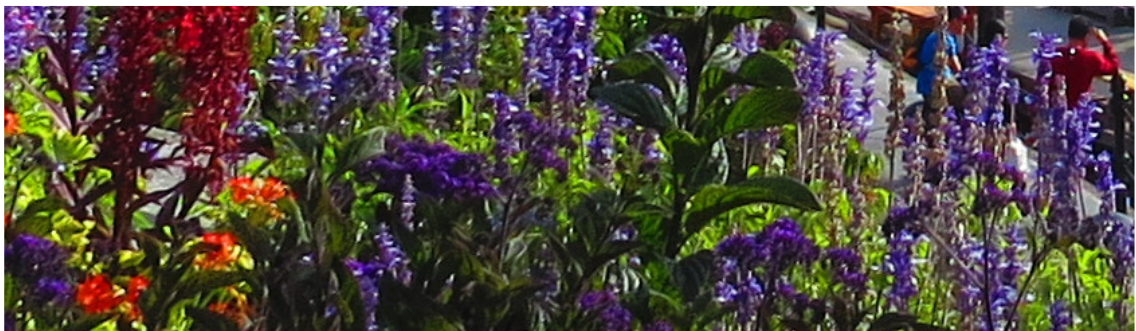




**46TH ANNUAL  
CONFERENCE**  
SPONSORSHIP PROSPECTUS

Victoria BC  
May 28, 2023 - May 30, 2023



Our 46th Annual Conference will be held at the Victoria Conference Centre in 2023. Steps away from the BC Legislature, 'Taking Care of Business' will invite elected officials and various ministry staff to participate in our panel discussions and networking events.

While the location will be different, our goal remains the same: create opportunities for our sponsors to market their goods and services and to form valuable connections with key decision makers from the seniors' living and care sector.

We are expecting over 300 key decision makers in attendance including owners, operators, senior management, and board directors from the seniors living and care sector. Our growing membership base includes over 430 long-term care, assisted living, and commercial members from across British Columbia. Through our operating arm [EngAge BC](#), we represent independent living, as well as private pay assisted living, long-term care, and home health services.

The 2023 Sponsorship Prospectus offers opportunities that have been created to meet a wide range of budgets and scope. Custom sponsorship opportunities will also be considered.

Booths in prime locations have been reserved for our gold and silver sponsors, which will be allocated on a first come first served basis. Event sponsors over \$5,000 will be offered priority booth selection before registration opens to all commercial members on November 28th, 2022. All sponsors will be guaranteed a booth. As our tradeshow sells out quickly, avoid disappointment and book your sponsorship today.

If you have any questions about the prospectus, please feel free to contact me anytime.

Let's take care of business,



Cathy Szmaus  
Vice President, Operations + Corporate Partnerships  
Ph: 604-736-4233 x 226  
[cathy@bccare.ca](mailto:cathy@bccare.ca)

# OUR REACH



**OUR MEMBERS**  
APPROXIMATELY

**430+**



OUR WEBSITE TRACKS ON AVERAGE

**PAGE VIEWS PER MONTH**

**17K**



**APPROX 7000+**



**FOLLOWERS**

across Twitter, Facebook, LinkedIn and Instagram

**SUPPORTING MORE THAN**



**18,000**  
seniors annually in the long-term care and assisted living setting

**11,000**  
each year through home care & home support services

## E-NEWSLETTER

monthly e-newsletter reaches over

**7,000**  
professionals



# WHAT PEOPLE HAD TO SAY ABOUT #BCCPA2022

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## What do you think we did well?

Logistics. Delegate engagement. Recognition - delegates and vendors. Food was great. Safety Den was a good attraction again. This is the premier LTC event in North America !!

## What did you like best about Up, Up & Away?

Everything! In the months of preparation, the staff at BCCPA were responsive, helpful and you could feel that they wanted to make sure everyone got the most out of the event. There was plenty of time and encouragement to go to the trade show. The layout was fantastic, food was delicious and varied... content was interesting, inspiring, keynote speakers were well chosen. We kept hearing that this was one of the very best long term care events in the country and I can absolutely believe it!

## What did you like best about Up, Up & Away?

Opportunity to network - Information/learning sessions - Opportunity to learn from operators and have meaningful discussions

## What did you like best about Up, Up & Away?

I was a vendor, and I really appreciated that participants came to the EXPO, spent time to walk through and speak with vendors. I had really wonderful conversations with participants, really connected and enjoyed meeting everyone.

## What did you like best about Up, Up & Away?

Excellent speaker presentations, evening events were stellar, loved meeting folks in the sector and connecting in person.

## What do you think we could improve on for next year?

Honestly, nothing comes to mind!

## TITLE SPONSOR



SOLD

BCCPA has continued to be a strong voice and advocate for the homes and residents in the province and Handicare remains firmly committed to support and assist members with their knowledge, experience and passion for safe client handling. It is especially gratifying to know that our sponsorship supports attendees with a variety of valuable learning opportunities.

## PLATINUM SPONSOR



SOLD

## GOLD SPONSOR

Max. 5 sponsorships available- [1 opportunity left](#)

\$10,000

- One exhibit booth with two delegates included (valued at \$2,500)
- Corporate branding at venue
- Logo visibility and hyperlink on conference app
- Sponsor profile on conference website
- One reserved VIP table at the Monday Night Event- Dancing Through the Decades
- Recognition on all social media platforms of your sponsorship with over 7000 + Twitter, Facebook and LinkedIn followers
- Stand alone e-blast recognizing each Gold sponsor to 2000 + members, key stakeholders, and contacts
- Option to insert one branded item into each service provider delegate bag
- Two VIP invitations to private BCCPA Board & Key Sponsor Recognition Event in Fall 2023



## SILVER SPONSOR

Max. 8 sponsorships available

- One exhibit booth with two delegates included (valued at \$2,500)
- Corporate branding at venue
- Logo visibility and hyperlink on conference app
- Sponsor profile on conference website
- One reserved VIP table at the Monday Night Event- Dancing Through the Decades
- Recognition on all social media platforms of your sponsorship with over 7000 + Twitter, Facebook and LinkedIn followers
- E-blast recognizing all Silver sponsors to 2000 + members, key stakeholders, and contacts
- One VIP invitation to private BCCPA Board & Key Sponsor Recognition Event in Fall 2023

SOLD



# SPIRIT OF VICTORIA FOOD TOURS

Max. 1 sponsorship available

Healthcare Recruitment



SOLD

Want a local to show you the very best hidden culinary gems in the city? From whole-in-the-wall secrets to the top spots in the city, this easy walking tour is for the serious foodies who want to have an authentic experience in Victoria.

At this pre-conference event on Sunday, celebrate local small businesses, discover hidden gems, and explore the culinary culture of Vancouver Island. Whether you are a local on a “staycation” or a visitor exploring Victoria for the first time, we strive to create a memorable foodie experience and an insider perspective on our beautiful and tasty city.

- Sponsor profile on conference website
- 2 complimentary tickets
- On site signage with logo



## OFFICIAL CONFERENCE WATER BOTTLE

Max. 1 sponsorship available



SOLD

Since 2009, Victoria Conference Centre has worked tirelessly to measurably reduce environmental impacts. Finally, in 2021, the venue has been designated as carbon neutral by noted corporate sustainability management firms Synergy Enterprises and Offsetters.

With this new initiative, VCC has provided attendees with water stations to fill up water bottles instead of providing single use plastic cups or bottles. Why not showcase your support for the environment by sponsoring reusable water bottles for all delegates.

\*Cost of water bottles included in sponsorship

- Logo visible on water bottles
- Bottle to be included in delegate bags



## WELCOME TEA

Max. 1 sponsorship available

What better way to welcome our delegates to Victoria than having the Fairmont Empress supply tea at registration?

- Onsite signage

# PointClickCare®

SOLD



# KEYNOTE SPEAKERS AND PLENARY SESSIONS

Sponsorship opportunities for you to showcase your brand at plenary sessions in various formats.

## MONDAY CONFERENCE WELCOME KEYNOTE

Max. 1 sponsorship available

- Onstage introduction of sponsor
- Sponsor will introduce the speakers
- Logo recognition onstage electronic signage
- Sponsor profile on conference website

Healthcare Recruitment



maxwell  
management group  
the right fit every time.

SOLD

## MONDAY PLENARY

Max. 1 sponsorship available

- Onstage introduction of sponsor
- Sponsor will introduce the speakers
- Logo recognition onstage electronic signage
- Sponsor profile on conference website



A Resident First Experience

SOLD

## SAFETY DEN

Max. 1 sponsorship available



SOLD

## TUESDAY CONFERENCE CLOSING KEYNOTE

Max. 1 sponsorship available

- Onstage introduction of sponsor
- Sponsor will introduce the speakers
- Logo recognition onstage electronic signage
- Sponsor profile on conference website



SOLD



# MONDAY NETWORKING BREAKS

Networking meals and breaks will be held in the tradeshow with plenty of time allotted to connect delegates with the products and services you offer.

## MONDAY NETWORKING BREAKFAST

Max. 1 sponsorship available



SOLD

- Corporate branding on signage prominently displayed
- Corporate branding on table tent cards
- Sponsor profile on conference website

## MONDAY MORNING NETWORKING COFFEE BREAK

Max. 1 sponsorship available



Westbridge Group  
VALUATION PARTNER

SOLD

- Corporate branding on signage prominently displayed
- Corporate branding on table tent cards
- Sponsor profile on conference website

## MONDAY NETWORKING LUNCH

Max. 1 sponsorship available



SOLD

- Corporate branding on signage prominently displayed
- Corporate branding on table tent cards
- Sponsor profile on conference website

## MONDAY AFTERNOON NETWORKING COFFEE BREAK

Max. 1 sponsorship available



SOLD

- Corporate branding on signs prominently displayed
- Corporate branding on table tent cards
- Sponsor profile on conference website



# TUESDAY NETWORKING BREAK

Networking meals and breaks will be held in the tradeshow with plenty of time allotted to connect delegates with the products and services you offer.

## TUESDAY NETWORKING BREAKFAST

Max. 1 sponsorship available



SOLD

- Corporate branding on signs prominently displayed
- Corporate branding on table tent cards
- Sponsor profile on conference website

## TUESDAY MORNING NETWORKING COFFEE BREAK

Max. 1 sponsorship available

\$2,000

- Corporate branding on signs prominently displayed
- Corporate branding on table tent cards
- Sponsor profile on conference website

## TUESDAY LUNCH BOXES TO GO

Max. 1 sponsorship available

\$3,000

- Corporate branding on signs prominently displayed
- Corporate branding on table tent cards
- Sponsor profile on conference website



## SUNDAY NIGHT WELCOME BUBBLES

Max. 1 sponsorship available

Host welcome drinks and provide guests with a bit of bubbly on their way into our welcome reception in the Palm Court at the Fairmont Empress. It's a perfect way to set the tone for the evening.

- Corporate branding on site
- Sponsor profile on conference website



SOLD

## SUNDAY NIGHT WELCOME RECEPTION

Max. 1 sponsorship available

Our Welcome Reception will be held in the Crystal Ballroom at the Fairmont Empress on Sunday, May 28th 2023. Be sure to sponsor this event as the food will be plentiful and the setting stunning- enough to have people talking for days.

- Corporate branding on site
- Sponsor profile on conference website

SOLD



## SUNDAY NIGHTCAP

Max. 1 sponsorship available

Sponsor the space our delegates will want to migrate to after our welcome festivities. The Lobby Lounge at the Fairmont Empress will be transformed into a private bar area where guests can sit down and enjoy a glass or two.

- Corporate branding on site
- Sponsor profile on conference website

\$3,000



## MONDAY NIGHT COCKTAIL RECEPTION

Max. 1 sponsorship available

\$5,000

On Monday, May 29th 2023, attendees will have the opportunity to mingle, enjoy a drink and some light appetizers in the tradeshow to get warmed up for a full night of dancing. This is an excellent opportunity to set the mood and start the evening on a fun note.

- Corporate branding on site
- Sponsor profile on conference website
- Branded signature cocktail handed out upon arrival



## MONDAY NIGHT DANCING THROUGH THE DECADES

Max. 1 sponsorship available

Victoria's Crystal Garden is the perfect place to network while enjoying good food, song and dance. March Hare will be taking center stage and performing classic hits throughout the decades. Costumes are highly encouraged!

- Corporate branding on site
- Sponsor profile on conference website
- Complimentary VIP table

**HADDON**   
EQUIPMENT ■ CHEMICALS ■ SERVICE ■ PARTS

SOLD

# SPONSORSHIP AT A GLANCE

## BENEFITS

**GOLD**  
\$10,000

**SILVER**  
\$8,000

One exhibit booth with two delegates included (valued at \$2,500)	✓	✓
Corporate branding at venue	✓	✓
Logo visibility and hyperlink on conference app	✓	✓
Sponsor profile on conference website	✓	✓
One reserved VIP table at the Monday Night Event- Dancing Through the Decades	✓	✓
Recognition on all social media platforms of your sponsorship with over 7000 + Twitter, Facebook and LinkedIn followers	✓	✓
E-blast sent to 2000 + members, key stakeholders, and contacts	Stand alone e-blast recognizing <u>each</u> Gold sponsor	E-blast recognizing <u>all</u> Silver sponsors
Option to insert one branded item into each service provider delegate bag	✓	
VIP access to private BCCPA Board & Key Sponsor Recognition Event in Fall 2023	<u>Two</u> invitations	<u>One</u> invitation

## NEXT STEPS...

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1. Visit the sponsor registration portal [HERE](#)
2. Enter in your contact information
3. Enter in your company information & profile details
4. Select your desired sponsorship level
5. Select method of payment
6. Review the Terms & Conditions
7. Submit Application

You will receive a confirmation email providing you access to your sponsor portal. There you will be able to create & edit your profile. This information will be auto generated to the conference event website.

For sponsorship enquires please contact:

Cathy Szmaus

Vice President, Operations &  
Corporate Partnerships

cathy@bccare.ca