



ONTARIO
PHARMACISTS
ASSOCIATION

Advocating Excellence
in Practice and Care

Online & In-Person

OPA CONFERENCE

Sponsorship Prospectus

MAY 13-14, 2022

Issued on: 13/12/2021

Ask us about our two-year deals!

2022 Sponsorship & Trade Show Prospectus

About the Conference

The Ontario Pharmacists Association (OPA) has a rich history of bringing together pharmacy professionals from across Ontario annually to renew, refresh and revitalize their commitment to healthcare and the pharmacy profession. The 2022 conference will be held virtually on May 13 and 14. Considering the pandemic and to accommodate individual comfort levels we have extended the conference this year and will offer two in-person live events in June and October. The event will follow all public health guidelines and recommendations. Attendees will be able to choose from one of these two events which will include an educational component and networking opportunities. These events will be held at spectacular venues in the city of Toronto. Dates to be determined.

This conference is an opportunity for hundreds of pharmacy professionals to fire up the passion they have for pharmacy, rekindle collective perspectives and experiences with each other and engage in discussion supported and encouraged by an open learning environment.

Breakout sessions, candid discussions with the leaders in pharmacy, and opportunities for meaningful discussions with familiar and new faces via virtual networking rooms, will be core to this year's conference. In addition, OPA's popular tradeshow will be extended

over both days and will showcase new and leading innovations in pharmacy.

More than ever, pharmacy professionals are playing pivotal roles in patients' circle of care, and 2022 is the beginning of many changes that are expected to transform the pharmacy profession and improve patient health outcomes. This year's conference will once again be an opportunity to come together virtually to discuss how pandemic changes are impacting pharmacy, share successes and challenges and prepare for the future.

Join us for this year's annual conference and discover the enthusiasm, impact, and evolution of pharmacy in healthcare.

Why Participate as a Sponsor?

- Connect directly with more than 500 pharmacy professionals from across Ontario.
- Showcase your company's innovative products and services to a highly attentive, niche market.
- Learn how pharmacy is about to change healthcare in Ontario.
- Network with industry colleagues.
- Learn how OPA is driving the profession forward.

Who Attends the OPA Conference?



* Includes community and hospital pharmacists and pharmacy owners

Here's What Attendees Had to Say About Our 2021 Conference

“ *This was probably the best virtual conference I've attended in the past year, well done!* ”
– Pharmacy Manager

“ *Please offer it virtually again. I was so impressed by how well organized it was. It was also very interactive, interesting, and easy to navigate.* ”
– Community Pharmacist

“ *Well organized, great event and sessions.* ”
– Pharmacist in Academia

How to Partner with OPA for the 2022 Conference?

▶ **Become a Sponsor**

- 1. Exhibit at the two-day trade show and network with our members and industry professionals. Attendees will have access to your trade show booth for an extended 45 days and will be able to contact you directly via the booth.**
- 2. Advertise with us by including a promotional video, sponsoring a session, hosting one of our networking rooms or through our e-blasts, awards ceremony, and conference web page.**

Secure your sponsorship before Monday, April 11, 2022.



The 2022 OPA Conference Offers Both In-Person and Online Experiences

ONLINE

All of the education sessions will be provided via interactive online events. Sponsors receive full training, technical support, analytical insights, as well as advice on how to engage with the various attendees.

IN-PERSON

The OPA conference also includes two live in-person events in June and October. Attendees also have the option to tune in virtually. For more information, contact [Yuliana Paspalovski](mailto:Yuliana.Paspalovski).

Trade Show Hours

Setup

FROM
Monday
May 2, 2022

TO
Thursday
May 12, 2022

Exhibit Hall Hours

FRIDAY
May 13, 2022
9:30 a.m. – 2 p.m.

SATURDAY
May 14, 2022
9:30 a.m. – 2 p.m.

45 Days Extended Access for Attendees

FROM
Sunday
May 15, 2022

TO
Monday
June 29, 2022

For All Sponsorship and Trade Show Inquiries, Please Contact:

Conference Sales, Advertising and Sponsorship

Yuliana Paspalovski
ypaspalovski@opatoday.com

Conference Planning, Logistics and Operations

Maggie Patten
mpatten@opatoday.com

OPA's Conference would not be possible without the great support of our industry sponsors and exhibitors. If there is an opportunity you wish to explore that is not listed in this guide, please reach out to us.

OPA EPIC Partnership

EPIC is Ontario Pharmacists Association's (OPA) Affiliate Partner Program. EPIC is designed to bring together industry leaders, influencers, and top decision-makers in pharmacy to exchange ideas and help shape the future of the profession. Become an EPIC partner today and receive a 10% discount on conference sponsorship and marketing opportunities.



\$7,000

Why become an EPIC partner?

- Receive exclusive access to OPA's senior leadership team where you can engage in discussion and work towards common goals and priorities to advance the pharmacy profession.
- Maximize exposure for your company's brand and boost awareness of your support for the profession through OPA's membership reach.
- Engage in EPIC meetups where you can connect and network with other organizations that are leading the profession.
- Get priority access to OPA event sponsorship opportunities.
- Opportunity to have your company's logo displayed on OPA's website.

For more information, please contact:

Conference Sales, Advertising and Sponsorship

Yuliana Paspalovski

ypaspalovski@opatoday.com

Sponsorship and Marketing Opportunities

All items are sold on a first come first-served basis. See page 16 and 17 for the order forms.

\$35,000

Virtual Conference Presenting Sponsor (Exclusive)

Become the sponsor of the most distinct feature of this year's conference. The 2022 OPA Conference will be hosted on a customized, interactive virtual event platform. Almost all of the features of our in-person conference will be hosted virtually including "face-to-face" meetings, product demonstrations, networking lounges and many other features.

As the presenting sponsor of the Conference, you will receive:

- Recognition in the naming title of the conference i.e., OPA's 2022 Virtual Conference presented by ABC Company.
- Increase of brand awareness through OPA's Conference website, marketing emails and social media channels.
- Opportunity to run a 30-second sponsored commercial to begin the conference.
- Branded thank-you on primary rotating banner on the event platform throughout the two days.
- Acknowledgment throughout the event, from presenters and OPA's senior leadership team.
- Endorsements in the exhibit hall, networking rooms, and other functional areas of the virtual platform.
- Two complimentary tickets to both of the live conference events.
- Opportunity for 1 company representative to attend the live conference events to share information and network with conference attendees.

Videos must be recorded and provided to OPA a minimum of three weeks in advance of the event. Timing, placement and rotation of videos will be at OPA's discretion.

Sponsorship and Marketing Opportunities

\$30,000

Virtual Conference Platform Sponsor (Exclusive)

Sponsor the technology behind the event! Be recognized as the sponsor bringing the event directly into the offices, living rooms and pharmacies of our attendees.

As the technology sponsor of the conference, you will receive:

- Branded thank-you on primary rotating banner on the event platform throughout the two days.
- Increase of brand awareness through OPA's conference website, marketing emails, and social media channels.
- Acknowledgment throughout the event, on the conference website and in emails to attendees and potential attendees.
- Two complimentary tickets to one of the live conference events.
- Recognition in the exhibit hall, networking rooms, and other functional areas of the virtual platform.
- Opportunity for 1 company representative to attend the live conference events to share information and network with conference attendees.

**\$40,000
Each**

June already sold

Live Conference Events Sponsor June & October (Exclusive) (1 of 2 available)

In addition to the two days of the virtual conference, attendees will be able to choose one of two in-person events to be hosted in June and October 2022.

The live events will be an engaging evening of learning and networking, complete with interactive activities, great music, tasty food and a few surprises for conference attendees.

As the sponsor of a Live Conference Night, you will receive:

- Branded event reminder with the details and location of the event sent to all attendees via the conference virtual platform and pre- and post-conference email correspondence.
- Increase of brand awareness through OPA's conference website, marketing emails, and social media channels.
- Opportunity to welcome attendees and introduce the event and proceedings for the evening along with a thank you from OPA's CEO or Board Chair.
- Four (4) additional complimentary tickets to your specific sponsored event.
- Your company logo placed on the "electronic tickets" and email invitation for the event.
- Mentions on the e-blast announcing the live event and acknowledging the sponsor.
- Acknowledgement with your logo as the sponsor of the event on the conference website and on-location at the event venue.
- Opportunity for 1 company representative to attend the live conference events to share information and network with conference attendees.

Sponsorship and Marketing Opportunities

**\$15,000
Each**

Lunch Sponsor (2 available)

Sponsor lunch for our attendees during the virtual portion by providing a SKIP THE DISHES or Uber Eats gift card to each attendee.

As the sponsor for one of the networking lunches, you will receive:

- Increase of brand awareness through OPA's conference website, marketing emails, and social media channels.
- Branded mentions of your networking lunch sponsorship in an email to each attendee with a link to your website.
- Endorsements of with your company logo as the sponsor of a networking lunch on the conference website and the virtual event platform as well as during the event
- Opportunity for 1 company representative to attend the live conference events to share information and network with conference attendees.

**\$12,000
Each**

Coffee/Networking Break Sponsor (2 available)

Each day, the virtual conference will provide two networking breaks. Sponsor each day's breaks by sending a Starbucks/Tim Horton's gift card to each attendee.

As the sponsor for one of the coffee/networking break, you will receive:

- Increase of brand awareness through OPA's conference website, marketing emails, and social media channels.
- Promotion of your company logo included with each gift card emailed to attendees for your selected networking break.
- Acknowledgement with your company logo as the sponsor of a networking break on the conference website and the virtual event platform as well as during the event.
- Opportunity for 1 company representative to attend the live conference events to share information and network with conference attendees.

\$10,000

Opening Keynote Speaker* Sponsor (Exclusive)

Kick off the first morning of the conference with an engaging keynote speaker who will provide an inspiring and motivational address to our attendees.

As the sponsor of the opening keynote speaker, you will receive:

- Opportunity for 1 company representative to introduce or thank the speaker.
- Advertising slot via a 15-second commercial, pre- or post- the speaker presentation.**
- Branded banner on the keynote speaker event screen throughout the presentation.
- Increase of brand awareness through OPA's conference website, marketing emails, and social media channels.
- Endorsements throughout the event as one of the primary event sponsors.
- Opportunity for 1 company representative to attend the live conference events to share information and network with conference attendees.
- Promotion of your logo as the sponsor of the opening keynote speaker on the conference website

* OPA to select and arrange keynote speaker

** Videos must be recorded and provided to OPA a minimum of three weeks in advance of the event.

Sponsorship and Marketing Opportunities

\$7,500

Closing Keynote Speaker* Sponsor (Exclusive)

Close off the second day of the conference, by sponsoring the closing keynote speaker who will provide an inspiring and motivational address to our attendees.

As the sponsor of the closing keynote speaker, you will receive:

- Opportunity for 1 company representative to introduce or thank the speaker.
- Advertising slot via a 15-second commercial, pre- or post- the speaker presentation.**
- Branded banner on the keynote speaker event screen throughout the presentation.
- Increase of brand awareness through OPA's conference website, marketing emails, and social media channels.
- Endorsements throughout the event as one of the primary event sponsors.
- Opportunity for 1 company representative to attend the live conference events to share information and network with conference attendees.
- Promotion of your logo as the sponsor of the closing keynote speaker on the conference website.

* OPA to select and arrange keynote speaker

** Videos must be recorded and provided to OPA a minimum of three weeks in advance of the event.

\$5,000

OPA Awards Presenting Sponsor (Exclusive)

Every year OPA presents awards to pharmacy professionals who are outstanding in their respective field or roles. The OPA Award Ceremony will be hosted virtually to showcase each of the award winners on day 2 of the conference.

Benefits of being the presenting sponsor for the conference awards show include:

- Increase of brand awareness through OPA's conference website, marketing emails, and social media channels.
- Opportunity for 1 company representative to introduce the awards show.
- Branded banner on the awards show event screen throughout the ceremony.
- Endorsements throughout the event as one of the primary event sponsors.
- Promotion of your logo as the sponsor of the OPA Awards Ceremony, on the OPA website, conference platform and in pre-and post-event marketing communications.
- Opportunity for 1 company representative to attend the live conference events to share information and network with conference attendees.
- Logo placement on OPA's 2022 Award Winners website page for a period of up to 12 months. The winners page details high-profile pharmacy professional names and biographies.

Sponsorship and Marketing Opportunities

**\$3,000
Each**

Professional Development Education Session (16 available)

Sponsor one of our professional development sessions featured in the conference line-up.

As the sponsor of a professional development session, you will receive:

- Logo placement on each session description and on the sponsor page.
- Opportunity to select your preferred session, based upon availability.
- Introduction of speaker(s) for selected sponsored session and chance to mention company name (mentions of company products, drugs, services, devices or technology are prohibited).
- Promotion of your company name as the sponsor of the session on the conference website and virtual event platform.
- Brand and name recognition on all presentations, but no logos can be displayed on the slide deck as per the Canadian Council for Continuing Education guidelines, to which OPA adheres.

**\$2,500
Each**

Networking Lounge Tables (10 available)

A networking lounge will be available in the virtual platform to provide attendees a way to conduct virtual meetings, catch up with colleagues from across the province or join a table based on a topic of interest.

The interactive networking lounge is set up as a group of sponsored "tables". Each table can seat 2, 4, 10 or 16 attendees and attendees can chat via video or audio, come and go as they please, or agree to meet you at a certain time at one of the tables.

Sponsors can choose to select the topic for their table or leave the topic open.

As the sponsor of a networking lounge table, you will receive:

- Ability to choose the topic of your networking table
- Logo placement on your dedicated sponsored table.
- An assigned table for the full two-day duration of the conference.
- Acknowledgement as the Sponsor of a Networking Lounge Table on the conference website
- Opportunity for 1 company representative to attend one of the live conference events to share information and network with conference attendees.

Sponsorship and Marketing Opportunities

From
\$1,000

Banner Ads (up to 8 available per day)

The virtual event platform displays rotating banner ads on a carousel at the top of the event platform. The size of the ad is 1036PX wide x 320PX high; the image is clickable and will open your website in a new window. This image may not be a GIF.

Features of the banner ads will include:

- Rotation for one or two days on the main reception lobby page, main stage and all major event pages.

Pricing:

- Rotation for one day: \$1,000
- Rotation for two days: \$2,000

From
\$350

Advertising Commercials (several available)*

One of the benefits of a virtual platform is the ability to play video messages to attendees between sessions. Messages can be formally produced commercials for your products or services or simple brief invitations to visit your booth in the exhibit hall.

Available video slots range from 15-seconds to 90-seconds and are priced accordingly. Each play of a video ad is considered a separate purchase. (e.g., If you would like the same or a different video to play in more than one or multiple sessions you would need to purchase multiple spots).

Purchasers of advertising slots will receive:

- Videos played before, after or between sessions including before the start of each day, and during the networking/exhibit hall times.

Pricing:

- 15-second video: \$350
- 30-second video: \$750
- 60-second video: \$950
- 90-second video: \$1,250

* Videos must be recorded and provided to OPA a minimum of three weeks in advance of the event. Timing, placement and rotation of videos will be at OPA's discretion.

From
\$2,000

Demo Room (up to 4 available per day)*

Demo rooms may be purchased individually or as an add-on to your Exhibit Booth (see below for rate). Schedule a demo room for an hour where attendees can visit to watch you demonstrate your products, share presentations or workshops directly with the audience (maximum 50 people per room; must be purchased and scheduled in advance).

Features of the demo rooms include:

- One-hour exclusive interactive video meeting to showcase products, offer a Q&A, or as a networking opportunity. You choose your topic and your format.
- Demo rooms are scheduled after the conference sessions are concluded for the day.
- Announcements to attendees during the conference to promote visitation to your demo room.

Pricing:

- Per day per hour session \$2,000

* Scheduling of demo rooms will be at OPA's discretion.

Exhibit Opportunities

The trade show is a vital part of every OPA Conference. Promotions and announcements will be made to ensure that all exhibitors receive prime exposure and direct marketing opportunities with key decision makers in the pharmacy industry. Exhibit benefits include but are not limited to:

- Networking breaks between sessions so attendees can visit your booth in the exhibit area.
- Picture-in-picture feature allows attendees to continue to listen to and view their chosen session while they explore the virtual exhibit hall.
- Add on a Demo Room – option to schedule a demo room for an hour where attendees can visit to watch you demonstrate your products, share presentations or workshops directly with your audience (maximum 50 people per room; must be purchased and scheduled in advance).
- Opportunity to invite attendees to visit your booth via a sponsored video(s) commercial between sessions or by direct invitation through chat.

Exhibit Booth Size and Position	VIP	Regular	Not-for-Profit
Booth size (tab in exhibit hall)	Large	Medium	Small
Position on Exhibitor Page	Top	Middle	Bottom

Booth Type	Exhibit Booth Features
Not for Profit Booths Regular Booths VIP Booths	Ability to upload and edit your own booth information (back-end access)
	Option for custom video to play in booth banner instead of image
	Real-time access to analytics and traffic on your booth, during and post-event
	Optional one-hour Demo Room (additional cost, see page 16)
	Customizable background on exhibit hall tab
	2-person networking table offers face-to-face video chats for each booth
	Upload up to 10 documents your attendees can download and take with them
	Customizable booth banner image
	Customizable social media links, company description, product images, videos, brochures and call-to-action button
	Unlimited booth staff (Promo code for reduced fee to attend conference sessions)
	Preview attendees, their interests and send direct invitations to visit your booth.
	Delegates earn points throughout the event by visiting and interacting with your booth. (Real-time leaderboard)
	Option to provide prizes for delegate points leaderboard winners and random draws
	Post-event booth attendee list
	30 days post-event delegate access to your booth
One-hour of technical support (if needed)	

Exhibit Opportunities

Exhibit Booths – Pricing	Early Bird Price	Regular Price	Demo Room per hour
	Before April 8	After April 8	
VIP	\$3,000	\$4,000	\$750
Regular	\$2,500	\$3,500	\$750
Not-for-Profit	N/A	\$1,250	N/A

Included With Each Exhibit Booth Purchase:

- Listing on conference website with weblink to your company's website.
- 45 days of extended access for conference attendees to return to your booth, download information or contact you after the conference.
- Booth attendee lists will be delivered 7 business days post-conference.
- Exhibitors can connect with attendees during the event by reviewing attendees' profiles, identifying prospects and inviting them to visit your booth.
- Attendees will have the ability to drop a virtual business card at your booth.

Add On a Demo Room to Your Booth Purchase:

- A demo room allows an exhibitor to conduct a product demonstration or provide a longer presentation to invited attendees in a webinar-type setting.
- At a maximum of 50 attendees per room, these sessions are an excellent opportunity to have deeper discussions about new products and technologies. The host of each session can answer questions provided by web chat or invite select attendees to video chat.
- Demo rooms are available in one-hour increments each day and will be scheduled after conference sessions have concluded for the day.

Note: There will be a maximum of 3 not-for-profit booths.

No exhibitor may sub-let or share with another exhibitor without the prior written approval of the OPA.

Exhibit Opportunities

Trade Show Schedule

Description	Date	Start Time	End Time
Exhibitor Booth Set-Up*	May 2 – May 13, 2022	Any time	Any time
Trade Show	Friday, May 13, 2022	9:30 a.m.	2 p.m.
Trade Show	Saturday, May 14, 2022	9:30 a.m.	2 p.m.
45 Days Extended Access	May 15 to June 29, 2022	Any time	Any time

* Subject to change

Deposits and Payments

An \$850 non-refundable deposit is required to secure your sponsorship and/or exhibit booth with OPA. The balance of your invoice will be due 30 days upon receipt or on March 25, 2022, whichever date comes first to confirm your sponsorship and/or exhibit booth.

Cancellation

Cancellations must be submitted by email to conference@opatoday.com. Cancellations received before March 25, 2022, are subject to a refund, less than the initial non-refundable deposit fee. Cancellations received after this date will not be refunded. Refunds will be issued after the 2022 conference. OPA reserves the right to re-sell any sponsorship items and/or exhibit booths.

Marketing Packages

In addition to the exclusive sponsorship options above, packaged sponsorships are also available and are designed to drive awareness and engagement of your product and services as well as provide additional savings.

Benefits	Package A	Package B	Package C	Package D	Package E
Marketing Packages					
One (1) complimentary VIP exhibit show booth	✓	✓			
One (1) complimentary Regular exhibit show booth			✓	✓	
30-second video					1
60-second video				1	
90-second video(s)	6	3	1		
Banner ad – one day			1	1	1
Banner ad – two days	1	1			
Pricing					
Bundled Price	\$10,500	\$7,500	\$3,800	\$3,500	\$1,250
Total Savings	\$1,850	\$1,100	\$800	\$800	\$350

Additional Sponsorship Benefits

Sponsors with a minimum spend of \$10,000 (packaged opportunities included) are also eligible for the following additional benefits.

Please review below to see what else your sponsorship will provide. Kindly note that paid registrations for attendees and/or staff do NOT count towards your total contribution in determining your supporter level.

Pre-conference

- Hyperlinked logo identifying sponsorship level on conference-related e-mails
- Hyperlinked logo on conference homepage
- Logo on the conference registration site

Post-conference

- 3 months of post conference online exposure as a conference sponsor
- Recognition in the OPA Annual Report which is sent to all members

Sponsor / Exhibitor Order Form (page 1 of 2)

A. Please check beside the marketing items you wish to purchase

OPA EPIC Partnership		Cost
Become an EPIC Partner (EPIC members receive a 10% discount (before tax) on the total invoice for conference sponsorship and marketing opportunities.)		\$7,000

QTY	Sponsorship Marketing Items	Availability	Cost Per Item
	Virtual Conference Presenting Sponsor	Exclusive (1)	\$35,000
	Virtual Conference Platform Sponsor	Exclusive (1)	\$30,000
	Live Conference Event Sponsor only October's event is available (1 of 2)	Exclusive (1)	\$40,000
	Lunch Sponsor	2 available	\$15,000
	Coffee/Networking Breaks	2 available	\$12,000
	Opening Keynote Speaker	Exclusive (1)	\$10,000
	Closing Keynote Speaker	Exclusive (1)	\$7,500
	OPA Award Ceremony Presenting Sponsor	Exclusive (1)	\$5,000
	Professional Development Educational Session	16 available	\$3,000
	Networking Lounge Tables	10 available	\$2,500

QTY	Advertising Items	Cost Per Item
	Banner ad - two days	\$2,000
	Banner ad - one day	\$1,000
	90-second video	\$1,250
	60-second video	\$950
	30-second video	\$750
	15-second video	\$350
	Demo Room	\$2,000

QTY	Marketing Packages	Cost Per Item
	Package A	\$10,500
	Package B	\$7,500
	Package C	\$3,800
	Package D	\$3,500
	Package E	\$1,250

Subtotal 'A' Marketing Items \$

Sponsor / Exhibitor Order Form (page 2 of 2)

B. Please check beside for the booth size you wish to purchase

Booth Options	✓	Early Bird Rates (Before April 8)	✓	Regular Rates (After April 8)
VIP booth		\$3,000		\$4,000
Regular booth		\$2,500		\$3,500
Non-profit booth		n/a		\$1,250
Demo Room Add-On (Demo Rooms not available for non-profit booths)		\$750		\$750

Subtotal 'B' Exhibit Booth \$

**Total Sponsorship
Total of both 'A' and 'B'** \$

HST is only applicable to Advertising and Exhibit Booths. Separate invoices may be provided for Sponsorship purchases.

HST \$

C. GRAND TOTAL \$

Please provide payment in full upon receipt of your invoice.

Sponsor / Exhibitor Information and Signature (All fields are mandatory)

Company Name		Company Name (as it is to appear on any signage and program)	
Contact person		Email	
Company address	City	Province	Postal Code
Phone	Website		
Company Biography (as it is to appear on mobile app/conference website)			

An invoice will be sent on receipt of this order. All items are sold on a first come-first paid basis. Items will be considered sold only upon receipt of payment. To avoid delays, we highly recommend all orders/agreements be e-mailed. The OPA will not take any responsibility for late or undelivered Agreements via the mail. Items and rates are subject to change without notice. **PAYMENT:** Due 30 days from date of invoice or as indicated. The OPA reserves the right to render this order null and void without notice if payment is not received by the due date. **CANCELLATION:** Cancellations must be submitted by email to conference@opatoday.com. Cancellations received before March 25, 2022, are subject to a refund, less the initial non-refundable deposit fee. Cancellations received after this date will not be refunded. Refunds will be issued after the 2022 conference. The OPA reserves the right to re-sell any sponsorship items and/or exhibit booths.