

A man wearing an orange hard hat, clear safety glasses, and a blue work shirt with reflective stripes is working on a piece of equipment. He is wearing yellow gloves and is focused on his task. The background is dark with a large green abstract shape behind him.

Safety in Action®

CONFERENCE 2027

SPONSORSHIP
PROSPECTUS

[SAFETYINACTION.COM](https://safetyinaction.com)

Where Safety Leaders Unite

Your Brand at the Center of Safety's Biggest Stage

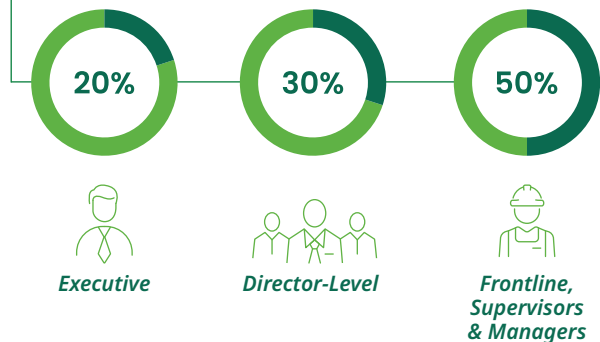
The Safety in Action® Conference isn't just an event, it's a high-energy marketplace of ideas, solutions, and buying power. For three days, more than 1,000 safety leaders, decision-makers, and influencers come together to discover new partners and solutions they can trust.

As a sponsor, you'll have direct access to the people shaping the future of workplace safety, from frontline leaders to C-suite executives, all looking for practical, proven ways to protect their people and improve performance.

This is your chance to:

- Put your brand in front of *qualified buyers* ready to act
- Showcase your solutions in an environment built for meaningful conversations
- Build relationships that turn into long-term business

Types of Attendees



HYATT REGENCY ORLANDO

Celebrating 40 Years of Driving Safety Forward

For four decades, Safety in Action® has brought together the industries that run the world: energy, manufacturing, utilities, oil & gas, chemical, mining, and more.



Key Statistics

- 99% of Leadership Summit attendees would recommend it to others
- Over 1,000 safety-minded employees and leaders in attendance
- 200+ companies investing in workplace safety

Process Safety | Leadership Contractor Safety | HOP | SIF | EH&S



As a sponsor, you're not just part of the event — you're part of the movement driving safety innovation worldwide.

Your Spotlight:

Got a breakthrough, best practice, or success story? The Safety Showcase puts your expertise front and center, sparking ideas and conversations with leaders who can take them global.



➤ "Our attendees rate Safety in Action® a 9 out of 10 for value and relevance".

➤ "More than 98% return year after year, bringing fresh colleagues and new business opportunities".

Industries that Attend



OIL & GAS



PETROLEUM



CHEMICAL



UTILITIES



ENERGY



MINING



NUCLEAR



PULP & PAPER



MANUFACTURING

Who Attends



Why Sponsor?

- 8 Education Tracks
- Over 12 Hours of Exhibit Time
- Over 1,000 Safety, Operations, and EHS Professionals
- Close to 200 Companies Representing a Wide Variety of Industries



Join us in Orlando

TO BE PART OF THE MOMENTUM

Sponsorship Packages

Become a presenting sponsor with the following opportunities



Exhibitor Sponsor

\$2,500

- Showcase access only
- Name and logo on website and mobile app
- Includes basic 10 x 10 booth setup, one table, two chairs, black table cloth, back drape, waste basket, power, and company name
- The size and needs can be upgraded, contact us to get a quote (contact us form)
- Promotional item in registration bag (optional)



Silver Sponsorship

\$6,000

INCLUDES EVERYTHING FROM THE EXHIBITOR SPONSORSHIP, PLUS THE ADDITIONAL ITEMS LISTED:

- Official sponsor on Safety in Action website, along with a click-through to your company website.
- Mention in all online, website, social media, conference application, and print media communications.
- On-site **quarter-page** ad in the conference program guide.
- Mention in event report to all conference attendees.
- Two conference passes.
- Branded pens.
- Branded event note pads.



Gold Sponsorship

\$10,000

INCLUDES EVERYTHING FROM THE SILVER SPONSORSHIP, PLUS THE ADDITIONAL ITEMS LISTED:

- On-site **half-page** ad in the conference program guide.
- Logo presence on directional and digital signage.
- Logo placement on Step and Repeat.
- On-stage recognition of your brand as official partner of the conference.
- Interview on-site about your business and why safety is important.
- Three conference passes, and one Leadership Summit pass for directors and above.
- Branded charging station.
- Coffee station.



Platinum Sponsorship

\$15,000

INCLUDES EVERYTHING FROM THE GOLD SPONSORSHIP, PLUS THE ADDITIONAL ITEMS LISTED:

- 20-by 20-foot prime location space, and opportunity to place two promotional materials in the official conference bag.
- On-site **full-page** ad in the conference program guide.
- Interview for the conference program guide.
- Prominent exclusive branded logo on all conference bags.
- Four conference passes and two Leadership Summit passes for directors and above.
- Leadership Summit reception.
- Photo booth.
- Coffee & snack station.



*Ready to Lead the
Conversation on Safety?*

Contact us at
safetyinaction@dekra.com
to reserve your spot or explore tailored
sponsorship opportunities.

