



2025 BCPHA ANNUAL CONFERENCE
Sponsorship and
Exhibitor Package



British Columbia
Pharmacy Association

May 1-3, 2025
bcpharmacy.ca/conference

Join us for our 2025 annual conference in Victoria



The BC Pharmacy Association's annual conference is heading to Victoria in 2025! Join us May 1 to 3, 2025, at the beautiful Delta Ocean Pointe Resort on Victoria's Harbour.

We're returning to a multi-day event with more speakers and events. And we'll keep building on our first hybrid conference model from 2024, which saw attendance peak at more than 800 participants. Building on the incredible success this model, we will continue to offer both in-person and virtual components again in 2025. With this approach, we hope to have even more individuals join us for more speakers in 2025.

For sponsors, this means enhanced visibility and the unique opportunity to connect widely with the pharmacy sector's frontline B.C. pharmacists and key decision-makers from across Canada.

Our theme for 2025 is Adapting for Tomorrow . We've seen the changing and adapting role pharmacists have played since the COVID-19 pandemic and with the ability to assess and prescribe for minor ailments and contraception and order and interpret lab results. What do pharmacists need to know to be ready to face more changes?

This package outlines the different sponsorship levels and benefits available to you as a key partner. Your support plays an essential role in our conference's success, offering:

- Brand visibility among B.C.'s community pharmacists and colleagues across Canada, keeping your brand top of mind.
- Recognition of outstanding pharmacy achievements at the BC Pharmacy Awards Gala, held the evening of May 2. Your sponsorship helps us honour pharmacists who have excelled, inspiring them to continue their contributions to the profession.

Thank you for taking the time to review the BC Pharmacy Association's 2025 Annual Conference Sponsorship and Exhibitor Package.

For questions or to secure your spot, please contact Andy Shen, Manager, Member Services at (604) 269-2883 or email andy.shen@bcpharmacy.ca.

Sincerely,

A handwritten signature in blue ink that reads "Geraldine Vance".

Geraldine Vance
Chief Executive Officer



About our conference

The BC Pharmacy Association welcomes hundreds of delegates from B.C. and across Canada for the premier pharmacy conference of the year. The conference features keynote speakers and concurrent clinical sessions that help pharmacists further develop their knowledge and career. Evening celebrations provide continued networking opportunities with some of the top decision makers.

This year's annual conference will be a hybrid conference between May 1 to 3, 2025 with a live in-person portion to be held at the **Delta Hotels Marriott Victoria Ocean Pointe** located at 100 Harbour Road in Victoria BC.



Tentative Conference schedule *(subject to change)*

Thursday, May 1	
6:00 pm - 9:00 pm	Trade Show and Networking (with stand-up dinner)

Friday, May 2, Evening	
5:30 pm	Awards Reception
6:00 pm - 9:00 pm	Awards Dinner

Friday, May 2, Morning	
7:15 am	Breakfast Buffet
8:45 am	Welcome and Opening Remarks
9:00 am	Keynote
9:45 am	Session
10:15 am	Break
10:30 am	Session
11:30 am	Lunch and Networking
1:00 pm	Session
2:00 pm	Session
3:00 pm	Break
3:15 pm	Session

Saturday, May 3	
7:15 am	Breakfast Buffet
8:30 am	Welcome and Opening Remarks
8:45 am	BCPhA Annual General Meeting
9:30 am	Break
9:45 am	Session
11:00 am	Break
11:15 am	Concurrent Sessions #1, #2
12:15 am	Lunch and Networking
1:00 pm	Concurrent Sessions #3, #4
2:00 pm	Break
2:15 pm	Plenary Session



About Pharmacy Excellence Awards

Each year, the BC Pharmacy Association celebrates the achievements of pharmacists in British Columbia. Winners are selected in the following categories: Excellence in Patient Care, Ben Gant Innovative Practice, Murray Dykeman Mentorship, Pharmacy Leadership, Collaborative Care, New Practitioner, Bowl of Hygeia Award and Friend of Pharmacy awards.

The winners are celebrated at the BCPHA Pharmacy Excellence Awards Gala Reception and Dinner, which occurs the evening of the annual conference. As a sponsor, your sponsorship will be recognized throughout the night.

For more information about the awards, please visit <https://www.bcpharmacy.ca/awards/>

About the BC Pharmacy Association

With a membership of more than 5,000 pharmacists, pharmacies and pharmacy students, the BCPHA is the organization recognized for representing the interests of pharmacies and pharmacists in communities throughout the province of British Columbia. Membership in the Association is voluntary.

The primary goal of the Association is to support pharmacists and pharmacy owners in the day-to-day delivery of pharmacy services. The BCPHA is the primary advocate for the profession and the business of community pharmacy in B.C. with government and other payers. The Association takes a leadership role in supporting and expanding use of pharmacist expertise in the health-care system.

In its role as an advocate for the profession and business of community pharmacy, the BCPHA maintains robust working relationships with the College of Pharmacists of BC and UBC's Faculty of Pharmaceutical Sciences. The BCPHA is a member of the Canadian Pharmacists Association and holds a seat on its Board.

The Association is an active contributor to health policy in the province. It regularly makes submissions to the provincial government and has an active MLA outreach program that connects community pharmacists with their elected officials.

As part of its support to members, the Association develops practice support training and resource materials for practicing pharmacists.

Sponsorship packages

Your support is integral to our conference, most notably it includes:

- Bringing continued awareness and support of your brand to community pharmacists. Through sponsorship branding, you can ensure visibility among your peers and valued colleagues, providing you with an opportunity to stay top of mind.
- Supporting community pharmacies and pharmacists. This year, we will be offering access to our annual conference for free to our more than 5,000 members and this can only be possible with your support.
- Excellent prize packs for attendees. These prize packs will range from \$100 to \$1,000.



Last year, 100% of the sponsors who replied to our evaluation form said they will sponsor again or consider sponsoring again next year.

Sponsorship levels

	Diamond	Platinum	Gold	Silver	Bronze
Price	\$30,000+	\$15,000	\$8,000	\$5,000	\$3,000
Live Event Benefits					
Included conference registrations	4	3	2	1	0
1-hour sponsored session includes speaker honorarium, travel and accomodations (limits apply)	One Plenary Session	One Concurrent Session			
Exhibit Booth Trade Show and Networking Event	✓	✓			
Logo featured on display throughout the conference	✓	✓			
Special mention at the Awards Gala	✓	✓	✓		
Special message displayed during the break (e.g. promote a CE session or job opportunity)	✓	✓	✓	✓	
Member rates on conference registration for the company	✓	✓	✓	✓	✓

Sponsorship levels (continued)

	Diamond	Platinum	Gold	Silver	Bronze
Virtual Event Benefits					
1-hour sponsored session virtual stream from live session	One Plenary Session	One Concurrent Session	--	--	--
Special message displayed during the break (e.g. promote a CE session or job opportunity)	✓	✓	✓	✓	
Logo and recognition of sponsorship on conference website and e-newsletters	✓	✓	✓	✓	
Sponsor's Webpage					
Sponsor's Webpage Included					
• Corporate profile or message	✓	✓	✓	✓	✓
• Share downloadable content	✓	✓	✓	✓	✓
• Embed a video	✓	✓	✓	✓	✓
• Opportunity to promote your website or campaign	✓	✓	✓	✓	✓
• Promote an education session (e.g. session write-up and link to an existing CE session online)	✓	✓	✓	✓	
• Highlight career opportunities	✓	✓	✓	✓	
• Attendees can enter Grand Prize	✓	✓	✓	✓	
• Attendees can enter Event Prize					✓

Sponsored sessions

Limited opportunities are available for Diamond and Platinum sponsors to present an one-hour continuing education session at the conference as part of our sponsored sessions series. The sponsored session is included in the sponsorship, and also includes reasonable speaker honorarium, travel and accomodation (subject to BCPhA approval). For Diamond sponsors, the sponsored session is a plenary session. For platinum sponsors, the sponsored session is a concurrent session.

To inquire about a sponsored session, please contact andy.shen@bcpharmacy.ca with your topic proposal.

Sponsor's pages

The sponsor's page was introduced for our virtual conference to spotlight your company. Rather than having you host a virtual exhibit booth, this page is an opportunity to post resources and materials for pharmacists to view online or download for their reference.

We will be promoting to all our members, not just conference attendees to visit your page in order to enter into the prize draw. That's more than 5,000 members.

[Click here](#) to view a sample Sponsor's Page

Sponsorship registration

The BCPhA annual conference is the premier pharmacy event of the year. We invite you to be part of it, and are happy to work with you to have the best opportunity for your organization. We can design a sponsorship package that works for you.

If you would like to register to become a sponsor for conference, please [click here](#) to fill out our sponsorship registration form.

Questions? Please contact Andy Shen at (604) 269-2883 or email andy.shen@bcpharmacy.ca to secure your spot.



BCPhA Trade Show

Every year, exhibitors in our Trade Show Hall during the conference, speak face-to-face with pharmacy decision makers across Canada. Exhibitors create connections that lead to business relationships during an evening event with a stand-up dinner.

The Trade Show will be held the eve of our Annual Conference on Thursday, May 1, 2025.

The Benefits:

As a BCPhA Trade Show exhibitor, you have the opportunity to:

- Generate high-quality pharmacy sector leads;
- Launch and showcase new products and services;
- Build awareness of your brand;
- Recruit new employees;
- Associate with the BC Pharmacy Association brand

What's Included?

- An exhibit booth space
- Skirted table and backdrop
- Two chairs
- WiFi
- Listing in the exhibitor page on conference web app

Cost

- \$1,950 + GST

Reserve your booth

The BCPhA annual conference is the premier pharmacy event of the year. Make connections and build relationships that lead to long-term business. Need a bigger space, or want to plan something different? We can help you plan an exhibit that draws in the crowd. Contact Linda Tinnion at linda.tinnion@bcpharmacy.ca or (604) 269-2864.

[Click here](#) to reserve your exhibitor booth today!