

# 44<sup>th</sup> Annual Conference

May 31 - June 02, 2021

## SPONSORSHIP PROSPECTUS



EngAgeBC

Building off the success of our [2020 Virtual Conference](#), we are pleased to announce our next virtual conference May 31<sup>st</sup> - June 2<sup>nd</sup>, 2021. The conference theme is ***The Three Rs: Reflection, Resilience and Reinvention*** and will incorporate high profile keynote speakers, panel discussions, concurrent sessions, Q&A sessions, and virtual networking breaks. Topics will be of interest to the long-term care, assisted living, independent living, and home health audiences. We have built in daily dedicated tradeshow hours, daily Lunch + Learn Exhibitor Product Demos opportunities, interactive networking breaks, and a scavenger hunt designed to bring attendees and sponsors/exhibitors together. We are very pleased to announce that Handicare will continue to support the association and the virtual conference as our Title Sponsor.

Our [Events and Recognition Committee](#) and the BCCPA team have incorporated feedback from our last virtual conference, attended several other virtual conferences, and are harnessing new features in our virtual event platform [Pheedloop](#) to create a more interactive experience for our attendees and exhibitors.

We have developed virtual sponsorship opportunities that will increase your brand's visibility and showcase you as a supporter of our association before, during, and after the event.

We are expecting 300 key decision makers to virtually attend including owners, operators, senior management, and board directors from the seniors' living and care sector. The virtual space allows for attendees from across B.C. and beyond. Participation in this event will allow you to connect virtually with attendees.

Access to all sessions will give you firsthand insight on the issues and opportunities facing the sector.

COVID- 19 has hit our sector hard. This event will be a space for reflection, resilience building, and reinvention as we move forward. Your sponsorship and participation will make this possible.

If you have any questions about the prospectus, please feel free to contact me anytime. You can purchase your sponsorship by using this link: <https://pheedloop.com/sponsor/contract/virtualbccpa2021/apply/>.

Virtual exhibit booth sales only will launch February 16<sup>th</sup>.

Best,



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Program			
	May 31: Reflection	June 1: Resilience	June 2: Reinvention
8:30 - 8:45	Conference Opening	Conference Opening	Conference Opening
8:45 - 9:00	Safety Den	Safety Den	Safety Den
9:00 - 10:00	Panel Session	Panel Session	Keynote
10:00 - 10:15	Networking Coffee Break	Networking Coffee Break	Networking Coffee Break
10:15 - 11:00	Breakout Streams <ul style="list-style-type: none"> <li>• LTC/AL</li> <li>• Home Health</li> <li>• EngAge BC</li> </ul>	Breakout Streams <ul style="list-style-type: none"> <li>• LTC/AL</li> <li>• Home Health</li> <li>• EngAge BC</li> </ul>	Breakout Streams <ul style="list-style-type: none"> <li>• LTC/AL</li> <li>• Home Health</li> <li>• EngAge BC</li> </ul>
11:00 - 11:30	Virtual Exhibit Hall	Virtual Exhibit Hall	Virtual Exhibit Hall
11:30 - 11:45	Refuel Break	Refuel Break	Refuel Break
11:45 - 12:15	Lunch + Learn Exhibitor Product Demos	Lunch + Learn Exhibitor Product Demos	Lunch + Learn Exhibitor Product Demos
12:15 - 1:15	Keynote	Keynote	Panel Session
1:15 - 1:30	Wrap Up: Reflection	Wrap Up: Resilience	Wrap Up: Reinvention
On- Demand: Learning Library			

## Attendee Feedback from the 2020 Virtual Conference

*"It surpassed my expectations. The sessions were easy to watch, were clear and audible, speaker engagement with the audience through the chat feature seemed effective, sessions started on time, the range of speakers and topics and live sessions was fantastic."*

*"I liked the real time conversations. The virtual Exhibit Hall was a great idea."*

*"I found the event inspiring. Everyone involved was passionate about their work and that lent a real sense of excitement about the conference. I looked forward to it every day."*

*"Reading about what each sponsor does and how they contribute to senior care."*

# Partnership Opportunities

## Premier Partner - \$10,000

Show your support of the association before, during, and after the event with unique opportunities for you to provide content to our members and stakeholders.

- **Maximum six sponsorships available**
- **Pre-event promotion**
  - Work with our communications team to create a special stand-alone e-blast recognizing your premier partnership to 1,500 members, key stakeholders, and contacts. This will be posted on our website as well which receives around 20,000 page views per month.
  - Recognition on all social media platforms of sponsorship with over 2,500+ BCCPA Twitter, Facebook and LinkedIn followers.
  - Logo recognition and hyperlink on homepage of the Annual Conference website.
  - Sponsor profile listing on Annual Conference website featuring organizational listing, logos, and links to your social media including YouTube video.
- **During the event**
  - One virtual exhibit booth with four booth managers
  - Premium booth upgrade (details below)
  - Comprehensive post conference reporting and full delegate list with email addresses
  - Higher point value gamification code for you to give to delegates.
  - Access to all sessions
  - Hyperlinked logo on portal header sponsor carousel
  - Pre-roll video to run in advance of a panel or keynote session branded with your sponsorship.
  - Sponsor will be promoted with a push notification prior to session.
  - One Learning Library session. Produce your own content for a one hour on-demand session. This session will then also be shared post conference on the BCCPA website and YouTube channel.
- **Online Promotion**
  - Work with our communications department to create a [marketing promotion](#) to be sent to over 1500 targeted email subscribers. This can run pre- or post-event.
  - [Square web ad](#) to run for 3 months on the BCCPA website which has over 20,000 page views per month. This can run pre- or post-event.



## Virtual Networking Coffee Break Sponsor - \$5,000

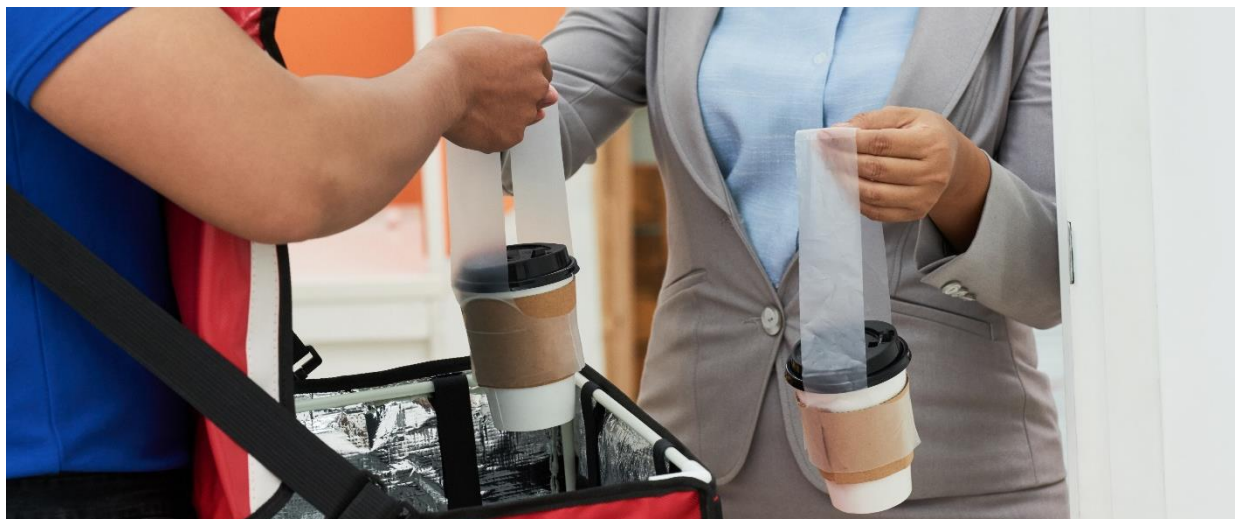
Brighten delegates morning with coffee and snacks delivered to their home or office. A [virtual visa](#) branded with your logo will be emailed in advance to the first 250 registered delegates to be used to order refreshments to enjoy during the scheduled networking coffee break where delegates will break out into small coffee chatrooms.

- **Maximum three sponsorships available - one for each day**
- **Pre-event promotion**
  - Logo recognition and hyperlink on homepage of the Annual Conference website
  - Sponsor profile listing on Annual Conference website featuring organizational listing, logos, and links to your social media including YouTube video
- **During the event**
  - One virtual exhibit booth with two booth managers included.
  - Premium booth upgrade (details below)
  - Comprehensive post conference reporting and full delegate list with email addresses
  - Access to all sessions
  - A virtual visa branded with your logo will be emailed to the first 250 delegates.



Viewing virtual card design for [BC Care Sample Card 1](#)

- Delegates will use virtual visa to order refreshments from their choice of vendors
- Sponsor will be promoted with a push notification prior to the break.
- Opportunity for pre-roll video to run before session branded with your logo
- Hyperlinked logo on portal header sponsor carousel



## Refuel Break Sponsor - \$3,000

Here is your chance to create content to 'refuel' delegates. Perfect for companies in the food service industry. Share industry trends, expertise, and culinary ideas in a 15-minute session that you produce.

- **Maximum three sponsorships available - one for each day**
- **Pre-event promotion**
  - Logo recognition and hyperlink on homepage of the Annual Conference website
  - Sponsor profile listing on Annual Conference website featuring organizational listing, logos, and links to your social media including YouTube video
- **During the event**
  - One virtual exhibit booth with two booth managers included.
  - Premium booth upgrade (details below)
  - Comprehensive post conference reporting and full delegate list with email addresses
  - Access to all sessions
  - Sponsor will be promoted with a push notification prior to the break.
  - Your branding will be on session listing.
  - Opportunity for pre-roll video to run before session.
  - Opportunity to produce content for 15-minute session to 'refuel' delegates
  - Hyperlinked logo on portal header sponsor carousel

## Wrap Up Sponsor - \$2,000

Link your branding to the end of each day.

- **Maximum three sponsorships available - one for each day**
- **Pre-event promotion**
  - Logo recognition and hyperlink on homepage of the Annual Conference website
  - Sponsor profile listing on Annual Conference website featuring organizational listing, logos, and links to your social media including YouTube video
- **During the event**
  - One virtual exhibit booth with two booth managers included.
  - Premium booth upgrade (details below)
  - Comprehensive post conference reporting and full delegate list with email addresses
  - Access to all sessions
  - Sponsor will be promoted with a push notification prior to the break.
  - Your branding will be on session listing.
  - Opportunity for pre-roll video to run before session.
  - Hyperlinked logo on portal header sponsor carousel





## Virtual Conference Survival Kit Insert - \$1,000

One of the best parts about attending an in-person conference is collection swag from the exhibit hall. We are recreating this experience and will be sending the first 250 registered delegates a delegate box filled with branded merchandise. This sponsorship provides you the opportunity to ship your branded product to our distributor and we will take care of the rest. Items will be subject to approval due to size and shipping restrictions and to avoid product duplication. Fee will cover shipping to delegate and box assembly. Cost of branded product and shipping to distributor not included. Please note a minimum number of sponsors are required for this opportunity to move forward.

## Learning Library - \$2,000

Opportunity to create and share a conference session featuring your organization's products and or services. Session will be shared on the Virtual Conference platform to be viewed as a pre-taped on-demand webinar for 30 days. After the conference, your session will be shared on the BCCPA website and YouTube channel for all to access.

## Virtual Exhibit Hall Booth - \$750\*

A dedicated space for you to showcase your goods and services with company description, graphics, videos, files, and create connections with conference attendees through text or video chat options.

- **Pre-event promotion**
  - Listing on Annual Conference website featuring company description, logos, and links to your social media, including YouTube video
- **During the event**
  - One virtual exhibit booth with two booth managers included.
  - You design your booth: Upload videos, logos, PDFs, and company descriptions, and preview before the event goes live.
  - Real-time booth visitor tracking
  - Access to all sessions - including coffee-break chatrooms
  - Networking chat options with audible notifications
  - Gamification code given to you - you decide on how you would like to share with attendees.

## Premium Booth Upgrade - \$99\*

Take your booth to the next level with Lead Retrieval and Live Video Booth capabilities. This will transform your virtual booth from a static experience to one where you can host a live meeting at your booth that supports video and screen sharing. You will need this upgrade to participate in the Exhibitor Lunch + Learn sessions.

- Lead Retrieval
- Live Video Booth
- 3D booth on floor plan

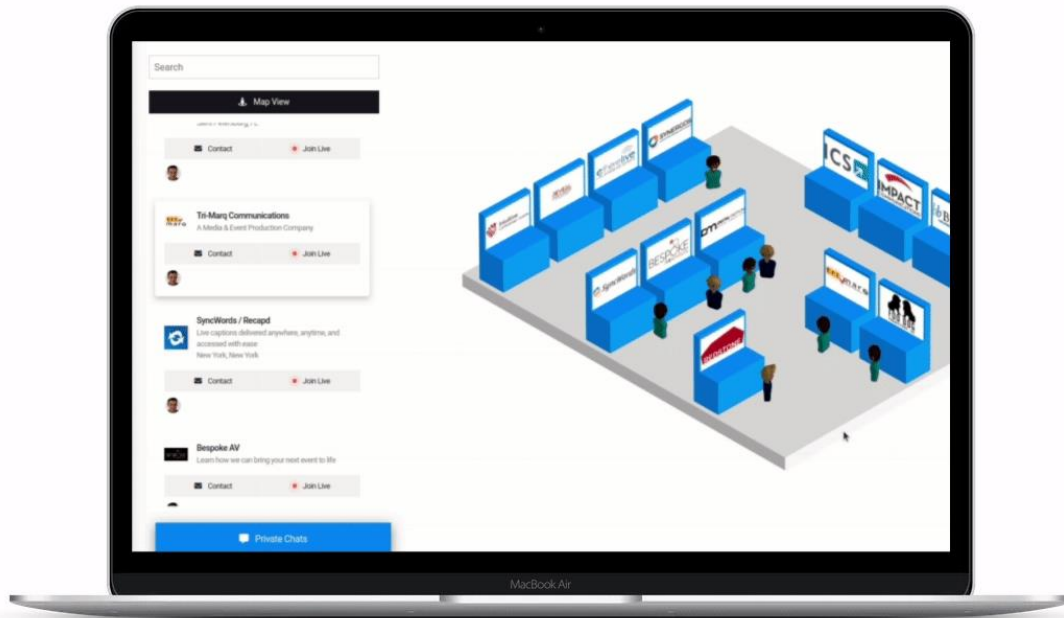
## Additional Booth Manager - \$150\*

Opportunity to increase your presence in the virtual exhibit hall and includes full access to all sessions for educational and networking opportunities. Save 50% of the regular conference registration fee.

## Gamification Prize Listing - FREE!\*

Gamification is a fun way to interact virtually with delegates. A scavenger hunt will be set up where delegates will be looking for gamification codes found with exhibitors, and embedded in session streams, announcements, push notifications, social media posts, and other creative locations. Attendees will enter codes, track their progress on a leaderboard, and, *new this year*, cash in their points to collect prizes in the Marketplace, as well as be eligible for the grand prize draw. Be a part of the fun by donating a great prize! For all prize donations you must provide BCCPA with a photo, description, and estimated value and you will be responsible for shipping prize to winner.

- Hyperlinked company logo listed with your donated prize on the marketplace prize board
- Scavenger hunt will be promoted over the three days through push notifications, announcements, and tweets (which populate onto the event social wall in the virtual lobby).



- Gamification prize donors will be given an additional higher point value gamification code which will drive delegates to your booth.
- Be a part of the fun!
- Virtual exhibit booth sales only will launch February 16<sup>th</sup>.

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