



2024 BCPHA ANNUAL CONFERENCE
Sponsorship and
Exhibitor Package



British Columbia
Pharmacy Association

May 31, 2024
bcpharmacy.ca/conference

Join us for our 2024 annual conference in Vancouver



The BC Pharmacy Association's annual conference is returning to Vancouver in 2024. This will be our first event in five years that includes an in-person component. Mark your calendars for Friday, May 31, 2024, at the Hyatt Regency Vancouver.

Due to the overwhelming success of our virtual conferences, which saw peak attendance hit nearly 839 individuals, we will include a virtual component for those who can't make it in person.

This new hybrid event means we'll have even more attendees than our past in-person events. We estimate 1,000 attendees with 300 in-person and 700 virtual attendees. For sponsors this means more eyes on your materials as well as the ability to speak in depth in-person to those in the pharmacy sector, including front-line B.C. pharmacists and key decision makers from across Canada.

Our theme for 2024 is a Prescription for Success. With pharmacists administering more than 2 million COVID-19 and flu vaccines so far this year, gaining the ability to prescribe for minor ailments and contraception, along with recent changes to adaptations and renewals, B.C. pharmacists are set for success. What can we do to keep the momentum going?

This package outlines the different sponsorship levels and benefits available to you as a key partner.

Your support is integral to our 2024 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 an opportunity to stay top of mind.
- Recognizing outstanding pharmacy achievements in B.C. at the BC Pharmacy Awards Gala held the evening of May 31. Through sponsorships we are able to celebrate and award a select deserving pharmacists who have excelled in the profession, encouraging them to continue and share their experience with others.

Thank you for taking the time to review the BC Pharmacy Association's 2024 annual conference Sponsorship and Exhibitor Package.

If you have any questions or would like additional information, please contact Andy Shen, Manager, Member Services at (604) 269-2883 or email andy.shen@bcpharmacy.ca to secure your spot.

Sincerely,

A handwritten signature in blue ink that reads "Geraldine Vance".

Geraldine Vance
Chief Executive Officer

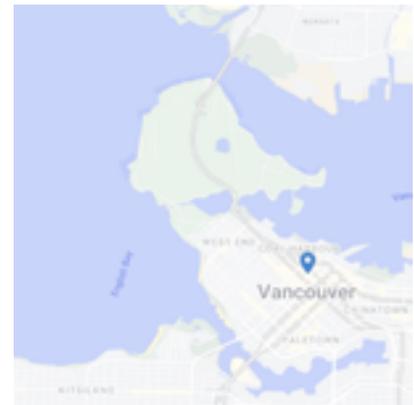


About our conference

The BC Pharmacy Association welcomes hundreds of delegates from B.C. and across Canada for the premier pharmacy conference of the year. The conference features keynote speakers and concurrent clinical sessions that help pharmacists further develop their knowledge and career. Evening celebrations provide continued networking opportunities with some of the top decision makers.

This year's annual conference will be a hybrid conference on May 31, 2024 with a live in-person portion to be held at the Hyatt Regency Vancouver:

655 Burrard Street
Vancouver BC V6C 2R7



Tentative Conference schedule

(subject to change)

7:30 am to 8:30 am	Breakfast	
8:30 am to 8:45 am	Opening Remarks	
8:45 am to 9:45 am	Session #1	
9:45 am to 10:45 am	Session #2	
10:45 am to 11:00 am	Coffee Break	
11:00 am to 12:00 pm	Session #3	
12:00 pm to 1:30 pm	Trade Show with Stand-up Lunch	
1:30 pm to 2:30 pm	Session #4	
2:30 pm to 3:30 pm	Sponsored Session #1	Sponsored Session #2
3:45 pm to 4:45 pm	Sponsored Session #3	Sponsored Session #4
6:15 pm to 9:45pm	BC Pharmacy Association Awards Gala Reception and Dinner	



About Pharmacy Excellence Awards

Each year, the BC Pharmacy Association celebrates the achievements of pharmacists in British Columbia. Winners are selected in the following categories: Excellence in Patient Care, Ben Gant Innovative Practice, Murray Dykeman Mentorship, Pharmacy Leadership, Collaborative Care, New Practitioner, Bowl of Hygeia Award and Friend of Pharmacy awards.

The winners are celebrated at the BCPHA Pharmacy Excellence Awards Gala Reception and Dinner, which occurs the evening of the annual conference. As a sponsor, your sponsorship will be recognized throughout the night.

For more information about the awards, please visit <https://www.bcpharmacy.ca/awards/>

About the BC Pharmacy Association

With a membership of more than 5,000 pharmacists, pharmacies and pharmacy students, the BCPHA is the organization recognized for representing the interests of pharmacies and pharmacists in communities throughout the province of British Columbia. Membership in the Association is voluntary.

The primary goal of the Association is to support pharmacists and pharmacy owners in the day-to-day delivery of pharmacy services. The BCPHA is the primary advocate for the profession and the business of community pharmacy in B.C. with government and other payers. The Association takes a leadership role in supporting and expanding use of pharmacist expertise in the health-care system.

In its role as an advocate for the profession and business of community pharmacy, the BCPHA maintains robust working relationships with the College of Pharmacists of BC and UBC's Faculty of Pharmaceutical Sciences. The BCPHA is a member of the Canadian Pharmacists Association and holds a seat on its Board.

The Association is an active contributor to health policy in the province. It regularly makes submissions to the provincial government and has an active MLA outreach program that connects community pharmacists with their elected officials.

As part of its support to members, the Association develops practice support training and resource materials for practicing pharmacists.

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 5,000 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.



Last year, 100% of the sponsors who replied to our evaluation form said they will sponsor again or consider sponsoring again next year.

Sponsorship levels

	Diamond	Platinum	Gold	Silver	Bronze
Price	\$30,000+	\$15,000	\$8,000	\$5,000	\$3,000
Live Event Benefits					
Included conference registrations	4	3	2	1	0
1-hour sponsored session includes speaker honorarium, travel and accommodations (limits apply)	One Plenary Session	One Concurrent Session			
Exhibit Booth Trade Show and Networking Event	✓	✓			
Logo featured on display throughout the conference	✓	✓			
Special mention at the Awards Gala	✓	✓	✓		
Special message displayed during the break (e.g. promote a CE session or job opportunity)	✓	✓	✓	✓	
Member rates on conference registration for the company	✓	✓	✓	✓	✓

Sponsorship levels (continued)

	Diamond	Platinum	Gold	Silver	Bronze
Price	\$30,000+	\$15,000	\$8,000	\$5,000	\$3,000
Virtual Event Benefits					
1-hour sponsored session virtual stream from live session	One Plenary Session	One Concurrent Session	--	--	--
Special message displayed during the break (e.g. promote a CE session or job opportunity)	✓	✓	✓	✓	
Logo and recognition of sponsorship on conference website and e-newsletters	✓	✓	✓	✓	✓
Sponsor's Page					
Sponsor's Page Included					
• Corporate profile or message	✓	✓	✓	✓	✓
• Share downloadable content	✓	✓	✓	✓	✓
• Embed a video	✓	✓	✓	✓	✓
• Opportunity to promote your website or campaign	✓	✓	✓	✓	✓
• Promote an education session (e.g. session write-up and link to an existing CE session online)	✓	✓	✓	✓	
• Highlight career opportunities	✓	✓	✓	✓	
• Attendees can enter Grand Prize	✓	✓	✓	✓	
• Attendees can enter Event Prize					✓

Sponsored sessions

Limited opportunities are available for Diamond and Platinum sponsors to present an one-hour continuing education session at the conference as part of our sponsored sessions series. The sponsored session is included in the sponsorship, and also includes reasonable speaker honorarium, travel and accomodation (subject to BCPhA approval). For Diamond sponsors, the sponsored session is a plenary session. For platinum sponsors, the sponsored session is a concurrent session.

To inquire about a sponsored session, please contact andy.shen@bcpharmacy.ca with your topic proposal.

Sponsor's pages

The sponsor's page was introduced for our virtual conference 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 5,000 members.

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

Sponsorship registration

The BCPhA annual conference is the premier pharmacy event of the year. We invite you to be part of it, and are happy to work with you to have the best opportunity for your organization. We can design a sponsorship package that works for you.

If you would like to register to become a sponsor for conference, please [click here](#) to fill out our sponsorship registration form.

Questions? Please contact Andy Shen at (604) 269-2883 or email andy.shen@bcpharmacy.ca to secure your spot.



BCPhA Trade Show

Every year, exhibitors in our Trade Show Hall during the conference, speak face-to-face with pharmacy decision makers across Canada. Exhibitors create connections that lead to business relationships during an evening event with a stand-up dinner.

The Trade Show will be held during the lunch block of our Annual Conference on Friday, May 31, 2024 and will include a stand-up lunch for all attendees.

The Benefits:

As a BCPhA Trade Show exhibitor, you have the opportunity to:

- Generate high-quality pharmacy sector leads;
- Launch and showcase new products and services;
- Build awareness of your brand;
- Recruit new employees;
- Associate with the BC Pharmacy Association brand

What's Included?

- An exhibit booth space
- Skirted table and backdrop
- Two chairs
- Booth ID sign
- WiFi
- Listing in the exhibitor directory

Cost

- \$1,800 + GST

Reserve your booth

The BCPhA annual conference is the premier pharmacy event of the year. Make connections and build relationships that lead to long-term business. Need a bigger space, or want to plan something different? We can help you plan an exhibit that draws in the crowd. Contact Linda Tinnion at linda.tinnion@bcpharmacy.ca or (604) 269-2864.

[Click here](#) to reserve your exhibitor booth today!