

Canadian Pharmacists Conference 2015

Innovation and Collaboration

May 28 – 31, 2015
The Westin, Ottawa, ON

Sponsorship Opportunities



CANADIAN
PHARMACISTS
ASSOCIATION

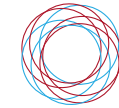
ASSOCIATION DES
PHARMACIENS
DU CANADA



ONTARIO
PHARMACISTS
ASSOCIATION

ASSOCIATION DES
PHARMACIENS DE
L'ONTARIO

Jointly presented by the Canadian Pharmacists Association (CPhA) and the Ontario Pharmacists Association (OPA)



Sponsorship Opportunities

Innovation and Collaboration:

This year, the Canadian Pharmacists Association (CPhA) and the Ontario Pharmacists Association (OPA) are partnering to deliver the largest-ever pharmacists conference in Canada. The Canadian Pharmacists Conference 2015 will bring together more than 800 pharmacy professionals and stakeholders from across the country including pharmacists from various practice settings (e.g. hospital, community, military, industry, and academia), pharmacy owners, pharmacy technicians, and pharmacy students.

This year's theme is Innovation and Collaboration, and the conference is being developed to promote knowledge sharing, networking, and collaborative learning among pharmacy professionals from across Canada. Both CPhA and OPA are committed to delivering innovative, relevant pharmacist education that is pertinent at both a national and regional level.

Sponsors will receive brand recognition commensurate with their level of support. At all levels a sponsor's brand will be displayed on the conference web page, mobile app, on-site signage, and in pre- and post-conference issues of the *Canadian Pharmacists Journal (CPJ)* and the *Ontario Pharmacist* magazine.

In accordance with the Rx&D guidelines and for those organizations that adhere to their regulations, a Continuing Education sponsorship opportunity is available throughout all levels from Supporter to Diamond. Continuing Education sponsors will have all the visibility and recognition of the sponsorship level but their support will not be designated to socials, or memorabilia but the conference as a whole.



There are many exciting sponsorship opportunities available at the Canadian Pharmacists Conference 2015. Ensure your reach a national pharmacy audience by joining us as a:

Continuing Education Sponsor

(Ranging from Supporter to Diamond level)

Breakfast and Learn Sponsor

(One exclusive, two non-exclusive)

Fun Night Sponsor

Gala Awards Banquet Sponsor

Lunch and Learn Sponsor

(Eight concurrent sponsorships available)

Keynote Speaker Sponsor

Student Sponsor

Registration Desk and Lanyards Sponsor

Going Green Sponsor

Mobile App and Tech Zone Sponsor

Delegate Bags Sponsor

We look forward to working with you!

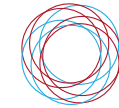
To learn more or to become a sponsor, please contact:

Kristen Stamper

Ontario Pharmacists Association
Events and Development Specialist
416-441-0788 x 4247
kstamper@opatoday.com

Janet Maslin

Canadian Pharmacists Association
Conference and Events Manager
613-523-7877 x 201
jmaslin@pharmacists.ca



Diamond Sponsorship \$40,000

Four opportunities available at this level:

Continuing Education Sponsor

Exclusive Breakfast and Learn Sponsor
(Friday, May 29)

Fun Night Sponsor
(Friday, May 29)

Gala Awards Banquet Sponsor
(Saturday, May 30)

All opportunities include premium brand visibility plus:

Two complimentary 10' x 10' booth spaces with first selection. Includes eight trade show-only passes.

Company profile in pre-conference issue of the *Canadian Pharmacists Journal* (CPJ) and the post-conference issue of the *Ontario Pharmacist* magazine.

Three banner ads on conference web page hyperlinked to sponsor's website.

Acknowledgement of support in opening plenary, gala and meeting room presentations.

Highlight of session/sponsorship on CPhA and OPA social media channels.

Three literature/product sample inserts in the delegate bag.

Four complimentary full conference registrations.

Four additional tickets for Fun Night and Gala Awards Banquet.

Recording and online production of the Breakfast and Learn - add \$6,000

The conference will audio and video record the sponsor's session and provide editing. The conference will host the online program on its education site and promote it to all members.

Additional Breakfast and Learn benefits

The opportunity to present a one-hour education session on the topic of your choice* during the breakfast hour. Sponsors will provide the speaker(s)*, session materials, presentation and cover speaker expenses.

Preview of the Breakfast and Learn session in an email sent to attendee database.

Digital photos and survey/polling results from your session.

Additional Fun Night benefits

A company representative will bring greetings at the opening of Fun Night.

Sponsorship of the OPA Outstanding New Practitioner Award. Company representative will present award during the awards ceremony on Thursday, May 28.

An ad in the *Ontario Pharmacist* magazine and the *Canadian Pharmacists Journal* (CPJ) post-conference.

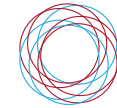
Additional Gala Awards Banquet benefits

A company representative will bring greetings at the opening of Gala Awards Banquet.

Sponsorship of the OPA Mentorship Award. A company representative will present award during the awards ceremony on Thursday, May 28.

An ad in the *Ontario Pharmacist* magazine and the *Canadian Pharmacists Journal* (CPJ) post-conference.

* Topic and speaker(s) subject to pre-conference approval by Conference Program Advisory Committee.



Titanium Sponsorship **\$32,000**

Two opportunities available at this level:

Continuing Education Sponsor

Non-exclusive Breakfast and Learn Sponsor

(Two available, Thursday, May 28)

Recording and online production of the Breakfast and Learn – add **\$6,000**

The conference will audio and video record the sponsor's session and provide editing. The conference will host the online program on its education site and promote it to all members.

All opportunities include superior brand visibility plus:

One complimentary 10' x 10' booth space with second selection. Includes four trade show-only passes.

Company profile in pre-conference issue of the *Canadian Pharmacists Journal* (CPJ) and the post-conference issue of the *Ontario Pharmacist* magazine.

Two banner ads on conference web page hyperlinked to sponsor's website.

Acknowledgement of support in opening plenary, gala and meeting room presentations.

Highlight of session/sponsorship on CPhA and OPA social media channels.

Two literature/product sample inserts in the delegate bag.

Three complimentary full conference registrations.

Three additional tickets for Fun Night and Gala Awards Banquet.

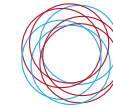
Additional Breakfast and Learn benefits

The opportunity to present a one-hour education session on the topic of your choice* during the breakfast hour. Sponsors will provide the speaker(s)*, session materials, presentation and cover speaker expenses.

Preview of the Breakfast and Learn session in an email sent to attendee database.

Digital photos and survey/polling results from your session.

* Topic and speaker(s) subject to pre-conference approval by Conference Program Advisory Committee.



Platinum Sponsorship **\$25,000**

Four opportunities available at this level:

Continuing Education Sponsor

Lunch and Learn Sponsor

(Four available Thursday, May 28;
Four available Saturday, May 30)

Student Sponsor

Trade Show Reception Sponsor

(Thursday, May 28)

All opportunities include prominent brand visibility plus:

One complimentary 10' x 10' booth space with third selection. Includes four trade show-only passes.

One banner ad on conference web page hyperlinked to sponsor's website.

Acknowledgement of support in meeting room presentations.

Highlight of session/sponsorship on CPhA and OPA social media channels.

One literature/product sample insert in the delegate bag.

Two complimentary full conference registrations.

Two additional tickets for Fun Night and Gala Awards Banquet.

Recording and online production of the Lunch and Learn – add **\$6,000**

The conference will audio and video record sponsor's session and provide editing. The conference will host the online program on its education site and promote to all members

Additional Lunch and Learn benefits

The opportunity to present a one-hour education session on the topic of your choice* during the lunch hour. Sponsors will provide the speaker(s)*, session materials, presentation and cover speaker expenses.

Preview of the Lunch and Learn session in an email sent to attendee database.

Digital photos and survey/polling results from your session.

Additional Student Sponsor benefits

Twenty full conference student registrations for the incoming class presidents and vice-presidents of pharmacy classes from Canadian pharmacy schools.

Sponsorship of the OPA Student of Distinction Award. Company representative will present award during the award ceremony on Thursday, May 28.

Recognition and an article written by a sponsored student from each university in the Fall issues of the *Ontario Pharmacists* magazine and the *Canadian Pharmacists Journal* (CPJ).

A customized e-blast event invitation sent to OPA and CPhA student members.

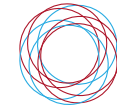
A Thursday night student reception: pre- and post-event e-blasts to OPA and CPhA student members promoting the reception and recognizing sponsor.

Additional Trade Show Reception benefits

Branded napkins distributed during the reception.

Recognition as Trade Show Reception sponsor on promotional e-blast sent to delegates.

* Topic and speaker(s) subject to pre-conference approval by Conference Program Advisory Committee.



Gold Sponsorship **\$20,000**

Three opportunities available at this level:

Continuing Education Sponsor

Keynote Speaker Sponsor

(Thursday, May 28)

Going Green Sponsor

All opportunities include leading brand visibility plus:

One 10' x 10' booth space at a 75% discount. Includes four trade show-only passes.

One banner ad on conference web page at 50% discount hyperlinked to sponsor's website.

Acknowledgement of support in meeting room presentation.

Highlight of session/sponsorship on CPhA and OPA social media channels.

One literature/product sample insert in the delegate bag.

Two complimentary full conference registrations.

Two additional tickets for Fun Night and Gala Awards Banquet.

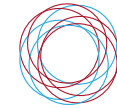
Additional Keynote Speaker Sponsor benefits

A company representative will introduce or thank the speaker.

A sponsored app alert inviting attendees to the keynote presentation.

Additional Going Green benefits

Branded travel mugs distributed at registration.



Silver Sponsorship **\$15,000**

Four opportunities available at this level:

Continuing Education Sponsor

Registration Desk and Lanyards Sponsor

Mobile App and Tech Zone Sponsor

Delegate Bags Sponsor

All opportunities include enhanced brand visibility plus:

One 10' x 10' booth space at a 50% discount. Includes two trade show-only passes.

One banner ad on conference web page at 25% discount hyperlinked to sponsor's website.

Acknowledgement of support in meeting room presentation.

One literature/product sample insert in the delegate bag.

One complimentary full conference registration.

Additional Registration Desk and Lanyards benefits

Recognition at the registration desk.

Sponsor-branded lanyards distributed to all conference attendees.

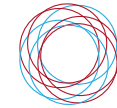
Additional Mobile App and Tech Zone benefits

Prominent branding on the conference mobile app.

Recognition in the Tech Zone.

Additional Delegate Bags benefits

Sponsor-branded bags distributed to all conference attendees.



Bronze Sponsorship \$5,000 - \$10,000

One opportunity available at this level:

Continuing Education Sponsor

Brand visibility plus:

One 10' x 10' booth space at a 25% discount. Includes two trade show-only passes.

One banner ad on conference web page at 10% discount hyperlinked to sponsor's website.

Acknowledgement of support in meeting room presentations.

Supporting Sponsorship \$2,500 - \$4,999

Three opportunities available at this level:

Continuing Education Sponsor

Delegate Bag Inserts (\$2,500 per item)

Room Drop (\$2,500 per item)

Brand visibility plus:

Acknowledgement of support in meeting room presentations and signage.

Additional Delegate Bag Inserts benefits

Item(s) distributed in the delegate bag to all conference attendees.

Additional Room Drop benefits

Item(s) distributed to all attendees staying at conference partner hotels.

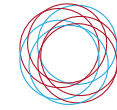


Exhibit Hall Booths

Single booth (10' x 10')

\$3,000 plus HST

Double booth (10' x 20')

\$5,500 plus HST

Not-for-profit booth (10' x 10')

\$1,000 plus HST (limited number available)

Applications for not-for-profit booth spaces will be held in the order they are received until April 15 at which time they will be assigned as space permits. If you would like to guarantee your place in the exhibit hall before April 15 you will be required to pay the full rate of \$3,000 plus HST for your booth space.

Booth package includes:

10' x 10' draped booth consisting of 8' high-back drape and 3' high-side rail drape.

Upon request to Kristen Stamper: One 6' skirted table, two chairs, one waste basket.

One 120V standard electrical outlet.

One ID sign.

Two trade show-only passes.
(Includes access to the exhibit area during set up, tear down and exhibit times as well as during Thursday evening's reception in the exhibit hall, Friday's education sessions and delegate lunch in the exhibit hall)

Company name on the conference website.

Booth locator on mobile app.

Booth package does not include:

Unpacking and drayage

Rigging

Material handling

Special utilities

Extra booth furniture

Additional booth carpet
(exhibit hall floor is carpeted)

Internet access

Booth cleaning

Shipping

Storage of empty containers during show

To learn more about the sponsorship and exhibit hall opportunities available at the Canadian Pharmacists Conference 2015, please contact:

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