



Exhibitor Guide

COMING TOGETHER.
BUILDING CONNECTIONS.
CHALLENGING OUR DIFFERENCES.

May 26-27, 2023

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 10 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 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 addiction medicine practitioners and allied healthcare providers 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**:** Based on your selected tier, 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.
- **Refreshment Break Presentation**:** Based on your selected tier, time will be allotted for a 15-minute presentation/pre-recorded video relating to your products and/or services, during one of the refreshment breaks. These will be granted on a first come first served basis for Silver Exhibitors.
 - * 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 5, 2023.
- **Social Media Spotlight**:** 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.

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

- **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.

Your Opportunities as an Exhibitor

As one of our 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 27, 2023 and payment of fee no later than February 24, 2023.** If you have any additional questions, please contact us at info@wcaforum.com.

WCAF 2023 Exhibitor Tiers	Platinum \$25,000	Silver \$15,000	Bronze \$5,000	Not for Profit Treatment Centers \$1,500	Not for Profit \$750
Lunch Lecture (one 45 minute presentation)	Yes (2 available)	---	---	---	---
Refreshment Break Presentation (one 15 min presentation)	--	Yes (4 available)	---	---	---
Social Media Spotlight	Yes	Yes	--	--	--
Logo exposure during Refreshment Breaks	Yes	Yes	Yes	---	---
Space in Exhibitor Hall	Yes – Prime location	Yes – Prime location	Yes	Yes	Yes
Complimentary Registrations	Four	Three	Two	One	One
Verbal Recognition	Throughout the event	At start and end each day	Once per day	Once per day	Once per day
Conference Passport	Yes	Yes	Yes	Yes	Yes
Company logo on the brochure and logo/link on website	Yes	Yes	Yes	Yes	Yes

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:

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. Limitations to exhibitor benefits may apply due to accreditation guidelines set forth by the Royal College of Physicians and Surgeons of Canada (RCPSC) and the College of Family Physicians of Canada (CFPC) for CME credits.
3. Lunch and refreshment break presentations are subject to WCAF approval.
4. WCAF is not responsible for attendance levels at sponsored events.
5. Exhibitor benefits are subject to change at WCAF's sole discretion.
6. WCAF will not share attendee lists. You are welcome to gather these at your booth from willing participants.
7. In-person deliveries will adhere to Provincial and Federal Health and Safety Restrictions.

