



2021 BCPHA VIRTUAL CONFERENCE

Sponsorship Package



British Columbia
Pharmacy Association

March 19, 2021
bcpharmacy.ca/conference

Join us virtually for this year's BCPhA conference

This year's event will be virtual and in a condensed half-day format. We recognize how busy pharmacists continue to be, so we want to ensure the event fits your busy schedules. The line-up of speakers is meant to prepare pharmacists for what is ahead for 2021.

We are happy to announce that we will be providing complimentary access to this year's event to our 4,000 members. We expect an excellent turnout of front-line B.C. pharmacists and key decision makers from across Canada. For those who can't fit it into their schedules, we will be posting the event online after the event for all members to enjoy.

Our conference theme for 2021 is "Reliable and Resilient", which defines the role pharmacists have played throughout this pandemic and will continue to play in 2021. Pharmacies kept their doors open and pharmacists have continued to tirelessly support their patients in their communities throughout this pandemic. And we know this support will only increase as the COVID-19 vaccination plan ramps up, just like how pharmacists stepped up in delivering more than 1 million flu vaccines to patients representing more than 70% of all flu shots provided in 2020.

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 Vince Lee at (604) 269-2867 or email vince.lee@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 coffee 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 coffee 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://bcpha.formstack.com/forms/conference_sponsor

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