This year, the Canadian Pharmacists Association (CPhA) and the Ontario Pharmacists Association (OPA) are partnering to deliver the largest-ever pharmacists conference in Canada. The Canadian Pharmacists Conference 2015 will bring together more than 800 pharmacy professionals and stakeholders from across the country including pharmacists from various practice settings (e.g., hospital, community, military, industry, and academia), pharmacy owners, pharmacy technicians, and pharmacy students.

This year’s theme is Innovation and Collaboration, and the conference is being developed to promote knowledge sharing, networking, and collaborative learning among pharmacy professionals from across Canada. Both CPhA and OPA are committed to delivering innovative, relevant pharmacist education that is pertinent at both a national and regional level.

Sponsors will receive brand recognition commensurate with their level of support. At all levels a sponsor’s brand will be displayed on the conference web page, mobile app, on-site signage, and in pre- and post-conference issues of the Canadian Pharmacists Journal (CPJ) and the Ontario Pharmacist magazine.

There are many exciting sponsorship opportunities available at the Canadian Pharmacists Conference 2015. Ensure your reach a national pharmacy audience by joining us as a:

**Continuing Education Sponsor**
(Ranging from Supporter to Diamond level)

**Breakfast and Learn Sponsor**
(One exclusive, two non-exclusive)

**Fun Night Sponsor**

**Gala Awards Banquet Sponsor**

**Lunch and Learn Sponsor**
(Eight concurrent sponsorships available)

**Keynote Speaker Sponsor**

**Student Sponsor**

**Registration Desk and Lanyards Sponsor**

**Going Green Sponsor**

**Mobile App and Tech Zone Sponsor**

**Delegate Bags Sponsor**

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We look forward to working with you!
To learn more or to become a sponsor, please contact:

**Kristen Stamper**
Ontario Pharmacists Association
Events and Development Specialist
416-441-0788 x 4247
kstamper@opatoday.com

**Janet Maslin**
Canadian Pharmacists Association
Conference and Events Manager
613-523-7877 x 201
jmaslin@pharmacists.ca
Diamond Sponsorship $40,000

Four opportunities available at this level:

- Continuing Education Sponsor
- Exclusive Breakfast and Learn Sponsor (Friday, May 29)
- Fun Night Sponsor (Friday, May 29)
- Gala Awards Banquet Sponsor (Saturday, May 30)

All opportunities include premium brand visibility plus:

- Two complimentary 10' x 10' booth spaces with first selection. Includes eight trade show-only passes.
- Company profile in pre-conference issue of the Canadian Pharmacists Journal (CPJ) and the post-conference issue of the Ontario Pharmacist magazine.
- Three banner ads on conference web page hyperlinked to sponsor’s website.
- Acknowledgement of support in opening plenary, gala and meeting room presentations.
- Highlight of session/sponsorship on CPhA and OPA social media channels.
- Three literature/product sample inserts in the delegate bag.
- Four complimentary full conference registrations.
- Four additional tickets for Fun Night and Gala Awards Banquet.

Additional Breakfast and Learn benefits

The opportunity to present a one-hour education session on the topic of your choice during the breakfast hour. Sponsors will provide the speaker(s)*, session materials, presentation and cover speaker expenses.

Preview of the Breakfast and Learn session in an email sent to attendee database.

Digital photos and survey/polling results from your session.

Additional Fun Night benefits

A company representative will bring greetings at the opening of Fun Night.

Sponsorship of the OPA Outstanding New Practitioner Award. Company representative will present award during the awards ceremony on Thursday, May 28.

An ad in the Ontario Pharmacist magazine and the Canadian Pharmacists Journal (CPJ) post-conference.

Additional Gala Awards Banquet benefits

A company representative will bring greetings at the opening of Gala Awards Banquet.

Sponsorship of the OPA Mentorship Award. A company representative will present award during the awards ceremony on Thursday, May 28.

An ad in the Ontario Pharmacist magazine and the Canadian Pharmacists Journal (CPJ) post-conference.

* Topic and speaker(s) subject to pre-conference approval by Conference Program Advisory Committee.

Recording and online production of the Breakfast and Learn – add $6,000

The conference will audio and video record the sponsor’s session and provide editing. The conference will host the online program on its education site and promote it to all members.

Recording and online production of the Gala Awards Banquet – add $6,000

The conference will audio and video record the Gala Awards Banquet and provide editing. The conference will host the online program on its education site and promote it to all members.

Recording and online production of Breakfast and Learn and Gala Awards Banquet – add $12,000

The conference will audio and video record the Breakfast and Learn and Gala Awards Banquet and provide editing. The conference will host the online program on its education site and promote it to all members.
Titanium Sponsorship $32,000

Two opportunities available at this level:

**Continuing Education Sponsor**

**Non-exclusive Breakfast and Learn Sponsor**
(Two available, Thursday, May 28)

All opportunities include superior brand visibility plus:

- One complimentary 10’ x 10’ booth space with second selection. Includes four trade show-only passes.
- Company profile in pre-conference issue of the Canadian Pharmacists Journal (CPJ) and the post-conference issue of the Ontario Pharmacist magazine.
- Two banner ads on conference web page hyperlinked to sponsor’s website.
- Acknowledgement of support in opening plenary, gala and meeting room presentations.
- Highlight of session/sponsorship on CPhA and OPA social media channels.
- Two literature/product sample inserts in the delegate bag.
- Three complimentary full conference registrations.
- Three additional tickets for Fun Night and Gala Awards Banquet.

**Additional Breakfast and Learn benefits**

- The opportunity to present a one-hour education session on the topic of your choice during the breakfast hour. Sponsors will provide the speaker(s)*, session materials, presentation and cover speaker expenses.
- Preview of the Breakfast and Learn session in an email sent to attendee database.
- Digital photos and survey/polling results from your session.

* Topic and speaker(s) subject to pre-conference approval by Conference Program Advisory Committee.

Recording and online production of the Breakfast and Learn – add $6,000

The conference will audio and video record the sponsor’s session and provide editing. The conference will host the online program on its education site and promote it to all members.
Platinum Sponsorship $25,000

Four opportunities available at this level:

- **Continuing Education Sponsor**
- **Lunch and Learn Sponsor**
  (Four available Thursday, May 28; Four available Saturday, May 30)
- **Student Sponsor**
- **Trade Show Reception Sponsor**
  (Thursday, May 28)

All opportunities include prominent brand visibility plus:

- One complimentary 10' x 10' booth space with third selection. Includes four trade show-only passes.
- One banner ad on conference web page hyperlinked to sponsor's website.
- Acknowledgement of support in meeting room presentations.
- Highlight of session/sponsorship on CPhA and OPA social media channels.
- One literature/product sample insert in the delegate bag.
- Two complimentary full conference registrations.
- Two additional tickets for Fun Night and Gala Awards Banquet.

Additional Lunch and Learn benefits

- The opportunity to present a one-hour education session on the topic of your choice* during the lunch hour. Sponsors will provide the speaker(s)*, session materials, presentation and cover speaker expenses.
- Preview of the Lunch and Learn session in an email sent to attendee database.
- Digital photos and survey/polling results from your session.

Additional Student Sponsor benefits

- Twenty full conference student registrations for the incoming class presidents and vice-presidents of pharmacy classes from Canadian pharmacy schools.
- Sponsorship of the OPA Student of Distinction Award Company representative will present award during the award ceremony on Thursday, May 28.
- Recognition and an article written by a sponsored student from each university in the Fall issues of the Ontario Pharmacist magazine and the Canadian Pharmacists Journal (CPJ).
- A customized e-blast event invitation sent to OPA and CPhA student members.
- A Thursday night student reception pre- and post-event e-blasts to OPA and CPhA student members promoting the reception and recognizing sponsor.

Additional Trade Show Reception benefits

- Branded napkins distributed during the reception.
- Recognition as Trade Show Reception sponsor on promotional e-blast sent to delegates.

Recording and online production of the Lunch and Learn – add $6,000

- The conference will audio and video record sponsor’s session and provide editing. The conference will host the online program on its education site and promote to all members.

* Topic and speaker(s) subject to pre-conference approval by Conference Program Advisory Committee.
Gold Sponsorship **$20,000**

<table>
<thead>
<tr>
<th>Three opportunities available at this level:</th>
<th>All opportunities include leading brand visibility plus:</th>
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<tbody>
<tr>
<td><strong>Continuing Education Sponsor</strong></td>
<td>One 10’ x 10’ booth space at a 75% discount. Includes four trade show-only passes.</td>
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<tr>
<td><strong>Keynote Speaker Sponsor</strong> (Thursday, May 28)</td>
<td>One banner ad on conference web page at 50% discount hyperlinked to sponsor’s website.</td>
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<tr>
<td><strong>Going Green Sponsor</strong></td>
<td>Acknowledgement of support in meeting room presentation</td>
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- Highlight of session/sponsorship on CPhA and OPA social media channels
- One literature/product sample insert in the delegate bag
- Two complimentary full conference registrations
- Two additional tickets for Fun Night and Gala Awards Banquet

**Additional Keynote Speaker Sponsor benefits**
- A company representative will introduce or thank the speaker
- A sponsored app alert inviting attendees to the keynote presentation

**Additional Going Green benefits**
- Branded travel mugs distributed at registration
Silver Sponsorship $15,000

Four opportunities available at this level:
- Continuing Education Sponsor
- Registration Desk and Lanyards Sponsor
- Mobile App and Tech Zone Sponsor
- Delegate Bags Sponsor

All opportunities include enhanced brand visibility plus:
- One 10' x 10' booth space at a 50% discount. Includes two trade show-only passes.
- One banner ad on conference web page at 25% discount hyperlinked to sponsor's website.
- Acknowledgement of support in meeting room presentation.
- One literature/product sample insert in the delegate bag.
- One complimentary full conference registration.

Additional Registration Desk and Lanyards benefits
- Recognition at the registration desk.
- Sponsor-branded lanyards distributed to all conference attendees.

Additional Mobile App and Tech Zone benefits
- Prominent branding on the conference mobile app.
- Recognition in the Tech Zone.

Additional Delegate Bags benefits
- Sponsor-branded bags distributed to all conference attendees.
## Bronze Sponsorship $5,000 – $10,000

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<tr>
<th>One opportunity available at this level:</th>
<th>Brand visibility plus:</th>
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<tbody>
<tr>
<td>Continuing Education Sponsor</td>
<td>One 10' x 10' booth space at a 25% discount. Includes two trade show-only passes.</td>
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<tr>
<td></td>
<td>One banner ad on conference web page at 10% discount hyperlinked to sponsor’s website.</td>
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<td>Acknowledgement of support in meeting room presentations.</td>
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## Supporting Sponsorship $2,500 – $4,999

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<tr>
<th>Three opportunities available at this level:</th>
<th>Brand visibility plus:</th>
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<tbody>
<tr>
<td>Continuing Education Sponsor</td>
<td>Acknowledgement of support in meeting room presentations and signage.</td>
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<tr>
<td>Delegate Bag Inserts ($2,500 per item)</td>
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<tr>
<td>Room Drop ($2,500 per item)</td>
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<tr>
<th>Additional Delegate Bag Inserts benefits</th>
<th>Additional Room Drop benefits</th>
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<tbody>
<tr>
<td>Item(s) distributed in the delegate bag to all conference attendees</td>
<td>Item(s) distributed to all attendees staying at conference partner hotels</td>
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</table>
Exhibit Hall Booths

**Single booth (10’ x 10’)**
$3,000 plus HST

**Double booth (10’ x 20’)**
$5,500 plus HST

**Not-for-profit booth (10’ x 10’)**
$1,000 plus HST (limited number available)

Applications for not-for-profit booth spaces will be held in the order they are received until April 15 at which time they will be assigned as space permits. If you would like to guarantee your place in the exhibit hall before April 15 you will be required to pay the full rate of $3,000 plus HST for your booth space.

**Booth package includes:**

- 10’ x 10’ draped booth consisting of 8’ high-back drape and 3’ high-side rail drape.
- Upon request to Kristen Stamper: One 6’ skirted table, two chairs, one waste basket.
- One 120V standard electrical outlet.
- One ID sign.
- Two trade show-only passes (Includes access to the exhibit area during set up, tear down and exhibit times as well as during Thursday evening’s reception in the exhibit hall, Friday’s education sessions and delegate lunch in the exhibit hall.)
- Company name on the conference website.
- Booth locator on mobile app.

**Booth package does not include:**

- Unpacking and drayage
- Rigging
- Material handling
- Special utilities
- Extra booth furniture
- Additional booth carpet (exhibit hall floor is carpeted)
- Internet access
- Booth cleaning
- Shipping
- Storage of empty containers during show

To learn more about the sponsorship and exhibit hall opportunities available at the Canadian Pharmacists Conference 2015, please contact:

**Kristen Stamper**
Ontario Pharmacists Association
Events and Development Specialist
416-441-0788 x 4247
kstamper@opatoday.com

**Janet Maslin**
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