



ACCA2024
CATALYSTS OF CHANGE



Partnership Opportunities

ACCA Annual Conference 2024

October 15 - 17, 2024

Calgary, AB

ABOUT ACCA

The Alberta Continuing Care Association (ACCA) is a non-profit, voluntary organization, made up of a unique alliance of:

- non-profit and/or faith-based and private owners and operators of home and community care (HCC), Supportive Living Accommodations (SLAs) and long-term care; and
- providers of quality products and services that support continuing care.

Our members provide care and services for over 10,000 long-term care (LTC) and designated supportive living (DSL) residents and over 5.7 million hours of home care to Albertans.

Our diversity is our greatest strength. We support advocacy that helps our province's continuing care system to become more sustainable while helping to ensure Albertans receive the highest quality of care possible.

Our Mission

To Support our members in creating a sustainable and innovative Continuing Care Sector

Our Vision

To be the leading voice for advancing excellence in Continuing Care in Alberta

Our Values

- Integrity
- Accountability
- Collaboration
- Growth
- Credibility



ALBERTA'S CONTINUING CARE SYSTEM SUPPORTS:



130,000+
Home Care Clients



28,000+
Continuing Care Residents

ACCA MEMBERS:

- ✦ Provide 90%+ of Funded Home Care in Alberta
- ✦ Account for 50% of Contracted Continuing Care Homes (CCHs)
- ✦ Support 10,000+ Continuing Care Residents
- ✦ Employ 20,000+ Continuing Care Staff



ABOUT THE ACCA ANNUAL CONFERENCE 2024

Catalysts of Change: Advancing Innovation in Continuing Care Transformation

In many respects, the COVID pandemic was a massive catalyst in helping the continuing care sector, regulators, and staff to accelerate an innovation agenda. Whether it was the installation of high-speed Internet at care homes or embracing iPads as a communication tool for residents, our sector found a way to innovate as a means of maintaining a higher quality of life and delivering top level care.

Coming out of the pandemic, it will take resolve, energy, and commitment to keep our sector on a path that embraces and encourages innovation. At the Calgary conference, we will discuss how innovation holds the key for real, lasting, and sustainable transformation within our sector. Are we doing enough outside of the critical period of a global pandemic to embrace innovation and make sure ideas are turned into action? Does innovation hold the key to addressing many of the key issues and challenges facing our sector over the coming

decade? We plan to answer these questions and many more through our various plenary discussions, speaker sessions and networking events.

We will explore how innovation is about introducing new elements or improvements within the existing framework, while transformation implies a more extensive and often fundamental change that can reshape the entire entity. Our guest speakers will focus on how innovation can be a component of transformation, contributing to the overall change process. However, not all innovations in the continuing care sector will automatically lead to transformation, as transformation requires a more comprehensive and systemic shift.

The Audience

All of ACCA's diverse member organizations are invited to participate, as well as facility operators, administrators, and frontline staff from continuing care homes in Alberta and across Canada; physicians, nurses, pharmacists, social workers, psychologists, occupational therapists, and other continuing care providers; health system executives and representatives from government; educators and researchers; industry partners; and key stakeholders in the continuing care system, including residents and family members.

Discover the Power of Partnership and Exhibition

Elevate your organization, products, and services to new heights by aligning with ACCA's vibrant and committed audience.

Unlock unparalleled exposure and cultivate valuable leads among a gathering of over 300 healthcare influencers, policy shapers, and dedicated care providers.

Be part of a top-tier educational platform renowned for nurturing excellence and igniting

advancements in continuing care. Forge meaningful connections with industry leaders and frontline heroes shaping the future of care.

Stand out as a beacon of leadership by spotlighting the pivotal role of continuing care within our healthcare system through our extensive marketing initiatives. Join us in championing excellence and driving positive change!



ALL CONFERENCE SPONSORS RECEIVE:

- A personalized daily agenda with opportunities to communicate individually with delegates
- Recognition in both online and direct email pre-event communications
- On-screen and verbal recognition during main plenaries
- Recognition through the event app
- Incorporation of logo in event signage
- Logo and/or recognition in the ACCA's 2024 Annual Report



1 AVAILABLE PRESENTING SPONSOR

AS THE PRESENTING SPONSOR, YOUR ORGANIZATION WILL RECEIVE:

Presenting Sponsor Benefits:

- Exclusive invitation to lunch or dinner event with ACCA Board post conference

Exhibitor Booth Benefits:

- One (1) complimentary 20' x 20' exhibit booth
- Guaranteed first choice of exhibit booth location
- Booth number highlighted on exhibitor listing

Complimentary Registration Benefits:

- Six (6) complimentary full conference registrations, including access to all meals, gala dinner and welcome reception
- One (1) reserved VIP table for the keynotes and gala dinner

Verbal & Brand Recognition:

- Opportunity to introduce sponsor organization & opening keynote speaker
- On-stage mention during conference plenary sessions & gala dinner
- Sponsor profile, logo & link on the conference website & event app
- Prominent, dedicated signage at conference registration desk
- Branded decor elements at conference registration desk
- Opportunity to provide a video advertisement

for electronic displays

- Opportunity to provide up to two (2) branded promotional items and informational inserts in conference delegate bags
- ACCA co-branded welcome gift for delegates (subject to ACCA approval)

Email Benefits:

- Opportunity to share content through a dedicated, direct email blast

Mobile App Benefits:

- Sponsor profile, logo & link displayed in event app
- Two (2) push notifications through the event app during the conference

ACCA Benefits:

- Recognition through ACCA social media and ACCA newsletters
- Special post-conference feature in an ACCA newsletter
- Opportunity to have an ad displayed on ACCA website for up to 3 months
- 250-word company profile, link and logo in the ACCA 2024 Annual Report

Other Benefits:

- One (1) complimentary hotel room for two (2) nights during the conference
- First right of refusal for the 2025 conference



\$12,500 / 4 AVAILABLE

GOLD SPONSOR

AS THE GOLD SPONSOR, YOUR ORGANIZATION WILL RECEIVE:

Gold Sponsor Benefits:

- Exclusive invitation to lunch or dinner event with ACCA Board post conference

Exhibitor Booth Benefits:

- One (1) complimentary 20' x 10' exhibit booth
- Booth number highlighted on exhibitor listing

Complimentary Registration Benefits:

- Three (3) complimentary full conference registrations, including access to all meals, gala dinner, and welcome reception
- One (1) reserved VIP table for the keynotes and gala dinner

Verbal & Brand Recognition:

- Opportunity to introduce or thank a keynote speaker or plenary session
- Sponsor profile, logo & link on the conference website & event app
- Opportunity to provide up to two (2) branded promotional items and informational inserts in conference delegate bags

Mobile App Benefits:

- Sponsor profile, logo & link displayed in event app
- One (1) push notification through the event app during the conference

ACCA Benefits:

- Recognition through ACCA social media and ACCA newsletters
- Special post-conference feature in an ACCA newsletter
- 150-word company profile, link and logo in the ACCA 2023 Annual Report

Other Benefits:

- First right of refusal for the 2025 conference



\$10,000 / 8 AVAILABLE

SILVER SPONSOR

AS THE SILVER SPONSOR, YOUR ORGANIZATION WILL RECEIVE:

Silver Sponsor Benefits:

- Exclusive invitation to lunch or dinner event with ACCA Board post conference

Exhibitor Booth Benefits:

- One (1) complimentary 10' x 10' exhibit booth
- Booth number highlighted on exhibitor listing

Complimentary Registration Benefits:

- Two (2) complimentary full conference registrations, including access to all meals, gala dinner, and welcome reception
- One (1) reserved VIP table for the keynotes and gala dinner

Verbal & Brand Recognition:

- Sponsor profile, logo & link on the conference website & event app
- Opportunity to provide up to one (1) branded promotional items and informational insert in conference delegate bags

Mobile App Benefits:

- Sponsor profile, logo & link displayed in event app

ACCA Benefits:

- Recognition through ACCA social media and ACCA newsletters
- 100-word company profile, link and logo in the ACCA 2024 Annual Report



\$7,500 / 10 AVAILABLE

BRONZE SPONSOR

AS THE BRONZE SPONSOR, YOUR ORGANIZATION WILL RECEIVE:

Exhibitor Booth Benefits:

- One (1) complimentary 10' x 10' exhibit booth

Complimentary Registration Benefits:

- Two (2) complimentary full conference registration, including access to all meals, gala dinner, and welcome reception

Verbal & Brand Recognition:

- Sponsor logo and link on conference website

Mobile App Benefits:

- Sponsor profile, logo & link displayed in event app

ACCA Benefits:

- Recognition through ACCA social media and ACCA newsletters



\$8,000 / 1 AVAILABLE

WELCOME RECEPTION SPONSOR

**AS THE WELCOME RECEPTION
SPONSOR, YOUR ORGANIZATION
WILL RECEIVE:**

Welcome Reception Benefits:

- Sponsor branded drink tickets & cocktail napkins during welcome reception (Sponsor is responsible for the cost of printing)
- Special mixed drink named after sponsor
- Prominent logo & signage displayed during welcome reception
- Opportunity to distribute one (1) promotional item to each guest at reception

Complimentary Registration Benefits:

- Four (4) complimentary tickets to Welcome Reception

Verbal & Brand Recognition:

- Verbal Recognition during Welcome Reception
- Sponsor logo and link on conference website

Mobile App Benefits:

- Recognition through event app

ACCA Benefits:

- Recognition through ACCA social media and ACCA newsletters



\$3,000 / 4 AVAILABLE

PLENARY SESSION SPONSOR

**AS THE PLENARY SESSION SPONSOR,
YOUR ORGANIZATION WILL RECEIVE:**

Plenary Session Benefits:

- Opportunity to introduce or thank a plenary speaker
- Opportunity to distribute one (1) promotional item placed on each seat
- Sponsor logo displayed within plenary session before and after session

Complimentary Registration Benefits:

- One (1) complimentary full conference registration, including access to all meals, gala dinner, and welcome reception

Verbal & Brand Recognition:

- Sponsor logo and link on conference website

Mobile App Benefits:

- Recognition through event app

ACCA Benefits:

- Recognition through ACCA social media and ACCA newsletters

\$1,500 / 9 AVAILABLE

BREAKOUT SESSION SPONSOR

**AS THE BREAKOUT SESSION
SPONSOR, YOUR ORGANIZATION
WILL RECEIVE:**

Breakout Session Benefits:

- Opportunity to introduce or thank a breakout session speaker
- Opportunity to distribute one (1) promotional item placed on each seat
- Sponsor logo displayed within breakout session before and after session

Complimentary Registration Benefits:

- One (1) complimentary full conference registration, including access to all meals, gala dinner, and welcome reception.

Verbal & Brand Recognition:

- Sponsor logo and link on conference website

Mobile App Benefits:

- Recognition through event app

ACCA Benefits:

- Recognition through ACCA social media and ACCA newsletters



\$5,000 / 2 AVAILABLE
BREAKFAST
SPONSOR

AS THE BREAKFAST SPONSOR, YOUR ORGANIZATION WILL RECEIVE:

Breakfast Sponsor Benefits:

- Prominent logo & signage displayed in the breakfast area
- Opportunity to distribute one (1) promotional item placed on each seat

Complimentary Registration Benefits:

- Two (2) complimentary full conference registration, including access to all meals, gala dinner, and welcome reception.

Verbal & Brand Recognition:

- Sponsor logo and link on conference website

Mobile App Benefits:

- Recognition through event app

ACCA Benefits:

- Recognition through ACCA social media and ACCA newsletters

\$5,000 / 2 AVAILABLE
LUNCH
SPONSOR

AS THE LUNCH SPONSOR, YOUR ORGANIZATION WILL RECEIVE:

Lunch Sponsor Benefits:

- Prominent logo & signage displayed in the lunch area
- Opportunity to distribute one (1) promotional item placed on each seat

Complimentary Registration Benefits:

- Two (2) complimentary full conference registration, including access to all meals, gala dinner, and welcome reception

Verbal & Brand Recognition:

- Sponsor logo and link on conference website

Mobile App Benefits:

- Recognition through event app

ACCA Benefits:

- Recognition through ACCA social media and ACCA newsletters



\$3,000 / 3 AVAILABLE

COFFEE BREAK SPONSOR

**AS THE COFFEE BREAK SPONSOR,
YOUR ORGANIZATION WILL RECEIVE:**

Coffee Break Sponsor Benefits:

- Prominent logo & signage displayed in the coffee break area

Complimentary Registration Benefits:

- One (1) complimentary full conference registration, including access to all meals, gala dinner, and welcome reception

Verbal & Brand Recognition:

- Sponsor logo and link on conference website

Mobile App Benefits:

- Recognition through event app

ACCA Benefits:

- Recognition through ACCA social media and ACCA newsletters

\$5,000 / 1 AVAILABLE

COCKTAIL RECEPTION SPONSOR

**AS THE COCKTAIL RECEPTION
SPONSOR, YOUR ORGANIZATION
WILL RECEIVE:**

Cocktail Reception Sponsor Benefits:

- Sponsor branded drink tickets & cocktail napkins during cocktail reception (sponsor is responsible for printing costs)
- Special mixed drink named after sponsor
- Prominent logo & signage displayed during cocktail reception

Complimentary Registration Benefits:

- One (1) complimentary full conference registration, including access to all meals, gala dinner, and welcome reception

Verbal & Brand Recognition:

- Sponsor logo and link on conference website

Mobile App Benefits:

- Recognition through event app

ACCA Benefits:

- Recognition through ACCA social media and ACCA newsletters



\$10,000 / 1 AVAILABLE

GALA DINNER SPONSOR

**AS THE GALA DINNER SPONSOR, YOUR ORGANIZATION
WILL RECEIVE:**

Gala Dinner Sponsor Benefits:

- Sponsor branded drink tickets & cocktail napkins during gala dinner (sponsor is responsible for the cost of printing)
- Special mixed drink named after sponsor
- Opportunity to introduce organization on stage at gala dinner
- Prominent logo & signage displayed during gala dinner
- Branded tent cards on each table during gala dinner
- Opportunity for video ad on electronic displays during gala Dinner
- Opportunity to distribute one (1) promotional item to each guest at dinner

Complimentary Registration Benefits:

- Two (2) complimentary full conference registration, including access to all meals, gala dinner, and welcome reception
- One (1) reserved VIP table for the gala dinner

Verbal & Brand Recognition:

- Sponsor logo and link on conference website

Mobile App Benefits:

- Recognition through event app

ACCA Benefits:

- Recognition through ACCA social media and ACCA newsletters



\$5,000 / 1 AVAILABLE

WI-FI SPONSOR

AS THE WI-FI SPONSOR, YOUR ORGANIZATION WILL RECEIVE:

Wi-Fi Sponsor Benefits:

- Your organizational name or preferred phrase as Wi-Fi password
- Custom landing page featuring your company logo
- Custom re-direct page

Complimentary Registration Benefits:

- One (1) complimentary full conference registration, including access to all meals, gala dinner, and welcome reception

Verbal & Brand Recognition:

- Sponsor logo and link on conference website

Mobile App Benefits:

- Recognition through event app

ACCA Benefits:

- Recognition through ACCA social media and ACCA newsletters

\$3,000 / 1 AVAILABLE

KEYCARD SPONSOR

AS THE KEYCARD SPONSOR, YOUR ORGANIZATION WILL RECEIVE:

Keycard Sponsor Benefits:

- Your custom brand on hotel key cards (sponsor is responsible for the cost of card production)

Complimentary Registration Benefits:

- One (1) complimentary full conference registration, including access to all meals, gala dinner, and welcome reception

Verbal & Brand Recognition:

- Sponsor logo and link on conference website

Mobile App Benefits:

- Recognition through event app

ACCA Benefits:

- Recognition through ACCA social media and ACCA newsletters



\$3,000 / 1 AVAILABLE

PROMOTIONAL ITEM SPONSOR

**AS THE PROMOTIONAL ITEM
SPONSOR, YOUR ORGANIZATION
WILL RECEIVE:**

Promotional Item Sponsor Benefits:

- Opportunity to place sponsor logo on ACCA co-branded conference promotional item (e.g., water bottle, travel mug) for all delegates

Complimentary Registration Benefits:

- One (1) complimentary full conference registration, including access to all meals, gala dinner, and welcome reception

Verbal & Brand Recognition:

- Sponsor logo and link on conference website

Mobile App Benefits:

- Recognition through event app

ACCA Benefits:

- Recognition through ACCA social media and ACCA newsletters

\$5,000 / 1 AVAILABLE

LANYARD SPONSOR

**AS THE LANYARD SPONSOR, YOUR
ORGANIZATION WILL RECEIVE:**

Lanyard Sponsor Benefits:

- Opportunity to provide branded delegate lanyards

Complimentary Registration Benefits:

- One (1) complimentary full conference registration, including access to all meals, gala dinner, and welcome reception

Verbal & Brand Recognition:

- Sponsor logo and link on conference website

Mobile App Benefits:

- Recognition through event app

ACCA Benefits:

- Recognition through ACCA social media and ACCA newsletters



\$3,000 / 1 AVAILABLE

DELEGATE BAG SPONSOR

**AS THE DELEGATE BAG SPONSOR,
YOUR ORGANIZATION WILL RECEIVE:**

Delegate Bag Sponsor Benefits:

- Opportunity to place logo on ACCA co-branded conference bags for all delegates (ACCA to provide bag)

Complimentary Registration Benefits:

- One (1) complimentary full conference registration, including access to all meals, gala dinner, and welcome reception

Verbal & Brand Recognition:

- Sponsor logo and link on conference website

Mobile App Benefits:

- Recognition through event app

ACCA Benefits:

- Recognition through ACCA social media and ACCA newsletters

\$2,000 / 1 AVAILABLE

GRAND PRIZE SPONSOR

**AS THE GRAND PRIZE SPONSOR,
YOUR ORGANIZATION WILL RECEIVE:**

Grand Prize Sponsor Benefits:

- Opportunity to provide the Grand Prize given away to delegates (cost of prize is in addition to the sponsorship)

Complimentary Registration Benefits:

- One (1) complimentary tickets to the gala dinner

Verbal & Brand Recognition:

- Sponsor logo and link on conference website

Mobile App Benefits:

- Recognition through event app

ACCA Benefits:

- Recognition through ACCA social media and ACCA newsletters



BENEFITS AT A GLANCE

BENEFIT	PRESENTING	GOLD	SILVER	BRONZE
One (1) complimentary exhibit booth	20' x 20"	20' x 10'	10' x 10'	10' x 10'
Complimentary full conference registrations	6	3	2	2
Verbal & on-screen recognition during plenary sessions	✓	✓	✓	✓
Recognition on the event app, event signage, plenary screens	✓	✓	✓	✓
Company profile, logo & link on the conference website	✓	✓	✓	✓
Company profile, logo & link on the event app	✓	✓	✓	✓
Recognition in pre-event email communications	✓	✓	✓	✓
Logo recognition in the ACCA's 2023 Annual Report	✓	✓	✓	✓
Recognition through ACCA social media and ACCA newsletter	✓	✓	✓	✓
Personalized daily agenda	✓	✓	✓	✓
Invitation to post-conference event with ACCA Board	✓	✓	✓	
Booth number highlighted on exhibitor listing	✓	✓	✓	
Opportunity to introduce sponsor organization or speaker	✓	✓	✓	
Company Profile in ACCA Annual Report	✓	✓	✓	
Promotional items insert in conference delegate bags	2	2	1	
One (1) reserved VIP table for the keynotes and gala dinner	1	1	1	
Event app push notifications	2	1		
Post-Conference sponsor feature in ACCA newsletter	✓	✓		
Right of First Refusal for 2024 Conference	✓	✓		
Guaranteed choice of booth location	✓			
Verbal recognition during plenaries & gala dinner	✓			
Signage and décor elements at conference registration desk	✓			
Video Ads on electronic signage	✓			
ACCA co-branded welcome gift for delegates	✓			
Dedicated email blast	1			
One (1) complimentary hotel room for two (2) nights	✓			



CUSTOM PARTNERSHIPS

To discuss a custom partnership package,
please contact the ACCA team at events@ab-cca.ca



ACCA2024
CATALYSTS OF CHANGE

THANK YOU TO OUR 2024 SPONSORS!

Complete Purchasing Services Inc.
Alberta Innovates
Allison Jones Consulting Services Inc.
Rogers
Bird Constructions
Handicare & Span Medical
Graham Capital
CareRx
CARF Canada
Gordon Food Service
Medline Canada
SGP Purchasing Partner Network
Surge Learning
TELUS Business
Ultimate Kronos Group
College of Licensed Practical Nurses of Alberta
The Brenda Strafford Foundation

PointClickCare
Sodexo Canada
WestCana Services, Inc.
Essity Canada
Health Quality Council of Alberta
AlayaCare
Maxwell Management Group Ltd.
MNP
First Onsite
Healthcare Excellence Canada
Aramark
Diversey
Enterprise Paper Ltd.
Clark Builders
SGP Purchasing Partner Network
Skyworks Consulting, Inc.