



Exhibitor Brochure

**COMING TOGETHER.
BUILDING CONNECTIONS.
CHALLENGING OUR DIFFERENCES.**

May 31 – June 1, 2024

Kelowna, British Columbia

wcaforum.com

The WCAF was built on introducing addiction medicine providers to novel clinical practices that promote positive change in your practice for Monday. For over 12 years, WCAF has honored our humble provincial beginnings as we have grown to reach all of Western Canada and beyond.

Our strong foundation consists of open, honest, and inclusive dialogue that fosters innovation in not only treatment methods, but in the lens we use when engaging with those experiencing substance use disorders. We are advocates for our patients and profession. Our non-partisan approach bridges the artificial divide and works towards our shared goals of supporting healthcare providers and advancing substance use care.

Coming together, building connections, and challenging our differences. The Western Canada Addiction Forum embraces the whole continuum of care and tirelessly works to improve treatment across a lifespan for those who struggle with substance use disorders.

Our audience includes Healthcare providers, Indigenous health teams, and allied health professionals who work with those experience substance use disorders. The primary focus of the WCAF is to improve the quality of education available to health care providers who work in addiction medicine. Impactful speakers, thought-provoking panels, and the building of interpersonal connections is what drives practitioners to our event. These practitioners are compassionate and see first-hand everyday how substance use affects not only the patient but their families, children, and community. They have witnessed disparity in healthcare and want to make changes using the most up-to-date information available.

The Healthcare providers, Indigenous health teams and allied healthcare professionals who attend our conference will walk away with a wealth of valuable information and a comprehensive network of support.

Engaging Participants and Your Return on Investment (ROI)

Our exhibitor fair will be located in the foyer outside of the conference room over both days of the conference allowing Exhibitors to build brand awareness and network with attendees. You are encouraged to be present at your booth during refreshment breaks and high-traffic times.

Creating ways to increase your engagement and ROI is very important to us and to enhance your experience and achieve positive outcomes, these key strategies have been implemented:

- **Lunch Guest Speaker**^{1,2}: Platinum exhibitors, time will be allotted for a guest speaker to provide a 45-minute presentation/pre-recorded video relating to your product and/or service over the lunch hour with a brief question and answer period to follow. These will be granted on a first come first served basis for Platinum Exhibitors as only two are available.



- **Breakfast Presentation^{1,2}**: Gold Exhibitors, time will be allotted for a 20-minute presentation/pre-recorded video relating to your products and/or services, during one of the Breakfasts. These will be granted on a first come first served basis for Gold Exhibitors as only two are available.
- **Social Media Spotlight²**: Your involvement will be added to our social media campaigns outlining your company name, your unrestricted grant and its benefits to enhance learning for healthcare providers.
- **Conference Passports**: Enticing participants to initiate conversations with our Exhibitors is commonly used and has proven to be effective. People participate by adhering exhibitor labels and submit their completed passport for a chance to win prizes.
- **Verbal/Slide Show Recognition**: Based on your selected tier, Moderators will acknowledge Exhibitor involvement as indicated below and encourage participants to visit your booth throughout the event.

¹ Please note you will be required to submit a copy of your presentations, bios of the speakers and learning objectives for the planning committee to review by Friday May 3, 2024.

² Company logo's, advertising and promotion will remain consistent with all accreditation guidelines and regulations.

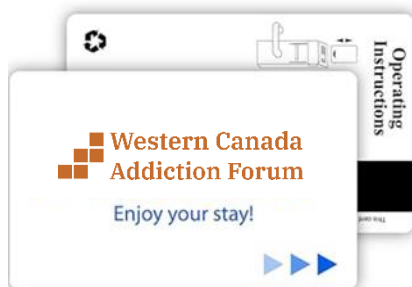
Please note:

1. **All people who are hosting the Exhibitor booths must be registered for the conference**, through the complimentary pass offered as part of the benefits of the exhibitor level or by purchasing a registration. People will not be allowed to be present at the booth without a valid registration.
2. **Exhibitor space** will include one skirted 6' table and two chairs. Please advise us if you have any requirements over and above and we will connect you to Show In Motion who will help navigate this for you. Please note that Booth set-up will occur from 6:00 to 7:00am PST on Friday, May 31, 2024.
3. **Limitations to exhibitor benefits** may apply due to accreditation guidelines set forth by the Royal College of Physicians and Surgeons of Canada (RCPSC), the College of Family Physicians of Canada (CFPC) for CME credits, and the Canadian Addiction Counsellor Certification Federation.
4. Lunch and Breakfast break presentations are subject to WCAF approval.
5. WCAF is not responsible for attendance levels at sponsored events.
6. Exhibitor benefits are subject to change at WCAF's sole discretion.
7. WCAF will not share attendee lists. You are welcome to gather these at your booth from willing participants.
8. In-person deliveries will adhere to Provincial and Federal Health and Safety Restrictions.

Your Opportunities as an Exhibitor

As one of our valued Exhibitors, you will have **many** opportunities to engage and network with our participants, share research updates and information about your products and services. We would value and appreciate **your response by Friday, January 19, 2024 and payment of fee no later than February 16, 2024**. If you have any additional questions, please contact us at info@wcaforum.com.

WCAF 2024 Exhibitor Tiers	Platinum \$25,000	Gold \$10,000	Silver \$5,000	Not for Profit \$1,500	Hotel Key Card \$5,000 (one available, see below)
Lunch Lecture (45 minute presentation incl. QA)	Yes (2 available)	---	---	---	---
Breakfast Presentation (20 minute Presentation incl. QA)	---	Yes (2 available)	---	---	---
Social Media Spotlight	Yes	Yes	---	---	---
Space in Exhibitor Hall	Yes (Prime location)	Yes (Prime location)	Yes	Yes	---
Complimentary Registrations	Eight	Four	Two	One	---
Verbal Recognition	Throughout the event	At start and end of day	Once per day	Once per day	---
Conference Passport	Yes	Yes	Yes	Yes	---
Company logo on the brochure bookmark and logo/link on website	Yes	Yes	Yes	Yes	Yes



Your Dedicated Opportunity as a **Hotel Key Card Sponsor** – One Available at \$5,000.00: Sponsor’s logo exclusively on hotel key cards for all conference attendees staying at the Delta Grand Marriott Hotel. Hotel key card sponsor recognition and logo placement on promotional materials. This is a stand-alone opportunity or can be added to an Exhibitor package.