

alberta college of
pharmacists



Join the
celebration
of the century!

Special
12-month
sponsorship
opportunity

2011 SPONSORSHIP PROSPECTUS

CELEBRATING
PHARMACY
A CENTURY OF EXCELLENCE





2011 ... it will be a year you don't want to miss

2011 marks a century of regulated pharmacy practice in Alberta and we're planning to celebrate! It will be a year of brief glimpses back and bold plans ahead. It will be a year of celebration, recognition, and recommitment to the innovation and high standards that have made Alberta a world leader in pharmacy practice. It will be a year to reconnect and reaffirm the partnerships and collaborations that have made all our successes possible.

alberta college of
pharmacists



The **Alberta College of Pharmacists (ACP)** governs the pharmacy profession in Alberta to support and protect the public's health and well-being. We ensure excellent pharmacy practice by setting and enforcing high standards of practice, competence and ethical conduct.



The **Alberta Pharmacists' Association (RxA)** is the advocacy body and voice for Alberta pharmacists. Representing pharmacists throughout the province, we support and advance the professional and economic well-being of our members to enhance the health of all Albertans.

The Centennial Committee, jointly supported by the Alberta College of Pharmacists (ACP) and the Alberta Pharmacists' Association (RxA), is lining up a year that will truly do the profession proud. At no other time will the achievements of pharmacists and their partners be made so visible, both to the profession and the public.

We invite you to join us in creating the celebration of a century. As a sponsor you will have the opportunity to:

- connect with the influencers and visionaries who will set the agenda for the next century,
- publicly demonstrate and be recognized for your ongoing support of and commitment to the profession,
- promote your company to pharmacy professionals, other health care leaders, and Albertans, and

- mark this once-in-a-lifetime event with potential clients and colleagues as you attend conference sessions and celebratory events.

Audience

All pharmacists and pharmacy technicians across Alberta (8000+) will be invited to participate in centennial events. Leaders in pharmacy throughout the country such as association executives and academics will also be in attendance. Public presentations through service, academic, and professional organizations as well as in-pharmacy materials, newspaper, radio, and online coverage will spread the message to all Albertans.

Don't miss the opportunity to raise your organization's profile with this influential audience. An excellent range of benefits offers you increasing visibility at each successive sponsorship level.



Centennial projects

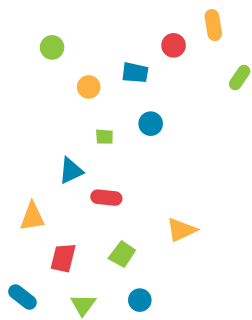
2011 ACP/RxA Conference

May 20 and 21, 2011
Jasper Park Lodge
*With the 2011 Alberta College of
Pharmacists' Annual General Meeting*

One of the highlights of this extraordinary year will be the Centennial Conference at the Jasper Park Lodge. Over 300 delegates from across the province will gather in this magnificent setting to share stories, reflect on the changes they have witnessed, and set the direction for the next 100 years.

Conference delegates will be health care leaders, including pharmacy owners and managers, community and hospital pharmacists, students, association executives, researchers, and academics.

Last year's conference sold out before the early bird deadline; we are certain this conference will be the same!



Commissioned Work of Art

To commemorate the year, the Centennial Committee is commissioning a painting from an Alberta artist. Limited reproductions will be available to pharmacists and selected partners.

Centennial Magazine

A collector-worthy publication outlining the achievements of pharmacy in Alberta over the last century will be produced and circulated across the province to pharmacists and the public. It will highlight the significant moments in pharmacy history, the key players and partners, and directions for the future of practice in the province.

Centennial Multimedia Presentation

A professionally designed multimedia presentation will visually portray the impact of pharmacy in Alberta through the century. This presentation will be shown at regional events, training sessions, interdisciplinary gatherings, community events, and all major ACP/RxA events throughout the year. It will also be viewable on the ACP and RxA websites.

Alberta Pharmacists' Centennial Leadership Award

We will be leaving a legacy for the future through a student award at the U of A Faculty of Pharmacy and Pharmaceutical Sciences which recognizes community leadership. Our goal is to establish an endowment where the interest generated per annum is at least one year's tuition.

Alberta Pharmacy Centennial Award of Distinction

A special award has been created to recognize individuals who are advancing and have advanced pharmacy in Alberta to the leadership position it holds today. Their contributions may include efforts in direct patient care, teaching future pharmacists, developing products or supports for pharmacy practice, or expanding the scope and opportunities for pharmacy practice in Alberta. Both pharmacists and non-pharmacists are eligible. Nomination forms are available on the ACP website (pharmacists.ab.ca).

Sponsorship at the Platinum, Gold, and Silver levels offers exposure not only at the annual conference, but throughout all of 2011. This is a unique 12-month opportunity to showcase your company's support of pharmacy in Alberta.

Special
12-month
sponsorship
opportunity

Sponsorship options and benefits

To become a sponsor

Please complete the enclosed sponsorship registration form and send it with full payment to:

Sheena McNally
Communications Coordinator
Alberta College of Pharmacists
1200 – 10303 Jasper Avenue
Edmonton, AB T5J 3N6

Email:
sheena.mcnally@pharmacists.ab.ca
Fax: 780.990.0328

Please make cheques payable to
Alberta College of Pharmacists.

For more details or to discuss a more tailored sponsorship package, please contact:

Cynthia Rousseau
Alberta Pharmacists' Association (RxA)
1800 – 10303 Jasper Avenue
Edmonton, Alberta T5J 3N6
Phone: 780.990.0326
Fax: 780.990.1236
cynthia.rousseau@rxa.ca

Karen Mills
Alberta College of Pharmacists (ACP)
1200 – 10303 Jasper Avenue
Edmonton, Alberta T5J 3N6
Phone: 780.990.0321
Toll Free: 1.877.227.3838
Fax: 780.990.0328
karen.mills@pharmacists.ab.ca

Platinum Sponsor \$10,000+

The Platinum Sponsors of the Centennial Year will receive an unrivalled benefits package, delivering a 12-month marketing platform that reaches over 8000 pharmacy professionals and thousands of Albertans. This exclusive package offers

Maximum conference visibility as:

- Your company name and logo is pre-eminent among sponsor listings on all online and printed conference promotional materials, the conference delegate package, and event table tent cards.
- Your company receives top billing on signage throughout the conference.
- Your company is given the opportunity to have a non-product display booth at the conference with choice of location.
- Two complimentary conference registrations are provided for use by company representatives.
- Your complimentary company representatives are specially recognized on their nametags to clearly identify them as sponsors.

- You may provide sufficient quantities of an educational item, approved by the Conference Working Group, to be inserted into the delegate package.
- Your company logo appears on advertisements and on all promotional material.
- Your complimentary company representatives are given front row seating and introduced to the delegates at the conference opening.

Maximum visibility throughout the year with:

- Half-page advertisement in the centennial commemorative publication.
- Exclusive dedicated slide listing in centennial multimedia presentation.
- Recognition on table tent cards at all joint ACP/RxA events in 2011.
- Logo displayed on the centennial website with link to your website.
- Framed limited edition print of commissioned centennial artwork with dedication plaque.

Gold Sponsor \$7500+

The Gold Sponsors of the Centennial Year will receive an enviable benefits package, delivering an extended opportunity to reach over 8000 pharmacy professionals and thousands of Albertans. This package offers

Excellent conference visibility as:

- Your company name and logo are printed among sponsor listings on all online and printed conference promotional materials, the delegate package, and table tent cards.
- Your company is recognized on signage throughout the conference.
- Your company is given the opportunity to have a non-product display booth at the conference in a premium location.
- One complimentary conference registration is provided for use by company representatives.
- Your complimentary company representative is clearly identified as a sponsor on the nametag.
- You may provide sufficient quantities of an educational item, approved by the Conference Working Group, to be inserted into the delegate package.

Excellent visibility throughout the year with:

- Quarter-page ad in the centennial commemorative magazine.
- Listing in the centennial multimedia presentation.
- Recognition on table tent cards at all joint ACP/RxA events in 2011.

Silver Sponsor \$5000+

As a Silver Sponsor of the Centennial Year, your company can enjoy exceptional visibility and brand recognition. This package offers:

Superb conference visibility as:

- Your company name and logo are printed among sponsor listings on all online and printed conference promotional material, the delegate package, and table tent cards.
- Your company is recognized on signage throughout the conference.
- One complimentary conference registration is provided for use by a company representative.
- Your complimentary company representative is clearly identified as a sponsor on the nametag.
- You may provide sufficient quantities of an educational item, approved by the Conference Working Group, to be inserted into the delegate package.

Superb visibility throughout the year with:

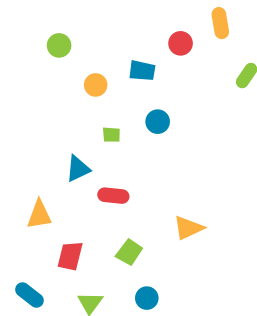
- Eighth-page advertisement in the centennial commemorative magazine.
- Listing in the centennial multimedia presentation.

Bronze Sponsor \$2500+

As a Bronze Sponsor of the Centennial Year, your company can enjoy increased visibility and brand recognition. This package offers:

Conference visibility as:

- Your company name and logo is printed among sponsor listings on all online and printed conference promotional material, and the delegate package.
- Your company will be recognized on signage throughout the conference.
- You may provide sufficient quantities of an educational item, approved by the Conference Working Group, to be inserted into the delegate package.





2011 sponsor application

Send your completed sponsorship registration form with full payment to:

Sheena McNally
Communications Coordinator
Alberta College of Pharmacists
1200 – 10303 Jasper Ave. NW
Edmonton, AB T5J 3N6

Email:
sheena.mcnally@pharmacists.ab.ca
Fax: 780.990.0328

*Note:
Sponsorship participation is confirmed when your completed form with full payment is received.*

Contact information

Date: _____

Company Name (as it will appear in promotional material):

Contact Name: _____

Contact Title/Position: _____

Address: _____

City: _____

Province: _____ Postal Code: _____

Phone: _____ Fax: _____

Email: _____

Website Address: _____

Select your sponsorship category

- PLATINUM \$ 10,000+
- GOLD \$ 7,500+
- SILVER \$ 5,000+
- BRONZE \$ 2,500+

Payment

- Cheque enclosed, payable to Alberta College of Pharmacists
- Please invoice my company at the above address

Name of the authorized company representative: _____

Position: _____

Signature: _____

