

2025 SKILL CITY BOOTH REGISTRATION PACKAGE



Alberta's Largest Trade & Technology Career Exploration Experience

May 7- May 8, 2025 | Edmonton Expo Centre

SKILLS CANADA ALBERTA'S SKILL CITY

Skills Canada Alberta invites you to be part of the 2025 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 70 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 7 & 8, 2025 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 200 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 45 different trade and technology competitions. Skill City includes interactive Try-A-Trade® displays and Exhibitor Booths located throughout the four competition halls. Organizations are highly encouraged to have interactive elements within their booths:

2024 PARTICIPANTS INCLUDED:

- *Alberta Academy of Aesthetics*
- *Alberta Apprenticeship and Industry Training*
- *Alberta Construction Safety Association*
- *Building Trades of Alberta*
- *Canadian Apprentice Forum*
- *Canadian Foundation for Economic Education*
- *Canadian Natural Resources (CNRL)*
- *Canadian Woodworker*
- *Canfor*
- *CARSTAR Collision and Glass*
- *Career and Technology Education Council*
- *CAREERS: The Next Generation*
- *Carpenters Regional Council*
- *Centre for Arts and Technology*
- *CLAC*
- *Clark Builders*
- *Construction Labour of Alberta*
- *DOW Canada*
- *Eagle Builders*
- *Electrical Contractors Association of Alberta*
- *Electrical Industry Training Centre of Alberta*
- *Edmonton Construction Association*
- *Edmonton Public School Board*
- *EPCOR*
- *European Institute of Esthetics*
- *Fillmore Construction*
- *Fix Network*
- *FutureCite*
- *IBEW Local 424*
- *International Brotherhood of Boilermakers*
- *Inter Pipeline*
- *Jardeg*
- *Kaizen Automotive Group*
- *Kiewit*
- *Keyera*
- *Lakeland College*
- *Ledcor Group of Companies*
- *Lethbridge College*
- *MacEwan University*
- *Mammoet*
- *MC College*
- *Millwrights Local 1460*
- *Medicine Hat College*
- *NAIT*
- *NAIT Millwork and Carpentry*
- *Northern Lakes College*
- *Northwestern Polytechnic*
- *NorQuest College*
- *Olds College*
- *One Beauty Brands/ Alberta Academy of Aesthetics*
- *Onside Restoration*
- *PCL Construction*
- *Pembina Pipeline Corporation*
- *PROBEAUTY Group Inc*
- *Royal Canadian Mounted Police (RCMP)*
- *Red Deer Polytechnic*
- *Techmation Electric & Controls LTD*
- *The Canadian Armed Forces*
- *The Education Partnership Foundation*
- *TradesLink*
- *Trades Exam Bank*
- *UA Local 488*
- *Vleeming Custom Homes*
- *Welco*
- *Women Building Futures*
- *Worley*

SKILL CITY BOOTH REGISTRATION

← 30'+ →

← 20' →

The **BASIC**

Booth 

Features

- 10x10' space
- 1 skirted table
- Power and wifi access
- 2 lunch passes
- Microsite profile



The **PREMIUM**

Booth 

Features

- 10x20' space in prime location
- power and wifi access
- 2 skirted tables
- 4 lunch passes
- 1 corporate logo hardwall signage
- Microsite profile



The **TRY-A-TRADE** Booth

For interactive exhibits!



Features

- Up to 200' of space in prime location
- Power and wifi access
- Elevated Try-A-Trade marker
- 2 skirted tables
- 4 lunch passes
- 2 corporate logo hardwall signage
- Social media mention
- Microsite profile



HOW TO REGISTER:

Visit our website:

<https://skillsalberta.com/skill-city/>

SKILL CITY

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.



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®.

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



2025 SKILL CITY SCHEDULE

EDMONTON EXPO CENTRE - EDMONTON, AB

Date	Time	Event
Tuesday, May 6th	1:00 PM- 6:00 PM	Set up and Opening Ceremonies
Wednesday, May 7th	8:30 AM- 4:00 PM	Day 1: Provincial Skills Canada Competition
Thursday, May 8th	8:30 AM- 4:00 PM	Day 2: Provincial Skills Canada Competition
	4:00 PM- 6:00 PM	Tear Down

