2027 PHE CANADA NATIONAL EDUCATORS' CONFERENCE & RESEARCH FORUM

Partner Information Package

May 7–8, 2027 · University of New Brunswick
Fredericton, NB

PHE Canada Research Forum, May 5–6, 2027

#PHEFredericton2027 | #EPSFredericton2027



WHY PARTNER WITH US

Canada's national professional development event for physical and health and health education, healthy schools, school sport, outdoor learning, learning, school mental health, food literacy, chronic disease prevention, prevention, and more!

01

Reach the whole PHE Community

400+ delegates: teachers, school and district leaders, researchers, health and recreation professionals, government, and NGO leads from across Canada.

02

Engage face to face

Exclusive marketplace time built into the program, plus workshops, active sessions, and social events that can carry your name.

03

Stand for healthy, active kids

Align your brand and share your message to advance all children and youth in Canada to live healthy, physically active lives.

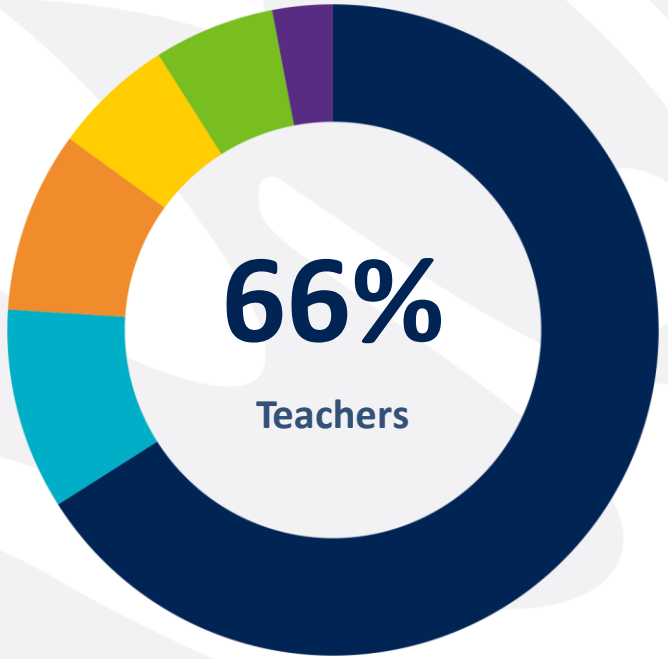
PHE·EPS Canada

WHO YOU'LL MEET

The people shaping PHE in Canadian schools

400+ Conference delegates, including current and future PHE Champions and Healthy School Leaders, decision makers, researchers, and program providers from across Canada and abroad.

- Teachers **66%**
- Other **9%**
- Administrators **6%**
- Academics **10%**
- Students **6%**
- NGO **3%**



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AT A GLANCE

Three days in Fredericton

ARRIVAL DAY

Thu, May 6

- Marketplace set-up
- Rubber Chicken Games, 3:30–5 pm
- Thinkers Gathering: Healthy Schools, 5–7 pm

NATIONAL CONFERENCE

Fri, May 7

- Opening keynote, 9–10:15 am
- PE and HE sessions (English and French)
- Marketplace boxed lunch, 1–2 pm
- Marketplace Experience, 5:30–6:30 pm
- PHE Canada Soirée, 7–10 pm

NATIONAL CONFERENCE

Sat, May 8

- Active morning session
- PHEnomenal Breakfast
- PE and HE sessions
- Experiential sessions

ADD-ON · MAY 5–6

PHE Canada Research Forum

Two days before the Conference with Canada's PHE researchers, graduate students, and policy leaders. Add a Research Forum table and recognition to any partnership.

Starting from $500

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HOW IT WORKS

Build the partnership that fits your goals and desired visibility

01

Start as a Signature Partner

$2,500

Your base: a Marketplace booth, two full conference registrations, and your logo across the Conference. Exclusive opportunity to customize your sponsorship with Partner activations.

02

Add Partner activations

Customize and strengthen your package. Put your name on an event, a meal, a session, or a brand item. First come, first served.

03

Greater presence, greater visibility, greater savings

Surpass $5,000 and receive prominent logo placement and preferred booth selection. Discounts available as more activations added to partnership.

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SIGNATURE PARTNER

Your base entitlements

$2,500

Includes two full Conference registrations worth $1,190+

- Exhibit booth in the Marketplace
- Two full conference registrations
- Logo on the conference shirt
- Logo and link on the conference website
- On-site signage
- Logo in the conference program
- Pre- and post-event delegate communications
- Exclusive access to Partner activations



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ACTIVATIONS · HEADLINE EVENTS

Take the spotlight

All activations are added to a Signature Partnership.

Presenting Partner

The 2027 PHE Canada National Educators' Conference, presented by [your name]" on all materials, the website and the stage. One available.

$7,500

PHE Canada Awards Banquet & Soirée

Friday night's celebration, 7–10 pm. Every delegate, one evening, your brand as host.

$5,000

Conference Keynote

Friday's opening keynote, 9:00–10:15 am, the one session every delegate attends. Introduce the speaker.

$3,500

Thinkers' Gathering

Thursday, May 6, 5–7 pm. An evening conversation on healthy schools, bringing together invited leaders and changemakers shaping the future of PHE in Canada.

$3,500

Research Forum

May 5-6. Be the name behind two days of research and discovery, connecting Canada's leading PHE researchers, graduate students, and policy leaders.

$2,500



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ACTIVATIONS · ACTIVITIES AND PROGRAM

Get delegates moving and learning

All activations are added to a Signature Partnership.

Workshop Presentation

Secure your workshop presentation within the PHE National Conference with your Conference partnership.

$2,000

Strand Sponsor

Identify your space by aligning your brand with a Conference strand, whether it be Digital Innovation, Healthy Schools, Quality Outdoor Learning Experiences, Quality PHE, or other.

$1,500

Active Morning Session

Friday and Saturday morning. Start the day moving, with your brand leading the way.

$1,500

Rubber Chicken Games

Thursday, 3:30–5 pm. The playful kick-off engaging the next generation of PHE Champions and PHE Canada Student Chapters from post-secondary institutions across the country.

$1,000

Room Sponsor

Each room will feature 6-7 workshops. With lecture-style and active-spaces, use these rooms to showcase your brand and/or products to a captive audience.

$1,500



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ACTIVATIONS · MARKETPLACE AND MEALS

Own the busiest hours

All activations are added to a Signature Partnership.

Marketplace Lunches

Friday and Saturday. Delegates collect lunch in the Marketplace, the heaviest hour of traffic.

$1,500 each

Marketplace Experience

Friday, 5:30–6:30 pm. An hour through the Marketplace. Sponsor the experience and the prizes.

$1,000

Breakfast

Friday and Saturday morning . The most important meal of the day, opportunity for the first conversations of the day.

$1,000 each



ACTIVATIONS · BRAND AND REACH

Be seen all Conference long

All activations are added to a Signature Partnership. One sponsor per item.

Lanyards

Around every delegate's neck. In-kind welcome.

$1,500 + cost of lanyards

Delegate Bag

Your bag, your contents, we pack it.

$1,500 + cost of bags

Name Badges

Your logo on every badge, worn all conference.

$1,500

Delegate Email

One dedicated message to all registered delegates.

$750

Premium Booth

Pick your spot. A high-traffic spot on the Marketplace floor.

$500

Extra Booth Rep

One more exhibitor registration for your team.

$350

Conference App

Be at the center of everything with the Conference App, the central hub of the PHE National Conference.

$2,000

ADD-ON

Research Forum

A table and recognition at the Forum, May 5–6.

Starting from $500

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GOOD TO KNOW

Spots are limited. Ideas are not!

1. **Book now because when they're gone, they're gone**

   Don't miss out! Many activations are exclusive, and the best opportunities go early. The sooner you book, the more value you'll get from your partnership.

2. **We can get creative**

   Thinking outside the box? If you have something in mind that isn't reflected here, bring us your idea and we'll find a way to bring it to life at the Conference.

3. **We will work with you**

   Bundle and save! We'll help you build the package that best fits your goals and budget, and the more you add, the more you save.



REGISTER NOW!

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EXHIBITOR

Exhibit in the Marketplace

$1,000
Not-for-profit or charity

$1,200
For-profit organization



Every booth includes

- Exhibit space, approx. 8′ × 6′
- One 6′ table with linen
- Two chairs
- Two exhibitor registrations*
- Listing on the website and program
- Internet access

**Exhibitor registrations include Marketplace access and meals served in the Marketplace. Keynotes, workshops, socials and other meals require a full conference registration. Full registration is included in Signature Partner Registrations.*

Dedicated Marketplace time

Friday Breakfast 7:30 – 9 · Lunch 1–2 pm · Marketplace Experience 5:30–6:30 pm

Saturday Breakfast 8–10 am · Lunch 12–1 pm

…plus five 15 minute session breaks.

Add the Research Forum (May 5–6): starting at $500.

Want an activation? Upgrade to Signature Partner.

REGISTER NOW!

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LET'S TALK

2027 PHE Canada National Educators' Conference

Where you, your audience, and kids' well-being come together.

Partner with us to connect with the teachers, school leaders and professionals shaping physical and health education in Canada, and help them give every child and youth the chance to live a healthy, active life.



Jordan Burwash, Director of Development
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phecanada.ca/events/2027-phe-national-conference

REGISTER NOW!

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Organized by PHE Canada, NBPES and APEP. Situated on the traditional unceded and unsurrendered territory of the Wolastoqiyik (Maliseet) Nation.