



# The Pain Society of Alberta

## *18th Annual Conference*

Exhibitor Guide

Rimrock Hotel, Banff Alberta

October 17-19, 2024

*Coming Together. Learn. Share. Inspire.*

Updated February 1, 2024

## **Excellence in Pain Education**

Since 2017, our trajectory has significantly changed due to the foresight and leadership of our Past Presidents, our current President, Dr. Ivonne Hernandez and President-Elect, Janice Rae. Their collective dedication, commitment and vision for the PSA has allowed it to grow from a single delivery annual conference to a robust resource of educational events for healthcare providers and people with lived experiences. Strategic planning to achieve this outcome is because of:

- expanding our audience locally and nationally.
- offering a variety of educational opportunities in different formats
- inviting presenters from across the world to share their knowledge and expertise.
- Ensuring topics are inclusive and relevant, while always grounded in best practice.
- acting as a conduit to encourage networking and linkages amongst healthcare providers.

## **Marketing Campaigns**

Our comprehensive marketing campaigns have been the fuel that feeds our goal to broaden our outreach and entice people to learn about pain management.

- Email distribution strings of over 7000 members locally, nationally, and internationally
- Free membership and a commitment to maintain reasonable conference fees to entice people to attend.
- Strong social media outreach.
- Access to healthcare providers within large public and private healthcare organizations.
- Partnerships with Physician Associations, patient advocacy groups and other pain organizations.

## **Engaging Participants and Your Return on Investment (ROI)**

Creating innovative ways to increase your engagement and ROI is very important to us whether you are interacting with a healthcare provider (HCP) or a person with lived experience (PWLE)\*. To achieve a positive outcome, we use key strategies such as conference passports, exhibits in prime locations, verbal recognition, and the ability to participate in a preconference workshop of sponsored lunch.

## **Your Participation at our 2024 Conference**

This event gathers physicians, physician specialists, and allied healthcare professionals to learn from presenters who are selected based on their knowledge, experience, and merit.

As one of our exhibitors, you will have opportunities to engage and network with our participants and share research updates and information about your products and services. Most importantly, your commitment and support will achieve better patient outcomes by empowering healthcare providers and enhancing their clinical practice for people living with pain.

2024 Exhibitor Opportunities	Gold \$20000	Silver \$10000	Bronze \$5000	Not for Profit \$750
Lunch Lecture at PSA Annual Conference Two opportunities available	30mins total	---	---	---
Refreshment Break Presentation Four opportunities available	15mins total	5 minutes	---	---
Exhibitor Hall Booth (in-person events)	Yes	Yes	Yes	Yes
Conference Registration (in-person events)	Five	Three	Two	One
Verbal Recognition	Throughout	Beginning of each day	---	---
Social Media Marketing	Yes	---	---	---
Conference Passport	Yes	Yes	Yes	Yes
Company logo on the brochure and website with company link	Yes	Yes	Yes	Yes

### Pre-Conference Workshops and Additional Sponsored Events

Pre-Conference Workshops (up to 3) will occur on Thursday October 17, 2024. Agenda forthcoming. Sponsor your own workshop or a dinner (Friday evening) to host a satellite event +/- a speaker\*

**Fee: \$2000 in addition to a selected Exhibitor Tier**

**We are open to discussing options!**

\*The fee for all self sponsored preconference events/dinners do not include food, beverage or AV fees.

**We would appreciate your response prior to Friday March 31, 2023.**

**If you have any additional questions, please contact us at [team@painab.ca](mailto:team@painab.ca).**

Please note: Company logo's, advertising and promotion will remain consistent with all regulations, including accreditation guidelines set forth by the CFPC and RSCPC.