



Safety & Health in Agricultural and Rural
Populations
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SHARP 2026 General Event Summary

Event: 8th International Symposium - Safety and Health in Agricultural and Rural Populations (SHARP 2026)

Dates : June 16 -18, 2026

Pre-conference date: June 15, 2026

Location : Saskatoon, Saskatchewan

Primary venue: Sheraton Cavalier Saskatoon

1) Event overview and outcomes

Summary

SHARP 2026 brought together researchers, health professionals, students, community partners, agricultural organizations, industry representatives and decision makers to share knowledge and strengthen connections related to rural, northern, agricultural and occupational health. The main symposium was held from June 16 - 18, with a related pre-conference gathering on June 15. SHARP was successful in attracting a geographically diverse audience, delivering a strong scientific program, generating significant digital engagement, and receiving very positive participant feedback.

SHARP 2026 – At a glance

Measure	Result
Registrations	218
Outside SK	138 / 64%
Organizations / institutions	Approx. 96
Sponsors, funders, supporters	24
Canadian provinces represented	7
U.S. States represented	26
Countries Represented	12

Students	50
Pre-conference registrations	109
Conference sessions	38
Keynote presentations	3
Posters	50
Abstracts submitted	186
Special events / meetings / tours	18
Hotel room nights actualized	399
Estimated total sales / economic impact	Approx. \$188,600
EventMobi logins	175 / 79.9%
EventMobi page views	20,750
Post event survey responses	92 / 42%

Attendance and geographic reach

SHARP had 218 registrations, with geographic information available for 217 (via area codes)

- Saskatchewan: 79
- Other Canadian provinces: 42
- United States: 81
- Other countries outside Canada and the U.S.: 15
- Unknown: 1

Participants came from 7 Canadian provinces, 26 U.S. States, and represented 12 countries.

** See Appendix A for a detailed geographic breakdown*

Student participation

50 registered attendees were students. Student engagement was supported through reduced registration, poster and presentation opportunities, student awards and interaction with established researchers and professionals. Survey feedback suggested that future communications should explain student award categories and evaluation criteria earlier in the registration process.

Economic and local impact

The primary venue for SHARP was the Saskatoon Sheraton Cavalier, with additional activities at Cathedral Social Hall. The event had a contracted hotel block of 484 room nights, of which 399 were actualized, representing an approximately 82.4% room-block pickup rate.

Discover Saskatoon estimated SHARP 2026's economic impact at approximately \$188,600 in total sales. The final Discover Saskatoon incentive associated with actualized room pickup was \$4410.43.

The event also generated local activity through venue and accommodation services, audiovisual services, food and beverage, transportation, printing and other Saskatchewan suppliers.

2) Scientific program and content

The program included:

- 186 submitted abstracts
- 5 program themes
- 38 sessions
- 3 keynotes
- 50 research posters
- Student presentations and awards
- 18 special events, meetings, and tours
- Evening banquet

Programming addressed 5 themes: occupational health, safety, mental health, rural health, and communications and knowledge translation.

Local tours connected participants with Saskatchewan organizations, cultural destinations, and agricultural and research facilities, including, Wanuskewin, Black Fox Farm and Distillery, the Rayner Dairy Research and Teaching Facility, and Case New Holland.

The total number of registrations for the tours as of June 10, 2026 were:

Wanuskewin – 15

Rayner Dairy – 16

Case New Holland – 15

Black Fox – 26

A pre-conference was held June 15, with 109 registrations.

3) Communications and digital engagement

For the campaign period of October 1, 2025 – June 30, 2026, the three SHARP webpages hosted on CCRAH's website recorded approximately:

- 8,630 page views
- 3,000 + users to the SHARP home page

Out of 1,650 downloaded files, the most downloaded were:

- Scientific Program – 663
- Preliminary program – 351
- Abstract submission info – 271

Website traffic was sustained well throughout the campaign period with notable spikes in early November (Abstracts opened November 3), early December (in particular the largest spike on December 16, aligning with an abstract reminder email sent on the same day), early February (abstract deadline February 6), and a steady increase with another peak the week of the Symposium.

How users reached the website

Across CCRAH's SHARP pages, Google Analytics recorded 6,972 sessions. The largest traffic channels were:

- Organic Search – 51%
- Direct – 31.3%
- Referral – 9.1%

Organic search (such as Google) was the largest source in driving traffic to the website, which means that maintaining a strong search visibility for future events should remain a priority. CASA generated 142 sessions alone, showing that the partner organizations played an important role in referral traffic.

Social media and email newsletters

Across the campaign (CCRAH's social media channels and newsletters only):

- 68 SHARP related posts
- Generating at least 21,640 impressions across all platforms
- 898 new email subscribers were gained with the tag SHARP

EventMobi

The digital event app became a well-used tool before and during the symposium.

- 175 distinct users logged in (a 79.9% log in rate)
- 20,750 app page views
- The agenda was the most used section of the app

These numbers show a strong initial adoption of the digital program, however, the survey results showed a general interest in having more physical copies of the program available on-site.

** See Appendix B for a detailed digital engagement breakdown*

4) Financial summary

Financial item	Actual amount (CAD)
Cash sponsorship total	\$41,935
Estimated in-kind sponsorship	\$5,500
Total event revenue	\$225,433
Total event costs	\$208,542
Final event balance	\$16,891

** Financial figures reflect the final event reconciliation available at the time this report was prepared.*

5) Sponsorship and partnerships

SHARP was supported by government, university, research, industry, agricultural, non-profit and destination partners. There were 7 sponsored exhibit tables, 3 sponsored student awards, 2 sponsored lunches/breaks, a media sponsor, some swag and lanyard sponsors. All who attended wrote back or mentioned that they felt their attendance was valuable and produced a great result for their organization.

- Funders – 2
- Silver sponsors – 4
- Bronze sponsors – 10
- Student awards – 3
- Supporters – 4
- Pre-conference – 1

** See Appendix C for complete sponsor, funder and supporter breakdown*

6) Participant experience

Post-event survey

The survey received **92 responses**, representing approximately **42% of registered attendees**.

Feedback was positive:

- 97.8% of respondents agreed that the symposium met their professional and educational needs and expectations.
- 97.8% agreed that the program was credible and free of commercial bias.

There were a number of repeated strengths, including:

- Networking and opportunities to connect
- International representation
- Variety and quality of presentations

- Strong organization
- Welcoming atmosphere
- Food and hospitality
- SHARP's location and Saskatoon setting

Selected participant comments

"International representation was excellent. Broad topic range for breakout sessions."
"Bringing people together on similar topics from all over the world."
"Expert presentations, fantastic networking opportunity and great venue."
"International networking, learning about emerging issues, connecting with people, fantastic tours."
"The food was fantastic. Saskatoon a great site. Attendees very warm and friendly."

How survey respondents heard about SHARP 2026

The top results for respondents were:

Source	Survey responses
I work for CCRAH, ISASH or CASA	29 (31.5%)
CASA and ISASH newsletters or communications	26 (28.3%)
Word of mouth	21 (22.8%)

** The post-event survey allowed respondents to select more than one role.*

Participant and organizational profile

The post-event survey showed that the majority of respondents who attended SHARP were Researchers (47.3%), Faculty (27.5%), Agricultural Industry health and safety professionals (25.3%) and University staff (20.9%).

** See Appendix D and the source material in Appendix E for larger participant feedback breakdown*

7) Lessons and recommendations

What worked well

Several strengths were identified throughout the registration, analytics and participant feedback:

1. **National and international reach** – Almost two-thirds of registrants with a known location came from outside Saskatchewan, including strong U.S. participation.
2. **Networking and community** – Networking was one of the most consistently praised aspects of the symposium.
3. **Digital engagement** – Website visitors were actively engaged through registration and abstract submission clicks, hotel booking clicks and downloads of conference material.

4. **Effective search and partner promotion** – Organic searches accounted for more than half of the website sessions. Partners, like CASA, generated strong referral traffic.
5. **Sponsors and funders** – Adding special “one-off” sponsored options worked well to secure sponsorship with several organizations, such as lunches and breaks, student awards, and exhibit tables. The Sponsorship Package was well utilized on the website, suggesting that there was a strong interest in supporting the symposium. Several sponsors who attended provided positive feedback about their participation, and some expressed interest in future collaboration.

Lessons for future events

1. **Scheduling and tours** – Tours were highly valued, however there was a consistent concern regarding the timing of them overlapping with the Scientific Program. There were several requests to allow more time for questions after presentations. Consider more panels, roundtables and practice-focused presentations.
2. **Program information** – Releasing the full agenda earlier, providing a bit more transition time between sessions, and having a few printed agendas available for those who need them.
3. **Venue** – Sound bleeding was an issue between rooms, consider type of presentation and acoustics when scheduling.
4. **Catering** – Consider offering a hot breakfast each day and keep dietary needs in mind throughout each meal.
5. **Networking** – Keep generous networking breaks, consider additional structured opportunities for participants to connect. Labelling country or city on the name tag of each registrant would help with several concerns mentioned in the surveys. It was suggested to reduce some of the “business” programming at the banquet and leave more room for networking and connecting.
6. **Data collection** – Future registration forms and surveys should collect home communities, provinces/states and countries for reporting purposes. It would also be good to collect the registrant’s interests in the event. If possible, it would be helpful to include visitor-focused questions such as accommodation, number of nights, accompanying guests, and local activity/spending. Digital tracking should be kept in mind when designing future webpages, to collect metrics on registration, abstract submissions, hotel bookings, and campaign sources.
7. **Sponsorship and partners** – There was a greater interest in exhibit tables than we had available. It would be helpful to have a space with more tables, or perhaps switch out sponsors at the tables each day.

Appendix A – Geographic representation

Geographic information was available for 217 of 218 registrants. Because residential addresses were not collected, these figures should be treated as an estimate of participant's origin based on available registration information, including phone-number area codes.

Canadian representation

Province	Registrants
Saskatchewan	79
Ontario	14
Alberta	10
Quebec	7
Manitoba	6
British Columbia	4
New Brunswick	1

International representation outside Canada and the United States

Country	Registrants
Ireland	3
Australia	2
South Korea	2
Sweden	2
Denmark	1
Ghana	1
New Zealand	1
Nigeria	1
Poland	1
South Africa	1

United States representation

State	Registrants
Iowa	10
Wisconsin	10
Illinois	8
Nebraska	8
Colorado	5
North Carolina	5
Pennsylvania	5
Kentucky	4
Florida	3
Texas	3
California	2
Georgia	2
Minnesota	2
Mississippi	2
Alaska, Arkansas, Connecticut, Hawaii, New Jersey, North Dakota, Ohio, Oklahoma, South Dakota, Tennessee, Vermont and Washington	1 each

Appendix B – Digital engagement

Campaign period: October 1, 2025 – June 30, 2026

Website

Website activity	Result
SHARP webpage views	8,630
Main SHARP page users	3,092
Registration form clicks	256
Abstract submission clicks	321
Sheraton booking link clicks	150
File downloads	Approx. 1,650

Website acquisition

Acquisition channel	Share of sessions
Organic Search	51%
Direct	31.3%
Referral	9.1%
Organic Social	3%
Email	1.7%

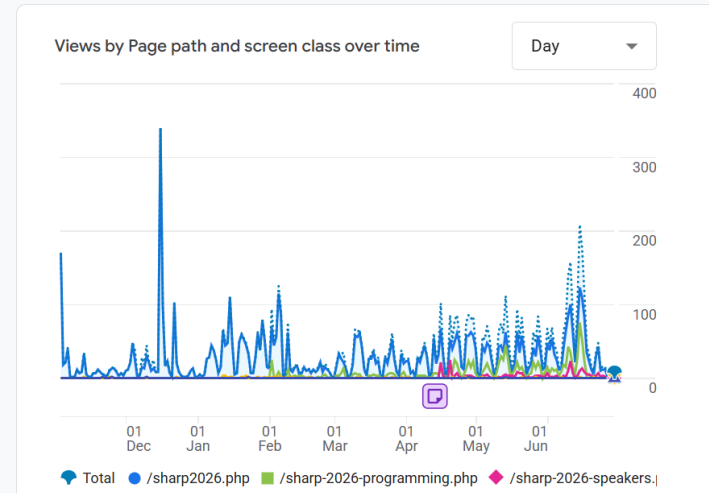
Top downloads

Resource	Downloads
Scientific program	663
Preliminary program	351
Abstract submission info	271
Program at a glance	145
Registration info	117
Sponsor package	69

Social, email and EventMobi

Digital activity	Result
SHARP-related social media posts	68
Social media impressions	At least 21,640
New SHARP-tagged email subscribers	898
SHARP-related emails sent	17
EventMobi logins	175
EventMobi login rate	79.9%
EventMobi page views	20,750

SHARP Webpage views Oct.1, 2025 – June 30, 2026



Appendix C – Sponsors, funders and supporters

Funders	Contribution
Canadian Institutes of Health Research (CIHR)	\$20,000
University of Saskatchewan College of Medicine	\$1,500
Silver Sponsors	Contribution
Parrish & Heimbecker, Limited	\$4,000 – lunch sponsor
SaskWheat	\$5,000
Syngenta Canada	\$5,000
USask Communities and Sustainability Signature Area (CSSA)	\$4,000 – lunch sponsor
Bronze Sponsors	Contribution
Agilent Technologies, Inc	\$1,500
BASF Canada Agricultural Solutions	\$1,500
Canadian Centre for Occupational Health and Safety (CCOHS)	\$1,500
Discover Saskatoon	\$4,410.43
National Children's Center for Rural and Agricultural Health and Safety	\$2,100
Prairie Oat Growers Association	\$1,500
Saskatchewan Health Research Foundation (SHRF)	\$2,500
The Saskatchewan Prevention Institute	\$1,500
Tourism Saskatchewan	\$2,500
WorkSafe Saskatchewan	\$1,500
Student Awards	Contribution
SaskBarley	\$200
University of Saskatchewan College of Agriculture and Bioresources	\$300
Other Support	Contribution
Journal of Agromedicine	Supporter
RealAgriculture	Media sponsor
SaskTel	Supporter - lanyards
University of Saskatchewan	Supporter
USask Health and Wellness Signature Area Group	\$7,000 – pre-conference

Appendix D – Participant feedback

How survey respondents heard about SHARP 2026

Source	Survey responses
I work for CCRAH, ISASH or CASA	29 (31.5%)
CASA and ISASH newsletters or communications	26 (28.3%)
Word of mouth	21 (22.8%)
Other	12 (13.0%)
CCRAH email	5 (5.4%)
Website	5 (5.4%)
Through or at another event	5 (5.4%)
Social media	4 (4.4%)
Contacted directly about participating	4 (4.4%)

* The post-event survey allowed respondents to select more than one role.

Participant and organizational profile

Reported role	Survey responses
Researchers	43 (47.3%)
Faculty	25 (27.5%)
Agriculture health and safety professionals or organizations	23 (25.3%)
University staff	19 (20.9%)
Graduate students	17 (18.7%)
Farmers or ranchers	7 (7.7%)
Volunteers	7 (7.7%)
Rural community members	6 (6.6%)
Healthcare providers	5 (5.5%)
Rural healthcare providers	3 (3.3%)
Community organization members or representatives	3 (3.3%)

* The post-event survey allowed respondents to select more than one role.

Appendix E – Data Sources and supporting documents

- [SHARP 2026 - Numbers](#)
- [SHARP 2026 Budget Actuals](#)
- [SHARP Symposium EventMobi App Engagement Report](#)
- [SHARP 2026 Symposium Feedback Form Results – Survey Monkey](#)
- SHARP 2026 Registration form – not linking due to privacy for the registrants
- [SHARP 2026 – Sponsorship Tracker](#)
- [GA4 SHARP Pages and Screens exports](#)
- [GA4 SHARP Event-click exports](#)
- [GA4 SHARP file-download exports](#)
- [Discover Saskatoon Event Partnership Agreement](#)