



2023 BCPHA VIRTUAL CONFERENCE

Sponsorship Package



British Columbia
Pharmacy Association

May 11, 2023
bcpharmacy.ca/conference

Join us virtually for this year's BCPhA conference!

During the pandemic the BC Pharmacy Association -- like many organizations -- had to pivot and offer our annual conference online. In doing so, we discovered that this was something many of our members wanted. Reviews were positive and attendance grew every year with 880 attendees for our 2022 half-day, virtual conference.

With that in mind, we'll again be hosting our conference virtually on Thursday, May 11, 2023.

This year brings several exciting changes for B.C.'s community pharmacists. The biggest change will be pharmacist prescribing for minor ailments and contraceptives to take effect this spring. Many pharmacists are interested in learning more about this and other important issues in pharmacy, including delivering culturally safe care to Indigenous peoples.

This year's theme is "On the Horizon: Increasing pharmacy care."

This year's speakers so far include:

- **Dr. Jaris Swidrovich**, Canada's first and only self-identified Indigenous faculty member in pharmacy and assistant professor at the University of Toronto's Faculty of Pharmacy
- **Mitch Moneo**, Assistant Deputy Minister, Pharmaceutical, Laboratory and Blood Services Division in B.C.'s Ministry of Health
- Panel on minor ailment prescribing, including **Justin Bates**, CEO of the Ontario Pharmacist' Association, **Erin MacKenzie**, Executive Director of the PEI Pharmacists Association and **Geraldine Vance**, CEO of the BC Pharmacy Association
- **Mona Kwong**, Director for the BCCSU Clinical Addiction Pharmacy Fellowship and Pharmacy Advisor at BCCSU.

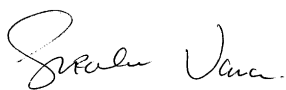
This year's event is free to all 4,000 members, who range from front-line pharmacists to key decision makers in pharmacy across Canada. We will also post the recorded event online for members as an exclusive benefit.

This package outlines the different sponsorship levels and benefits available to you as a key partner. For past conference exhibitors, we created a new Resource Sponsor level which we believe will meet your needs.

Thank you for taking the time to review this year's Sponsorship Package.

If you have any questions or would like to become a sponsor, please contact Andy Shen at (604) 269-2883 or email andy.shen@bcpharmacy.ca to secure your spot.

Sincerely,



Geraldine Vance
Chief Executive Officer

Sponsorship Packages

Your support is integral to our conference, most notably it includes:

- Bringing continued awareness and support of your brand to community pharmacists. Through sponsorship branding, you can ensure visibility among your peers and valued colleagues, providing you with an opportunity to stay top of mind.
- Supporting community pharmacies and pharmacists. This year, we will be offering access to our annual conference for free to our more than 4,000 members and this can only be possible with your support.
- Excellent prize packs for attendees. These prize packs will range from \$100 to \$1,000.

Sponsor's Page

The sponsor's page is a new feature to spotlight your company. Rather than having you host a virtual exhibit booth, this page is an opportunity to post resources and materials for pharmacists to view online or download for their reference.

We will be promoting to all our members, not just conference attendees to visit your page in order to enter into the prize draw. That's more than 4,000 members.

[Click here to view a sample Sponsor's Page.](#)

Sponsorship Levels

Premium Sponsor: \$5,000 or more

- Complimentary conference registration for all your employees
- Special message displayed during the break (e.g., promote a CE session or job opportunity)
- Logo and recognition of sponsorship on the conference website and e-newsletters;
- Premium Sponsor's page
 - Include a Corporate profile or message
 - Share downloadable content (e.g., education materials, toolkits, patient pamphlets)
 - Embed a video
 - Opportunity to promote your website or a campaign
 - Attendees can enter the Grand Prize Draw by visiting the Premium Sponsor's page
 - Promote an education session (e.g., session write-up and link to an existing CE session online)
 - Highlight any special career opportunities

Event Sponsor: \$3,000 or more

- Logo displayed during the break
- Logo and recognition of sponsorship on the conference website and e-newsletters;
- Sponsor's page
 - Include a Corporate profile or message
 - Share downloadable content (e.g., education materials, toolkits, patient pamphlets)
 - Embed a video
 - Opportunity to promote your website or a campaign
 - Attendees can enter the general prize draw by visiting a Sponsor's page

Resource Sponsor: \$1,000

- Sponsor's page
 - Include a Corporate profile or message
 - Share downloadable content (e.g., education materials, toolkits, patient pamphlets)
 - Embed a video
 - Opportunity to promote your website or a campaign
 - Attendees can enter the general prize draw by visiting a Sponsor's page

Sponsorship registration

<https://www.bcpharmacy.ca/forms/sponsorship/>

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