



# Pharmacy Technician Society of Alberta

2024 Alberta Pharmacy Technician Conference

September 13th – 14th, 2024  
River Cree Resort and Casino, Edmonton

## Sponsorship Package

### Platinum Sponsor Benefits - \$5000.00

Visual identity recognition with a logo, as a Platinum Sponsor, on the PTSA website, social media (Facebook, Twitter, Instagram, LinkedIn), and all conference marketing materials

Five (5) separate recognitions on all PTSA social media

Featured post (content to be provided by sponsor) on the PTSA website and in the PTSA newsletter (if applicable)

Opportunity to provide a 30-60 second commercial (in an MP4 format) to be played during the conference

Three (3) complimentary conference registrations

Opportunity to sponsor and/or introduce a keynote speaker or session speaker and/or address delegates

Live demonstration session (30 minutes) with Q&A

Exhibitor booth at evening reception/tradeshow

Recognition during opening remarks

Recognition in post-conference PTSA communications

Opportunity to contribute prizes, silent auction item(s), and swag bag items for conference attendees

**TOTAL VALUE = \$5,500.00 +**

## Gold Sponsor Benefits - \$4000.00

Visual identity recognition with a logo, as a Gold Sponsor, on the PTSA website, social media (Facebook, Twitter, Instagram, LinkedIn), and all conference marketing materials

Three (3) separate recognitions on all PTSA social media

Opportunity to provide a 30-60 second commercial (in an MP4 format) to be played during the conference

Two (2) complimentary conference registrations

Opportunity to sponsor and/or introduce a session speaker

Live demonstration session (30 minutes) with Q&A

Exhibitor booth at evening reception/tradeshow

Recognition during opening remarks

Recognition in post-conference PTSA communications

Opportunity to contribute prizes, silent auction item(s), and swag bag items for conference attendees

TOTAL VALUE = \$4,300.00 +

## Silver Sponsor Benefits - \$3000.00

Visual identity recognition with a logo, as a Silver Sponsor, on the PTSA website, social media (Facebook, Twitter, Instagram, LinkedIn), and all conference marketing materials

Two (2) separate recognitions on all PTSA social media

Opportunity to sponsor and/or introduce a speaker

One (1) complimentary conference registration

Exhibitor booth at evening reception/tradeshow

Recognition during opening remarks

Recognition in post-conference PTSA communications

Opportunity to contribute prizes, silent auction item(s) and swag bag items for conference attendees

TOTAL VALUE = \$3,250.00 +

## Bronze Sponsor Benefits - \$1500.00

Visual identity recognition with a logo, as a Bronze Sponsor, on the PTSA website, social media (Facebook, Twitter, Instagram, LinkedIn), and all conference marketing materials

One (1) separate recognition on all PTSA social media

Exhibitor booth at evening reception/tradeshow

Recognition during opening remarks

Recognition in post-conference PTSA communications

Opportunity to contribute prizes, silent auction item(s) and swag bag items for conference attendees

TOTAL VALUE = \$1,700.00 +

## A La Carte Sponsorship Options

Benefit	Cost
Table at vendor exhibit	\$300.00 each
Live demonstration session (30 minutes) with Q&A	\$250.00
Specific social media interactions (posts, tweets, etc.)	\$300.00 each
Featured post including image, text, and a link to your website shared on social media as well as included in the PTSA newsletter	\$500.00 each
Host an activity break	\$100.00 each
Sponsor a PTSA membership	\$50.00 each
Sponsor a speaker	\$250.00 and up
Provide Silent Auction item(s), prizes, and/or swag	Varies
Provide a 30-60 second commercial	\$200.00
Additional conference registration(s)	\$250.00 each

## Benefit Details

**Visual identity recognition with a logo on the PTSA.ca website:**

Files must be submitted in PNG or JPEG formats. Logos will be added to the website as they are received and will remain visible until [November 2024](#).

**Complimentary conference registrations:**

Attend all conference sessions and events as an attendee. Educational sessions will be accredited for pharmacy technicians only. You may choose to donate your complimentary registrations if you are unable to use them and purchase additional registrations from the a la carte menu. If you would like to donate your complimentary/purchased registrations the deadline to notify the planning committee is [July 1, 2024](#).

**Exposure on social media as a sponsor:**

Content recognizing your company and sponsorship level will be shared on Facebook, Twitter, Instagram and LinkedIn prior to the conference. If you would like a specific message/post shared on social media, you may add-on this option from the a la carte menu.

**Opportunity to introduce a keynote speaker:** Introduce the opening or closing keynote presenter on Friday or Saturday. This benefit is available to Platinum sponsors only. The four (4) available opportunities will be provided on a first come, first served basis. You may choose to introduce a session speaker if preferred.

**Opportunity to introduce a session speaker:** Excluding the keynote sessions, introduce a session speaker of your choice. This benefit is available to Platinum/Gold sponsors only. Available opportunities will be based on the number of educational sessions and will be provided on a first come, first served basis.

**Exhibitor booths:** Through your exhibitor booth (included in all sponsorship levels) share customized information about your company with attendees.

**Featured website post on PTSA website:** Includes an image, text and a link to your website featured on the PTSA website. Posts will be featured on the website for at least 30 days, shared on social media and included in one issue of the PTSA electronic newsletter.

**Host an activity break:** Available only as an a la carte add-on option. Activities should be light and fun and provide for a physical or mental break.

**Opportunity to contribute prizes & swag:** Donate gift cards and other prizes to be awarded throughout the conference.



**Sponsor a PTSA membership:** Available only as an add-on option. Donate one or more PTSA memberships. May be awarded as prizes throughout the conference or at your booth.

Any form of sponsorship towards the growth and development of the Pharmacy Technician profession is appreciated. Please contact us for other sponsorship options. For more information, or to discuss your sponsorship needs, please contact us at [conference.sponsorship@ptsa.ca](mailto:conference.sponsorship@ptsa.ca).

Payment may be provided by cheque to the Pharmacy Technician Society of Alberta (PTSA), PO Box 52134, Edmonton, Alberta, T6G 2T5, via electronic transfer, or through the PTSA website at <http://www.ptsa.ca>.