Conference 2017
Sponsorship deck
The Ontario Pharmacists Association’s Annual Conference is coming to the heart of London, Ontario, on Thursday, June 15 - 17, 2017. This annual event brings together more than 500 pharmacy professionals from across the province for two days of premier professional development, great networking, and exciting evening events.

Conference 2017 is an industry event not to be missed! As our members and the pharmacy industry continue to change and evolve, so too does OPA’s Conference. This year, attendees will take part in a new, revitalized and engaging, collaborative conference model. New interactive breakout sessions will allow for learning from speakers, medical professionals, as well as industry peers. Collaborative and engaging sessions throughout the event will push attendees to breakdown barriers, try new opportunities, take away best practices, and engage with the profession as well as their peers like never before.

Conference 2017 will feature four highly relevant education streams, including a new pharmacy technicians stream for two days of jam-packed education with expert speakers from across the country.

Exciting evening events will be revamped to incorporate fun networking activities, prizes, and a great space to relax, connect with old friends, and meet some new ones.

Not to be forgotten is the always popular exhibit hall. This one-day event brings in more than 70 exhibitors from across the country for an afternoon of activities, prizes, great discussions, and lasting connections.

OPA’s Conference would not be possible year after year without the great support of our industry sponsors.

Supporting Conference helps our sponsors achieve their business goals within the pharmacy community. Opportunities include purchasing a booth in the exhibit hall, sponsoring an education session or social event, supplying a promotional item for our delegate bags, plus customized packages available to fit the specific needs of our sponsors. Talk to us today about this year’s menu of customizable sponsorship packages.
How OPA is helping to create a lasting connection on the tradeshow floor.

**Booth traffic and lead retrieval**
The Ontario Pharmacists Association helps drive traffic to each and every exhibit booth through our exhibitor and attendee activity. Attendees are motivated by prizes and giveaways as they make their way through the exhibit hall and have a moment to touch base face-to-face with each booth. Exhibitors gain valuable information through our lead retrieval devise that will help them capture attendee information quickly and easily, and be able to follow up post conference.

**Food and networking events**
The Ontario Pharmacists Association offers exclusive exhibit hall hours to give both attendees and exhibitors the face time required to make those important connections. To increase exposure, the afternoon break, as well as the evening exhibit hall social will be held in the exhibit hall to provide ample time for attendees to make it around to each exhibit booth.

**Key information:**

**Venue:**
London Convention Centre, London ON
300 York St. London, ON N6B 1P8

**Show hours:**
Setup: Friday, June 16, 9 a.m. – 1 p.m.
Exhibit hall open: 2 – 6:15 p.m.
Tear down: 6:30 – 9:30 p.m.

For all your sponsorship needs, please contact:
Kristen Zamojc
Events and Development Specialist
conference@opatoday.com
416-441-0788 x 4247
**Conference 2017**

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**Conference Education**

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**Exclusive Breakfast and Learn Sponsor**

*NEW!*  

**Possibilities Café Sponsor**

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**$25,500**

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, session evaluations, presentation, and cover all speaker expenses.

* Topic and presentation materials must be pre-approved by OPA.

- Sponsor logo on all Breakfast and Learn room signage
- Opportunity to bring greetings and introduce the speaker at the beginning of the session
- Logo displayed prominently on all sponsor signage
- Complimentary 8’ x 20’ double booth in the exhibit hall (includes four complimentary tradeshow-only passes)
- Four complimentary full conference registrations (includes tickets for all socials)

*NEW!*  

- Session will be recorded and made available as an online CE session on the OPA website for one-year post conference
- Company exposure on the conference website and promotional materials
- Recognition in the Ontario Pharmacist magazine fall issue
- One promotional item on each chair at the start of the session
- One promotional item in each delegate bag

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**$22,500**

Be part of this new and exciting session that will kick-off Conference 2017. Attendees will participate in facilitated small group discussions where they will be challenged to work through and develop strategies to overcome hurdles in pharmacy practice, the pharmacy industry, and the broader healthcare community. Expert moderators will be on hand to help bring the discussion back to a larger facilitated conversation designed to engage pharmacists, pharmacy owners, pharmacy students, and pharmacy technicians in finding opportunities to deliver the best possible patient care.

- Sponsor logo on all table, and room signage
- Opportunity to bring words of welcome in one room
- Sponsor opportunity to survey attendees post conference (questions must be pre-approved by OPA)
- Logo displayed prominently on sponsor signage and conference materials
- Complimentary 8’ x 20’ double booth (includes four complimentary tradeshow-only passes)
- Four complimentary full conference registrations (includes tickets for all socials)
- Session will be recorded and made available as an online CE session on the OPA website for one-year post conference
- Company exposure on the conference website and promotional materials
- Recognition in the Ontario Pharmacist magazine fall issue
- One promotional item on each chair at the start of the session
- One promotional item in each delegate bag
Conference Education

**Pharmacy Debate Sponsor**

$20,000

- Logo on all session signage
- Logo displayed prominently on all conference sponsor signage
- Complimentary 8’ x 20’ double booth in the exhibit hall (includes four complimentary tradeshow-only passes)
- Four complimentary full conference registrations (includes tickets to all socials)
- Logo exposure on the conference website, signage, and promotional materials
- eblast sent to attendees inviting them to the session
- Recognition in the Ontario Pharmacist magazine fall issue
- One promotional item on each chair at the start of the session
- One promotional item in each delegate bag

**Lunch and Learn Sponsor**

$18,500

- 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, session evaluations, presentation, and cover all speaker expenses.
  
  * Topic and presentation materials must be pre-approved by OPA.

- Prominent logo on designated meeting room signage
- Complimentary 8’ x 10’ single booth (includes two complimentary tradeshow-only passes)
- Two complimentary full conference registrations (includes tickets to all socials)
- Logo exposure on the conference website, signage, and promotional materials
- Recognition in the Ontario Pharmacist magazine fall issue
- One promotional item in each delegate bag

* The Ontario Pharmacists Association will manage all room logistics, basic AV requirements, and food and beverages for lunch session. Additional equipment must be requested through the OPA event planner and will be charged back to the sponsor.
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Social Events

Professional Development Session Sponsor
$3,000

The opportunity to sponsor one of the professional development sessions featured in the Conference 2017 lineup.*

- Logo prominently displayed on signage at the professional development (PD) session of the sponsor’s choosing (with pre-approval from the OPA conference committee)
- Recognition on all sponsor signage
- Recognition in the Ontario Pharmacist magazine fall issue

* Session sponsors are not involved in the development of session topics or the selection of speakers

Social Event Sponsorship
Gala Awards Banquet Sponsor
$35,000

The Gala Awards Banquet is a fitting way to bring the annual conference to a close. This formal evening allows delegates an opportunity to celebrate the profession with friends and colleagues, while recognizing some of the outstanding work being done by pharmacists, pharmacy students and pharmacy technicians across the province.*

- Prominent logo recognition on all conference signage and Gala Awards Banquet signage
- Complimentary 8' x 20' double booth with first selection (includes six complimentary tradeshow-only passes)
- Four complimentary full conference registrations (includes tickets to all socials)
- Four additional tickets for the Friday Night Social and Gala Awards Banquet
- Opportunity for a company representative to present the Mentorship Award during the Gala Awards Banquet
- Logo exposure on the conference website, signage, and promotional materials
- eblast announcing Gala Awards Banquet and acknowledging the sponsor
- Branded event reminder sent with the details and location of the event sent to all attendees via the conference mobile app
- Recognition in the Ontario Pharmacist magazine fall issue
- Gala Awards Banquet invitation e-blast to all attendees featuring the sponsor logo
- Two promotional items in delegate bag

* This event is an open bar event
Conference 2017
Sponsorship deck
Social Events

Friday Night Social Sponsor

$30,000

The Friday Night Social is a fun evening of networking complete with vibrant décor, great music, tasty food and lots of fun for conference delegates. This family-friendly evening is a highlight of the annual conference event. *

- Prominent logo recognition on all conference signage and Friday Night Social signage
- Complimentary 8’ x 20’ double booth with first selection in the exhibit hall (includes six complimentary tradeshow-only passes)
- Four complimentary full conference registrations (includes tickets to all socials)
- Four additional tickets for the Friday Night Social and Gala Awards Banquet
- Opportunity for the sponsor to bring words of welcome at the event
- Opportunity for a company representative to present the Collaborative Service Award during the Gala Awards Banquet
- Sponsored Friday Night Social ad in the Spring edition of the Ontario Pharmacist magazine
- Logo exposure on the conference website, signage, and promotional materials
- eblast announcing the Friday Night Social and acknowledging the sponsor
- Branded event reminder with the details and location of the event sent to all attendees via the conference mobile app
- Recognition in the Ontario Pharmacist magazine fall issue
- Two promotional items in the delegate bag

* As part of this sponsorship, each event attendee will receive two complimentary drink tickets.

Welcome Mix and Mingle Sponsor

$15,000

The Welcome Mix and Mingle is a casual networking event that kicks-off the conference. Attendees will enjoy one complimentary drink and passed hors d’oeuvres while reconnecting with old friends and making new connections with industry peers. *

- Prominent logo exposure on all Mix and Mingle signage
- The opportunity to bring words of welcome at the start of the event
- Two complimentary full conference registrations (includes tickets to all socials)
- Prominent logo exposure on the conference website, signage, and promotional materials
- Recognition in the Ontario Pharmacist magazine fall issue
- Two literature/product samples in the delegate bag

* As part of this sponsorship package each event attendee will receive one complimentary drink ticket.

Friday Night Social Sponsor

Available

Welcome Mix and Mingle Sponsor

Available
General Sponsorship

Exhibit Hall Sponsor

$17,500

- Prominent logo on all exhibit hall signage and banners
- One complimentary 8 x 10” single booth (includes two complimentary tradeshow-only passes)
- Two complimentary full conference registrations (includes tickets to all socials)
- Logo exposure on the conference website signage and promotional materials
- Recognition in the Ontario Pharmacist magazine fall issue
- Tote bag with sponsor logo given to each attendee at the start of the event

* As part of this sponsorship, each event attendee will receive two complimentary drink tickets

Keynote Speaker Sponsor *

(Opening and Closing Keynote Speakers Available)

$17,500

- Opportunity for a company representative to introduce or thank the keynote speaker
- Two complimentary full conference registrations (includes tickets for all socials)
- A branded app alert inviting attendees to the keynote presentation
- Logo exposure on the conference website, signage, and promotional materials
- Recognition in the Ontario Pharmacist magazine fall issue
- One literature/product sample in the delegate bag

* OPA will select keynote speaker

The Exhibit Hall gives delegates an opportunity to network with representatives from a wide variety of pharmaceutical and industry organizations. The Exhibit Hall will be open from 2 - 6:15 p.m. on Friday, June 16, 2017 with the dedicate delegate time during the afternoon delegate break and the evening reception. *
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Sponsorship deck

General Sponsorship

**Going Green Sponsor**

- Prominent logo recognition at the registration desk
- Sponsor-branded lanyards distributed to all conference attendees
- Two complimentary full conference registrations (includes tickets to all socials)
- Logo exposure on the conference website, signage, and promotional materials
- Recognition in the Ontario Pharmacist magazine fall issue
- One literature/product sample in the delegate bag

$15,000

**Registration and Lanyard Sponsor**

- Logo on portable coffee mugs or water bottles distributed to all attendees at check-in
- Two complimentary full conference registrations (includes tickets to all socials)
- Logo exposure on the conference website, signage, and promotional materials
- Recognition in the Ontario Pharmacist magazine fall issue
- One literature/product sample in the delegate bag

$15,000
General Sponsorship

**Delegate Bag Sponsor**

- $15,000
- Logo prominently displayed on the delegate bags distributed at registration
- Two complimentary full conference registrations (includes tickets to all socials)
- Logo exposure on the conference website, signage, and promotional materials
- Recognition in the Ontario Pharmacist magazine fall issue
- One literature/product sample in the delegate bag

**Attendee Lounge Sponsor**

- NEW! 
- $12,000
- Sponsor the main meet up area of the conference. Plush couches, and chairs, refreshment station, and charging docks will draw attendees in to network or take a moment to recharge their devices and themselves.
- Company logo on attendee lounge signage
- Banded tent cards on lounge area tables
- Company logo on charging station
- Logo exposure on the conference website, signage, and promotional materials
- Recognition in the Ontario Pharmacist magazine fall issue
- One literature/product sample in the delegate bag
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General Sponsorship

Mobile App Sponsor

$10,000

- Prominent logo recognition on the mobile app banner
- Branded email sent to all attendees with download information for the mobile app
- Logo exposure on the conference website, signage, and promotional materials
- Recognition in the Ontario Pharmacist magazine fall issue

Engagement Wall Sponsor

$8,500

- Prominent logo recognition on the engagement wall
- Sponsor acknowledgment during opening session announcements
- Logo exposure on the conference website, signage, and promotional materials
- Recognition in the Ontario Pharmacist magazine fall issue

This sponsor branded wall will be integrated into each session throughout the two days of conference. Attendees will capture their best practice learned that they will integrate into their role to become the best patient care providers. Be part of this great new engagement activity to help transform tips into practice.
General Sponsorship

**NEW!**

**Poster Presentations Sponsor**

$5,500

*The Ontario Pharmacists Association poster presentations give pharmacy students from across Ontario an opportunity to shine, by showcasing their research to peers and potential colleagues of the industry. Be a part of this meaningful development opportunity for these up and coming pharmacists of Ontario.*

- Prominent logo recognition on the poster presentation boards
- Sponsor acknowledgment during opening session announcements
- Opportunity to present award to winning poster
- Logo exposure on the conference website, signage, and promotional materials
- Recognition in the Ontario Pharmacist magazine fall issue

**Wellness Wake-up Sponsor**

$5,500

*Help Conference 2017 delegates get their day off to a healthy start by sponsoring a one-hour wake-up event on Friday morning. This organized activity will be coordinated by the OPA conference committee (with sponsor input) and may include a team run, yoga class, or pool fitness session.*

- Announcement and reminder about the morning activity made at the Thursday Welcome Mix and Mingle event and through the mobile app
- A branded t-shirt for the activity leader with a prominent sponsor logo
- Opportunity to distribute a branded sports-related item to participants *
- Recognition in the Ontario Pharmacist magazine fall issue

* Must be pre-approved by OPA
## General Sponsorship

### Break Sponsor

- Prominent logo on all break signage
- Logo exposure on the conference website, signage, and promotional materials
- One literature/product sample in the delegate bag

**$3,500**

| Available | 3 |

### Delegate Bag Promotional Item

- Item distributed to all attendees in the delegate bag
- Name recognition as a supporting sponsor on the mobile app and conference signage

**$500/item**

| Unlimited | Unlimited |
Exhibit Hall Options

Single space (8’ x 10’) - $3,000 plus HST
Double space (8’ x 20’) - $5,500 plus HST
Not-for-profit space (8’ x 10’) - $1,500 plus HST

- Limit of five not-for-profit booths available
- Discounted booth rates are available for OPA corporate partners

Hours of operation
The exhibit hall will be open to attendees on Friday, June 16, 2017, from 2 – 6:15 p.m.

Setup/teardown
Exhibitor setup will take place from 9 a.m. – 1 p.m. on Friday, June 16, 2017.
Tear-down will begin at 6:30 p.m. and all exhibitors must be off-site by 10 p.m. at the latest.

Each booth includes
- 8’ x 10’ draped booth consisting of 8’-high back drape and 3’-high side rail drape
- One 6’ skirted table, two chairs, one waste basket
- One 120V standard electrical outlet
- One ID sign
- Two tradeshow-only passes
- Company name on the conference website
- Booth locator on the mobile app

To learn more about the sponsorship and exhibit hall opportunities available at the Ontario Pharmacists Association’s Conference 2017, please contact:

Kristen Zamojc
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