

Ensuring Excellence:

Building a Stronger Continuing Care Sector
39th Annual Conference • May 29-31, 2016 • Whistler, BC



BC CARE PROVIDERS
ASSOCIATION

Here's why you want to become a sponsor!

- 250+ non-exhibitor service provider delegates from across Canada in attendance.
- Significant number of delegates include owners, senior management and board directors.
- Sponsors receive high profile exposure, recognition and value for their investment.
- BCCPA's annual event is the largest 2-day continuing care conference of its kind west of Toronto.

Title

Sponsor Level Benefits **SOLD** Awarded by RFP to Angel Accessibility in July, 2015

- Exhibit booth – one booth with up to two booth representatives included at no extra charge. Additional 3rd delegates or more are subject to regular rates. **(Included value of \$1,900).**
- **New for 2016:** The Title sponsor is guaranteed first choice of exhibit location (and for any other extra booth purchases) for the early priority placement option. **(Included value of \$200).**
- One (1) complimentary golf spot for sponsor and (2) two complimentary passes for a service provider member to use in lieu of payment for their own golfing fees. **(Included value of \$450).**
- Title sponsor representative guaranteed a position on the 2016 Annual Conference Committee.
- **New for 2016:** Logo/Advertisement display on the first choice of one of the golf holes between 1-17 for the BCCPA Annual Golf Tournament*.
- **New for 2016:** First option to co-sponsor special Monday night VIP lounge with one commercial member. BCCPA provides furniture for the lounge. Sponsors are solely responsible for coordinating the programming of all features and any costs for additional features added by sponsors.
- On-stage introduction of President by Title Sponsor at opening of conference.
- Prominent branded window signage directly behind main registration desk. **[Estimated value \$1,500]**
- Registration desk display monitor of company logo.
- On-site handout permitted.
- Company advertisement displayed on all signage during the conference.
- Logo recognition on all social media platforms of sponsorship with over 1,700+ BCCPA Twitter, Facebook and LinkedIn followers.
- PREMIUM visibility on conference advertisement on home page of conference app.
- Full page premium ad in the printed conference guide and logo prominently displayed on the back cover page.
- Logo displayed in 2015-16 CEO Member Report.
- Ad displayed on all electronic signage throughout the event.



Figure 1 Title Sponsor branding will be located behind registration desk

- On-site recognition from the podium.
- On-site recognition banners displayed throughout event.
- Recognition on the Annual Conference website as a Title Sponsor.
- **New for 2016:** Access to 4 tickets to attend private BCCPA Board - Key Sponsor Recognition Breakfast. Confirmed sponsors will be able to attend the upcoming November 12th meeting. All others will participate in the 2016 event – date TBD.
- **New for 2016:** Option to insert one branded item into each service provider delegate bag.
- **New for 2016:** Complimentary package of gaming chips which can be distributed to the delegates for use at Monday Night's *Club Care: Caresino* event. Chips can be used by delegates to win the grand prize.

Platinum

Sponsor Level Benefits

SOLD (NOV. 2/15)

\$13,000

- Maximum one sponsorship available
- One exhibit booth with two delegates included (Included value of \$1,900).
- Registration desk display monitor of company logo.
- Window decals displayed near registration desk.
- On-stage introduction of CEO by Platinum Sponsor at opening of conference.
- (2) Two complimentary golf registrations for the sponsor to provide to a service provider (non-commercial) guest.
- New for 2016*: Logo/Advertisement display on your choice of any TWO of the holes 1-17 (after one hole is selected by the Title sponsor) for the BCCPA Annual Golf Tournament*. Platinum sponsor will have the first option to select their two holes before other holes are sold to the public.
- Half-page premium ad in the printed conference guide and logo prominently displayed on the back cover page.
- HIGH visibility on conference advertisement on the mobile app.
- Logo recognition on all social media platforms of sponsor with over 1,700+ BCCPA Twitter, Facebook and LinkedIn followers.
- Company advertisement displayed on all signage during the conference.
- Recognition on the Annual Conference website as a Platinum Sponsor.
- New for 2016*: Guarantee of first right of refusal to be Platinum sponsor at 40th Anniversary** Annual Conference event in 2017.
- New for 2016*: Access to 4 tickets to attend private BCCPA Board - Key Sponsor Recognition Breakfast. Confirmed sponsors will be able to attend the upcoming November 12th meeting. All others will participate in the 2016 event – date TBD.
- New for 2016*: Option to insert one branded item into each service provider delegate bag.
- New for 2016*: Complimentary package of gaming chips which can be distributed to the delegates for use at Monday Night's *Club Care: Caresino* event. Chips can be used by delegates to win the grand prize.



SOLD

NOTE: Similar to 2015, all sponsor exhibitors are automatically provided with one complimentary service provider golf pass. The inclusion of a service provider golf tournament pass in your sponsor package is in addition to a pass included with your exhibit booth.

Gold

Sponsor Level Benefits

THREE AVAILABLE (OCT. 30/15)

\$9,000 each

- Maximum four sponsorships available.
- One exhibit booth with two delegates included (Included value of \$1,900).
- (2) Two additional complimentary golf passes for a service provider (non-commercial) guest.
- Logo/Advertisement display on your choice of ONE hole for the BCCPA Annual Golf Tournament*. Gold sponsors will have the first option (after Title and Platinum have selected their choices) to select their hole before the other holes are sold.
- Priority placement for highly visible ¼ page advertisement in the printed conference guide.
- FREQUENT visibility on conference advertisement on home page of conference app.
- Company advertisement displayed on all signage during the event.
- Recognition on the Annual Conference web page of our website as a Gold Sponsor.
- **New for 2016*:** Access to (2) two tickets to attend private BCCPA Board - Key Sponsor Recognition Breakfast. Confirmed sponsors will be able to attend the upcoming November 12th meeting. All others will participate in the 2016 event – date TBD.

NOTE: Similar to 2015, all sponsor exhibitors are automatically provided with one complimentary service provider golf pass. The inclusion of a service provider golf tournament pass in your sponsor package is in addition to a pass included with your exhibit booth.

Silver

Sponsor Level Benefits

ALL SOLD (NOV. 2/15)

\$6,000 each

- Maximum 8 sponsorships available.
- One exhibit booth with two delegates included (Included value of \$1,900).
- (1) One additional complimentary golf pass for a service provider (non-commercial) guest.
- Inclusion on conference advertisement on home page of conference app.
- Logo displayed on back page of the annual conference guide.
- Company advertisement displayed on the electronic signage during the event.
- Recognition on the Annual Conference web page of our website as a Silver Sponsor
- **New for 2016*:** Access to one ticket each to attend private BCCPA Board - Key Sponsor Recognition Breakfast. Confirmed sponsors will be able to attend the upcoming November 12th inaugural event. All others will participate in the 2016 event – date TBD.

NOTE: Similar to 2015, all sponsor exhibitors are automatically provided with one complimentary service provider golf pass. The inclusion of a service provider golf tournament pass in your sponsor package is in addition to a pass included with your exhibit booth.

Sunday Annual Golf Tournament Title Sponsor Benefits

ONE AVAILABLE (OCT. 30/15)

\$5,000

- Maximum one sponsorship available
- Banner ads displayed prominently at Hole 18 and in the clubhouse and registration desk.
- Corporate logo to be prominently branded on the golf balls and towels provided to each player
- (2) Two golf registrations (either service provider or commercial member)
- Logo displayed on back page of the annual conference guide
- Company advertisement displayed on the electronic signage during the event



- Recognition on the Annual Conference web page of our website as the title golf sponsor.
- Stickers placed on lunch bags will display your corporate logo.
- Prize giveaway.

Annual Golf Tournament \$100,000 Hole-in-One Challenge	SOLD (NOV. 2/15)	\$1,000
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- Corporate signage near the 100,000 designated golf hole
- Recognition of sponsor logo in the printed program
- Corporate logo on the golf challenge marketing material provided directly to each golfer.
- At least two e-blast messages with corporate branding sent to all BCCPA members promoting the challenge.

Annual Golf Tournament Individual Hole Sponsorship Benefits	SEVEN AVAILABLE (NOV. 2/15)	\$500/each
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- Maximum 10 holes are available to sponsor. Availability of choice of hole is based on those selected by the key sponsors as part of their package.
- Corporate signage prominently displayed at each hole.
- Opportunity to showcase your goods and services to a large number of service provider golfers.
- Option: Mini-booth or display set up at each sponsored hole of choice (subject to club's approval).

New for 2016: Sunday Evening Rooftop Welcome Reception	SOLD (NOV. 2/15)	\$5,000
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- Sponsor recognition in the printed conference program.
- Prominent signage at all entry points on the rooftop terrace.
- Logo and messaging incorporated into printed tickets offering complimentary drink to conference attendees.
- Branded drink coasters placed on all cocktail tables.
- Opportunity to address delegates on stage as part of formal ceremony
- Special recognition of sponsor by CEO during formal ceremony



Monday Night Cocktail Reception	ONE AVAILABLE (NOV. 2/15)	\$5,000
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- Maximum one sponsorship available.
- Large-scale banner ads displayed prominently throughout the dining area.
- Corporate recognition in reception area, in the electronic signage, on the back of the conference guide, and on the app.
- One drink ticket available for each service provider delegate.
- Fifteen drink tickets included to provide to delegates of the sponsor's choice (Included value of \$180).

New for 2016: Club Care: Caresino Edition Monday Night ONE AVAILABLE (NOV. 2/15)

\$5,000

- Sponsor recognition in the printed conference program.
- Highly visible sponsor branding on marketing material included in each delegate bag promoting Caresino.
- Prominent signage on two large digital screens inside Club Care.
- Specialized corporate logo printed on each deck of playing cards used at fun gaming tables.
- Corporate signage and recognition at each of the beverage stations.
- Opportunity to pick the grand prize contest winner and announce it live on Tuesday, May 31st in the main exhibition hall. Prize is a \$500 travel credit from HB Travel. Winner must be present to accept prize.



New for 2016: Opening Keynote and Plenary Speaker ONE AVAILABLE (NOV. 2/15)

\$3,000

The opening keynote is by far the most well-attended event at the conference. It will feature a high-profile speaker who will help set the tone for the conference. Some of our popular keynote speakers have included Jeffrey Simpson, Globe and Mail; Christy Clark, CKNW Radio [now Premier of BC]; former Premier of PEI Robert Ghiz; and Vaughn Palmer, veteran columnist with the Vancouver Sun.

- Sponsor introduction of the key note speaker.
- Corporate recognition will be in the printed delegate program and conference app.
- Printed door signage as well as digital corporate signage on main stage.

New for 2016: Second Plenary Sponsor

SOLD (NOV. 2/15)

\$2,000

On Monday morning, join all of the conference delegates as they gather after the first coffee break to participate in a panel discussion on an important topic of interest to the sector.

- Sponsor provides on-stage introduction of moderator and guests for panel discussion
- Corporate recognition will be in the printed delegate program and conference app.
- Printed door signage as well as digital corporate signage on main stage.



Monday and Tuesday Breakfast Sponsors

TUESDAY AVAILABLE (NOV. 2/15)

\$2,000

- One Monday and Tuesday sponsorship available.
- Banner ads displayed prominently throughout the dining area.
- Company recognition prominently displayed at each table.
- Logo displayed on the back page of the conference guide.
- Company advertisement displayed on the electronic signage during the event.
- Recognition on the Annual Conference app.



Monday Lunch Sponsorship Benefits	ONE AVAILABLE (OCT. 30/15)	\$3,000
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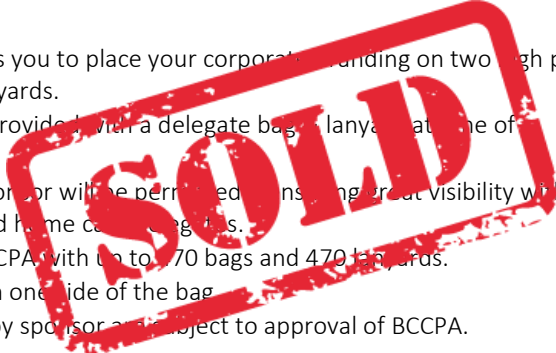
- Maximum one sponsor
- Banner ads displayed prominently throughout the dining area.
- Company recognition prominently displayed at each table.

Monday and Tuesday Coffee Break Sponsors	TWO AVAILABLE (NOV. 2/15)	\$1,500 each
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- Logo displayed on the back page of the conference guide.
- Company advertisement displayed on the electronic signage during the event.
- Recognition on the Annual Conference app.
- Banners displayed throughout the exhibit hall during the coffee breaks
- Two sponsorships left available for the Monday afternoon and Tuesday morning breaks.
- On-site recognition and logo linked to conference app.
- Logo displayed on back page of the annual conference guide.
- Company advertisement displayed on the electronic signage during the event.
- Last speaker before the coffee breaks will announce your sponsorship.

Conference Bags and Lanyards Sponsorship Benefits	SOLD (NOV.2/15)	\$2,000
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- This sponsorship allows you to place your corporate branding on two high profile products – delegate registration bags & lanyards.
- Each delegate will be provided with a delegate bag & lanyard at the time of registration.
- Only one corporate sponsor will be permitted ensuring great visibility with all of our residential care and home care agencies.
- Sponsor will supply BCCPA with up to 470 bags and 470 lanyards.
- BCCPA's logo will be on one side of the bag.
- Bags and logo display by sponsor and subject to approval of BCCPA.



Conference Hotel Window Peel-off Banners	WINDOWS AVAILABLE (NOV. 2/15)	\$500 each pane
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- Corporate peel-off banners are available to stick on top part of the exhibition area windows in the hotel.
- 24" width X "70" height.

*golf tournament hole selection will be limited to non-sponsored holes at time of sponsorship purchase.
 **must confirm and secure interest in sponsorship by no later than Aug 30, 2016
 NOTE: All sponsorships are subject to GST

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