



**47TH ANNUAL  
CONFERENCE**  
SPONSORSHIP PROSPECTUS

Fairmont Chateau Whistler  
May 26 -28, 2024



The BC Care Providers Association's 47th Annual Conference returns to the Fairmont Chateau Whistler May 26-28, 2024.

A special resolution approved at the BC Seniors Living Association's Annual General Meeting in September has this association 'come together' with the BC Care Providers Association to unite and strengthen the voice of the seniors living, wellness, and care sector.

As such, our conference theme is "Come Together". This will be the only conference in 2024 and will bring together operators from across the seniors living, wellness, and care sector.

The conference agenda has been expanded with an additional concurrent session stream and two deep dive sessions dedicated to the seniors living and private pay audiences. Of course, the program will include content for long-term care, assisted living, and home health audiences. Sessions will be aligned along the themes of creating quality, workforce and leadership, and the business of seniors living and care.

Our goal of the prospectus 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, wellness, and care sector.

The 2024 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 \$5000 will be offered priority booth selection before registration opens to all commercial members on November 1st, 2024. 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 come together,



Cathy Szmaus  
Vice President, Operations + Corporate Partnerships  
BC Care Providers Association | EngAge BC  
Ph: 604-736-4233 x 226  
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# TITLE SPONSOR

Under [Savaria Patient Care](#) and with **Span Medical, Handicare** will be returning as Title Sponsor for BC Care Providers Association (BCCPA) and EngAge BC's 47th Annual Conference at the Fairmont Chateau Whistler on May 26th to 28th, 2024.

"The team at Savaria Patient Care is thrilled to have the opportunity to once again return as Title Sponsor of the 2024 BCCPA Annual Conference," says **Jared Bespalko, Savaria's Regional Sales Director, Western Canada**. "As we have seen year after year with past BCCPA conferences, this event will undoubtedly provide another excellent opportunity for delegates to learn, network and share. We are looking forward to returning to Whistler in what will be our first full year of integration of Handicare and Span Medical under the Savaria Patient Care umbrella."

Handicare has been a valued sponsor of BCCPA's annual conferences for many years. The Association thanks them for their continuous support in helping make our annual conferences the premiere event in B.C.'s seniors living and care sector.



What did you like best about *Taking Care of Business*?

The greatest benefit I get from conferences such as these are the opportunity to network and learn from others in the sector. It was a great mix of expert presentations and networking opportunities.

-Response from #BCCPA2023 post conference survey

# PLATINUM SPONSOR

The SGP Purchasing Partner Network is proud to return as the Platinum Sponsor of our 47th Annual Conference.



Better all together™

# GOLD SPONSOR

- One 8x10 exhibit booth along the centre food and beverage aisle with two booth managers included
- Corporate branding at venue
- Logo visibility and hyperlink on conference app
- Sponsor profile on conference website
- One reserved VIP table at the Monday Dinner & Dancing Event
- Recognition on all social media platforms of your sponsorship with over 7000 + Twitter, Facebook, and LinkedIn followers
- Stand alone e-blast and web post recognizing each Gold sponsor to 2000 + members, key stakeholders, and contacts
- Option to insert one branded item into each service provider delegate bag
- Two complimentary golf passes



# SILVER SPONSOR

- One 8x10 exhibit booth with two booth managers included
- Corporate branding at venue
- Logo visibility and hyperlink on conference app
- Sponsor profile on conference website
- One reserved VIP table at the Monday Dinner & Dancing Event
- 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 complimentary golf pass



# TOM FRAME MEMORIAL GOLF TOURNAMENT



Our Annual Golf tournament on Sunday May 26th will be held at the Fairmont Chateau Whistler Golf Club and will bring commercial members and service provider members together on the fairway.

The tournament is named after long time commercial member and friend Tom Frame and sponsored by his former employer MIP.

We are pleased to offer several additional options for sponsorship. All sponsorships will be promoted on the conference website and through communiqués to the golfers.

## GOLF CART LUNCH

Max. 1 sponsorship available

- Logo recognition on the tournament lunch boxes
- Logo recognition on signage in clubhouse

\$2,500

## AFTER GOLF RECEPTION

Max. 1 sponsorship available

- Logo recognition on complimentary Drink Ticket provided to each golfer
- Logo recognition on signage at Clubhouse during reception

\$3,500

## GOLF TEE SPONSOR\*

- Logo recognition on hole signage
- Opportunity to activate the golf hole and meet & greet with golfers\*\*

\*pricing per hole

\*\*optional activation of golf hole at the responsibility of the sponsor



## WOMEN'S LONGEST DRIVE

- Prize is included in cost of sponsorship
- Logo recognition on hole signage
- Opportunity to award the prize



## MEN'S LONGEST DRIVE

Max. 1 sponsorship available

- Prize is included in cost of sponsorship
- Logo recognition on hole signage
- Opportunity to award the prize

\$750

## WOMEN'S CLOSEST TO THE PIN

- Prize is included in cost of sponsorship
- Logo recognition on hole signage
- Opportunity to award the prize



## MEN'S CLOSEST TO THE PIN

- Prize is included in cost of sponsorship
- Logo recognition on hole signage
- Opportunity to award the prize



## WINNING TEAM

Max. 1 sponsorship available

- Prizes are included in cost of sponsorship
- Trophies are included in cost of sponsorship
- Opportunity to award the prize and present tournament trophies

\$1,500



# WHISTLER LUNCH TOUR

Sponsor the popular pre-conference event led by [Whistler Tasting Tours](#).

Conference delegates will enjoy the afternoon in Whistler exploring the eclectic culinary scene and enjoy a delicious multi-course lunch while visiting some of the best local lunch spots.

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

Healthcare Recruitment



maxwell

management group

the right fit every time.

# GO NUTS FOR DONUTS

Sponsor the legendary Fairmont Chateau Whistler donut station at the registration desk.

- Sponsor profile on conference website
- On site signage with logo



Trillium HR  
ADDING VALUE THROUGH PEOPLE

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

Every year it gets better than the prior year. Nothing to complain. Great Conference. One of the better ones out there.

-Response from #BCCPA2023 post conference survey

## What did you like best about *Taking Care of Business*?

I liked so much about it. The sessions are always high quality and the trade show is very large. The structure gives a lot of time to network. I also love that it is fun! From the music bingo at the trade show to the welcome reception and Dancing through the Decades. I didn't have one favourite part as I enjoyed all of it.

-Response from #BCCPA2023 post conference survey

# COME TOGETHER

Delegates and sponsors *Come Together* at our welcome networking event.

## SUNDAY NIGHT WELCOME BUBBLES

\$3,500

Max. 1 sponsorship available

Kick off the conference with a bit of bubbly! Each guest will receive a glass of bubbles as they make their way into the Sunday Night Welcome Reception.

- Corporate branding on site
- Sponsor profile on the conference website

## SUNDAY NIGHT WELCOME DINNER

**Gordon**<sup>®</sup>  
FOOD SERVICE

Reception style buffet dinner held on the beautiful Woodlands Terrace atop the Fairmont Chateau Whistler. Network while enjoying the spectacular view of the surrounding mountains.

- Corporate branding on site
- Sponsor profile on conference website

### What do you think we did well?

I thought the whole conference was done well. One thing I find that sets this conference apart from conferences I have attended in other industries is the fun and focus on getting people networked and engaged.

-Response from #BCCPA2023 post conference survey



# PLENARY SESSIONS

## MONDAY CONFERENCE WELCOME KEYNOTE

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



## MONDAY PLENARY

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



## SAFETY DEN

Presented by [SafeCare BC](#), this Dragons' Den-inspired event showcases ideas from healthcare workers passionate about improving workplace health and safety.



Six contestants across two categories will present on stage in a bid to convince the show's judges—the safety dragons—why their innovation is worth investing in. Finalists from the healthcare category will compete for \$1,000, while contestants in the commercial category will attempt to win the prestigious Safety Innovation of the year award.

As entertaining as it is educational, Safety Den is one of the must-attend events at the BC Care Providers Association's Annual Conference.

***Do you have a service, product, or innovation that can improve workplace health and safety? Enter Spring 2024 to compete in the Safety Den!***



# DEEP DIVES

New for 2024!

90 minute deep dive educational sessions for targeted audiences.

If your customer is in the Seniors Living or Home Health space these opportunities are perfect for you.

## MONDAY DEEP DIVE (SENIORS LIVING + WELLNESS)

- Corporate branding on signs prominently displayed
- Opportunity to introduce the session
- Sponsor profile on conference website



*A Resident First Experience*

## TUESDAY DEEP DIVE (SENIORS LIVING + WELLNESS)

- Corporate branding on signs prominently displayed
- Opportunity to introduce the session
- Sponsor profile on conference website



## TUESDAY DEEP DIVE (HOME HEALTH)

- Corporate branding on signs prominently displayed
- Opportunity to introduce the session
- Sponsor profile on conference website



# 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

\$3,000

Max. 1 sponsorship available

- Corporate branding on signage prominently displayed
- Sponsor profile on conference website

## MONDAY MORNING NETWORKING COFFEE BREAK

- Corporate branding on signage prominently displayed
- Sponsor profile on conference website



Westbridge Group  
VALUATION PARTNER

## MONDAY NETWORKING LUNCH

- Corporate branding on signage prominently displayed
- Sponsor profile on conference website



## MONDAY AFTERNOON NETWORKING COFFEE BREAK

- Corporate branding on signs prominently displayed
- Sponsor profile on conference website



# MONDAY APRES

*Apres-ski* is a French term which translates to 'after ski' and is defined as the social activities and entertainment following a day's skiing.

Our own version of Apres-conference will be held on Monday May 27. Guests will board the gondola in Whistler Village for a sunset cocktail reception at the Roundhouse, situated at the top of Whistler Mountain. A buffet dinner will follow with dancing to the music of [The Hairfarmers](#), voted Whistler's best band since 2001.

## GONDOLA MID-STATION SIP & SNACK

Bubbles and hors d'oeuvres will be served to event attendees on the gondola as it slows down at mid-station.

- Corporate branding onsite
- Sponsor profile on conference website



## SUNSET COCKTAIL RECEPTION

# PointClickCare®

Guests will be greeted with a glass of wine or beer as they enter the Roundhouse. Hors d'oeuvres will be served as guests network and admire the breathtaking views.

- Corporate branding onsite
- Sponsor profile on conference website

## DINNER & DANCING

Haddon Equipment & Supplies is proud to return as our Dinner and Dance sponsors atop Whistler Mountain for our 47th Annual Conference.

# HADDON

EQUIPMENT ■ CHEMICALS ■ SERVICE ■ PARTS

# TUESDAY 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.

## TUESDAY NETWORKING BREAKFAST

\$3,000

Max. 1 sponsorship available

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

## TUESDAY MORNING NETWORKING COFFEE BREAK

\$2,500

Max. 1 sponsorship available

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

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

I really think this was an excellent conference from start to finish

-Response from #BCCPA2023 post conference survey

### What did you like best about *Taking Care of Business*?

Schedule was clear and organized, vendors had enough time between sessions to speak to delegates

-Response from #BCCPA2023 post conference survey

# TUESDAY LUNCHEON AND CLOSING KEYNOTE: GAVIN CRAWFORD



*If laughter really was the best medicine, Gavin Crawford would have cured his mother of Alzheimer's disease.*

*As a son, his mother's dementia has been devastating. As a comedian though... it's been sort of funny. Honestly, how do you respond when your mom confuses you with her teenage crush and wants you to take her to the high-school dance?*

*Well, you laugh. Because it's the only thing you can do.*

Our conference closing luncheon keynote will be [Gavin Crawford](#) - Canadian comedian, actor, and host of CBC podcast [Let's Not be Kidding](#).

Gavin will share what it was like to come to the realization his mom was losing her memory and how being able to find the funny moments was vital to surviving the slow tragedy of Alzheimer's disease.

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



# SPONSORSHIP AT A GLANCE

## BENEFITS

**GOLD**  
\$10,500

**SILVER**  
\$8,500

|   |   |   |
|---|---|---|
| One 8X10 exhibit booth with two delegates included  | Along the centre food and beverage aisle with two booth managers included | Two booth managers included                                 |
| Corporate branding at venue   | ✓   | ✓   |
| Logo visibility and hyperlink on conference app   | ✓   | ✓   |
| Sponsor profile on conference website   | ✓   | ✓   |
| One reserved VIP table at the Monday Night Mountaintop Experience   | ✓   | ✓   |
| 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 and web post recognizing <u>each</u> Gold sponsor     | E-blast and web post recognizing <u>all</u> Silver sponsors |
| Option to insert one branded item into each service provider delegate bag   | ✓   |   |
| Complimentary golf passes   | 2   | 1   |

# NEXT STEPS...

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 appear on the conference website and app.

For sponsorship enquires please contact:

**Cathy Szmaus**

Vice President, Operations &  
Corporate Partnerships

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