



2023 SKILL CITY

ALBERTA'S LARGEST TRADE & TECHNOLOGY CAREER EXPLORATION EXPERIENCE

AT THE PROVINCIAL
SKILLS CANADA COMPETITION
REGISTRATION PACKAGE

MAY 3 - MAY 4, 2023 | EDMONTON EXPO CENTRE

OVER 80 SKILL CITY EXHIBITORS | 45 EVENT AREAS | 14,000 SPECTATORS | 45 TRY-A-TRADES®



SKILLSALBERTA.COM

SKILLS CANADA ALBERTA'S SKILL CITY

IT'S SKILLS SEASON!

Skills Canada Alberta invites you to be part of the 2023 Provincial Skills Canada Competition as an exhibitor in Skill City, Alberta's largest Trade & Technology Career Exploration Experience! This exciting event will draw more than 10,000 youth to the Edmonton EXPO Centre as they explore post-secondary and employment opportunities. Over 80 of Alberta's top employers, associations, labour groups, training institutes, and government partners will make up Skill City, with booths and Try-A-Trade® demonstrations strategically located throughout the competition.

SKILLS CANADA ALBERTA

Skills Canada Alberta (SCA) equips young minds with the skills to succeed in a changing economic environment. SCA is a not-for-profit, provincial association, which works with employers, educators, labour groups and government partners to emphasize trade and technology careers as first choice career options.

Each year, Skills Canada Alberta hosts the Provincial Skills Canada Competition, which highlights secondary and post-secondary students in an Olympic-style skilled trades and technologies competition.

This two day event, which takes place on May 3 & 4, 2023 will attract 14,000 people looking to learn about the endless opportunities in the trades and technologies. The Provincial Skills Canada Competition will welcome 700 competitors and 150 attendees of the Girls Exploring Trades and Technologies Gathering. In addition, 400 volunteers, 100 judges, and thousands of teachers, students, educational advisors, and members of the general public will be attendance.

ALBERTA'S LARGEST TRADE AND TECHNOLOGY CAREER EXPLORATION EXPERIENCE

As a Skill City Exhibitor, you will have the opportunity to:

- + Promote your organization to thousands of junior and senior high students who are currently planning their post-secondary education and career paths
- + Present career opportunities that exist within your organization
- + Showcase your organization's products, services and initiatives
- + Network with industry leaders, students, teachers and parents
- + Increase the profile of your organization and trade

TRY-A-TRADE® BOOTHS

- + Try-A-Trade® booths—elevate your organization's brand awareness with an interactive Try-A-Trade® booth. Contact karenw@skillsalberta.com for more information.

BUILD AWARENESS & TALENT

The Provincial Skills Canada Competition will include over 46 different trade and technology competitions. Skill City includes interactive Try-A-Trade® displays and Exhibitor Booths located throughout the three competition halls. Organizations are highly encouraged to have interactive elements within their booths:

2019 PARTICIPANTS INCLUDED:

- + Alberta Canola
- + AECOM
- + Alberta Apprenticeship and Industry Training
- + Alberta Distance Learning Centre
- + Alberta Pipe Trades College / Local Union 488
- + Alberta Regional Council of Carpenters/Millwrights and Allied Workers
- + Alberta Roadbuilders and Heavy Construction Association
- + Boilermakers Apprenticeship Agency
- + Building Trades of Alberta
- + Canadian Woodworker
- + CAREERS: The Next Generation
- + Centre for Arts and Technology
- + CLAC
- + Clark Builders
- + CWB Welding Foundation
- + Delmar College
- + Digital School Technical Design College
- + E Construction Ltd.
- + EECOL Electric
- + Electrical Contractors Association of Alberta
- + Electrical Industry Training Centres of Alberta
- + EPCOR Utilities
- + EvelineCharles Academy
- + Fillmore Construction
- + Finning
- + Government of Alberta—Learning Clicks
- + Great Clips
- + Habitat for Humanity Edmonton
- + IBEW Local 424
- + In-House Solutions Inc.
- + Job Safety Skills Society
- + Kiewit
- + Lakeland College
- + Lakeland College Street Rod Technologies
- + LaSalle College Vancouver
- + Ledcor Group of Companies
- + Lethbridge College
- + Local 92
- + MacEwan University
- + MC College
- + Millar Western
- + NAIT
- + NAIT Millwork and Carpentry
- + Northern Lakes College
- + Norquest College
- + One Beauty Brands/ Alberta Academy of Aesthetics
- + PCL Construction
- + Pembina Pipeline Corporation
- + Pixel Blue College
- + Portage College
- + PROBEAUTY Group Inc—EIE Training Centre
- + RBC
- + Red Deer College
- + Red Deer College School of Creative Arts
- + SAIT
- + Service Canada
- + Sheet Metal Contractors Association of Alberta
- + Sheet Metal Workers International Association Local 8
- + TC Energy
- + The Canadian Armed Forces
- + The Esthetic Institute
- + The Professional Homebuilders Institute
- + Trade Winds to Success
- + Trotec Laser Canada
- + Women Building Futures

INTERACTIVE ELEMENTS

Skills Canada Alberta (SCA) highly encourages exhibitors to incorporate an interactive element into their booth space. Over the years, we have found booths with an hands-on activity have much more meaningful engagement with students. SCA is working to enhance the experience of students touring the event by providing more interactive elements and Try-A-Trades®.

STATIC BOOTHS (NO HANDS-ON ACTIVITY)

Static booths do not incorporate hands-on activity, but may include flyers, brochures and promotional items.

INTERACTIVE BOOTHS (HANDS-ON ELEMENT)

Interactive booths incorporate a hands-on activity that showcases an aspect of trades or technology, to meaningfully engage students. Please note: flyers do not count as an interactive element.

Examples of successful interactive Skill City booths include:

- + Table top games and puzzles
- + Simulators (crane, trucks etc.)
- + Virtual reality
- + Hand tool demos
- + Photo booths

There are 3 Skill City booth options, which are further outlined on the next page:

1. Static Booth
2. Interactive Booth
3. Double Booth Try-A-Trade®



EXHIBITOR INFORMATION

SKILL CITY BOOTH REGISTRATION

The Provincial Skills Canada Competition will include over 45 different trade and technology competitions. Skill City includes interactive Try-A-Trade® displays and Exhibitor Booths located throughout the three competition halls. Organizations are highly encouraged to have interactive elements within their booths:

2023 SKILL CITY SCHEDULE

Edmonton EXPO Centre - Edmonton, AB

DATE	TIME	EVENT
Tuesday May 2	1:00 PM—6:00 PM	Set Up and Opening Ceremonies
Wednesday May 3	8:30 AM—4:00 PM	Provincial Skills Canada Competition
Thursday May 4	8:00 AM—4:00 PM	Provincial Skills Canada Competition
Thursday May 4	4:00 PM—6:00 PM	Tear Down

SKILL CITY PARTNERSHIP OPTIONS

BOOTH OPTION

The cost for the two day event is **\$1200 for an interactive booth** or **\$1500 for a static booth**. Skills Canada Alberta will provide the following (per booth):

- + 10' x 10' booth
- + Power outlet
- + 8' high back-wall drapery
- + 3' high side-wall drapery
- + (1) 8' skirted table
- + (2) chairs
- + (2) passes to the Hospitality Suite and lunch (additional passes can be purchased for \$75)
- + Profile on the Provincial Skills Canada Microsite
- + *Wi-Fi is included (2 devices for 2 days) at the interactive booth level, but not at the static booth level*

DOUBLE BOOTH TRY-A-TRADE® OPTION

Up to 200 square feet of Try-A-Trade® floor space in a premium location amongst the Skill City booths. The cost for a Try-A-Trade® booth is **\$3500**.

- + Exclusive SCA signage featuring your corporate logo and the name of your Try-A-Trade® displayed within your event area (2 branded hard wall panels, 1 elevated Try-A-Trade® marker)
- + Skirted table, chairs, and power outlet
- + Profile on the Provincial Skills Canada Microsite
- + (4) passes to lunch and the Hospitality Suite
- + PSCC t-shirts for your Try-A-Trade® team
- + Wi-Fi included (2 devices for 2 days)

As space is limited, priority will be given to sponsors and organizations directly related to trade and technology career opportunities. Limit of 2 booths per organization.

Contact Karen Waitas for information on additional ways to become involved with the Provincial Skills Canada Competition and Skills Canada Alberta: KarenW@skillsalberta.com