

20
23

Canada West Health Leaders
CONFERENCE

VICTORIA, BC
October 25-26, 2023



Caring for people
who care for people

SPONSORSHIP OPPORTUNITIES

CANADIAN COLLEGE OF
HEALTH LEADERS



COLLÈGE CANADIEN DES
LEADERS EN SANTÉ



Dear partner

The Canadian College of Health Leaders (CCHL) is pleased to present the annual Canada West Health Leaders Conference (CWHLC). Hosted by the CCHL Western Chapters (Assiniboia (SK), BC Interior, BC Lower Mainland, BC Vancouver Island, Manitoba, Midnight Sun, Northern Alberta, Northern and Central Saskatchewan, and Southern Alberta) this conference will present an opportunity for health leaders from across Canada to explore themes and leadership lessons learned from Canada’s west coast health leaders. Themed ***Caring for people who care for people*** the conference will be held in Victoria, BC on October 25-26, 2023.

We invite you to join Canada’s health leaders as they navigate the challenges and opportunities in today’s health systems. We anticipate this conference will attract approximately 300 health system decision-makers which includes trustees, chief executive officers, directors, managers, and department heads. Participants represent health regions, authorities and networks, hospitals, long-term care organizations, public health agencies, community care, mental health services and social work.

Sponsoring CWHLC will provide your organization an opportunity to:

- Increase your brand awareness;
- Position your organization as an industry leader;
- Join our community of Canada’s top health leaders; and
- Provide your team with an opportunity to profile new products and services to health systems leaders on the virtual platform.



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Objectives

- Create an environment where health leaders get hands on practical learning to apply in their organizations and further their careers and personal growth;
- Offer interactive, unique and innovative learning experiences;
- Offer mentorship opportunities and create an environment that promotes open dialogue and making connections with fellow health leaders;
- Facilitate the exchange of ideas and collaborations on issues of common interest and innovative approaches to address health leadership challenges; and
- Address and debate the health leadership challenges surrounding justice, equity, diversity, and inclusion.

Expected Outcomes

Conference participants will:

- Build strong networks as well as an improved sense of community and support from other leaders facing similar challenges;
- Exchange knowledge on leading practices, tools, and ideas that can be implemented into their work settings;
- Identify champions of healthcare innovations that will influence improvements in the areas of justice, equity, diversity, and inclusion;
- Engage with other leaders to explore traits of effective and innovative leadership to foster efficient solutions to manage today's complex times;
- Identify champions of healthcare innovations that will influence improvements in the areas of justice, equity, diversity, inclusion, indigenous health, and green healthcare; and
- Engage with other leaders to explore traits of effective and innovative leadership to foster efficient solutions to manage today's complex times.

We thank our sponsors for their support and look forward to welcoming you to Victoria.

Sincerely,

Alain Doucet, MBA, President & CEO, Canadian College of Health Leaders

Program-at-a-glance

(all times in PST)

TUESDAY, OCTOBER 2413:00 – 15:00 **Study Tours** (To be confirmed)**WEDNESDAY, OCTOBER 25**

08:15 – 10:00 **Plenary**
10:00 – 10:45 **Networking break**
10:45 – 12:15 **Concurrent sessions**
12:15 – 13:30 **Networking Luncheon**
13:30 – 15:00 **Concurrent sessions**
15:00 – 15:45 **Networking break**
15:45 – 17:00 **Plenary**
17:00 – 18:30 **Networking Reception**

THURSDAY, OCTOBER 26

07:00 – 07:30 **Come run Victoria with us**
09:00 – 09:45 **Plenary**
09:45 – 10:30 **Networking break**
10:30 – 12:00 **Concurrent sessions**
12:00 – 13:30 **Networking Luncheon**
13:30 – 15:00 **Plenary**

*Program is subject to change without notice.

Canada West Health Leaders Conference delegate profile

Hoping to gain exposure, build good will, and connect with health leaders?

Sponsoring the 2023 Canada West Health Leaders Conference is the perfect approach. With 300 health leaders expected and a stellar program, we know that the Conference will provide an inspiring environment for top decision-makers in the healthcare field.

Why become a sponsor?

- Support the professional development of health leaders
- Contribute to your organization's operational excellence and growth
- Create an opportunity for your staff to engage with peers and exchange on issues of common interest with health leaders from other sectors
- Profile your organization's programs and services at the conference

YEAR	# OF ATTENDEES	LOCATION
2022	218	Virtual
2021	283	Virtual
2020	231	Virtual
2019	327	Vancouver, BC
2018	446	Vancouver, BC
2017	412	Victoria, BC
2016	398	Vancouver, BC
2015	346	Vancouver, BC
2014	353	Vancouver, BC
2013	289	Vancouver, BC

Venue and Accommodations

The Canada West Health Leaders Conference is being held at the **Victoria Conference Centre** (720 Douglas Street, Victoria, BC V8W 3M7). Conference attendees can reserve accommodations at the **Fairmont Empress Hotel** and the **Victoria Marriott Inner Harbour**. Visit the conference web site for booking information.

Fairmont Empress Hotel • 721 Government Street, Victoria, BC V8W 1W5

Victoria Marriott Inner Harbour • 728 Humboldt Street, Victoria, BC V8W 3Z5

There are two ways to sponsor this conference:

1) Become a general sponsor; or **2)** Select a specific event(s) and/or item(s) detailed on page 8.

SPONSORSHIP BENEFITS OVERVIEW	PLATINUM	GOLD	SILVER	BRONZE	DIRECTED
	\$20,000	\$15,000	\$10,000	\$8,000	TBD
Acknowledgement by Conference Presiding Officer	✓	✓	✓	✓	✓
Recognition on conference website	✓	✓	✓	✓	✓
Recognition on conference signage	✓	✓	✓	✓	✓
Recognition in PowerPoint at all plenaries	✓	✓	✓	✓	✓
Recognition on social media	✓	✓	✓	✓	✓
Recognition in the conference mobile app	✓	✓	✓	✓	✓
Recognition in the final program	✓	✓	✓	✓	✓
Sponsor ribbons	✓	✓	✓	✓	✓
Delegate list* provided on August 11; September 8; September 30; and October 20	✓	✓	✓	✓	✓
Complimentary registration(s) to the conference (value \$805 / each)	Four	Three	Two	One	One
Opportunity to exhibit (while space permits)	✓	✓			
Opportunity to introduce a session (subject to availability)	✓	✓			
Attendee lead retrieval and gamification within the conference app	✓	✓	✓	✓	✓
Hyperlink from conference web site to your corporate web site	✓	✓			
One promotional item to be distributed on-site (subject to approval by CCHL)	✓				

**Based on privacy law restrictions*

Sponsorship levels

Platinum Sponsorship – \$20,000

- Prime visibility
- Acknowledgement by the Conference Presiding Officer
- Prime recognition on the conference web site (logo), with a hyperlink to your website
- Prime recognition on conference signage – (logo)
- Prime recognition in PowerPoint at all plenaries – (logo)
- Prime recognition on social media
- Prime recognition in the conference mobile app
- Recognition in the final program – (logo)
- Sponsor ribbons
- Access to the delegate list. See page 11 for details.
- Complimentary registrations to the conference (four) value \$3,220
- Opportunity to exhibit (while space permits). See page 9 for details.
- Opportunity to introduce a session (based on availability)
- Attendee lead retrieval and gamification within the conference app
- One promotional item to be distributed on-site (subject to approval by CCHL)

Gold Sponsorship – \$15,000

- Prominent visibility
- Acknowledgement by the Conference Presiding Officer
- Prominent recognition on the conference web site (logo), with a hyperlink to your website
- Prominent recognition on conference signage – (logo)
- Prominent recognition in PowerPoint at all plenaries – (logo)
- Prominent recognition on social media
- Prominent recognition in the conference mobile app
- Recognition in the final program – (logo)
- Sponsor ribbons
- Access to the delegate list. See page 11 for details.
- Complimentary registrations to the conference (three) value \$2,415
- Opportunity to exhibit (while space permits). See page 9 for details.
- Opportunity to introduce a session (based on availability)
- Attendee lead retrieval and gamification within the conference app



Sponsorship levels

Silver Sponsorship – \$10,000

- Strong visibility
- Acknowledgement by the Conference Presiding Officer
- Strong recognition on the conference web site (logo)
- Strong recognition on conference signage – (logo)
- Strong recognition in PowerPoint at all plenaries – (logo)
- Strong recognition on social media
- Strong recognition in the conference mobile app
- Recognition in the final program – (logo)
- Sponsor ribbons
- Access to the delegate list. See page 11 for details.
- Complimentary registrations to the conference (two) value \$1,610
- Attendee lead retrieval and gamification within the conference app

Bronze Sponsorship – \$8,000

- Good visibility
- Acknowledgement by the Conference Presiding Officer
- Prominent recognition on the conference web site (logo)
- Good recognition on conference signage – (logo)
- Good recognition in PowerPoint at all plenaries – (logo)
- Good recognition on social media
- Good recognition in the conference mobile app
- Recognition in the final program – (logo)
- Sponsor ribbons
- Access to the delegate list. See page 11 for details.
- Complimentary registration to the conference (one) value \$805
- Attendee lead retrieval and gamification within the conference app

Directed sponsorship options include:

Sponsored Breakfast	\$10,000	Conference Report	\$8,000
Sponsored Lunch	\$15,000	Lanyards	\$8,000
Sponsored Break	\$8,000	Conference App	\$8,000
Concurrent Session	\$3,500	Networking Reception	\$8,000

Exhibit Details

Exhibitor Details for Platinum and Gold Sponsors

The Canada West Health Leaders Conference will include an exhibit area with tabletop exhibits reserved exclusively for platinum and gold level sponsors.

Exhibiting at the CCHL's Canada West Health Leaders Conference offers your organization excellent visibility within a hard-to-reach target market. Through your participation as an exhibitor, you will be able to:

- Generate leads;
- Promote your products and services; and
- Network directly with key decision-makers within the healthcare industry.

Our exhibits are located in high traffic areas for maximum visibility. Continental breakfast, networking breaks (offered twice daily) and are planned in and around the exhibit area to offer you direct access to the delegates.

Make the most of your sponsorship and exhibiting opportunities!

- Reach out to delegates before the event begins. Invite delegates to your exhibit to learn more about your products and services that may be of interest to them.
- Make your exhibit stand out – be interactive, have games, or contests to entice delegates.
- Is your company celebrating a milestone, or looking to promote a new product? Consider a special marketing strategy on-site.
- Get in touch with us and let us know how we can help you meet your goals and objectives.

Exhibitors will receive one complimentary registration to the Canada West Health Leaders Conference and three complimentary badges for exhibit personnel (includes access to all meals, but not sessions). All exhibit sales are final. Payment must be made at the time of purchase.

Additional Exhibit Opportunities

Should additional space be available, it will be offered at a cost of \$3,000. If you would like to add your name to the exhibit waiting list, please contact:

Brianna Lavoy

Manager, Conferences and Events
Canadian College of Health Leaders
blavoy@cchl-ccls.ca

Exhibit Details

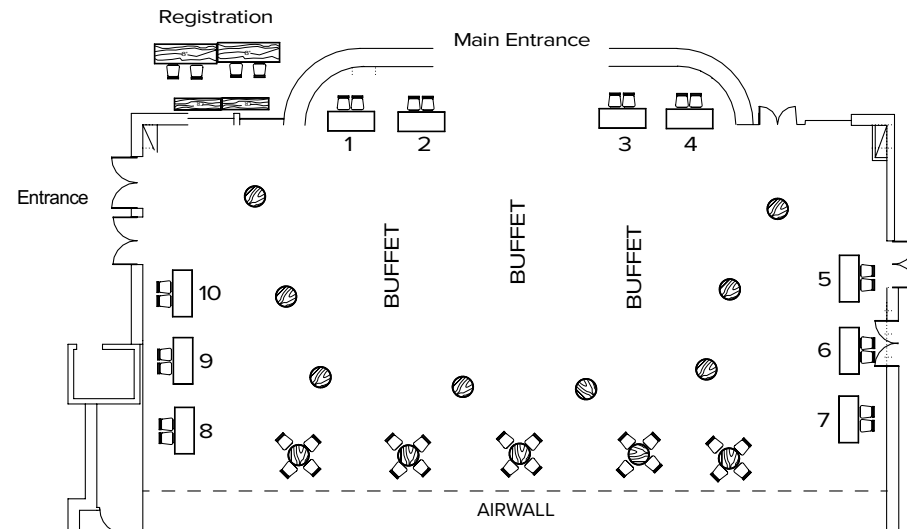
Set-up is on Tuesday, October 24 and tear down is during the closing plenary session on Thursday, October 26. Key exhibit times are during the continental breakfasts and networking breaks on October 25 & 26. More detailed information will be provided to exhibitors upon confirmation of booking.

Exhibit spaces includes:

- Tabletop (6' X 2.5') – draped with 2 chairs (overall space is approx. 10' x 6' per floor plan)
- One electrical outlet at no additional cost (please be sure to request it)
- Complimentary internet access in the exhibit area

You will receive three complimentary badges for exhibit personnel (includes access to all meals).

Victoria Conference Centre – Salon A



Sponsorship terms and conditions

These terms and conditions are an essential part of the sponsorship agreement. Please retain this page for your records and appropriate follow up.

1. MANAGEMENT – The Canadian College of Health Leaders (“CCHL”) and the Canada West Health Leaders Conference reserves the right to render all interpretations and to establish further or to amend regulations as it may be deemed necessary for the proper conduct and general success of the conference.

2. SALES – All sponsorship and exhibit sales are final. Refunds will not be issued. Payment must be made in full prior to the event.

3. COMPETING EVENTS CLAUSE – Sponsors and exhibitors shall not host, sponsor, education seminars, outings, group activities, or similar events during the conference program without prior approval of CCHL. (The conference program hours include: Tuesday, October 24 from 12:00 pm – 4:00 pm, Wednesday October 25 from 8:15 – 18:30 and Thursday, October 26 from 9:00 – 15:00 PST.)

4. CWHLC DELEGATE LIST – The delegate list will be made available solely to sponsors and exhibitors of the 2023 Canada West Health Leaders Conference, on the following dates: August 11; September 8; September 30; and October 20.

5. DEADLINES – Sponsors must provide information and deliverables to CCHL by deadlines in order to receive specified benefits. If information and other materials do not arrive by the deadline, sponsors waive their rights to those benefits. CCHL is under no obligation to issue reminders.

6. CONTACT PERSON – Companies are urged to assign one person to communicate with CCHL on all matters pertaining to their participation as sponsors. CCHL will send information and materials to the contact person listed on the Application Form. CCHL is not responsible for relaying information among different branches/departments of sponsoring companies.

7. SPONSORSHIP AND EXHIBIT – CCHL partners are committed to healthy lives and healthy Canadians. Sponsorship and exhibits from organizations whose primary business is manufacturing or promoting products or services such as tobacco products, weapons, gambling or pornography, sourcing from slave or child labour or other products that violate the CCHL policy, are not eligible. CCHL reserves the right of final approval of all sponsorship and exhibits and the right to refuse or terminate any sponsorships and exhibits.

8. TERMINATION OF CONTRACT – This contract will terminate without liability to either party if substantial performance of either party's obligations is prevented by an unforeseeable cause reasonably beyond that party's control. Such causes include but are not limited to the following: acts of God; global pandemics; regulations or orders of governmental authorities; fire, flood or explosion; war, disaster, curtailment of transportation facilities; or other emergency making it illegal, or otherwise impossible to provide the services to hold the meeting; any delay in necessary and essential construction or preparation for the meeting, strike, lockout or work stoppage or other restraint of labour, either partial or general, from whatever cause. CCHL will, in the event of impossibility of performance for any of the above, reimburse the sponsor on a pro-rata basis on any amount paid, less any and all legitimate expenses incurred, such as but not limited to rent, advertising, salaries and operating costs.



Sponsorship application form (Part A)

Name of Company: _____ Contact Person: _____

Title: _____ Address: _____

City / Prov: _____ Postal Code: _____ E-mail: _____

Telephone: _____ Twitter handle: _____

Web site (to be linked from conference web site for Platinum and Gold sponsors only): _____

I am an authorized representative of the above-named company with the full power and authority to sign and deliver this application. I have read and understand the above stated policies. I hereby agree to the sponsorship terms and conditions.

Name of Authorized Officer: _____ Title: _____

Signature of Authorized Officer: _____ Date: _____

CONFERENCE SUPPORT	\$ AMOUNT
Platinum	\$20,000
Gold	\$15,000
Silver	\$10,000
Bronze	\$8,000

DIRECTED SUPPORT	\$ AMOUNT
Keynote Session(s) (based on availability)	TBD
Concurrent Session(s)	\$3,500
Total Sponsorship Confirmed	



Sponsorship application form (Part B)

PAYMENT

We accept payment by:

Cheque VISA Master Card American Express

Card #:

Expiry Date:

Name on the card (please print):

Signature:

Please make cheques payable to the Canadian College of Health Leaders.

Send completed form with payment to:

Brianna Lavoy, Manager, Conferences and Events, Canadian College of Health Leaders

150 Isabella Street, Suite 1102, Ottawa, Ontario K1S 1V7 | 1-800-363-9056 ext. 232 | blavoy@cchl-ccls.ca

Sponsorship application form (Part B)

Complimentary registration details

Registrations applicable per sponsorship level: Platinum (4), Gold (3), Silver (2), Directed (1)

Indicate the details of the individual(s) to reserve complimentary conference registration(s).

Company name: _____

1 – Delegate name:

Title: _____

Address: _____

City / Prov: _____

Postal Code: _____

Telephone: _____

E-mail: _____

Dietary restrictions: _____

Would you like to be included on the delegate list? Yes No

2 – Delegate name:

Title: _____

Address: _____

City / Prov: _____

Postal Code: _____

Telephone: _____

E-mail: _____

Dietary restrictions: _____

Would you like to be included on the delegate list? Yes No

3 – Delegate name:

Title: _____

Address: _____

City / Prov: _____

Postal Code: _____

Telephone: _____

E-mail: _____

Dietary restrictions: _____

Would you like to be included on the delegate list? Yes No

4 – Delegate name:

Title: _____

Address: _____

City / Prov: _____

Postal Code: _____

Telephone: _____

E-mail: _____

Dietary restrictions: _____

Would you like to be included on the delegate list? Yes No

Send completed form with payment to:

Brianna Lavoy Manager, Conferences and Events, Canadian College of Health Leaders
150 Isabella Street, Suite 1102, Ottawa, Ontario K1S 1V7 | 1-800-363-9056 ext. 232

| blavoy@cchl-ccls.ca

Canadian College of Health Leaders

The Canadian College of Health Leaders (CCHL) is a national, member-driven, non-profit association. The College strives to provide the leadership development, tools, knowledge, and networks that members need to become high impact leaders in Canadian healthcare.

As defined by the LEADS in a Caring Environment framework, a leader is anyone with the capacity to influence others to work together constructively. The College's LEADS Canada team provides LEADS-based leadership development services, and partners with organizations, authorities, and regions to facilitate not only the adoption of the framework, but a cultural shift required to fully imbed LEADS throughout an organization.

Through LEADS, the CHE designation, credentialing, training, conferences, mentoring and a nationwide careers network, we support health leaders in every sector and region, from every professional background and at any stage of their career.

Located in Ottawa, the College collaborates with 20 chapters across the country and engages with its 4,500 members and 80 corporate members to promote lifelong learning and professional development while recognizing leadership excellence.

Visit www.cchl-ccls.ca for more details. Follow us on Twitter [@CCHL_CCLS](https://twitter.com/CCHL_CCLS) and on Facebook at <https://www.facebook.com/CCHL.National/>.

For more information, please contact

Brianna Lavoy, Manager, Conferences & Events
blavoy@cchl-ccls.ca | 1-800-363-9056 ext. 232

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