



**2022 BCPHA VIRTUAL CONFERENCE**

# Sponsorship Package



British Columbia  
**Pharmacy Association**

May 12, 2022  
[bcpharmacy.ca/conference](https://bcpharmacy.ca/conference)

## Join us virtually for this year's BCPhA conference

More than 500 attendees joined us for our half-day, virtual conference in 2021. This was the most well-attended conference in recent years. This year, we will be hosting a virtual conference on May 12, 2022 following the format from 2021.

The BC Pharmacy Association recognizes how busy pharmacy has been since the pandemic began nearly two years ago, and the quest for more knowledge as information changes on a daily basis.

Our planned line-up of speakers is aimed at helping pharmacists understand what lies ahead in 2022. This year's theme is "After the pandemic: What lies ahead for pharmacy".

This year's speakers include:

- Dr. Isaac Bogoch, *Global News panelist on the COVID-19 Pandemic and Associate Professor at the University of Toronto in the Department of Medicine*
- Minister Sheila Malcolmson, *Minister of Mental Health and Addiction of BC*
- Dr. Penny Ballem, *Head of the Province's COVID-19 vaccination campaign*

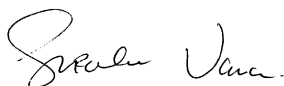
This year's event is free to all 4,000 members, who range from front-line pharmacists to key decision makers in pharmacy across Canada. We will also post the recorded event online for members as an exclusive benefit.

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](mailto:andy.shen@bcpharmacy.ca) to secure your spot.

Sincerely,



Geraldine Vance  
Chief Executive Officer



British Columbia  
**Pharmacy Association**

## 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://www.bcpharmacy.ca/forms/sponsorship/>

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