

# PARTNERSHIP PROSPECTUS



## TRANSFORMING CONTINUING CARE



SEPTEMBER 14-15, 2022

JOIN US at the Cambridge Red Deer Hotel & Conference Centre



**ORDER YOUR PARTNERSHIP TODAY**  
Contact: Keneisha Williams at [events@ab-cca.ca](mailto:events@ab-cca.ca)

## ABOUT THE CONFERENCE

The Alberta Continuing Care Association (ACCA) is excited for the return of the annual Inspiring Quality (IQ) Conference. IQ22: Transforming Continuing Care will be held on September 14 and 15, 2022, at the Cambridge Red Deer Hotel & Conference Centre in Red Deer, Alberta.

The Continuing Care (CC) sector has gone through unprecedented challenges since the beginning of the COVID-19 pandemic in 2020. With major transformation on the horizon across the Albertan CC spectrum, from legislative reform to reviews of every CC sub-sector, and new insights gained from COVID-19 experiences, care services and delivery will never be the same again. IQ22 will be a refreshing opportunity to once again come together and explore how to enhance, sustain, and inspire quality in continuing care, learning from best practices across the globe to transform and elevate Alberta's CC quality and service delivery.

The IQ conference has always highlighted successful, quality initiatives in Alberta, Canada, and beyond, and celebrated excellence in the industry. Expecting over 300 delegates, IQ22 is the must-attend conference in Western Canada. ACCA's flagship event will incorporate unique opportunities to connect, share impactful experiences, and gain new insights with colleagues, leaders, and decision-makers from across Alberta. The 2-day IQ22 Tradeshow will allow our partners and exhibitors to demonstrate support for Alberta's older adults, caregivers, service providers, and staff by showcasing the newest and most valuable products, services, technology, and innovations. Over the past two years we have missed the inspirational energy IQ has brought forth and we are looking forward to making history again. We look forward to welcoming you to what promises to be an incredible experience!

**99%**

OF ATTENDEES SAID **THE CONFERENCE WAS VALUABLE AND PROVIDED A PRACTICAL APPROACH TO LEARNING!**

**97%**

OF ATTENDEES SAID **THE CONFERENCE PROVIDED THEM WITH NEW KNOWLEDGE.**

**99%**

OF ATTENDEES SAID **THERE WERE ADEQUATE OPPORTUNITIES TO NETWORK.**





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ACCA  
PARTICIPATES IN  
**6+ GOVERNMENT  
WORKING GROUPS  
AND COMMITTEES**

The Alberta Continuing Care Association (ACCA) is a non-profit, voluntary organization and the recognized voice of continuing care in Alberta, made up of a unique alliance of:

- non-profit and/or faith-based and private owners and operators of home care and support services, supportive living and long-term care;
- and providers of quality products and services that support continuing care.

Our members provide care and services for 13,500 long-term care (LTC) and designated supportive living (DSL) individuals and over 5.4 million hours of home care to Albertans. ACCA members are experienced, knowledgeable and passionate about providing quality and innovative care. Our active and diverse membership helps ensure our representation with government, the public, and other partners and stakeholders is accurate and informed. Our Members Truly Are Our Greatest Strength!

Supporting our members has always been our priority and ensuring we adequately understand and capture your concerns and communicate these to our partners in government, Alberta Health Services, and others will remain our focus. Through advocacy, communication, and partnership development, we provide focus and a unified voice on behalf of our members towards strategic planning and positive outcomes for the best possible continuing care for all Albertans.

**5.4+** MILLION  
HOURS OF HOME CARE  
PROVIDED ANNUALLY

**13,500+**  
LONG TERM CARE AND  
DESIGNATED SUPPORTIVE  
LIVING RESIDENTS SERVED  
BY OUR MEMBERS

**16,000+**  
STAFF EMPLOYED BY  
ACCA MEMBERS





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## WHY PARTNER OR EXHIBIT

**GENERATE BRAND AWARENESS AND SALES LEADS** with over 300 healthcare leaders, policymakers, and care providers in attendance.

**BE PART OF A WORLD-CLASS EDUCATIONAL PROGRAM** that fosters excellence and inspires quality improvement in continuing care.

**DEVELOP RELATIONSHIPS WITH LEADERS** in this area, as well as front-line care providers.

**EXHIBIT YOUR LEADERSHIP** by showcasing the importance continuing care plays in our health system throughout comprehensive marketing campaign.

## THE AUDIENCE

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

WE EXPECT **300 DELEGATES** AND REPRESENTATIVES FROM **OVER 60 INDUSTRY ORGANIZATIONS** TO ATTEND THE CONFERENCE.

### THE AUDIENCE WILL INCLUDE:

- Continuing care facility owners, builders, operators, and managers
- Medical directors and physician leaders
- Case Managers
- Directors of Care
- Leaders in related government departments
- Registered Nurses
- Geriatricians and family physicians
- Licensed Practical Nurses
- Nurse Practitioners
- Rehabilitation staff in acute and community settings
- Health Care Aides
- Pharmacists and pharmacy technicians
- Dietitians and Nutritionists
- QI&M Program Consultants
- RAI Leads
- Patient safety and quality improvement professionals
- Researchers and Clinicians
- Healthcare educators





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**CUSTOM BRANDED  
HOTEL KEY CARDS**  
PUTTING YOUR LOGO  
IN THE HANDS OF  
EVERY DELEGATE

**TITLE PARTNER**  
**\$12,000**  
**1 AVAILABLE**

**AS A TITLE PARTNER, YOUR ORGANIZATION WILL RECEIVE:**

- Premium location for two (2) complimentary exhibit booths for the tradeshow including delegate conference registrations for two (2) booth representatives per booth
- Guaranteed advance first choice of premium booth exhibit locations
- Three (3) additional complimentary delegate conference registrations including all meals and Gala dinner
- Reserved table of 8 at Awards of Excellence Gala dinner
- Opportunity to introduce opening keynote speaker
- Opportunity to present one Award of Excellence at the Awards of Excellence Gala with exclusive photos
- Custom branded hotel key cards putting your logo in the hands of every delegate
- On-stage mention and introduction at Conference Opening, Closing, during Awards of Excellence Gala dinner, and before all Plenary Panel discussions
- Recognition in the final program and conference app, on signage, on-screen in the main hall, and from the podium at the conference.
- Prominent branded signage at the Registration Desk
- Ad displayed on all electronic displays throughout conference
- Prominent placement of your company logo within the conference app
- Logo on conference website with a link to your corporate website
- Recognition via ACCA social media and the ACCA newsletter
- 250-word company profile and logo in the 2022 ACCA Annual Report
- Opportunity to provide up to two (2) promotional inserts in the delegate bag
- Opportunity to have ad displayed on ACCA website promoting your organization for up to 3 months
- Right of first refusal for the 2023 conference

TO COMPARE OPPORTUNITIES, LINK TO **BENEFITS AT A GLANCE**





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## **GOLD PARTNER**

# **\$10,000**

## **2 AVAILABLE**

### **OPPORTUNITY TO PRESENT ONE AWARD OF EXCELLENCE**

#### **AS A GOLD PARTNER, YOUR ORGANIZATION WILL RECEIVE:**

- Premium location for two (2) complimentary exhibit booths for the tradeshow including delegate conference registration for two (2) booth representatives per booth
- Two (2) additional complimentary delegate conference registrations including all meals and Gala dinner
  - Additional organization representatives may register at the reduced rate (**\$300 plus tax**)
- Reserved table at Awards of Excellence Gala dinner (for 6 people)
  - Additional Gala dinner tickets may be purchased at the regular rate (\$75 plus tax)
- Opportunity to present one Award of Excellence at the Awards of Excellence Gala with exclusive photos
- Recognition in the final program and conference app, on signage, on-screen in the main hall and from the podium at the conference
- Prominent placement of your company logo within the conference app
- Logo on conference website with a link to your corporate website
- Recognition via ACCA social media and the ACCA newsletter
- 250-word company profile and logo in the 2022 ACCA Annual Report
- Opportunity to provide up to two (2) promotional inserts in the delegate bag
- Opportunity to showcase your partnership with the ACCA via a link to the conference website from your own corporate site
- Right of first refusal for the 2023 conference

**TO COMPARE OPPORTUNITIES, LINK TO [BENEFITS AT A GLANCE](#)**





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## SILVER PARTNER

**\$7,500**  
**2 AVAILABLE**

150-WORD COMPANY  
**PROFILE AND LOGO**  
IN THE **2022 ACCA**  
**ANNUAL REPORT**

### AS A SILVER PARTNER, YOUR ORGANIZATION WILL RECEIVE:

- One (1) complimentary exhibit booth for the tradeshow including delegate conference registrations for two (2) booth representatives
- One (1) additional complimentary conference registration including all conference meals and the Gala dinner
  - Additional organization representatives may register at the reduced rate (**\$300 plus tax**)
  - Additional Gala dinner tickets may be purchased at the regular rate (\$75 plus tax)
- **Opportunity to present one Award of Excellence at the Awards of Excellence Gala** with exclusive photos
- Recognition in the final program and conference app, on signage, on-screen in the main hall, and from the podium at the conference
- Prominent placement of your company logo within the conference app
- Logo on conference website with a link to your corporate website
- Recognition via ACCA social media and the ACCA newsletter
- 150-word company profile and logo in the 2022 ACCA Annual Report
- Opportunity to provide one (1) promotional insert in the delegate bag
- Opportunity to showcase your partnership with the ACCA via a link to the conference website from your own corporate site
- Right of first refusal for the 2023 conference

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LOGO IN THE  
**2022 ACCA  
ANNUAL REPORT**

## **BRONZE PARTNER**

# **\$5,000**

### **MULTIPLE AVAILABLE**

#### **AS A BRONZE PARTNER, YOUR ORGANIZATION WILL RECEIVE:**

- One (1) complimentary exhibit booth for the tradeshow including delegate conference registrations for two (2) booth representatives
- One (1) additional complimentary conference registrations including all conference meals and the Gala dinner
  - Additional organization representatives may register at the reduced rate (\$300 plus tax)
  - Additional Gala dinner tickets may be purchased at the regular rate (\$75 plus tax)
- Recognition in the final program and conference app, on signage, on-screen in the main hall and from the podium at the conference
- Placement of your company logo within the conference app
- Logo on conference website with a link to your corporate website
- Recognition via ACCA social media and the ACCA newsletter
- Logo in the 2022 ACCA Annual Report
- Opportunity to showcase your partnership with the ACCA via a link to the conference website from your own corporate site

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# ADDITIONAL PARTNERSHIP OPPORTUNITIES

Additional partnership opportunities may be purchased alone or in conjunction with one of the partnership levels noted. Organizations may combine multiple opportunities to create a custom partnership package at their desired level of support.

## **GALA RECEPTION & GALA DINNER PARTNER • \$4,500 • 1 AVAILABLE**

As the **EXCLUSIVE** Gala reception and dinner partner, your organization will receive:

- Reserved table of eight (8) at Awards of Excellence Gala dinner
  - Additional Gala dinner tickets may be purchased at the regular rate (\$75 plus tax)
- Signature cocktail named after your organization
- Placement of your organization logo on Gala dinner menus
- Opportunity to lead the saying of grace
- Opportunity to introduce Gala dinner keynote or special guest
- Recognition in the final program and conference app, on signage, on-screen in the main hall and from the podium during the dinner
- Logo on conference website with a link to your corporate website
- Logo in the 2022 ACCA Annual Report
- Opportunity to advertise your organization in the banquet hall
- Opportunity to provide one (1) promotional item at each place setting during the dinner

## **BREAKFAST PARTNER • \$2,000 • 2 AVAILABLE**

As a breakfast partner, your organization will receive:

- Recognition in the final program and conference app, on signage, on-screen in the main hall and from the podium at the conference
- Logo on conference website with a link to your corporate website
- Logo in the 2022 ACCA Annual Report

## **LUNCH PARTNER • \$3,000 • 2 AVAILABLE**

As a lunch partner, your organization will receive:

- Recognition in the final program and conference app, on signage, on-screen in the main hall and from the podium at the conference
- Logo on conference website with a link to your corporate website
- Logo in the 2022 ACCA Annual Report





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### **BREAK PARTNER • \$1,000 • 4 AVAILABLE**

**As a break partner, your organization will receive:**

- Recognition in the final program and conference app, on signage, on-screen in the main hall and from the podium at the conference
- Logo on conference website with a link to your corporate website
- Logo in the 2022 ACCA Annual Report

### **LANYARD PARTNER • \$2,000 • 1 AVAILABLE**

**As the EXCLUSIVE lanyard partner, your organization will receive:**

- Opportunity to place your logo on delegate lanyards (All delegates receive a lanyard when they arrive at the conference)
- Recognition in the final program and conference app, on signage, on-screen in the main hall and from the podium
- Partnering organization will provide up to 400 lanyards – details on lanyard specs to follow upon confirmation

### **CONFERENCE WIFI PARTNER • \$2,000 • 1 AVAILABLE**

**As the EXCLUSIVE conference Wifi partner, your organization will receive:**

- Recognition in the final program and conference app, on signage, on-screen in the main hall and from the podium
- Opportunity to use your company name as the password used by all delegates to access the conference Wifi network
- Logo on the conference website with a link to your corporate website

### **DELEGATE BAGS PARTNER • \$2,000 • 1 AVAILABLE**

**As the EXCLUSIVE delegate bag partner, your organization will receive:**

- Opportunity to place your logo on one of two high-profile products
- All delegates receive a delegate bag when they arrive at the conference
- Recognition in the final program and conference app, on signage, on-screen in the main hall and from the podium
- Partnering organization will provide up to 400 bags – details on bag specs to follow upon confirmation





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## **GRAND PRIZE PARTNER • \$2,500 • 1 AVAILABLE**

**As the EXCLUSIVE grand prize partner, your organization will receive:**

- Recognition in the final program and conference app, on signage, on-screen in the main hall, and from the podium
- Logo on conference website with a link to your corporate website
- Opportunity to have a representative from your organization draw the prize and announce the winner at the end of the conference
- Partnering organization will provide one (1) grand prize for the final draw – prize suggestions can be provided if requested
- Two (2) complimentary tickets to the Gala dinner for your organization's representatives

## **DELEGATE PROMOTIONAL ITEM PARTNER • \$1,000 • MULTIPLE AVAILABLE**

**As a delegate promotional item partner, your organization will receive:**

- Opportunity to place your logo on a high-profile product such as a coffee mug or water bottle that delegates can use during the conference – help demonstrate your support not only for continuing care but also for reducing the environmental impact of our conference!
- All delegates receive the promotional item when they arrive at the conference as part of their delegate kit
- Recognition in the final program and conference app, on signage, on-screen in the main hall and from the podium
- Partnering organization will provide up to 400 promotional items in addition to their partnership contribution

## **CUSTOM PARTNERSHIPS AVAILABLE**

For more information please email Keneisha Williams at [events@ab-cca.ca](mailto:events@ab-cca.ca)





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# EXHIBITOR INFORMATION

## EXHIBIT RATES

<b>ACCA Members</b>	Before July 15, 2022	\$1,800 per booth
	After July 15, 2022	\$2,000 per booth
<b>Non-Members</b>	Before July 15, 2022	\$2,300 per booth
	After July 15, 2022	\$2,500 per booth

*GST will be charged on all exhibitor booth purchases.*

### Your exhibit fee includes:

- 1 - 10' x 10' draped booth space (8' high back wall and 3' high side walls)
- Booth carpet
- 1 - 8' skirted table and 2 chairs
- 1 - 110 volt power outlet
- WiFi internet access
- 2 complimentary registration per booth space for your organization, which includes all conference meals and the Gala dinner
- Additional organization representatives may register at the reduced rate of \$300
- Additional Gala dinner tickets may be purchased at the regular rate (\$75 plus tax)

### Not included in your booth fee:

- Additional organization representatives over and above the complimentary passes provided Booth power outlets and service (over 110 volts)
- Materials storage and handling fees
- Upgraded furniture, display materials and additional service options are also available for purchase from the official show services provider

## BOOTH SELECTION

Booth space requests will be accepted on a first-come, first-served basis, with priority given to Title, Gold, Silver, and Bronze level partners. Booth assignments will be completed by August 31, 2022. The tradeshow organizers reserve the right to allocate exhibit space but every effort will be made to accommodate your request.





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# EXHIBITOR INFORMATION CONT'D

## TRADESHOW LOCATION

Cambridge Red Deer Hotel & Conference Centre 3310 50 Avenue, Red Deer, AB T4N 3X9  
Details on exhibitor shipping and move-in will be provided upon confirmation.

## TRADESHOW HOURS\*

<b>Wednesday</b>	September 14, 2022	10:00 am - 6:00 pm
<b>Thursday</b>	September 15, 2022	8:00 am – 2:00 pm
<b>Set-up Wednesday</b>	September 14, 2022	7:00 am – 10:00 am
<b>Tear-down Thursday</b>	September 15, 2022	after 2:00 pm

*\*Times may be different as per the conference schedule*

## CONTACT

**FOR MORE  
INFORMATION**

For more information or to confirm your participation, please contact the event team:  
Keneisha Williams - [events@ab-cca.ca](mailto:events@ab-cca.ca)

*All partnership and exhibitor fees are listed in Canadian dollars.*

More information on the program, registration, accommodations and other details are available on the conference website [www.accai.q.com](http://www.accai.q.com)





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## BENEFITS AT A GLANCE

BENEFIT	TITLE	GOLD	SILVER	BRONZE
Exclusivity	1	2	2	Multiple
Program Committee Membership	✓			
Exclusive Access to Keynote Speaker	✓			
Right of First Refusal for Conference 2023	✓	✓	✓	
Logo on all Electronic Signs	✓			
Elevator Screens	✓			
Hotel Room Key Card Branding	✓			
Logo on Signage & On-Screen	✓	✓	✓	✓
Logo in Program	✓	✓	✓	✓
Ad in Program	Premium Full Page	Full Page	1/2 Page	1/4 Page
Exhibit Booth with 2 Registrations per Booth	2 Premium Locations	2 Premium Locations	1	1
Complimentary Registrations	3	2	1	1
TOTAL Complimentary Registrations	7	6	2	2
Discounted Additional Registrations	\$300	\$300	\$300	\$300
App Push Notifications	✓			
App Sponsored Posts	✓	✓		
Logo & Profile on Conference App	✓	✓	✓	Logo Only
Verbal Recognition – Entire Conference	✓			
Podium Address	✓	✓		
Verbal Recognition During Conference Component	✓	✓	✓	✓
Reserved Table at Awards Gala	✓	✓		
Present 1 Award at Gala with Exclusive Photos	✓	✓	✓	
ACCA Website Ad	✓			
Website Linking	✓	✓	✓	✓
ACCA Social Media Feature	✓	✓	✓	✓
Post-Conference Facebook & Twitter	✓	✓	✓	
Company Profile in ACCA Annual Report	✓	✓	✓	Logo Only
Company Profile in ACCA Newsletter	✓	✓	✓	✓
Delegate Bag Promo Items	2	2	1	





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## ADDITIONAL OPPORTUNITES BENEFITS AT A GLANCE

OPPORTUNITY	AVAILABLE	AMOUNT	GALA	PROGRAM	SIGNS	VERBAL	PODIUM SIGN	WEBSITE LOGO	PROMO ITEM	SOCIAL MEDIA	ANNUAL REPORT	APP	EXTRAS
<b>GALA PARTNERSHIP</b>													
Gala Reception & Dinner Partner	1	\$4,500	Table of 8	✓	✓	✓	✓	✓	✓	✓	✓	✓	Logo on Menu, Signature Cocktail, Grace, Introduce Gala dinner keynote or special guest
Grand Prize Partner (provide prize)	1	\$2,500	2 Tickets	✓	✓	✓		✓		✓	✓	✓	Present prize, brief remark
<b>PROMOTION PARTNERSHIPS</b>													
Delegate Bag Partner	1	\$2,000		✓	✓	✓		✓				✓	Supply bags of their choice
Lanyard Partner	1	\$2,000		✓	✓	✓		✓				✓	Supply lanyard of their choice
Promotional Item Partner	Multiple	\$1,000		✓	✓	✓		✓				✓	Supply item of their choice
<b>PROMOTION PARTNERSHIPS</b>													
Conference Wifi Partner	1	\$2,000		✓	✓	✓		✓				✓	Company name as password
<b>REFRESHMENT PARTNERSHIPS</b>													
Breakfast Partner	2	\$2,000		✓	✓	✓		✓			✓	✓	
Lunch Partner	2	\$3,000		✓	✓	✓		✓			✓	✓	
Break Partner	4	\$1,000		✓	✓	✓		✓			✓	✓	

