

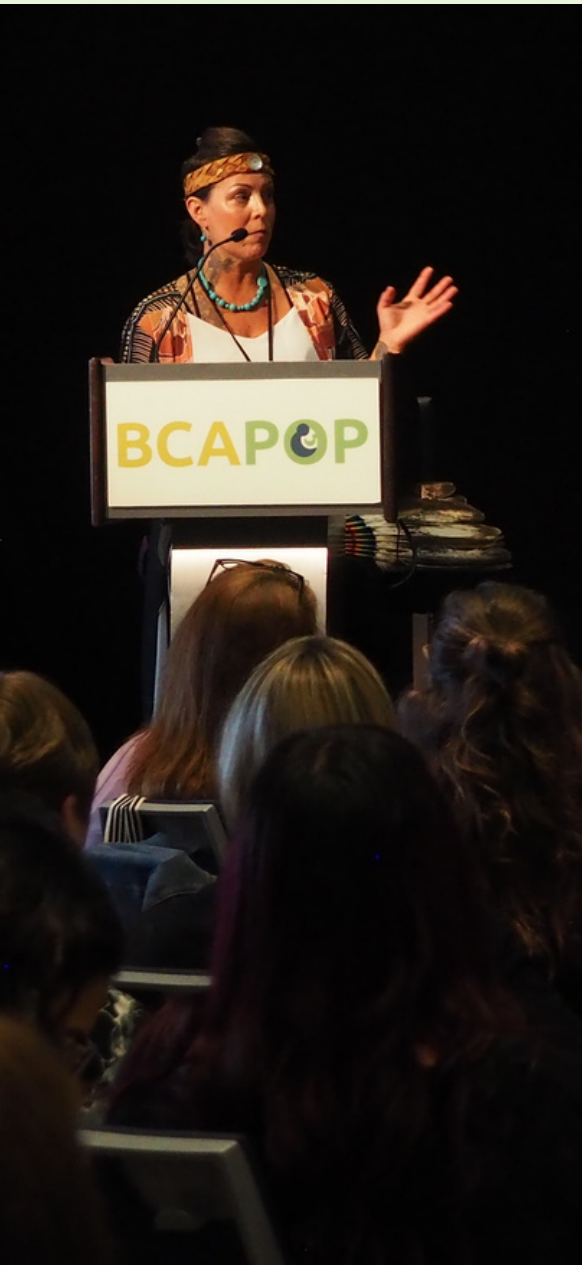


# BCAPOP's 25th Annual Perinatal Conference Sponsorship & Exhibitor Opportunities May 14 & 15, 2024

for more information :  
[jenna@bcapop.ca](mailto:jenna@bcapop.ca)



# About Us!



BCAPOP is a registered charity with over 80 Program Members and over 550 perinatal professionals and peers, each unique in their own approach, services, and populations served. BCAPOP is widely recognized for its support, advocacy, and leadership to improve outcomes for pregnant, postpartum, and newly parenting people and their infants. BCAPOP achieves this by distributing prenatal vitamins & resources to non-profit perinatal programs in BC, providing training, resources and events for perinatal professionals & peers, and responding to gaps in services with special projects such as the Healthy Care Pregnancy Program Pilot Project and The Pregnancy HUB.

The Pregnancy HUB served **1,361** pregnant, postpartum and newly parenting participants, in the last 12 months.

Since its inception In February 2020, the Healthy Care Pregnancy Program has served **301** Perinatal People.

In the last 12 months, BCAPOP hosted **58** training events with over **2,060** perinatal professionals and helping peers attending.

# Our Purpose

To improve the quality of maternal and infant health services by distributing prenatal vitamins, information on relevant research projects and by developing standards and guidelines for non-profit health organizations providing pregnancy outreach programs to the public.



# Mission

BCAPOP provides support, advocacy, and leadership to improve outcomes for pregnant, postpartum, and newly parenting people and their infants.





# Why Choose Us?



Expand your network and strengthen relationships with perinatal professionals and helping peers from across BC. Our conference will draw over 225 perinatal professionals and helping peers including: pregnancy outreach workers, nurses, physicians, child welfare workers, family support workers, social workers, health/social service students, outreach workers, shelter workers, detox workers, treatment centre workers, midwives, doulas, birth workers, child birth educators, peer support workers.

**SOLD OUT**

We had **180** registrants for our 24th Annual BCAPOP Conference in 2023

For our BCAPOP's 25th Annual Perinatal Conference in May 2024 we expect over **225** registrants

# BCAPOP's Reach

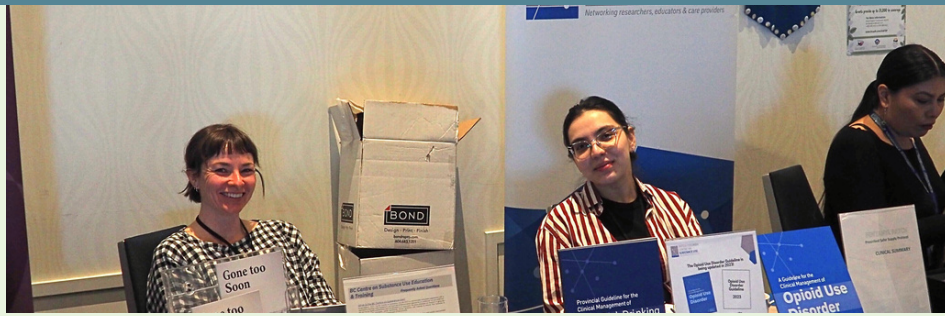


Contact  
Database/  
Newsletter  
Subscribers  
**2,205**

Active  
Members  
**567+**

Social Media  
Followers  
(Facebook &  
Instagram)  
**1,947**





*Thank you so much for having us participate as an exhibitor! This was an invaluable experience to learn and build connections with an amazing group of individuals who support pregnant and newly parenting families from around the province. We felt very welcomed and all of your staff were wonderful and supportive with any questions we had. We walked away feeling more connected with the work we are doing and who we support. This was so important and really look forward to next year! Well done BCAPOP, you put on an excellent conference! - 2023 exhibitor*



# Testimonials



*It was a huge juxtaposition to leave BCAPOP and go to another conference where community was not centered and barely represented. I've been reflecting on last week a lot, and in case you haven't heard it today, the work you do is so important. It is so hard to bring people together in a way that is validating, empowering, community-focused, and centered around those that are doing the work. - 2023 exhibitor*



# BCAPOP's 25th Annual Perinatal Conference Sponsorship Opportunities

**SOLD OUT**

## **Networking Reception**

Proudly sponsored by



**Perinatal  
Services BC**

Provincial Health Services Authority

- Exclusive recognition during the sponsored Networking Reception and on all related print and digital promotion
- Live mention and thank you during the conference opening.
- Your tall stand-alone banner in our conference lobby for duration of reception and conference (banner must be supplied by sponsor).
- Recognition in our 2024 Annual Report and at our Annual General Meeting.
- Sponsor profile in our conference program.
- Social Media – three posts to both BCAPOP's Facebook and Instagram.
  - Two social media posts prior to the conference.
  - One social media post during the conference.
- Sponsorship acknowledgement and logo inclusion in print, digital and web conference promotional materials.
- Two features in our Members-Only Snapshot e-newsletter prior to conference.
- Includes Exhibitor Table Package (includes 2 registrants)

**\$5,000.00**  
**CAD**

# BCAPOP's 25th Annual Perinatal Conference Sponsorship Opportunities

## Wellness Break

- Exclusive recognition during sponsored wellness break and on all related promotional material
- Recognition in our Annual Report
- Social Media – two posts to both BCAPOP's Facebook and Instagram.
  - One social media post prior to the conference
  - One social media post during the conference
- Logo inclusion in print, web, and on-site promotional materials
- Link in our e-newsletter
- Includes Exhibitor Table Package (includes 2 registrants)

**\$3,000.00**  
**CAD**



# BCAPOPOP's 25th Annual Perinatal Conference Sponsorship Opportunities

## **General Sponsorship**

- Recognition in our Annual Report
- Logo inclusion in print, web, and on-site promotional materials
- Official tax receipt (if required)

**\$250.00 minimum  
CAD**

# BCAPOP's 25th Annual Perinatal Conference Sponsorship Opportunities

## **Lived or Living Experience Conference Registrant Sponsor**

- Verbal recognition during opening and closing remarks
- Recognition in our Annual Report
- Social Media- two posts to both BCAPOP's facebook and Instagram
  - one prior to conference
  - one during conference
- Recognition and logo inclusion in print, web and on-site promotional materials
- One post/link in our e-newsletter

**3 Lived/Living Experience Registrants Sponsorship  
\$1800 CAD**

**5 Lived/Living Experience Registrants Sponsorship  
\$3000 CAD**

**10 Lived/Living Experience Registrants Sponsorship  
\$6000 CAD**

\*People who identify as having lived or living experience with substance use during the perinatal period, live in BC and who desire to explore a career path or are working/volunteering as a helping peer will be given the opportunity to apply for these sponsored registrations

BCAPOP's 25th Annual Perinatal Conference  
Sponsorship Opportunities

**SOLD OUT**

**Exhibitor Table  
Package**

- Exhibitor table in foyer, where you can set up your materials and have close interactions with conference attendees.
- Logo inclusion in print, web, and on-site promotional materials
- Recognition in our Annual Report!
- 10-minute presentation to entire conference
- Listed in our Exhibitor Passport to encourage all attendees to visit your table

**\$2,000.00**  
**CAD**

Exhibitor Table Package includes  
2 conference registrations



# Thank You

o o o o

# Get in Touch.



[jenna@bcapop.ca](mailto:jenna@bcapop.ca)

---



[www.bcapop.ca](http://www.bcapop.ca)

---

Charitable Registration Number: 82153 3072 RR0001

---

