



BC ASSOCIATION

**of CLINICAL  
COUNSELLORS**



**Sponsorship and Exhibition Prospectus**  
**BC Association of Clinical Counsellors (BCACC) Conference**  
Vancouver, BC, Canada – November 3rd – 4th, 2023

# WELCOME TO THE BC ASSOCIATION OF CLINICAL COUNSELLORS 2023 CONFERENCE

The BC Association of Clinical Counsellors (BCACC) stands as the premier professional association in BC representing the largest community of clinical counsellors and psychotherapists across the province. The BCACC has almost 7000 members. Our dedicated Registered Clinical Counsellors contribute their expertise in a wide array of settings including private practices, health authorities, social agencies, schools, and hospitals, creating a diverse network of professionals serving the people of BC.

**We are delighted to announce the opening of our sponsorship and exhibitor opportunities for our 2023 conference - Counselling in a Changing World: Re-imagining our Environments.**

This event will bring together professionals, researchers, and practitioners to exchange knowledge, share insights and foster collaborations to enhance interdisciplinary relationships in the mental health community. If your company or association provides services to clinical counsellors and allied health professionals, we invite you to review our prospectus. This is a great opportunity to connect directly with your audience and meet your end-users.

We look forward to seeing you in Vancouver for this exciting conference.

Sincerely,  
BC Association of Clinical Counsellors



## WHY YOU SHOULD SPONSOR/EXHIBIT

We appreciate this BCACC Conference would not be possible without the involvement and support of our important partners.

- Become a valued Sponsor or Exhibitor at BCACC 2023 and participate in the premier event for BC's professional counselling and psychotherapy community
- Gain significant brand exposure to over 300 key potential customers
- As a conference sponsor, your brand will be exposed to almost 7000 allied professionals in the BCACC community via email blasts to the database
- Receive maximum exposure through the combined exhibition, and refreshment area
- Increase awareness and exposure of your organization via a variety of marketing mediums
- Develop business connections and strengthen relationships through face-to-face engagement
- Exhibit and generate new leads, develop your brand or launch a new product through the exhibition
- Maximize your time and resources by showcasing your organization to a relevant and influential audience in an environment away from the competition of everyday distractions
- Ensure your organization stays abreast of current developments and research in the field and use this information to stay ahead of the market
- See how your contribution directly influences the clinical counsellor community by participating in this exciting and important event!

## HOST CITY AND VENUE

For the past decade, Vancouver has been consistently rated as one of the most livable cities in the world. Cradled amid sky-scraping mountains and sparkling ocean, scenic Vancouver is one of the world's premier meeting and convention destinations. World-renowned cuisine, luxury hotels and unique venues, all add up to an unforgettable conference experience. Visitors experience a modern, cosmopolitan city that blends culture and landscape.



**BCACC 2023 will be hosted at the Hyatt Regency Vancouver** located in the heart of the of Vancouver's bustling downtown district. Attendees will enjoy easy access to exciting attractions, like the unique shops of Robson Street and Stanley Park. From the moment you arrive at our downtown Vancouver hotel near Canada Place and the Vancouver Convention Centre, you will feel right at home. The Hyatt Regency Vancouver welcomes you!

### Target Audience

**Connect with leading and emerging clinical counsellors and psychotherapists -**

Approximately 300 clinical counsellors and allied professionals from around British Columbia attend this conference.

## SPONSORSHIP OPPORTUNITIES

	Platinum	Gold	Silver	Bronze
Prices in Canadian Dollars	\$7,500	\$5,000	\$3,500	\$2,000
Logo with hyperlink on conference website	✓	✓	✓	✓
Organization representative given opportunity to introduce and thank plenary speaker	✓	✓		
Invitation to the Gala Dinner and Welcome Reception (Complimentary Passes)	3	2	1	
Complimentary full delegate conference registration	3	2	1	
Complimentary Tabletop Exhibition space	✓	✓		
New Technology Spotlight, 60 sec. video ad to play before sessions start	✓			
Logo with link to company website included within the Sponsor Tab of the Mobile app	✓	✓	✓	✓
Verbal acknowledgement during the Opening Ceremony, Gala Dinner, and Closing Ceremony by the Conference Chair	✓	✓		
Company logo and acknowledgement on Sponsor signage in the exhibition area and at conference events/session rooms	✓	✓	✓	✓
Ad in the conference program	1 Page	1/2 Page	1/2 Page	
Logo on footers of every email sent by conference for marketing	✓	✓		

**Please note: Company logo will be added on the website only after full payment has been received.**

# ADDITIONAL SPONSORSHIP OPPORTUNITIES

## Social Event Opportunities

### Gala Dinner - \$4,500 CAD

#### Multiple Opportunities

The Gala Dinner will be a great opportunity for networking. Align your brand with one of the great evenings of the conference bringing everyone together for a night of dinner and fun! As a Gala Dinner Sponsor of BCACC 2023 you will benefit from the following entitlements:

- Logo printed on dinner menus
- Pull-up banner at the entrance to the Gala Dinner (to be provided by Sponsor)
- Acknowledgement from the Conference Chair
- Reference in the program book and on website

## Catering Opportunities

### Lunch Break - \$1,500 CAD

#### Multiple Opportunities

Align your brand with the daily catering of tasty lunch breaks served to all participants. As a Lunch Break Sponsor of BCACC 2023, you will benefit from the following entitlements:

- A tabletop sign for each catering station will be displayed featuring the Sponsor's logo
- Reference in the program book and on website

### Coffee Break - \$1,000 CAD

#### Multiple Opportunities

Align your brand with the daily catering of delicious morning and afternoon breaks served to all participants. As a Coffee Break Sponsor of BCACC 2023 you will benefit from the following entitlements:

- A tabletop sign for each catering station will be displayed featuring the Sponsor's Logo
- Reference in the program book and on the website

### Water Stations - \$2,000 CAD

#### Exclusive Opportunity

Water stations are placed on the conference level providing participants with complimentary access to fresh drinking water. As the Water Stations' Sponsor of BCACC 2023 you will benefit from the following entitlements:

- Sponsor logo on all water stations
- Reference in the program book and on the website

# ADDITIONAL SPONSORSHIP OPPORTUNITIES

## Advertising Opportunities

### Mobile App - \$3,000 CAD

#### Exclusive Opportunity

Place your brand in every attendee's hand by exclusively sponsoring the conference mobile app!

- Logo on splash screen
- Logo and company description listed under sponsors on the mobile app
- Reference in the program book and on website

### Conference Wi-Fi Sponsor - \$3,000 CAD

#### Exclusive Opportunity

Be the exclusive sponsor of BCACC 2023 Wi-Fi available in the common areas and session rooms of the Hyatt Regency Vancouver.

- Customized Wi-Fi login page
- Reference in the program book and on website

## Further Opportunities

### Lanyards - \$5,000 CAD

#### Exclusive Opportunity

Your organization's logo prominently displayed around every conference attendee's neck!

- Company logo and conference logo on Lanyards (logo to be provided by the sponsor, lanyards will be produced by the organizer)
- Reference in the program book and website

# EXHIBITOR OPPORTUNITIES

The BCACC 2023 exhibition has been designed to provide a strong value proposition for all exhibitors.

Located within The Regency Foyer of the Hyatt Regency Vancouver, the exhibition will be fully integrated into the conference program. Morning and afternoon breaks will be served within the Exhibit Hall. The Hall will also contain the Poster area and Lunch for maximum exposure to the delegates. The Welcome Reception will be held in the Exhibit Hall to further increase networking opportunities.

## **Tabletop Exhibition Space - \$1,200 CAD**

Included in the cost of exhibiting is one (1) x exhibition tabletop which will include the following:

- One 6' long skirted table with two chairs
- Two Expo name badges (additional badges available at \$300 each)

The Expo badge entitles:

- Full access to the exhibition area and to your company's own sponsored sessions
- Access to the opening ceremony and welcome reception
- Lunch and coffee breaks

Company promotion

- Company logo with link on Exhibitor page of the conference website
- Company name and profile in the designated Exhibitor section of the conference mobile app
- Company logo and acknowledgement on Sponsor/Exhibitor signage in the exhibition area

Note: Any extra services / furniture must be arranged by the client and charged directly to the client by the facility.

**All sponsors and exhibitors will be listed on the conference website, the conference mobile app and will be featured on social media.**



## CONTACT INFORMATION

To book a sponsorship package or exhibit space, assist your decision making, or should you have any requests for customized sponsorship packages, please contact the Conference Secretariat:

### **BCACC Secretariat**

c/o Venue West v Services Ltd.

Mike Daugulis

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