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Exhibitor Opportunities

Coming Together.

Building Connections.

Challenging our Differences.

May 30 — 31, 2025 at the Delta Grand Okanagan in Kelowna, BC

We Value Your Partnership at The Western Canada Addiction Forum

The WCAF was built on introducing addiction medicine providers to novel clinical practices that promote positive change in your practice for Monday. For over 13 years, WCAF has honored our humble provincial beginnings as we have grown to reach all of Western Canada and beyond.

Our strong foundation consists of open, honest, and inclusive dialogue that fosters innovation in not only treatment methods, but in the lens we use when engaging with those experiencing substance use disorders. We are advocates for our patients and profession. Our non-partisan approach bridges the artificial divide and works towards our shared goals of supporting healthcare providers and advancing substance use care.

Coming together, building connections, and challenging our differences. The Western Canada Addiction Forum embraces the whole continuum of care and tirelessly works to improve treatment across a lifespan for those who struggle with substance use disorders.

Our audience includes Healthcare providers, Indigenous health teams, and allied health professionals who work with those experience substance use disorders. The primary focus of the WCAF is to improve the quality of education available to health care providers who work in addiction medicine. Impactful speakers, thought-provoking panels, and the building of interpersonal connections is what drives practitioners to our event. These practitioners are compassionate and see first-hand everyday how substance use affects not only the patient but their families, children, and community. They have witnessed disparity in healthcare and want to make changes using the most up-to-date information available.

The Healthcare providers, Indigenous health teams and Allied healthcare professionals who attend our conference will walk away with a wealth of valuable information and a comprehensive network of support.

Engaging Participants and Your Return on Investment

Our Exhibitor fair will be located in the foyer outside of the conference room over both days of the conference allowing Exhibitors to build brand awareness and network with attendees. You are encouraged to be present at your booth during refreshment breaks and high-traffic times.

Creating ways to increase your engagement and ROI is of utmost importance. To enhance your experience and achieve positive outcomes, key strategies have been implemented:

Lunch Guest Speaker^{1 2}: Platinum exhibitors, time will be allotted for a guest speaker to provide a 45-minute presentation/pre-recorded video relating to your product and/or service over the lunch hour with a brief question and answer period to follow. These will be granted on a first come first served basis for Platinum Exhibitors as only two are available.

Breakfast Presentation^{1 2}: Gold Exhibitors, time will be allotted for a 20-minute presentation/pre-recorded video relating to your products and/or services, at the beginning of the Breakfast session. These will be granted on a first come first served basis for Gold Exhibitors as only two are available.

Social Media Spotlight²: Based on your selected tier, Your involvement will be added to our social media campaigns outlining your company name, your unrestricted grant and its benefits to enhance learning for healthcare providers.

Conference Passport: Enticing participants to initiate conversations with our Exhibitors is commonly used and has proven to be effective. People participate by adhering exhibitor labels and submit their completed passport for a chance to win prizes.

Verbal/Slide Show Recognition: Based on your selected tier, Moderators will acknowledge Exhibitor involvement as indicated below and encourage participants to visit your booth throughout the event.

¹ You will be required to submit a copy of your presentations, bios of the speakers and learning objectives for the planning committee to review by Friday May 2, 2025.

² Company logo's, advertising, and promotion will remain consistent with accreditation guidelines and regulations.

Exhibitor Opportunities

WCAF 2025 Exhibitor Tiers	Platinum \$25,000	Gold \$10,000	Silver \$5,000	Not for Profit \$1,500	Hotel Key Card \$5,000
Lunch Lecture (45 minute presentation including Q&A)	✓ (2 Available)	—	—	—	—
Breakfast Presentation (20 minute presentation including Q&A)	—	✓ (2 Available)	—	—	—
Social Media Spotlight	✓	✓	—	—	—
Space in Exhibitor Hall	✓ (Prime Location)	✓ (Prime Location)	✓	✓	—
Complimentary Registrations	✓ (8)	✓ (4)	✓ (2)	✓ (1)	—
Verbal Recognition	✓ (Throughout the event)	✓ (At start and end of day)	✓ (1 per day)	✓ (1 per day)	—
Conference Passport	✓	✓	✓	✓	—
Company logo on the brochure bookmark and logo/link on website	✓	✓	✓	✓	✓



Your Dedicated Opportunity as a **Hotel Key Card Sponsor** – One Available at \$5,000.00: Sponsor’s logo exclusively on hotel key cards for all conference attendees staying at the Delta Grand Marriott Hotel. Hotel key card sponsor recognition and logo placement on promotional materials. This is a stand-alone opportunity or can be added to an Exhibitor package.

Expanding Your Network as a 2025 Exhibitor

As one of our valued Exhibitors, you will have many opportunities to engage and network with our participants, share research updates and information about your products and services. We would value and appreciate your response by **Friday, January 17, 2025** and payment of fee no later than February 21, 2025. If you have any additional questions, please contact us at info@wcaforum.com.

All Exhibitor booth hosts must be registered for the conference, through the complimentary pass offered as part of the benefits of the exhibitor level or by purchasing a registration. Individuals will not be allowed to be present at the booth without a valid registration.

Exhibitor space will include one skirted 6' table and two chairs. Please advise us if you have any requirements over and above and we will connect you with the proper resource at the hotel. Please note that you can use which ever organization you prefer to ship items to the hotel. Booth set-up will occur from 6:00 to 7:00am PST on Friday, May 30, 2025.

Limitations to Exhibitor benefits may apply due to accreditation guidelines set forth by the Royal College of Physicians and Surgeons of Canada (RCPSC), the College of Family Physicians of Canada (CFPC) for CME credits, and the Canadian Addiction Counsellor Certification Federation.

Lunch and Breakfast break presentations are subject to WCAF approval.

WCAF is not responsible for attendance levels at sponsored events.

Exhibitor benefits are subject to change at WCAF's sole discretion.

WCAF will not share attendee lists. You are welcome to gather these at your booth from willing participants.

In-person deliveries will adhere to Provincial/Federal Health and Safety Restrictions.

WCAF will be pursuing Commercial Liability Insurance for the overarching event which does not include Exhibitors therefore you must provide your own coverage. Please check your organizations insurance carrier to confirm your policy includes coverage for your representatives and assets.



WE LOOK FORWARD TO SEEING YOU THIS YEAR AT WCAF

We would value and appreciate your response by Friday, January 17, 2025

The Western Canada Addiction Forum would like to acknowledge the land on which we gather is the unceded territory of the Syilx (Okanagan) Peoples. The Syilx Okanagan Nation and their peoples have taken care of their homelands for thousands of years. WCAF is respectful of the Syilx Okanagan Nation and their peoples, their knowledge, language, and history, as well as their ongoing relationship to the land and natural world.