

20
24

Canada West Health Leaders
CONFERENCE

SASKATOON, SK
November 13 - 15, 2024



SYNERGIES IN ACTIONS:
THE POWER OF COLLABORATION

SPONSORSHIP OPPORTUNITIES

CANADIAN COLLEGE OF
HEALTH LEADERS



COLLÈGE CANADIEN DES
LEADERS EN SANTÉ

DEAR PARTNER

NOVEMBER 13-15, 2024

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 *Synergies in actions: The power of collaboration* the conference will be held in Saskatoon, SK on November 13-15, 2024.

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.

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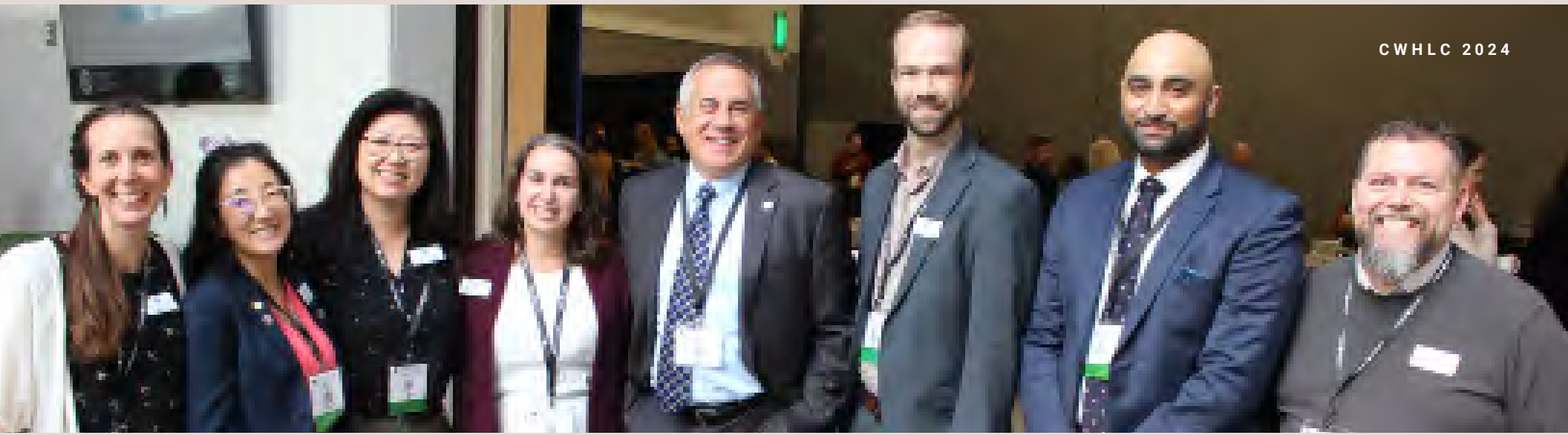
Sponsorship application form

Sponsoring and advertising with 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.

**20
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CONFERENCE





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;
- 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 collaborate on innovative and efficient solutions to manage today's complex times.

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

Sincerely,

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

Wednesday, November 13

- 11:00 – 16:00 **Registration**
- 10:00 – 17:00 **Study Tours/Optional Events**

Thursday, November 14

- 06:30 – 07:30 **Wellness Activity**
- 08:30 – 09:00 **Plenary – Opening Ceremonies**
- 09:00 – 10:00 **Plenary**
- 10:00 – 10:45 **Networking Break**
- 10:45 – 12:15 **Concurrent sessions (5)**
- 12:15 – 13:30 **Networking Luncheon**
- 13:30 – 15:00 **Concurrent sessions (6)**
- 15:00 – 15:45 **Networking Break**
- 15:45 – 17:00 **Plenary**
- 17:00 – 18:30 **Networking Reception**
- 19:00 – 21:00 **Social Event**

Friday, November 15

- 07:00 – 14:00 **Registration**
- 07:00 – 08:00 **Continental Breakfast**
- 08:00 – 09:15 **Plenary**
- 09:15 – 09:45 **Networking Break**
- 09:45 – 11:15 **Concurrent sessions (5)**
- 11:15 – 12:15 **Plenary**
- 12:15 – 12:30 **Plenary – Closing ceremony**
- 12:30 – 14:00 **Networking Luncheon**

*Program is subject to change without notice.

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

Sponsoring the 2024 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.

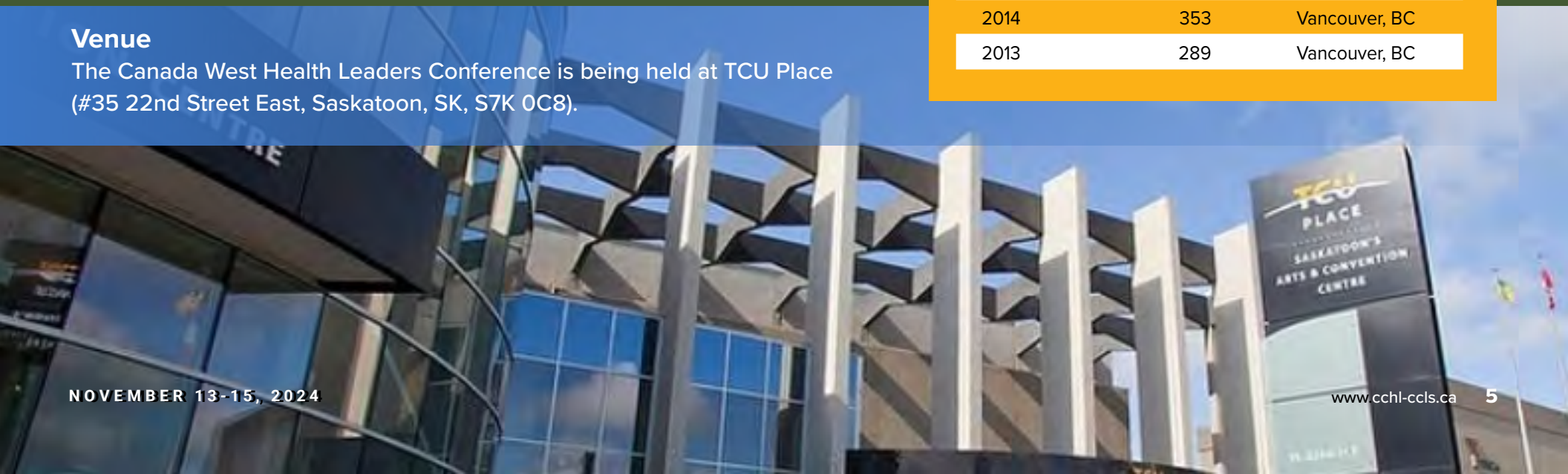
Why become a sponsor?

- 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; and
- Profile your organization’s programs and services.

YEAR	# OF ATTENDEES	LOCATION
2023	262	Victoria, BC
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

The Canada West Health Leaders Conference is being held at TCU Place (#35 22nd Street East, Saskatoon, SK, S7K 0C8).



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 9.

	TITLE	PLATINUM	GOLD	SILVER	BRONZE	DIRECTED
	\$30,000	\$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* (August 16; September 13; October 11; and November 12)	✓	✓	✓	✓	✓	✓
Complimentary registration(s) to the conference (value \$925 / each)	Six	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*

TITLE

\$30,000

- 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 12 for details.
- Complimentary registrations to the conference (six) value \$5,550
- 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)

PLATINUM

\$20,000

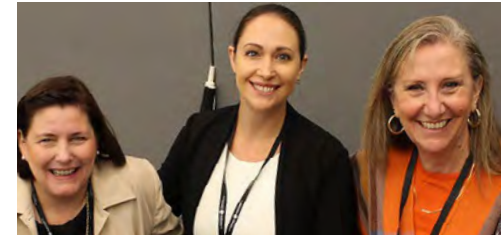
- Prime visibility
- Acknowledgement by the Conference Presiding Officer
- Prime recognition on the conference web site (logo), with a hyperlink to your website
- Prime recognition on conference signage – (logo)
- Prime recognition in PowerPoint at all plenaries – (logo)
- Prime recognition on social media
- Prime recognition in the conference mobile app
- Recognition in the final program – (logo)
- Sponsor ribbons
- Access to the delegate list. See page 12 for details.
- Complimentary registrations to the conference (four) value \$3,700
- 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	\$15,000	SILVER	\$10,000	BRONZE	\$8,000
<ul style="list-style-type: none"> • 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 12 for details. • Complimentary registrations to the conference (three) value \$2,775 • 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 		<ul style="list-style-type: none"> • 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 12 for details. • Complimentary registrations to the conference (two) value \$1,850 		<ul style="list-style-type: none"> • 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 12 for details. • Complimentary registration to the conference (one) value \$925 	

DIRECTED

- 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 12 for details.
- Complimentary registrations to the conference (two) value \$1,850



Directed sponsorship options include:

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

EXHIBIT DETAILS

Exhibitor Details for Title, Platinum and Gold Sponsors

The Canada West Health Leaders Conference will include an exhibit area with tabletop exhibits reserved exclusively for title, 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) are planned in and around the exhibit area to offer you direct access to the delegates.



NOVEMBER 13-15, 2024

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.

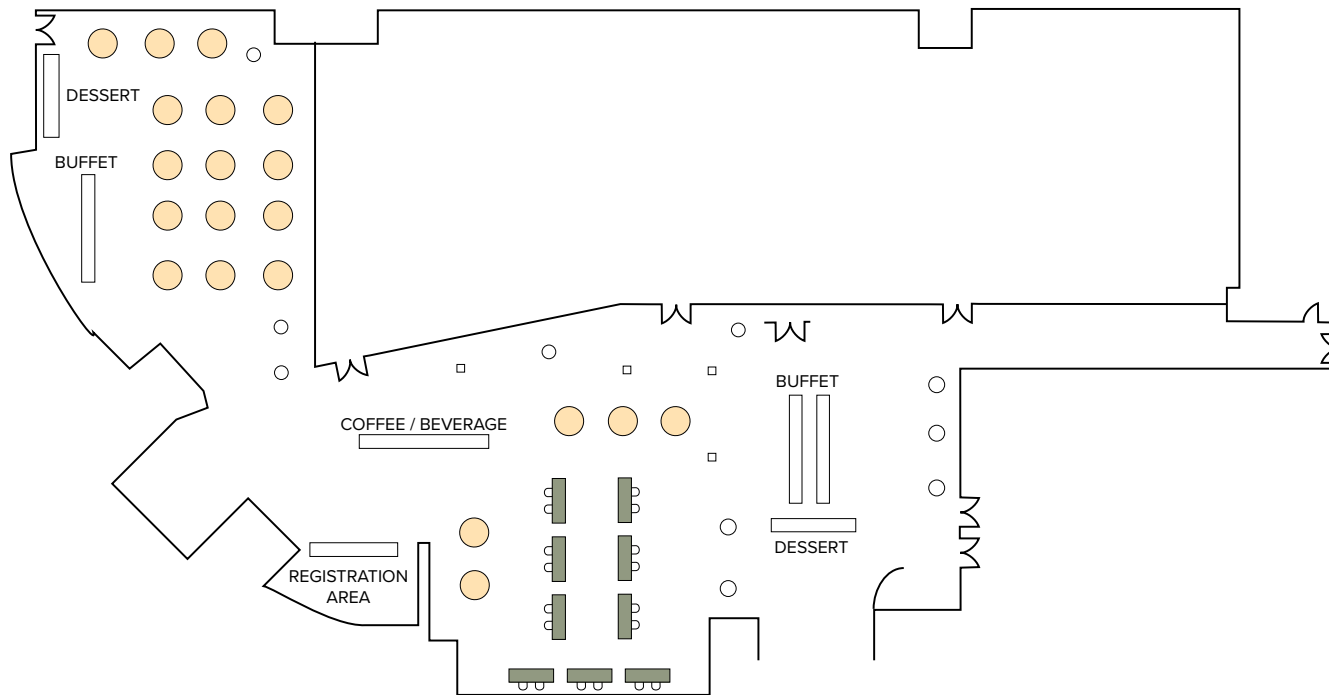
Exhibitors will receive one complimentary registration to the Canada West Health Leaders Conference and three complimentary badges for exhibit personnel (includes access to all meals, but not sessions). All exhibit sales are final. Payment must be made at the time of purchase.

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

TCU Place – Salon AE and Foyer



Set-up is on Wednesday, November 13 and tear down is after lunch on Friday, November 15. Key exhibit times are during the continental breakfasts and networking breaks on November 14 & 15. 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. 8 ft. X 8 ft.)
- **One electrical outlet at no additional cost (please be sure to request it)**
- **Complimentary internet access in the exhibit area**

You will receive two complimentary badges for exhibit personnel (includes access to all meals for title, platinum, and gold level sponsors only).

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, advertising 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, exhibitors and advertisers 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: Wednesday, November 13 from 12:00 pm –4:00 pm, Thursday, November 14 from 8:15 – 18:30 and Friday, November 15 from 9:00 – 15:00.)

4. CWHL DELEGATE LIST – The delegate list will be made available solely to sponsors and exhibitors of the Canada West Health Leaders Conference, on the following dates: August 16; September 13; October 11; and November 12.

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 Title, 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	
Title	\$30,000	
Platinum	\$20,000	
Gold	\$15,000	
Silver	\$10,000	
Bronze	\$8,000	

DIRECTED SUPPORT	\$ AMOUNT	
Keynote Session(s) (based on availability)	TBD	
Sponsored Breakfast	\$10,000	
Sponsored Lunch	\$15,000	
Sponsored Break	\$8,000	
Concurrent Session	\$3,500	
Lanyards	\$8,000	
Conference Report	\$8,000	
Conference App	\$8,000	
Networking Reception	\$8,000	

Total Sponsorship Confirmed

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**. Orders must include credit card payment information.
Payment must be made in full prior to the event.

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

Complimentary registration details

Registrations applicable per sponsorship level: Title (6), 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

SPONSORSHIP APPLICATION FORM (PART B)



Complimentary registration details (continued)

Company name: _____

5 – 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

6 – 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.

For more information, please contact

Brianna Lavoy, Manager, Conferences & Events

blavoy@cchl-ccls.ca | 1-800-363-9056 ext. 232

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CANADIAN COLLEGE OF
HEALTH LEADERS



COLLÈGE CANADIEN DES
LEADERS EN SANTÉ