

26TH ANNUAL CONFERENCE

CAPA **2025**
CALGARY, AB

NOVEMBER 6 - 8

THE WESTIN CALGARY | 320 4 AVE SW, CALGARY, AB T2P 2S6



SPONSOR AND EXHIBITOR PROSPECTUS

www.capa-acam.ca/capa2025



Canadian
Association
of Physician
Assistants

Association
canadienne
des adjoints
au médecin

PACCC
PHYSICIAN ASSISTANT
CERTIFICATION COUNCIL
OF CANADA



CCAMC
LE CONSEIL DE CERTIFICATION
DES ADJOINTS AU MÉDECIN DU
CANADA

PARTNER WITH CAPA

The only national conference for PAs in Canada!

PAs are important members of healthcare teams. They help make it easier for patients to receive care. They work in any clinical setting: family doctors' offices, emergency rooms, long-term care, cancer centers, surgical suites, etc.


The CAPA Annual Conference offers the chance to learn, share ideas, and network during the:


- Exhibit hall hours with Networking Breaks
- Job Fair
- Hands-On Workshops
- Scientific E-Poster Presentations
- Plenary and Concurrent Sessions
- Welcome Reception
- Awards Ceremony and President's Reception


Sponsorship provides you with a unique opportunity to capture the attention of PAs, PA students, educators, and other healthcare leaders. Whether your goals involve reaching PAs, raising awareness, introducing a service, or launching a new product, CAPA 2025 is for you.





SPONSOR & EXHIBITOR BENEFITS


 **Direct Access to Target Audience:** PAs, healthcare leaders, and educators, provide sponsors and exhibitors with targeted exposure to a growing healthcare profession.


 **Enhanced Brand Visibility:** Your brand is showcased throughout the conference, as well as pre and post event, offering extended visibility among decision-influencers. This exposure positions your brand as a thought leader and supporter of the PA profession.


 **Networking Opportunities:** Social events and unopposed time in program for networking breaks where you can engage in one-on-one conversations with delegates, allowing for valuable relationship-building.


 **Education and Thought Leadership:** Sponsor a session, workshop or participate in a panel. Share insights, research findings, or case studies, to increase brand recognition and trust.

 **Lead Generation and Sales Opportunities:** Connect with healthcare professionals to generate high-quality leads, accelerating outreach and sales efforts. This is particularly valuable for organizations offering products or services tailored to healthcare practices, such as medical devices, software, and educational materials.

 **Industry Insights:** Gain insights into the latest trends, challenges, and needs of the PA community, which can inform product development, service offerings, and marketing strategies.

 **Social media and online exposure:** CAPA promotes its sponsors and exhibitors through various channels, including email, newsletters, social media, and banner ads. This additional digital exposure further extends the reach and impact of your participation, both before and after the event.

 **Support for the PA profession:** By sponsoring or exhibiting the CAPA conference, you demonstrate a commitment to advancing the PA profession in Canada. This support can strengthen brand loyalty among PAs and healthcare leaders who value advocacy for the profession.

 **Increased market reach:** The CAPA conference is the only national event for PAs in Canada, offering a unique platform for companies to expand their presence, connecting with stakeholders from different regions and healthcare systems.

SPONSORSHIP PACKAGES

BENEFITS	PLATINUM \$10,500	GOLD \$7,000	SILVER \$6,500	BRONZE \$5,500	SYMPOSIUM \$6,000	WIFI \$5,500	EXHIBITOR \$4,000
Exhibitor Booth	✓	✓	✓	✓	✓	✓	✓
Profile on Website	✓	✓	✓	✓	✓	✓	✓
Banner Ad	✓	✓	✓	✓	✓	✓	
Opening Recognition	✓	✓	✓	✓	✓	✓	✓
Social Media	✓	✓	✓	✓	✓	✓	✓
Email	✓	✓	✓	✓	✓	✓	✓
Digital Ads	✓	✓	✓	✓	✓	✓	✓
Delegate Bag Insert	✓	✓	✓		✓		
Speaking Opportunity	✓	✓					
Breakfast Sponsor	✓	✓	✓	✓			
Lunch Sponsor	✓	✓	✓	✓			
Welcome Reception		✓					
Awards Ceremony Sponsor	✓						
Two Passes	✓	✓					
Two Hotel Room Nights	✓	✓					
Custom WIFI Package						✓	

All packages are negotiable and may be further tailored to meet your company's needs

ADD-ON **ADVERTISING**

ADD-ON	PRICE
Banner Ads on Virtual Recordings	\$800
Social Media Video Message	\$600
Host a Product/Service Raffle	\$500
Delegate Bag Insert	\$500

www.capa-acam.ca | admin@capa-acam.ca | 613-248-2272

Visit the event website for more information and submit a sponsorship form

www.capa-acam.ca/capa2025



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Canadian Association of
Physician Assistants

CAPA SPONSOR & EXHIBITOR AGREEMENT

COMPANY CONTACT INFORMATION:

Company Name: _____
Contact: _____
Address: _____
City: _____ Province/State: _____ Postal: Code/Zip: _____
Phone: _____ Fax: _____ Website: _____
Email: _____

NAMES OF EXHIBIT PERSONNEL FOR BADGES:

1. _____ 2. _____

Package	Price	Select your preferred package by placing a checkmark below:
Platinum	\$10,000	
Gold	\$7,000	
Silver	\$6,500	
Bronze	\$5,500	
Symposium	\$6,500	
Wi-Fi	\$6,000	
Exhibitor	\$4,000	
Add-On(s)	Price	Select your preferred add-on by placing a checkmark below:
Banner Ads on Virtual Recordings	\$800	
Social Media Video Message	\$600	
Host a Product/Service Raffle	\$500	
Delegate Bag Insert	\$500	

PAYMENT INFORMATION:

Cheque # _____ (Please make cheques/money orders payable to "Canadian Association of Physician Assistants")

Money Order # _____

VISA MasterCard AMEX

Name of cardholder: _____

Billing address associated with card: _____

Email address receipt should be sent: _____

Credit card number: _____ Expiry (MM/YY): _____ CVV: _____

Authorized Signature: _____ Date: _____