

British Columbia Hospice Palliative Care Association



The British Columbia Hospice Palliative Care Association (BCHPCA) is a unique association of not-for-profit community-based organizations providing comfort and improving the quality of life for those persons who are living with or dying from advanced illness. There are approximately 60 BCHPCA member organizations throughout BC and the Yukon who together serve thousands of dying people.

These members are your market – you cannot afford to pass up a chance to meet this captive audience.

Sponsors find the organization of this conference impressive. The ability to attend the educational sessions was is added bonus...the value of the connections made with service providers from sponsoring can be very profitable.

Add the key players in the hospice palliative care sector to your contact list. The conference is always well attended by influencers and key decision makers.



2010 Conference – Raising the Torch: Expanding the Vision

The Sheraton Guildford Hotel, Surrey, BC
May 14-15, 2010

Getting Involved with BCHPCA Members

Each year at the BCHPCA Annual Conference, top management, staff and board members from BCHPCA member organizations gather for two days to enjoy educational sessions and networking opportunities. The Conference tracks are geared toward physicians, nurses, allied health professionals, hospice administrators, palliative care staff, lay leaders, and volunteers. Sponsorship is an integral part of the Annual Conference and is your opportunity, as a provider of services and products, to introduce YOUR COMPANY to BCHPCA members.

The BCHPCA Annual Conference affords your organization the opportunity to:

- Present your company's products and services to over 200 delegates within the hospice and palliative care services market.
- Develop new sales leads.
- Meet with long standing and prospective customers to maintain or generate business relationships.
- Create brand awareness and enhance your company's image.

Who We Are

The mission of BCHPCA is to build capacity in communities to support the vision that all people in BC and the Yukon have access to quality end of life care. To do this BCHPCA needs to expand both the depth and breadth of its membership. BCHPCA believes that by mobilizing its membership the vision will be achieved. BCHPCA believes that the membership is the best resource, continued high calibre inter-professional and community education, effective governance, strong government advocacy, and caring support services for those people who choose palliative care is the key to our success.

Past Sponsors and Exhibitors

Sovereign Order of St. John of Jerusalem • Sanofi Aventis • WeCare Home Health Services • Philips Lifeline • Victoria Hospice • SCI • Vancouver Coastal Health • Interior Health • BCHS Ltd. • Classic Caregivers Ltd. • Paladin • Bayshore Home Health • Janssen Ortho • FSABC • Wyeth • Medicine Centre Pharmacies • UBC Bookstore • Virtual Hospice • HRSDC • Investors Group • Kearney Funeral Homes • Rosana Sabic • Dignity Memorial



Title Sponsor: Investment \$25,000

- All promotion of the Conference to incorporate YOUR COMPANY within the title of the Conference.
- Introduction of keynote speaker.
- Exclusivity in product or service area.
- Two page Feature on the Conference Program: YOUR COMPANY logo with text.
- Ten complimentary full Conference registration, for yourself or anyone you choose.
- YOUR COMPANY advertisement and logo linking your website from the BCHPCA homepage for 12 months.
- On-site signage listing YOUR COMPANY as a Title Sponsor.
- Exhibit booth in a high visibility area for the entire Conference.
- Ten invitations to an exclusive Conference sponsorship reception with the President, Board of Directors and other VIPs, Friday, May 14, 2010.
- YOUR COMPANY logo displayed on the Thanks to Friends of the Conference sign board.
- Acknowledgement listing in the BCHPCA 2010 Annual Report.
- Thank you listing in the BCHPCA newsletter Full Circle September 2010, featuring YOUR COMPANY logo, circulation to over 400, including BC MLAs.
- If available, Keynote Speaker at your table with your 8 guests at the Gala Dinner, Friday May 14.

Platinum Sponsor: Investment \$10,000

- Exclusivity in product or service area.
- Feature page on the Conference Program: YOUR COMPANY logo with text.
- Four complimentary full Conference registration, for yourself or anyone you choose.
- YOUR COMPANY logo linking your website from the BCHPCA homepage for 12 months.
- On-site signage listing YOUR COMPANY as a Platinum Sponsor.
- Exhibit booth in a high visibility area for the entire Conference.
- Six invitations to an exclusive Conference sponsorship reception with the President, Board of Directors and other VIPs, Friday, May 14, 2010.
- YOUR COMPANY logo displayed on the Thanks to Friends of the Conference sign board.
- Acknowledgement listing in the BCHPCA 2010 Annual Report.
- Thank you listing in the BCHPCA newsletter Full Circle September 2010, featuring YOUR COMPANY logo, circulation to over 400, including BC MLAs.
- Five tickets at the Gala Dinner, Friday May 14, 2010.



Gold Sponsor: Investment \$5,000

- Feature box on the Conference Program: YOUR COMPANY logo with text and up to 25 words.
- Two complimentary full Conference registration, for yourself or anyone you choose.
- YOUR COMPANY logo linking your website from the BCHPCA homepage for 6 months.
- On-site signage listing YOUR COMPANY as a Gold Sponsor.
- Exhibit booth at the Conference.
- Four invitations to an exclusive Conference sponsorship reception with the President, Board of Directors and other VIPs, Friday, May 14, 2010.
- YOUR COMPANY logo displayed on the Thanks to Friends of the Conference sign board.
- Acknowledgement listing in the BCHPCA 2010 Annual Report.
- Thank you listing in the BCHPCA newsletter Full Circle September 2010, featuring YOUR COMPANY logo, circulation to over 400, including BC MLAs.
- Two tickets for the Gala Dinner, Friday May 14, 2010.

Silver Sponsor: Investment \$2,500

- YOUR COMPANY logo with text and up to 25 words.
- One complimentary full Conference registration.
- YOUR COMPANY logo linking your website from the BCHPCA homepage for 3 months.
- On-site signage listing YOUR COMPANY as a Silver Sponsor.
- Exhibit booth at the Conference.
- Two invitations to an exclusive Conference sponsorship reception with the President, Board of Directors and other VIPs, Friday, May 14, 2010.
- YOUR COMPANY logo displayed on the Thanks to Friends of the Conference sign board.
- Acknowledgement listing in the BCHPCA 2010 Annual Report.
- Thank you listing in the BCHPCA newsletter Full Circle September 2010, featuring YOUR COMPANY logo, circulation to over 400, including BC MLAs.
- One ticket for the Gala Dinner, Friday May 14, 2010.



Care for the Caregiver Health Breaks: Investment \$2,500 (1 Opportunity)

- On-site signage listing YOUR COMPANY as a Health Break Sponsor.
- Opportunity to display material on the Lunch Tables, as well as have representatives present to personally greet delegates.
- Two invitations to an exclusive Conference sponsorship reception with the President, Board of Directors and other VIPs, Friday, May 14, 2010.
- YOUR COMPANY logo displayed on the Thanks to Friends of the Conference sign.
- Acknowledgement listing in the BCHPCA 2010 Annual Report.
- Thank you listing in the BCHPCA newsletter Full Circle September 2010, featuring YOUR COMPANY logo, circulation to over 400, including BC MLAs.

Bronze Sponsor: Investment \$1,000

- YOUR COMPANY logo in Conference Program.
- YOUR COMPANY name displayed on the Thanks to Friends of the Conference sign board.
- Two invitations to an exclusive Conference sponsorship reception with the President, Board of Directors and other VIPs, Friday, May 14, 2010.
- Acknowledgement listing in the BCHPCA 2010 Annual Report.

Sponsorship Recognition, Rewards and Marketing Opportunities

Sponsorship with the BC Hospice Palliative Care Association (BCHPCA) Annual Conference securely links YOUR COMPANY with a respected provincial event designed to contribute to improving the quality of life in the last stages of life.

- Offers provincial exposure for YOUR COMPANY through marketing and media plan and high profile promotional programs.
- Enhances the role of YOUR COMPANY in an effective community and corporate partner.
- Enables BCHPCA to grow as a respected, effective organization for the advocacy of hospice palliative and bereavement care throughout the province, and in Canada.

Who Attends the BCHPCA Conference?

The delegates at the BCHPCA Conference are the most qualified evaluators of YOUR COMPANY services and products. Why? They utilize your products and services, and they play key roles in purchase decision-making. Conference attendees rely on the BCHPCA Conference for education about emerging resources to benefit their organizations and professional development in hospice palliative care.

Conference brochures will be sent to: More than 335 BCHPCA members • Hospice organizations in Alberta, Saskatchewan, Ontario, Washington and Oregon • Physicians and resident physicians • UBC Division of Palliative Medicine • Canadian College of Health Services Executives • Western Healthcare Improvement Network • College of Physicians and Surgeons • BCMA

2010 Conference – Raising the Torch: Expanding the Vision
The Sheraton Guildford Hotel, Surrey, BC
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Date: _____

Organization: _____

(preferred listing for print and verbal recognition) I prefer to remain anonymous

Contacts: _____

Position: _____

E-mail: _____ Website: _____

Phone: _____ Fax: _____

Mailing address: _____

City: _____ Prov: _____

Postal Code: _____

Please send logo to: danlevitt@shaw.ca

Enclosed is Payment of \$ _____ Cheque

VISA MasterCard _____

Expiry Date: _____ Cardholder: _____

Signature: _____

Send this completed form with payment to: BC Hospice Palliative Care Association, Suite 1100-1200 West 73rd Avenue, Vancouver B.C. V6P 6G5, Fax: 604-267-7026, Email: danlevitt@shaw.ca

Thank you for your sponsorship support of BC Hospice Palliative Care Association.
You will receive follow up and confirmation information on receipt.

Deadlines & Sponsorship Guidelines

1. Sponsorship requests must in written form with application and payment in full. Payment must be received by Tuesday, April 20, 2010.
2. In order to receive all of the benefits listed, sponsors must provide the appropriate materials (electronic copy of logo) by Tuesday, April 20, 2010.
3. BCHPCA reserves the right to determine the appropriateness of sponsorship. Acceptance of sponsorship does not imply endorsement of sponsors' products or services in any way.
4. Sponsors are asked to honour the educational focus on the conference. Any business activity of an exhibitor or sponsor is restricted to the exhibit area. Solicitation of business in educational sessions is prohibited.
5. Inserts for Delegate Registration Package Material must be received by Tuesday, April 20, 2010.