



## *19th Annual Conference*

Exhibitor Guide

BMO Centre, Calgary, Alberta

October 16-18, 2025

*Coming Together. Learn. Share. Inspire.*

Updated May 21, 2025

## **Excellence in Pain Education**

Since 2006, we have been on the edge of current research and knowledge translation under the leadership of our Past Presidents, our current President, Dr. Ivonne Hernandez and President-Elect, Janice Rae. The commitment and vision of the PSA has allowed it to grow into a robust resource of education for healthcare providers and people with lived experience. Strategic planning to achieve this outcome includes:

- Expanding our audience and educators locally and nationally.
- Offering a variety of educational opportunities over different platforms
- Inviting keynote speakers from across the world to share their knowledge and expertise.
- Ensuring topics are inclusive, relevant, and evidence-based, while remaining grounded in best practice.
- Acting as a hub to share knowledge and create collaborative networks amongst healthcare providers.

## **Exhibitor Opportunities**

Through the support from our exhibitors, we had been able to continue our mission of Excellence in Pain Education, while broadening the reach of health care providers in different ways.

- Email distribution string of over 7000 members locally, nationally, and internationally
- No cost to be a part of the PSA and a commitment to make sure the conference and other educational opportunities are accessible to all, both financially and with respect to inclusive practices.
- Utilizing different platforms to reach a broader audience and increase our engagement
- Relationships with Physician and Allied Health Provider 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 a commitment from the PSA to our Exhibitors. To create multiple opportunities to connect with healthcare providers. We use key strategies such as conference passports, Exhibitor location, verbal and visual recognition, and the ability to participate in a pre-conference workshop or sponsored event. We are open to your ideas.

## **Your Participation at our 2025 Conference**

This event gathers physicians, specialists, and allied healthcare professionals to learn from powerful speakers bringing the latest in research, innovation, and current trends in pain management. Participants will leave with knowledge and tools they can implement in their practice as soon as they get back in the office. Our Exhibitors are a key part of our commitment to knowledge translation for those serving people living with pain.

<b>Pain Society of Alberta 2025 Exhibitor Tiers</b>	<b>Gold \$20000</b>	<b>Silver \$10000</b>	<b>Bronze \$5000* Plus GST</b>	<b>Not for Profit \$1500* Plus GST</b>
Lunch Lecture at PSA Annual Conference Two opportunities available	30mins total	---	---	---
Refreshment Break Presentation	15mins total	5 minutes	---	---
Exhibitor Hall Booth	Yes	Yes	Yes	Yes
Conference Registration	Five	Three	Two	One
Verbal Recognition	Throughout	Beginning & end of day	Beginning of each day	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
Preconference Workshop Exhibitor Participation	\$1000	\$2000	\$3000	---

As one of our Exhibitors, you will have multiple touchpoints to engage and network with our participants and share updates and information about your products and services. Your commitment will help achieve better patient outcomes by empowering healthcare providers and enhancing their clinical practice.

A sponsored satellite event such as a meal or brief workshop, with or without a speaker can be discussed. The fee for the event would be \$2000 and the Exhibitor would be responsible for costs associated with food, AV, or other incidentals.

Please confirm by August 24, 2025 by contacting Sylvia at [team@painab.ca](mailto:team@painab.ca)