



EXHIBIT & SPONSOR OPPORTUNITIES

**2018 CAPA Annual Conference: Fairmont Empress and Victoria Conference Centre,
 October 18 – 21, 2018 Victoria, BC**

THE ONLY NATIONAL CONFERENCE FOR PHYSICIAN ASSISTANTS IN CANADA!

PAs are academically trained physician extenders who can practice medicine in any clinical setting with the ability to prescribe medication. There are approximately 600 PAs practicing in MB, ON, NB and AB with 160 students enrolled in PA programs. This number is expected to keep growing as the profession advances.

ABOUT PAs

Work Environment:

- Private office
- Community clinic
- Community hospital
- Academic health science centre
- Military
- Community facility (i.e. long-term care)
- Occupational clinic/industrial site

Practice Specialties:

- Emergency Medicine
- Family or Primary Care
- Orthopaedics
- Geriatric Medicine
- General/Subspecialty Surgery
- Internal Medicine
- And many more

Duties:

- Conducting patient interviews
- Taking histories
- Physical examinations
- Performing selected diagnostic/therapeutic interventions or procedures
- Counseling patients on preventive health care
- Surgical assists

Diseases PAs Treat:

- Diabetes
- Cancer
- Respiratory Ailments
- Cardiovascular Disease
- Mental Illness
- Neurological Diseases

ABOUT CAPA 2018

Held in Victoria, CAPA 2018 will welcome an anticipated 300 PAs looking for valuable Continuing Professional Development and networking opportunities. The 3 day educational event will also welcome government health decision makers, key influencers, university academics, physicians and more. Will you be there?

Show Hours: *(preliminary and may be subject to change)*

Friday, October 19th 8am – 3:00pm and Saturday, October 20th 8am – 3pm

Floorplan available in Appendix A. Rules and Regulations available in Appendix B.

SPONSORSHIP OPPORTUNITIES	1 YEAR	2 YEAR	3 YEAR
PLATINUM <ul style="list-style-type: none"> • Official sponsor of Awards Gala and President’s Dinner • Ten (10) minute speaking opportunity during opening or closing remarks • Exhibit booth space and push notification in event APP to drive traffic to booth • Corporate branding of promotional item • Four company passes to attend conference • Polling feature on APP to engage attendees • Logo on program-at-a-glance, as well as Awards Gala program 	\$10,000	\$18,000	\$25,000

GOLD <ul style="list-style-type: none"> • Official sponsor of Student Night • Five (5) minute speaking opportunity during Saturday's opening remarks • Exhibit booth space and push notification in event APP to drive traffic to booth • Delegate bag insert • Four (4) company passes to attend conference 	\$7,500	\$13,000	\$17,500
SILVER <ul style="list-style-type: none"> • Sponsorship of Pre-conference workshop or one breakfast or one lunch • Custom banner ad on event APP • Exhibit booth space • Two (2) passes to attend conference 	\$5,000	\$8,000	\$10,000
BRONZE <ul style="list-style-type: none"> • Exhibit booth space • Sponsor recognition of one networking break • One (1) pass to attend the conference 	\$2,500	\$4,000	\$5,000
EXHIBITOR <ul style="list-style-type: none"> • One (1) 8'x 10' booth space • One (1) skirted table (6' long) for table top display and two chairs • One (1) electrical outlet • Complimentary WiFi • Complimentary meals and refreshments throughout the conference • Special mention during the conference opening and throughout • Two (2) exhibitor passes for exhibit representatives. Extra registrations may be purchased for \$200 • Logo, description and links to your company on the CAPA website, as well as the event APP • Links to your social media platforms in event APP with the ability to upload resources to your exhibitor profile 	\$1,500	\$2,500	\$3,500
UNRESTRICTED EDUCATIONAL GRANT <ul style="list-style-type: none"> • Sponsor a speaker that specializes in your therapeutic area 	\$2,500	\$4,000	\$5,000
APP SPONSOR <ul style="list-style-type: none"> • Official APP sponsor • Engage delegates and receive feedback on certain issue using polling feature • Have custom alert sent during conference to drive traffic to exhibit booth 	\$5,000	\$8,000	\$10,000
UNOPPOSED SATELLITE SYMPOSIA <ul style="list-style-type: none"> • Market your product to PAs during 45 minutes of uninterrupted time. CAPA will assist with promotion and will provide a door prize to one lucky session attendee. 	\$2,000	\$3,500	\$5,000
DELEGATE BAG INSERT	\$1,500	\$2,500	\$3,000
APP ADVERTISING <ul style="list-style-type: none"> • Banner ad linked to exhibit/sponsor profile 	\$1,500	\$2,500	\$3,000
EDUCATION SPONSOR <ul style="list-style-type: none"> • Help PAs with their continuing professional development and receive virtual recognition on the landing page where PAs can purchase conference session recordings. 	\$5,000	\$8,000	\$10,000

CAPA EXHIBIT / SPONSOR AGREEMENT

Yes, our company would like to attend / support CAPA 2018!

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. _____

PAYMENT INFORMATION:

PLATNUM SPONSOR	<input type="checkbox"/> \$10,000	<input type="checkbox"/> \$18,000	<input type="checkbox"/> \$25,000
GOLD SPONSOR	<input type="checkbox"/> \$7,500	<input type="checkbox"/> \$13,000	<input type="checkbox"/> \$17,500
SILVER SPONSOR	<input type="checkbox"/> \$5,000	<input type="checkbox"/> \$8,000	<input type="checkbox"/> \$10,000
BRONZE SPONSOR	<input type="checkbox"/> \$2,500	<input type="checkbox"/> \$4,000	<input type="checkbox"/> \$5,000
EXHIBITOR	<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$2,500	<input type="checkbox"/> \$3,500
NON-PROFIT EXHIBITOR - 25% DISCOUNT	<input type="checkbox"/> \$1,125	<input type="checkbox"/> \$1,875	<input type="checkbox"/> \$2,625
UNRESTRICTED EDUCATIONAL GRANT	<input type="checkbox"/> \$2,500	<input type="checkbox"/> \$4,000	<input type="checkbox"/> \$5,000
APP SPONSOR	<input type="checkbox"/> \$5,000	<input type="checkbox"/> \$8,000	<input type="checkbox"/> \$10,000
UNOPPOSED SATELLITE SYMPOSIA	<input type="checkbox"/> \$2,500	<input type="checkbox"/> \$4,000	<input type="checkbox"/> \$5,000
DELEGATE BAG INSERT	<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$2,500	<input type="checkbox"/> \$3,000
APP ADVERTISING	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$2,500	<input type="checkbox"/> \$3,000
EDUCATION SPONSOR	<input type="checkbox"/> \$5,000	<input type="checkbox"/> \$8,000	<input type="checkbox"/> \$10,000
EXHIBITOR TAX 5%			
TOTAL			

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

Money Order # _____

VISA MasterCard

Name of cardholder: _____

Billing address associated with card: _____

Email address receipt should be sent: _____

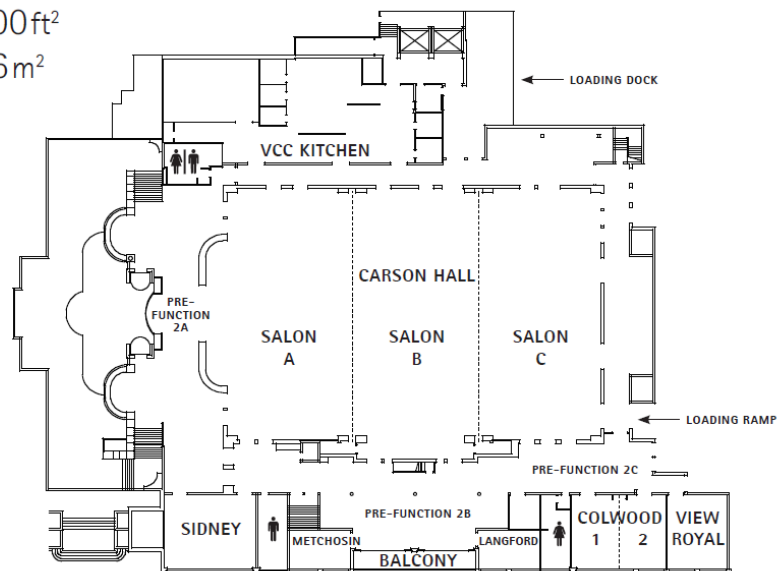
Credit card number: _____ Expiry (MM/YY): _____ Security PIN: _____

Authorized Signature: _____ **Date:** _____

Please return form to CAPA's Member Services and Conference Planner, Kristy Corrente at
 kcorrente@capa-acam.ca or fax to 613-521-2226 www.capa-acam.ca

**APPENDIX A:
VICTORIA CONFERENCE CENTRE**

LEVEL TWO | 24,500ft²
2,276m²



**APPENDIX B:
EXHIBITOR RULES AND REGULATIONS**

1. ELIGIBILITY

CAPA, in its sole discretion, will determine the eligibility of any applicant to exhibit at CAPA 2018 and the suitability for display of each product or service that such applicant or exhibitor intends to display at the exhibition. CAPA's decision will be final and binding on the applicant or exhibitor as the case may be. Applications that are denied by CAPA shall have their booth fees refunded in full.

2. BOOTH ASSIGNMENT

Application forms will be date-stamped and numbered upon receipt. Once Sponsor booth locations have been confirmed, accepted exhibitor applicants whose fees have been paid in full will be contacted with the exhibit floor plan for their booth selection. Booth selection will be offered in priority selection to those who have applied and paid on a first-come, first-served basis by CAPA. Booth assignment will be confirmed in writing. To reserve an exhibit space, complete the Exhibitor Contract and fax or mail in to CAPA. The Exhibitor Contract is enclosed and/or available under conference on the CAPA website at capa-acam.ca.

The signature of an authorized signing authority is required and shall be binding on the exhibitor and shall express acceptance of all conditions of the exhibition. Payment may be made by cheque or money order. Cheques and money order must be made payable to the Canadian Association of Physician Assistants. No exhibitor shall, without permission of CAPA, assign, sublet or apportion the whole or any part of the space

allotted, nor exhibit therein any goods other than those manufactured or handled by the exhibitor in the regular course of business, or take orders in the exhibitor's space for any such other goods.

3. CANCELLATION

Any notice of cancellation must be submitted in writing to CAPA on or before September 12, 2018. Once an application has been accepted, 50% of the rental rate for each booth space is non-refundable regardless of the date of cancellation notice. No refunds will be given for cancellations received after September 12, 2018. Notice of cancellation of exhibit space must be submitted in writing and faxed to the CAPA office at 613-521-2226 or by email to Kristy Corrente at kcorrente@capa-acam.ca.

4. INFORMATION PACKAGE

Once the application and payment are received and booth assignment is confirmed, an Exhibitor's Kit will be sent to the identified contact. This package will include the Terms and Conditions governing the exhibit, equipment and service order forms, as well as information regarding material handling and shipping. Exhibitors will be responsible for any costs that may be incurred as a result of their requirements. A company description and the names of booth personnel will be requested at this time.

5. HOTEL RESERVATIONS

CAPA 2018 will be held at the Victoria Conference Centre adjacent to the Fairmont Empress, the preferred host hotel. A block of guestrooms has been reserved for delegates. Please make your hotel reservation by contacting the hotel at 250-384-8111 and identify yourself as being with the CAPA group.