



2024 SKILL CITY

# ALBERTA'S LARGEST TRADE & TECHNOLOGY CAREER EXPLORATION EXPERIENCE

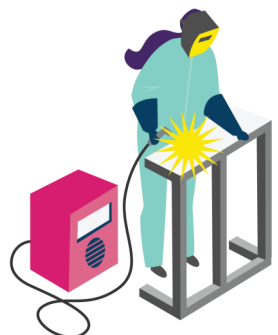
AT THE PROVINCIAL  
SKILLS CANADA COMPETITION

REGISTRATION PACKAGE

MAY 8 - MAY 9, 2024 | EDMONTON EXPO CENTRE

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

[SKILLSALBERTA.COM](https://skillsalberta.com)



# SKILLS CANADA ALBERTA'S SKILL CITY

## IT'S SKILLS SEASON!

Skills Canada Alberta invites you to be part of the 2024 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.

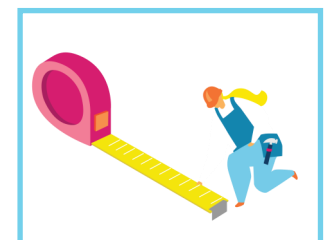
Each year, Skills Canada Alberta hosts the Provincial Skills Canada Competition, which highlights secondary and post-secondary students in an Olympic-style skilled trades and technologies competition.

This two day event, which takes place on May 8 & 9, 2024 will attract 10,000 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



# 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:

## 2023 PARTICIPANTS INCLUDED:

Alberta Apprenticeship and Industry  
Training

Alberta Distance Learning Centre

Alberta Pipe Trades College / Local  
Union 488

Carpenters Regional Council

Millwrights and Allied Workers

Boilermakers Apprenticeship  
Agency

Building Trades of Alberta

Canadian Woodworker

Career and Technology Education  
Council

CAREERS: The Next Generation

Centre for Arts and Technology

CLAC

CNRL

CORD

CWB Welding Foundation

DOW Canada

E Construction Ltd.

EECOL Electric

Electrical Contractors Association  
of Alberta

Electrical Industry Training Centres  
of Alberta

Edmonton Construction Association

Edmonton Public School Board

EPCOR

European Institute of Esthetics

Fillmore Construction

Finning

Government of Alberta—Learning

Clicks

Habitat for Humanity Edmonton

HIEC—Apprentice Search

IBEW Local 424

In-House Solutions Inc.

Inter Pipeline

Jardeg

Job Safety Skills Society

Kiewit

Keyera

Lakeland College

Lakeland College Street Rod

Technologies

Ledcor Group of Companies

Lethbridge College

Local 92

MacEwan University

MC College

Millar Western

Millwrights and Allied Workers

Boilermakers Apprenticeship

NAIT

NAIT Millwork and Carpentry

Northern Lakes College

Northwestern Polytechnic

NorQuest College

One Beauty Brands/ Alberta

Academy of Aesthetics

Onside Restoration

PCL Construction

Pembina Pipeline Corporation

Pixel Blue College

Portage College

PROBEAUTY Group Inc

SAIT

Service Canada

Sheet Metal Workers International

Association Local 8

TC Energy

The Canadian Armed Forces

The Professional Homebuilders

Institute

Vleeming Custom Homes

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:

## 2024 SKILL CITY SCHEDULE

Edmonton EXPO Centre - Edmonton, AB

DATE	TIME	EVENT
Tuesday May 7	1:00 PM—6:00 PM	Set Up and Opening Ceremonies
Wednesday May 8	8:30 AM—4:00 PM	Provincial Skills Canada Competition
Thursday May 9	8:00 AM—4:00 PM	Provincial Skills Canada Competition
Thursday May 9	4:00 PM—6:00 PM	Tear Down

## SKILL CITY PARTNERSHIP OPTIONS

### BOOTH OPTION

The cost for the two day event is **\$1500 for an interactive booth** or **\$2000 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 **\$5000**.

- + 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
- + (3) 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 Chika Omenugha for information on additional ways to become involved with the Provincial Skills Canada Competition and Skills Canada Alberta: [ChikaO@Skillsalberta.com](mailto:ChikaO@Skillsalberta.com)