

48th Annual Conference

June 1-3, 2025

Victoria Conference Centre



BC Care
Providers
ASSOCIATION

CHANGES



The BC Care Providers Association's 48th Annual Conference returns to the Victoria Conference Centre June 1-3, 2025.

The conference theme is **Changes** and it will explore the changing landscape of senior care and housing. As our population ages, the demand for innovative solutions, compassionate care, and supportive environments becomes increasingly urgent. This event will bring together experts, operators, policymakers, and community leaders to share insights and strategies for improving the quality of life for seniors.

A new provincial government will be in place and changes in leadership within ministries overseeing senior living, wellness, and care are inevitable. This conference offers a unique opportunity to learn about new directions for addressing the significant challenges faced by our aging province.

The conference will also highlight opportunities for collaboration across all levels of government to ensure that older adults receive the highest quality care and support in their later years.

The 2025 Sponsorship Prospectus offers opportunities that have been created to meet a wide range of budgets and scope. We have worked hard to create opportunities for our sponsors to market their goods and services, as well as make valuable connections with key decision makers from the seniors' living, wellness, and care sector.

Booths in prime locations have been reserved for our Gold and Silver sponsors, which will be allocated on a first come first served basis. All sponsors will be guaranteed the option of purchasing a booth and will be offered priority booth selection. The remaining booths will be released to commercial members on November 4th, 2025.

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.



Cathy Szmaus
Vice President, Operations + Corporate Partnerships
BC Care Providers Association | EngAge BC
cathy@bccare.ca
604-736-4233 extension 226

TITLE SPONSOR

10 Years of Support!

“For [Savaria Patient Care](#), we are proud to announce that the 2025 BCCPA Annual Conference marks our tenth consecutive year as title sponsor of this prestigious event,” says **Jared Bespalko, Savaria’s Regional Sales Director, Western Canada**. “Year after year, the conference has continued to be an annual highlight for our organization and we are again looking forward to connecting with delegates from across the continuing care sector. Please join us in beautiful Victoria where we will share new and innovative equipment solutions from our Handicare and Span Medical range of products.”



What did you like best about Come Together?

As an exhibitor I appreciate the large number of delegates and the time dedicated to the tradeshow.

-Response from #BCCPA2024 post conference survey

What did you like best about Come Together?

Your team is a well-oiled machine and your communication is exceptional. Thank you for this level of professionalism!

-Response from #BCCPA2024 post conference survey

PLATINUM SPONSOR

The SGP Purchasing Partner Network is proud to return as the Platinum Sponsor of our 48th Annual Conference.



GOLD SPONSOR

SOLD

- One 8x10 exhibit booth in prime location 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

SOLD

- 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



Our purpose is people



Guldmann™



TOM FRAME MEMORIAL GOLF TOURNAMENT



Tom Frame Memorial Golf Tournament

Our Annual Golf Tournament on Sunday, June 1st, will be held at the Olympic View 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 is sponsored by his former employer, MIP.

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

GOLF CART BREAKFAST

1 opportunity available

Ready to go in player's carts upon arrival

- Logo recognition on signage in clubhouse
- Includes one golf ticket

\$2,500

BACK NINE BEVERAGE

Drink ticket for golfers to enjoy a beverage of their choice on-course

- Logo recognition on conference website
- Logo recognition on signage in clubhouse

SOLD



Accushield

TABLE 19 LUNCH

Buffet lunch served in private dining room of Table 19 restaurant in clubhouse.

- Logo recognition on signage at clubhouse
- Logo recognition on branded drink tickets
- Includes one golf ticket

SOLD



SHUTTLE BUS

1 opportunity available

Sponsor the buses that will shuttle golfers to and from the Empress Hotel and Olympic View Golf course

- Logo recognition on signage at pick up and drop off locations
- Includes one golf ticket

\$2,500

WOMEN'S LONGEST DRIVE

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

SOLD



MEN'S LONGEST DRIVE

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

SOLD



WOMEN'S CLOSEST TO THE PIN

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

SOLD



MEN'S CLOSEST TO THE PIN

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

SOLD



WINNING TEAM

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

SOLD



POLICY CAFE

At this world café style pre-conference event, delegates will discuss issues in BC's seniors living and care sector and brainstorm solutions.

Lunch will be served and there will be plenty of time for networking.

- Includes two complimentary tickets
- Logo recognition and hyperlink on conference webpage
- Logo recognition and hyperlink on conference app
- Opportunity to address attendees during welcoming remarks

SOLD



Do you have any other suggestions or feedback you would like to share?

Great work BCCPA!! Another success.

-Response from #BCCPA2024 post conference survey

What do you think we did well?

The event in general. The organization was fantastic. Things ran on time. The event app works well. The networking opportunities were balanced with enough educational content.

-Response from #BCCPA2024 post conference survey

What do you think we did well?

You had a fantastic collection of vendors and created lots of opportunities to connect and network.

-Response from #BCCPA2024 post conference survey

WATER BOTTLES

The Victoria Conference Centre (VCC) is an environmentally friendly venue:

- **Carbon Neutral:** All venue emissions including energy, water, waste, and stationary are offset.
- **BOMBA Platinum:** The VCC operates to the platinum level of BOMBA's Building Environmental standard.
- **Energy & Water:** per delegate, the VCC has reduced electricity use by 47% and water use by 55%.

The VCC has installed water stations to fill up reusable water bottles instead of providing single use plastic cups or bottles.

Showcase your support for the environment by sponsoring reusable water bottles for all delegates.

- Logo visible on water bottles
- Cost of water bottles included in sponsorship
- Bottle to be included in delegate bags
- Sponsor profile on conference website

WELCOME TEA

Delegates will be welcomed at registration with traditional English Tea and freshly baked Empress Raisin Scones served warm with house-made clotted cream and preserves.

- Onsite signage
- Sponsor profile on conference website

SOLD

BICHIN
LAUNDRY EQUIPMENT

SOLD

PointClickCare

What did you like best about Come Together?

The conference was exceptional! What was best (for me) was the excitement and electricity of so many people in attendance.

-Response from #BCCPA2024 post conference survey

SUNDAY NIGHT AT THE MUSEUM

Our welcome reception will be held at the Royal BC Museum, one of the oldest continually operating museums in Canada. A cultural centre of learning and research, it strives to broaden our understanding of British Columbia through collections, exhibits, outreach and community engagement.

We are pleased to offer the following sponsorship opportunities to make the conference opening an experience to remember.

WELCOME BUBBLES

Kick off the conference with a bit of bubbly! Each guest will receive a glass of bubbles as they enter the museum.

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

SOLD



RECEPTION SPONSOR

Your sponsorship will make this special evening possible! Guests will enjoy canapes, grazing platters, and chef stations while strolling through the *Natural History Gallery* and the *Becoming BC* exhibit.

- Corporate branding on site
- Sponsor profile on conference website

SOLD



SUNDAY NIGHTCAP

The Lobby Lounge at the Fairmont Empress will be transformed into a private bar area with your corporate where guests can sit down and enjoy a nightcap after the welcome reception.

- Corporate branding on site
- Sponsor profile on conference website

SOLD



PLENARY SESSIONS

OPENING KEYNOTE PANEL

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

SOLD

Your People & Culture Partner



maxwell
management group
the right fit every time

MONDAY BIG BREAK OUT: SENIORS HOUSING + PRIVATE PAY

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

SOLD



Trillium HR
ADDING VALUE THROUGH PEOPLE

TUESDAY BIG BREAK OUT: SENIORS HOUSING + PRIVATE PAY

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

SOLD

MARQUISE
Hospitality

A Resident First Experience

CLOSING KEYNOTE

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

SOLD



PRO VITA
CARE MANAGEMENT



WESTCANA
SERVICES INC.

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

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

SOLD



MONDAY MORNING NETWORKING COFFEE BREAK

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

SOLD



MONDAY NETWORKING LUNCH

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

SOLD



MONDAY AFTERNOON NETWORKING COFFEE BREAK

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

SOLD



MONDAY FUN NIGHT

BCCPA conferences are well known for their engaging and entertaining networking events.

Our Monday night theme night will kick off with a cocktail reception in the tradeshow. Guests will cross the street to the iconic Crystal Garden for a delicious plated dinner catered by the Empress Hotel, followed by dancing to a live band. Costumes are encouraged!

This years theme will be revealed when delegate registration opens Feb. 2025

COCKTAIL HOUR

Guests will be greeted with a choice of red or white wine as they enter the tradeshow and enjoy canapes as they wander the tradeshow.

- Corporate branding on site
- Sponsor profile on conference website

Option to sponsor a fully hosted bar for this cocktail hour available. Please email cathy@bccare.ca for more information.

SOLD



DINNER + DANCE SPONSOR

Put your name on this memorable experience!

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

TABLE WINE SPONSOR

Add to the experience by sponsoring a bottle of red and white wine for each table!

- Corporate branding on site
- Sponsor profile on conference website

PHOTOBOOTH SPONSOR

Be a part of the memories!

- Corporate branding on site and on printed photos
- Sponsor profile on conference website

SOLD



SOLD



SOLD



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

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

SOLD



TUESDAY MORNING NETWORKING COFFEE BREAK

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

SOLD



TUESDAY LUNCH BOXES TO GO

1 opportunity available

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

SOLD



Do you have any other suggestions or feedback you would like to share?

Thank you, you are an amazing organization and I am proud to be part of

-Response from #BCCPA2024 post conference survey

SPONSORSHIP AT A GLANCE

BENEFITS

GOLD
\$11,000

SILVER
\$9,000

One 8X10 exhibit booth	In prime location 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 Dinner & Dancing Event	✓	✓
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 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 your contact information
3. Enter your company information & profile details
4. Select your desired sponsorship level
5. Select method of payment
6. Review the Terms & Conditions
7. Submit Application

If the Sponsor is not able to pay the amount of sponsorship in full at the time the sponsorship application is approved; a deposit of 50% of the amount due must be paid by December 31, 2024 and the remainder by March 31st, 2025 unless otherwise agreed to in writing.

For sponsorship enquires please contact:

Cathy Szmaus

Vice President, Operations &
Corporate Partnerships

cathy@bccare.ca