



Partnership Opportunities

ACCA 2023 INSPIRING QUALITY CONFERENCE

OCTOBER 3 – 5: EDMONTON, AB



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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 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 over 13,000 long-term care (LTC) and designated supportive living (DSL) residents and over 5.5 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:



121,000+
Home Care Clients



28,000+
Continuing Care Residents

ACCA MEMBERS:

- ⇒ Provide 80%+ of Funded Home Care in Alberta
- ⇒ Account for 60% of Contracted Facility-based Continuing Care
- ⇒ Support 13,000+ Continuing Care Residents
- ⇒ Employ 20,000+ Continuing Care Staff
- ⇒ 5.7 Million Hours of Home Care Annually



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ABOUT THE ACCA INSPIRING QUALITY (IQ) CONFERENCE

The Alberta Continuing Care Association (ACCA) is excited for the return of the annual Inspiring Quality (IQ) Conference.

Major transformation has occurred, and continues across continuing care in Alberta, from legislative reform to reviews of every sub-sector, and new norms following unprecedented COVID-19 experiences. Care services and delivery must continue to adapt and innovate to meet growing demand and evolving expectations. IQ23 will be an uplifting opportunity to connect, share, collaborate, propel sector innovation and learn best practices to sustain and elevate quality in Alberta's continuing care sector.

The IQ conference has always celebrated excellence in the industry, highlighting leading quality initiatives in Alberta, Canada, and globally. Expecting over 300 delegates, IQ23 is a must-attend event incorporating more dedicated opportunities to connect, and gain new insights with colleagues, leaders, and decision-makers. The IQ23 Tradeshow will be allocated more focus than ever before, allowing our partners and exhibitors to connect, share experiences, and showcase the newest and most valuable products, services, technology, and innovations. We look forward to welcoming you to what promises to be a remarkable experience!

The Audience

All of ACCA's diverse 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; physicians, nurses, pharmacists, occupational therapists, and other continuing care providers; health system executives and representatives from government; educators and researchers; industry partners; and key stakeholders in the health care system, including residents and family members.

WHY PARTNER OR EXHIBIT?

Gaining targeted exposure for your organization, goods and services across ACCA's diverse and engaged audience is key among the many benefits of partnering with ACCA.

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 through our comprehensive marketing campaign.



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ALL IQ23 SPONSORS RECEIVE

- Exclusive pre-event planning documents
- 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 2023 Annual Report

TITLE SPONSOR

BY SPONSOR BID
1 AVAILABLE

AS THE IQ23 TITLE SPONSOR, YOUR ORGANIZATION WILL RECEIVE:

- Dedicated sponsor furnished lounge space in the Tradeshow area, in a 10'x10' space for the duration of the conference. This is a rare opportunity to create a one-of-a-kind experience for attendees in a dedicated, comfortable area. Ideas for themes include wellness/self-care experiences, one-on-one private meetings; career/professional development resources
- Two (2) complimentary premium location exhibit booths for the tradeshow (over \$4,000 value), with two (2) full conference exhibitor registrations per exhibit booth, including all meals, awards dinner and reception tickets (a total of 4 conference exhibitor registrations)
- Guaranteed advance first choice of premium exhibit booth locations
- Four (4) additional complimentary delegate conference registrations including all conference meals and Awards of Excellence event (a total of 8 attendees from your organization, with over \$6,000 cash value)
- An unlimited number of delegates from the sponsor organization may register at a 40% discount
- One (1) complimentary hotel guest room for two (2) nights during the conference
- Booth numbers highlighted on exhibitor listing
- Opportunity to introduce sponsor organization, and conference opening keynote speaker
- Reserved VIP Table for eight (8) at the Awards of Excellence event
- Recognition as the esteemed sponsor of one category of the Awards of Excellence, with the opportunity to present the Award, and have exclusive photos published
- On-stage mention and introduction at Conference Opening, Closing, during Awards of Excellence, and before all Plenary Panel sessions
- Recognition through the conference app, event signage, plenary screens, and from the podium
- Two push notifications through the event app during the conference
- Prominent, dedicated branded signage at the Conference Registration Desk
- Branded décor item at the Conference Registration Desk (e.g., balloon arrangement)
- Opportunity to provide a video advertisement for electronic displays throughout conference
- Opportunity to provide up to two (2) branded promotional items and informational inserts in conference delegate bags
- ACCA co-branded welcome gift for delegates
- Sponsor profile and logo on the conference website, and event app, with a link to sponsor organization's website
- Opportunity to share content from your organization through a dedicated, direct email blast
- Dedicated email blast recognizing Title and Gold Sponsors
- 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, promoting your organization for up to 3 months
- 250-word company profile, link and logo in the ACCA 2023 Annual Report
- Right of first refusal for the 2024 conference



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GOLD SPONSOR

\$12,500
2 AVAILABLE

- One (1) premium location tradeshow exhibit booth, with two (2) full conference exhibitor registrations included (valued at over \$2,000)
- Three (3) additional complimentary full conference delegate registrations, including all meals, awards dinner and reception tickets (a total of 5 conference attendees from your organization)
- An unlimited number of delegates from the sponsor organization may register at a 35% discount
- One reserved VIP table for eight (8) at the Awards of Excellence event
- Opportunity to present one Award of Excellence, with exclusive photos
- Opportunity to introduce one keynote speaker, or plenary session
- Recognition during the conference through the conference app, event signage, plenary screens, and from the podium
- Booth numbers highlighted on exhibitor listing
- Opportunity to provide a video advertisement for electronic displays
- One push notification through the event app during the conference
- Sponsor profile and logo on the conference website, and event app, with a link to sponsor organization's website
- Opportunity to provide two (2) branded promotional item, and informational inserts in conference delegate bags
- Dedicated email blast recognizing Title and Gold Sponsors
- Recognition through ACCA social media and ACCA newsletters
- Special post-conference feature in an ACCA newsletter
- 150-word organizational profile, link, and logo in the ACCA 2023 Annual Report
- Right of first refusal for the 2024 conference

SILVER SPONSOR

\$8,500
4 AVAILABLE

- One (1) tradeshow exhibit booth, with two (2) full conference exhibitor registrations included (valued at over \$1,700)
- Two (2) additional complimentary full conference delegate registrations, including all meals, awards dinner and reception tickets (a total of 4 conference attendees from your organization)
- An unlimited number of delegates from the sponsor organization may register at a 30% discount
- One reserved table for eight (8) at the Awards of Excellence event
- Opportunity to introduce one keynote speaker, breakout or plenary session
- Recognition during the conference through the conference app, event signage, plenary screens, and from the podium
- Booth numbers highlighted on exhibitor listing
- Sponsor profile and logo on the conference website, and event app, with a link to sponsor organization's website
- Recognition through ACCA social media and ACCA newsletters
- Opportunity to provide one (1) branded promotional item, and informational insert in conference delegate bags
- Organizational profile, logo and link in the ACCA 2023 Annual Report



SIGN UP TO SPONSOR IQ23 TODAY

BRONZE SPONSOR

\$5,500
8 AVAILABLE

- One (1) tradeshow exhibit booth, with two (2) full conference exhibitor registrations included (valued at over \$1,700)
- One (1) additional complimentary full conference delegate registration, including all meals, awards dinner and reception tickets (a total of 3 conference attendees from your organization)
- An unlimited number of delegates from the sponsor organization may register at a 30% discount
- Recognition during the conference through the conference app, event signage, plenary screens, and from the podium
- Sponsor logo on the conference website and event app, with sponsor organization's website link
- Opportunity to provide one (1) branded promotional item, and informational insert in conference delegate bags
- Recognition through ACCA social media, and ACCA newsletters
- Organizational logo and link in the ACCA 2023 Annual Report

WELCOME TRADESHOW NETWORKING RECEPTION SPONSOR

\$5,000
1 AVAILABLE

- One (1) tradeshow exhibit booth, with two (2) full conference exhibitor registrations included (valued at over \$1,700)
- An unlimited number of delegates from the sponsor organization may register at a 30% discount
- Recognition through the conference app, event signage, on-screen and from the podium, throughout the conference
- Opportunity to have a special mixed beverage served, named after sponsor organization
- Prominently displayed signage in the Reception area
- Branded drink tickets and cocktail napkins
- Opportunity to provide signage for the Reception
- Branded tent cards on reception tables
- Opportunity to have a promotional items distributed to delegates during Reception
- Logo and link on the conference website
- Recognition through ACCA social media, and ACCA newsletters
- Organizational logo and link in the ACCA 2023 Annual Report



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2023 AWARDS OF EXCELLENCE

The ACCA Awards of Excellence celebrate excellence and advancement in improving the delivery of continuing care, and the quality of life of care recipients. The 2023 Awards of Excellence will bring together the continuing care sector to celebrate the inspiring commitment and passion of care providers across Alberta.

The Awards of Excellence gala will include a black tie dinner, special prize giveaways, gift bags for each guest featuring a selection of high quality, locally made local goods, live entertainment, and more.

AWARDS OF EXCELLENCE DINNER SPONSOR

\$5,500
1 AVAILABLE

- One (1) tradeshow exhibit booth, with two (2) full conference exhibitor registrations included (valued at over \$1,700)
- One (1) additional complimentary full conference delegate registration, including all meals, awards dinner, and reception tickets (a total of 3 conference attendees from your organization)
- Unlimited number of delegates from the sponsor organization may register at a 30% discount
- Reserved table of eight (8) at the Awards of Excellence Gala event
- Opportunity to welcome guests and introduce your organization at the event
- Branded tent cards on tables
- Opportunity to provide a video advertisement for electronic displays during the Awards of Excellence event
- Recognition throughout the Awards event through signage, on-screen, and from the podium
- Branded event menu and program
- Opportunity to present an Award, and have captioned photos published
- Prominently displayed signage in the Awards of Excellence event area
- Opportunity to have a promotional item placed at each guest seat during the Awards of Excellence
- Logo and link on the event registration web page
- Recognition through ACCA social media, and ACCA newsletters
- Organizational logo and link in the ACCA 2023 Annual Report
- On-screen Recognition during the ACCA 2023 AGM, and member appreciation reception
- Opportunity to provide branded décor
- Right of first refusal for the 2024 Awards of Excellence Dinner Sponsorship



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AWARDS OF EXCELLENCE GIFT BAG SPONSOR

\$3,000
1 AVAILABLE

- One (1) tradeshow exhibit booth, with two (2) full conference exhibitor registrations included (valued at over \$1,700)
- Unlimited number of delegates from the sponsor organization may register at a 30% discount
- Opportunity to hand out gift bags and introduce your organization at the event
- Branded gift bags
- Opportunity to provide a video advertisement for electronic displays during the Awards of Excellence event
- Recognition throughout the event through signage, on-screen, and from the podium
- Prominently displayed signage in the Awards of Excellence event area
- Logo and link on the event registration web page
- Recognition through ACCA social media, and ACCA newsletters
- Organizational logo and link in the ACCA 2023 Annual Report
- On-screen Recognition during the ACCA 2023 AGM, and member appreciation reception
- Right of first refusal for the 2024 Awards of Excellence Dinner Sponsorship

AWARDS OF EXCELLENCE BEVERAGE SPONSOR

\$3,500
1 AVAILABLE

- One (1) tradeshow exhibit booth, with two (2) full conference exhibitor registrations included (valued at over \$1,700)
- Unlimited number of delegates from the sponsor organization may register at a 30% discount
- Opportunity to introduce your organization at the event
- Branded drink tickets and cocktail napkins
- Provide one branded promotional item
- Opportunity to provide a video advertisement for electronic displays during the Awards of Excellence event
- Recognition throughout the event through signage, on-screen, and from the podium
- Prominently displayed signage in the Awards of Excellence event area
- Logo and link on the event registration web page
- Recognition through ACCA social media, and ACCA newsletters
- Organizational logo and link in the ACCA 2023 Annual Report
- On-screen Recognition during the ACCA 2023 AGM, and member appreciation reception
- Right of first refusal for the 2024 Awards of Excellence Dinner Sponsorship



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CARE PROVIDER OF THE YEAR AWARD SPONSOR

\$2,000
1 AVAILABLE

- Opportunity to present the Care Provider of the Year Award
- Opportunity to introduce your organization ahead of presenting the Award
- An unlimited number of delegates from the sponsor organization may register at a 15% discount
- Branded Award certificate
- Provide one branded promotional item
- Recognition throughout the event through signage, on-screen, and the podium
- Captioned photos published
- Prominently displayed signage in the Awards of Excellence event area
- Logo and link on the event registration web page
- Recognition through ACCA social media, and ACCA newsletters
- Organizational logo and link in the ACCA 2023 Annual Report
- On-screen recognition during the ACCA 2023 AGM
- Right of first refusal for the 2024 Awards of Excellence Sponsorship

LIFETIME ACHIEVEMENT AWARD SPONSOR

\$2,000
1 AVAILABLE

- Opportunity to presenting the Lifetime Achievement Award
- Opportunity to introduce your organization ahead of presenting the Award
- An unlimited number of delegates from the sponsor organization may register at a 15% discount
- Branded Award certificate
- Provide one branded promotional item
- Recognition throughout the event through signage, on-screen, and the podium
- Captioned photos published
- Prominently displayed signage in the Awards of Excellence event area
- Logo and link on the event registration web page
- Recognition through ACCA social media, and ACCA newsletters
- Organizational logo and link in the ACCA 2023 Annual Report
- On-screen recognition during the ACCA 2023 AGM
- Right of first refusal for the 2024 Awards of Excellence Sponsorship

INNOVATOR OF THE YEAR AWARD SPONSOR

\$2,000
1 AVAILABLE

- Opportunity to presenting the Innovator of the Year Award
- An unlimited number of delegates from the sponsor organization may register at a 15% discount
- Opportunity to introduce your organization ahead of presenting the Award
- Branded Award certificate
- Provide one branded promotional item
- Recognition throughout the event through signage, on-screen, and the podium
- Captioned photos published
- Prominently displayed signage in the Awards of Excellence event area
- Logo and link on the event registration web page
- Recognition through ACCA social media, and ACCA newsletters
- Organizational logo and link in the ACCA 2023 Annual Report
- On-screen recognition during the ACCA 2023 AGM
- Right of first refusal for the 2024 Awards of Excellence Sponsorship



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BREAKFAST SPONSOR

\$3,000
2 AVAILABLE

- Recognition through the conference app, event signage, on-screen and from the podium, throughout the conference
- Prominently displayed signage in the lunch area
- Branded tent cards on tables during breakfast
- An unlimited number of delegates from the sponsor organization may register at a 15% discount
- Opportunity to have a promotional item placed at each delegate seat during the sponsored breakfast
- Two (2) complimentary tickets to the Awards of Excellence
- Event Logo and link on the conference website
- Recognition through ACCA social media, and ACCA newsletters
- Organizational logo and link in the ACCA 2023 Annual Report

LUNCH SPONSOR

\$3,000
2 AVAILABLE

- Recognition through the conference app, event signage, on-screen and from the podium, throughout the conference
- Prominently displayed signage in the lunch area
- Branded tent cards on tables during lunch
- An unlimited number of delegates from the sponsor organization may register at a 15% discount
- Opportunity to have a promotional item placed at each delegate seat during the sponsored lunch
- Two (2) complimentary tickets to the Awards of Excellence event
- Logo and link on the conference website
- Recognition through ACCA social media, and ACCA newsletters
- Organizational logo and link in the ACCA 2023 Annual Report

NETWORKING BREAK SPONSOR

\$2,000
3 AVAILABLE

- Recognition through the conference app, event signage, on-screen and from the podium, throughout the conference
- An unlimited number of delegates from the sponsor organization may register at a 15% discount
- Two (2) complimentary tickets to the Awards of Excellence event
- Prominently displayed signage in the break area
- Recognition through ACCA social media, and ACCA newsletters
- Logo and link on the conference website
- Organizational logo and link in the ACCA 2023 Annual Report



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PLENARY SESSION SPONSOR

\$2,500
2 AVAILABLE

- Opportunity to introduce plenary session and speakers
- Sponsor logo and/or ad displayed on screens before, and after plenary session
- An unlimited number of delegates from the sponsor organization may register at a 15% discount
- Recognition during the conference through the conference app, event signage, plenary screens, and from the podium
- Two (2) complimentary tickets to the Awards of Excellence event
- Sponsor logo on the conference website, and event app, with a link to sponsor organization's website
- Opportunity to have a promotional item placed at each delegate seat during the plenary presentation
- Recognition through ACCA social media and ACCA newsletters
- Organizational logo and link in the ACCA 2023 Annual Report

KEYNOTE SPEAKER SPONSOR

\$2,500
2 AVAILABLE

- Opportunity to introduce keynote speaker
- Sponsor logo and/or ad displayed on screens before, and after keynote
- An unlimited number of delegates from the sponsor organization may register at a 15% discount
- Recognition during the conference through the conference app, event signage, plenary screens, and from the podium
- Sponsor logo on the conference website, and event app, with a link to sponsor organization's website
- Two (2) complimentary tickets to the Awards of Excellence event
- Opportunity to have a promotional item placed at each delegate seat during the keynote presentation
- Recognition through ACCA social media and ACCA newsletters
- Organizational logo and link in the ACCA 2023 Annual Report

BREAKOUT SESSION SPONSOR

\$1,500
6 AVAILABLE

- Opportunity to introduce the session speaker
- Sponsor logo and/or ad displayed on screens before, and after session
- An unlimited number of delegates from the sponsor organization may register at a 15% discount
- Sponsor logo on the conference website, and event app, with a link to sponsor organization's website
- Opportunity to have a promotional item placed at each delegate seat during the breakout session
- Recognition through ACCA social media and ACCA newsletters
- Organizational logo and link in the ACCA 2023 Annual Report



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LANYARD SPONSOR

\$2,000
1 AVAILABLE

- Opportunity to provide branded delegate lanyards (all delegates receive a lanyard)
- Recognition during the conference through the conference app, event signage, screens, and from the podium
- An unlimited number of delegates from the sponsor organization may register at a 15% discount
- Recognition through ACCA social media and newsletters
- Two (2) complimentary tickets to the Awards of Excellence
- Logo and link on the conference website
- Organizational logo and link in the ACCA 2023 Annual Report
- Partnering organization will provide up to 400 lanyards - *details on specs to follow*

DELEGATE BAG SPONSOR

\$3,000
1 AVAILABLE

- Opportunity to place sponsor logo on conference ACCA co-branded conference bags for all delegates (ACCA can provide the bags)
- An unlimited number of delegates from the sponsor organization may register at a 15% discount
- Recognition during the conference through the conference app, event signage, plenary screens, and from the podium
- Two (2) complimentary tickets to the Awards of Excellence event
- Logo and link on the conference website
- Recognition through ACCA social media and ACCA newsletters
- Organizational logo and link in the ACCA 2023 Annual Report

CONFERENCE PROMOTIONAL ITEM SPONSOR

\$3,000
1 AVAILABLE

- Opportunity to place sponsor logo on conference ACCA co-branded promotional item (e.g., water bottle, travel mug) for all delegates (ACCA will provide the promotional item)
- An unlimited number of delegates from the sponsor organization may register at a 15% discount
- Recognition during the conference through the conference app, event signage, plenary screens, and from the podium
- Two (2) complimentary tickets to the Awards of Excellence event
- Logo and link on the conference website
- Recognition through ACCA social media and ACCA newsletters
- Organizational logo and link in the ACCA 2023 Annual Report



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TRADESHOW GRAND PRIZE SPONSOR

\$2,000
1 AVAILABLE

- Recognition through the conference app, event signage, on-screen and from the podium, throughout the conference
- Two (2) complimentary tickets to the Awards of Excellence event
- An unlimited number of delegates from the sponsor organization may register at a 15% discount
- Recognition through ACCA social media, and ACCA newsletters
- Logo and link on the conference website
- Organizational logo and link in the ACCA 2023 Annual Report
- Opportunity to provide or recommend theme of prize provided

WI-FI SPONSOR

\$2,500
1 AVAILABLE

- Opportunity to use organization name as the password used by all delegates to access the conference Wi-Fi network
- Recognition through the conference app, event signage, on-screen and from the podium
- Two (2) complimentary tickets to the Awards of Excellence event
- An unlimited number of delegates from the sponsor organization may register at a 15% discount
- Recognition through ACCA social media, and ACCA newsletters
- Logo and link on the conference website
- Organizational logo and link in the ACCA 2023 Annual Report



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BENEFITS AT A GLANCE

BENEFIT	TITLE	GOLD	SILVER	BRONZE
Exclusivity	✓			
ACCA Website Ad	✓	✓		
Introduce keynote speaker	✓	✓		
Right of First Refusal for 2024 Conference	✓	✓	✓	
Video Ads	✓	✓		
Logo on all Electronic Signs	✓	✓	✓	✓
Logo on Signage & On-Screen	✓	✓	✓	✓
Exhibit Booth, with 2 delegates per Booth	✓	✓	✓	✓
Complimentary delegate registrations	✓	✓	✓	✓
TOTAL Complimentary Registrations	8	4	2	1
Discounted Additional Registrations	✓ (40%)	✓ (35%)	✓ (30%)	✓ (30%)
App Push Notifications	✓ (2)	✓ (1)		
Logo & Profile on Conference App	✓	✓	✓	✓
Reserved Table at Awards Event	✓	✓	✓	
Present 1 Award with Exclusive Photos	✓	✓		
Website Linking	✓	✓	✓	✓
ACCA Social Media Feature	✓	✓	✓	✓
Post-Conference Sponsor Feature	✓	✓		
Company Profile in ACCA Annual Report	✓	✓	✓	✓
Company Profile in ACCA Newsletter	✓	✓	✓	
Delegate Bag Promo Items	✓	✓	✓	✓

CUSTOM PARTNERSHIPS

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

THANK YOU TO OUR IQ22 SPONSORS!

Telus Business

CareRx

Clark Builders

Extendicare Assist & SGP Purchasing Partner Network

Sobeys Pharmacy Group / Pharmacy at Safeway

Surge Learning

Jubo Health

Aramark

Health Quality Council of Alberta (HQCA)



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