traffic and fun engagement through gamification



# Be part of the momentum

Reserve your sponsorship today to secure unmatched visibility at the ASSP Safety Conference + Expo 2026. Secure your spot early—amenities are limited and available on a first-come, first-served basis. Premier sponsors receive first priority. To reserve your sponsorship or learn more, contact:

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**About ASSP – Working together for a safer, stronger future**

Since 1911, the American Society of Safety Professionals has helped occupational safety and health professionals protect people, property and the environment. The nonprofit society is based in Chicago's suburbs. Its global membership of over 35,000 professionals develops safety and health management systems that prevent injuries, illnesses and fatalities. ASSP advances its members and the safety profession by providing member communities, serving as a trusted advisor, and elevating safety through workforce development. Its flagship journal, *Professional Safety*, is a longtime leader in the field. Visit [www.assp.org](http://www.assp.org) and find us on Twitter, Facebook, LinkedIn and YouTube.