

21<sup>ST</sup> ANNUAL  
BCAPOP  
CONFERENCE

STRENGTHENING CONNECTIONS AND  
BUILDING CAPACITY

*Practical information and skills to enhance relationships  
and offer holistic support to perinatal women and families*



# SPONSORSHIP & EXHIBITOR PROSPECTUS

October 18-20, 2017 | Richmond  
Westin Vancouver Airport Hotel



## About the Conference

The BCAPOP Annual Conference is a key professional development event for those working with perinatal women facing multiple challenges and barriers including hunger, poverty, domestic violence, isolation and unsafe housing.

Conference attendees come from across the province, including remote and rural areas of BC, to access high quality training opportunities, remain current in their practice and network with other professionals in the field of pregnancy outreach.

## Target Audience

Over 120 representatives from 50+ member Pregnancy Outreach Programs and interested individuals will attend the conference, including:

- Outreach Counsellors
- Family Support Workers
- Registered Nurses
- Registered Dietitians
- Social Workers
- Addictions Counsellors
- Doulas
- Midwives
- Physicians
- Policy Makers
- Indigenous Organizations
- Students
- Educators
- Psychologists

## Reasons to Participate

- Gain visibility with pregnancy outreach programs across BC
- Showcase your programs and services
- Network with key staff who represent an important channel for supporting perinatal women
- Meet key representatives and develop new partnerships and associations through face-to-face interaction

**We invite you to engage with and support this important community**

Visit [www.bcapop.ca/Annual-Conference-2017](http://www.bcapop.ca/Annual-Conference-2017) for more information on the 21st Annual BCAPOP Conference. To learn more about sponsorship and exhibitor opportunities at the conference please contact:

Barbara Bremner

250-886-4915 | [popinfo@bcapop.ca](mailto:popinfo@bcapop.ca)

# Sponsorship Opportunities

## Benefits and Visibility

Sponsors will receive brand recognition based on their level of support. At all levels sponsor names will be displayed on the conference web page, in pre- and post-conference emails, as well as on the BCAPOP Facebook page.

We are pleased to discuss customized sponsorship and recognition opportunities that meet your individual needs. Please contact [popinfo@bcapop.ca](mailto:popinfo@bcapop.ca) for more information.

## Sponsorship Levels

### Conference Partner

**Sponsorship Opportunity | \$15,000+**

As a Partner Sponsor, you will receive the highest level of sponsorship recognition at the event. Customized benefits are available in addition to the benefits listed in the sponsor matrix.

### Keynote Sponsor

**Sponsorship Opportunity | \$5,000+**

As a Keynote Sponsor, you will receive optimal sponsorship recognition for the full-day keynote session. Additional benefits are listed in the sponsor matrix.

### Lunch Sponsor

**Sponsorship Opportunity | \$2,500+**

As a Lunch Sponsor, you will receive sponsorship recognition during your sponsored lunch. Additional benefits are listed in the sponsor matrix.

### Delegate Sponsor

**Sponsorship Opportunity | \$450+**

As a Delegate Sponsor your contribution will support a BCAPOP member to attend the conference by covering the cost of their registration fee. Benefits listed in the sponsor matrix.

### Silent Auction Donor

**Sponsorship Opportunity | Varying Amount**

As a Silent Auction Donor proceeds from your contribution will support BCAPOP deliver programming and services to members. Benefits listed in the sponsor matrix.

### Door Prize Donor

**Sponsorship Opportunity | Varying Amount**

Door Prize Donors receive benefits commensurate with the market value for the contribution. Examples include: gift baskets, gift cards (stores, restaurants), books, certificate for hotel accommodation, chocolates, etc.

## In-Kind Donor

### Sponsorship Opportunity | Varying Amount

Approved In-Kind Donors receive benefits commensurate with the market value for the contribution. Examples include: donated tote bags, pens, notebooks, and conference printing (signage, handouts).

Submit your in-kind proposal to [popinfo@bcapop.ca](mailto:popinfo@bcapop.ca).

## Non-Conference Sponsorship Opportunities

BCAPOP is pleased to offer year-round opportunities for you to support BCAPOP and its members. As a non-profit organization BCAPOP benefits greatly from financial and in-kind assistance from businesses and individuals that believe in the importance of our mission.

### Our Work

We support member pregnancy outreach programs (POPs) in fulfilling their work in communities throughout BC. We provide leadership, advocacy, and support to our members, as well as professional development, networking opportunities, and information sharing.

BCAPOP also assists our members in providing nutritional support to their clients during pregnancy, birth and the transition to parenting.

There are varying levels of commitment and many ways to get involved, so if your organization or one you know, would be interested in considering BCAPOP partnership, please contact [popinfo@bcapop.ca](mailto:popinfo@bcapop.ca).

## Sponsor Matrix

Event Benefits	Conference Partner \$15,000+	Keynote Sponsor \$5,000+	Lunch Sponsor \$2,500+	Delegate Sponsor \$450+
<b>Pre-Event Benefits</b>				
Recognition on BCAPOP Supporters Web Page	✓			
Recognition on BCAPOP Conference Web Page	✓ Premium placement	✓	✓	Name Listed
Co-branded on event collateral	✓ Premium placement	✓		
Name highlighted in event press releases	✓ Premium placement	✓		
Logo on event emails*	✓ Premium placement	✓	✓	Name Listed
<b>Event Benefits</b>				
Speaking opportunity at the podium	✓			
Logo on event presentation slides	✓	✓	✓	
Verbal recognition from the emcee	✓	✓	✓	
Logo in Program **	✓ Premium placement	✓	✓	Name Listed
Complimentary Exhibitor Booth	✓ (value \$400)	✓ (value \$400)	✓ (value \$400)	
Complimentary Conference Registrations	4 (value \$2,300)	2 (value \$1,150)	1 (value \$575)	
<b>Post-Event Benefits</b>				
Customized Social Media Post	✓	✓	✓	✓

Confirm your sponsorship early to receive the greatest range of benefits:

\*Reserve by August 1, 2017 to receive logo on event invitation.

\*\*Reserve by September 1, 2017 to receive recognition in the event program.

# Exhibitor Opportunities

Exhibitor tables for the 2017 BCAPOP Annual Conference will be set up in the lobby outside of the main ballroom to maximize opportunities to interact with conference attendees.

## Exhibitor Schedule

Day 1 | October 18<sup>th</sup>                      8:00 AM – 3:00 PM

Day 2 | October 19<sup>th</sup>                      8:00 AM – 3:15 PM

Day 3 | October 20<sup>th</sup>                      8:00 AM – 12:15 PM

Exhibitors are asked to have their set-up complete 15 minutes prior to the start times listed. Set-up can commence up to one hour prior to the start time.

## Exhibitor Fees

	Rate	Exhibitor Package Includes
Businesses and Vendors	\$200 per table per day; <u>or</u> \$300 per table for 2-days; <u>or</u> \$400 for the conference	<ul style="list-style-type: none"> <li>• Table, skirt, power supply</li> <li>• Meals for 1 host per day*</li> </ul> <p><i>*Meals for each additional host are \$75/day</i></p>
Partner Agencies	Complimentary table for one day  Donations gratefully accepted	<ul style="list-style-type: none"> <li>• Table, skirt, power supply</li> </ul> <p><i>*Meals for each host are \$75/day</i></p>

\* Participation in conference meals is optional

## Conference Attendance Policy

For vendors or partners that would like to attend conference sessions, registration in the conference is required. Please visit our website for information on workshops and registration fees: [www.bcapop.ca/Annual-Conference-2017](http://www.bcapop.ca/Annual-Conference-2017).

## Cancellation Policy for Exhibitors

Cancellations received in writing prior to September 30<sup>th</sup> will be refunded less a \$50 administrative charge. Cancellations received after September 30<sup>th</sup> will not be refunded.

## Indemnity

The Exhibitor is responsible for its own exhibit, personnel, display and materials and accepts all risks associated with the use of the exhibit space and its environs. Neither BCAPOP nor the facility will assume liability for loss or damage, through any cause, of equipment, products, goods, exhibits or other materials owned, rented or leased by the Exhibitor.

# Exhibitor Agreement

To exhibit at the 21<sup>st</sup> BCAPOP Annual Conference (October 18-20, 2017) please **complete and return this form to [popinfo@bcapop.ca](mailto:popinfo@bcapop.ca) by Friday, September 15, 2017.**

## EXHIBITOR INFORMATION

Exhibitor Organization Name: \_\_\_\_\_

Contact Person \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Prov \_\_\_\_\_ PC \_\_\_\_\_

Tel \_\_\_\_\_ Email \_\_\_\_\_

## EXHIBITOR FEE

Item	Businesses & Vendors	Partner Agencies	Quantity	Subtotal
Table – 1-day	\$200	complimentary		
Table – 2-days	\$300	\$150		
Table – Full conference	\$400	\$200		
Meals (per day, per person)	\$75	\$75		
<b>TOTAL EXHIBITOR FEE</b>				

## EXHIBIT DATES (select one option)

<input type="checkbox"/>	1-day   Wednesday, October 18
<input type="checkbox"/>	1-day   Thursday, October 19
<input type="checkbox"/>	2-day   October 18 – 19
<input type="checkbox"/>	Full Conference   October 18-20

I, the undersigned, agree to purchase the above listed exhibit space. I understand that exhibit space is assigned by BCAPOP on a first come, first served basis at time of registration, with priority assignment of exhibit space provided to Conference Sponsors. I understand that exhibitor fees do not include conference attendance and that conference registration is required to attend any sessions.

Name \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Please email or mail to:

BCAPOP  
PO Box 122  
Dewdney, BC V0M 1H0  
[popinfo@bcapop.ca](mailto:popinfo@bcapop.ca)



# Sponsor Agreement

To donate an item to the BCAPOP Annual Conference for the silent auction or as a door prize, please fill out the donation form and return it to: [popinfo@bcapop.ca](mailto:popinfo@bcapop.ca).

## SPONSOR INFORMATION

Please list the following information as you wish it to appear on all event publications.

Sponsor Organization Name \_\_\_\_\_

Contact Person \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Prov \_\_\_\_\_ PC \_\_\_\_\_

Tel \_\_\_\_\_ Email \_\_\_\_\_

Company URL (preferred website) \_\_\_\_\_

## SPONSORSHIP LEVELS

Check your sponsorship level(s) of choice.

\_\_\_ Conference Partner|\$15,000

\_\_\_ Keynote Sponsor|\$5,000

\_\_\_ Lunch Sponsor|\$2,500

\_\_\_ Delegate Sponsor|\$450

I, the undersigned, agree to purchase the above listed sponsorship level(s). I understand that payment is due within 30 days of receipt of invoice.

I understand that sponsor recognition benefits will not be implemented by BCAPOP until after sponsorship payment has been received.

Name \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Please email or mail to:

BCAPOP  
PO Box 122  
Dewdney, BC V0M 1H0  
[popinfo@bcapop.ca](mailto:popinfo@bcapop.ca)



# Silent Auction / Door Prize Donation Form

To donate an item for the silent auction or as a door prize, please fill out the donation form and return it to: [popinfo@bcapop.ca](mailto:popinfo@bcapop.ca).

## Donor Information

Organization Name \_\_\_\_\_

Contact Person \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Prov \_\_\_\_\_ PC \_\_\_\_\_

Tel \_\_\_\_\_ Email \_\_\_\_\_

Company URL (preferred website) \_\_\_\_\_

## Donation Item

Description \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Item Value (used to determine minimum bid): \$ \_\_\_\_\_

## Delivery of Donated Item (check one):

Item will be dropped off during conference at the BCAPOP registration desk  
*Please email Silent Auction / Door Prize Donation form to [popinfo@bcapop.ca](mailto:popinfo@bcapop.ca) in advance.*

Item will be mailed to:  
*Please include copy of the Silent Auction / Door Prize Donation form with your donation item.  
 Mailed items must be received by Friday, October 6, 2017*

BCAPOP  
 PO Box 122  
 Dewdney, BC V0M 1H0

*Thank you for your donation!*