



# Hearts & Hands

CONFERENCE FOR HEALTHCARE ASSISTANTS

OCTOBER 22 • LANGLEY | OCTOBER 24 • VICTORIA

**SPONSORSHIP PROSPECTUS**

**2019**



SafeCare BC is the health and safety association for 28,000 continuing care workers across BC, and we are inviting your organization to become our partner and sponsor the fourth annual Hearts and Hands Conference for Health Care Assistants.

### About the Conference

Hearts and Hands is the premier annual conference for health care assistants in BC, with the goal of celebrating, educating, and inspiring. **Our 2019 conferences will be held at the Coast Hotel & Convention Centre Langley on October 22, and the Songhees Wellness Centre in Victoria on October 24.** The two events are expected to sell out, with almost 400 delegates in total.

Health care assistants work in our homes, hospitals, long-term care homes, and assisted living environments. They are the unsung heroes of our health care system. Unfortunately, they are also the most often injured workers in the province. These conferences are designed to celebrate the work of health care assistants and provide them with ideas and tools to keep them safe and healthy at work.

Your participation as a sponsor will not only show your support for the work health care assistants do in providing care in our society, but you will also be able to positively position your brand with delegates—the majority of whom are female. Your brand awareness will extend beyond the conferences, as your organization will receive recognition and promotion leading up to and following the events with our members.

### Keynote Presenter

We are excited that Teepa Snow, a highly-sought after presenter and one of the world's leading advocates and educators for dementia care, will be the keynote at this year's conferences. Teepa's advocacy efforts led her to the development of the GEMS® dementia classification model and the Positive Approach® to Care training strategies. Teepa is an occupational therapist with 40 years of rich and varied clinical and academic experience. She presents with extraordinary expertise and humour to audiences throughout the world. In addition to the keynote, the conference will feature three breakout sessions.



## PLATINUM \$5,000

The **PLATINUM two-conference package** is an exclusive opportunity to partner with SafeCare BC and gain the maximum benefits from sponsorship of the 2019 Hearts and Hands conferences. The Platinum Sponsor will have high-brand exposure leading up to and throughout the conferences.

What you get:

- Introduce keynote speaker
- Company logo prominently displayed on all conference promotional materials
- Acknowledgement in the conference programs
- Promotional item in the conference bags (sponsor to supply)
- Verbal acknowledgement during conferences
- Projection of logo during conferences
- Prominent logo placement on conference registration tables
- One exhibitor booth (\$500 value)
- Logo and link on conference website, and acknowledgement in social media posts
- Exclusive profile article in SafeCare BC e-newsletter (distribution: 1,350)
- Two conference registrations
- First right to sponsor the 2020 Hearts and Hands conferences at Platinum level

## GOLD \$3,000

### 2019 two-conference package

#### What you get:

- Maximum three sponsorships available
- Company logo prominently displayed on all conference promotional materials
- Acknowledgement in the conference programs
- Promotional item in the conference bags
- Verbal acknowledgement during conferences
- Projection of logo during conferences
- Prominent logo placement on conference registration tables
- One exhibitor booth (\$500 value)
- Logo and link on conference website
- Acknowledgement in SafeCare BC e-newsletter (distribution: 1,350)
- Acknowledgement in social media posts
- Two conference registrations



## SILVER \$1,500

### 2019 two-conference package

#### What you get:

- Maximum five sponsorships available
- Company logo prominently displayed on all conference promotional materials
- Acknowledgement in the conference programs
- Verbal acknowledgement during conferences
- Projection of logo during conferences
- Logo and link on conference website
- One exhibitor booth (\$500 value)
- Acknowledgement in SafeCare BC e-newsletter (distribution: 1,350)
- Acknowledgement in social media posts
- One conference registration

## BRONZE \$750

### 2019 two-conference package

#### What you get:

- Maximum eight sponsorships available
- Company logo prominently displayed on all conference promotional materials
- Acknowledgement in the conference programs
- Projection of logo during conferences
- Logo and link on conference website



## LUNCH \$500 SINGLE CONFERENCE

#### What you get:

- One sponsorship available per conference
- Verbal announcement during plenary session
- Company representative announces table numbers for lunch
- Logo prominently displayed on catering tables

## BREAKFAST \$250 SINGLE CONFERENCE

#### What you get:

- One sponsor available per conference
- Logo prominently displayed on catering tables

## EXHIBITOR BOOTH \$500 SINGLE CONFERENCE

#### What you get:

- Only a limited number of exhibitor booths will be available at both conferences.
- Premium exhibitor placement in main conference room with delegates
- Great brand exposure to 400 delegates
- Up to two organization representatives per booth



## COFFEE BREAK \$250 SINGLE CONFERENCE

#### What you get:

- One sponsor available per conference
- Logo prominently displayed at coffee stations

# Sponsorship Form

## Contact Information

SafeCare BC will contact this individual to go over sponsorship benefits and other conference details.

Sponsoring Organization

Contact Person

Mailing Address

City

Province

Postal Code

Telephone Number

Email Address

Sponsorship Level

Platinum (\$5,000) <b>SOLD</b>	Langley Conference	Victoria Conference
Gold (\$3,000) <b>SOLD</b>	Lunch (\$500)	Lunch (\$500) <b>SOLD</b>
Silver (\$1,500)	Breakfast (\$250)	Breakfast (\$250) <b>SOLD</b>
Bronze (\$750)	Coffee Break (\$250)	Coffee Break (\$250) <b>SOLD</b>

Other Opportunities

Exhibit Booth Space Langley (\$500)

Exhibit Booth Space Victoria (\$500)

Signature

Date

Sponsorship opportunities will be confirmed based on availability

**For questions, or additional information, please contact:  
Ken Donohue at [kdonohue@safecarebc.ca](mailto:kdonohue@safecarebc.ca)**

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