

WEST COAST

BRAIN INJURY CONFERENCE

PUSHOR MITCHELL LLP
LAWYERS

BRAINTRUST
CANADA



SPONSORSHIP & EXHIBITION PROSPECTUS

JUNE 23, 2022 - UBCO

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FOR INQUIRIES

CONTACT 250-762-3233
EMAIL AMCFARLANE@BRAINTRUSTCANADA.COM

DEAR PARTNER,

I am eager to announce that we will be hosting our annual conference on brain injury at the University of British Columbia's Okanagan Campus in beautiful Kelowna, BC. We respectfully and humbly acknowledge the Syilx Okanagan Nation and their Peoples, in whose traditional, ancestral, and unceded territory UBC Okanagan is located on.

Sponsored by Pushor Mitchell LLP and UBCO's Faculty of Health and Social Development, we will be bringing together leading minds and change-makers in the field of brain injury research for a full day of learning and interaction. It has been a long two years as we have all been forced to navigate a pandemic, social crisis, and overall disconnection from our communities. In an effort to increase community collaboration and awareness of challenges facing those with brain injury, I invite you to join us for this very special community event, either in person or virtually.

As a sponsor or exhibitor, you will be joining us on our mission towards targeting the root of chronic social and systemic issues as we strive to shift away from the "one practice fits all" mandate. In line with this year's conference theme "Changing the



AMANDA MCFARLANE

Executive Director
BrainTrust Canada

Narrative on Brain Injury", our focus is on synergistic therapeutic interventions in the context of Trauma-Informed Practice, with the integration of First Nations perspectives.

We expect a high turnout of both in-person and virtual attendees at this year's event, and your organization is formally invited to join us as a partner (Sponsor and /or Exhibitor). I sincerely hope that you will consider partnering with us on this very important and innovative community event. Together, I believe we can make this community safer and more inclusive for all.



ABOUT WCBIC 2022

DATE

June 23, 2022

CITY/PROVINCE

Kelowna, BC

VENUE

University of British Columbia,
Okanagan Campus

ADDRESS

Arts & Science (ASC) - 140
3187 University Way,
Kelowna, BC V1V 1V7

SPONSORSHIP & EXHIBITION

c/o Amanda McFarlane
250-762-3233 ext.115
amcfarlane@braintrustcanada.com

GENERAL INQUIRIES

c/o Lydia Wood
250-762-3233 ext.109
lwood@braintrustcanada.com

REGISTRATION / HOTEL ACCOMODATION

250-762-3233 ext.101
info@braintrustcanada.com

IMPORTANT DATES

APR 25, 2022

Attendee online
registration
opens

MAY 13, 2022

Early bird deadline
for attendee
registration

JUNE 10, 2022

Deadline for
sponsorship
application

WHY PARTICIPATE?

The West Coast Brain Injury Conference (WCBIC) 2022 will bring together leaders of the brain injury community from across North America to network, exchange ideas, discuss, and together plan the future of brain injury.

Networking opportunities, increased industry recognition, and enhanced visibility among the greater brain injury community are just some of the benefits that our WCBIC 2022 partners will enjoy. WCBIC 2022 is pleased to offer exciting partnership opportunities that will provide exposure within the community:

- Exposure on the WCBIC 2022 web page
- Exposure on BrainTrust Canada's social media platforms
- Corporate recognition in press releases and event marketing communications
- Onsite visibility among key decision-makers and influential industry leaders
- Relationship-building with new and existing customers/clients
- Opening of new avenues of communication with prospective clients
- Networking and meeting opportunities with brain injury leaders, government officials, and industry entrepreneurs

WHO WILL ATTEND?

The WCBIC (formerly BrainX) draws in hundreds of participants each year:

- Heads of brain injury agencies, high-level officials, and executives
- Policy and decision-makers and legal experts
- Industry representatives and innovators
- Social workers, psychologists, case managers, and specialists
- Researchers and academics
- Young professionals and students
- Members of the press

WCBIC 2022 offers a unique chance to meet and interact with these experts and attendees, as well as the chance for organizations to showcase their developments and contributions to key industry representatives.



Organized by

BRAINTRUST
CANADA

Hosted by

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BRAINTRUST CANADA

Founded in 1986, BrainTrust Canada is the only organization in the Central and North Okanagan that solely focuses on providing brain injury rehabilitation, prevention, and education programs and services. Our overall mission includes:

- Bringing the issue of brain injury to the forefront
- Reducing preventable brain injuries
- Maximizing the potential of those who have been affected by brain injury

In line with this year's conference theme "Changing the Narrative on Brain Injury", we seek to advance knowledge about brain injury by supporting the development and innovation of brain injury programs, projects, and services through community cooperation. As organizer of the annual West Coast Brain Injury Conference (WCBIC; formerly BrainX), we actively encourage the development of brain injury professionals and ardently support the dissemination of scientific and practical information related to brain injury.

BRAINTRUST
CANADA

PUSHOR MITCHELL LLP

Pushor Mitchell has been Kelowna's trusted legal advisor of choice for more than forty years. At Pushor Mitchell, we apply the principles of innovation to find solutions in places no one else is looking. By combining expertise and creativity in equal measure, we identify the right outcome for each unique legal challenge that our clients encounter. Other law firms provide alternatives; we provide answers.

Every one of us at Pushor Mitchell is committed to our clients and to Kelowna. We have developed countless long-term relationships through practical advice and conscientious service, and we have established ongoing support with professional, charitable, athletic and cultural organizations throughout the Okanagan. Many of us were born and raised right here, while others hail from abroad. But no matter how we came to Pushor Mitchell, we all share a common characteristic: we genuinely contribute to the community around us.

PUSHOR MITCHELL LLP
LAWYERS

WCBIC 2022 VENUE & ACCESS



© Kasian Architecture

The Arts & Sciences Centre (ASC) is located on the northwest side of the University of British Columbia's Okanagan Campus.

Built by Kasian Architecture, this multi-purpose academic and research facility includes spacious lecture halls and an open foyer space perfect for large learning events.

ACCESS



Bus Line - Bus Routes 4, 6, 13, & 14



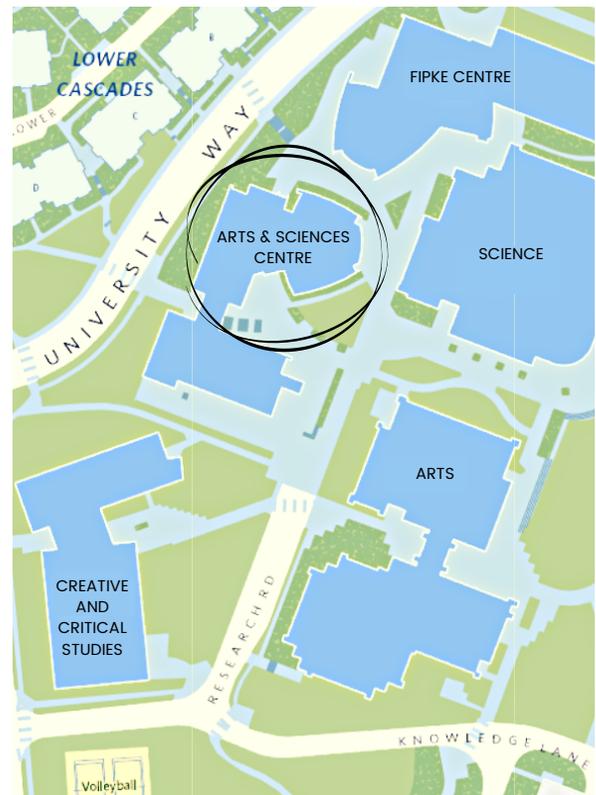
2 taxi services - Kelowna Cabs / Current Taxi



6 minutes from Kelowna International Airport



10 minutes from 3 major car rental services



PROXIMITY TO SESSION ROOM

For the convenience of our exhibitors, the main session room (ASC 140) is located in the same building in close proximity to the foyer in which we will be holding the exhibition.



© Kasian Architecture



© Kasian Architecture

EXHIBITION FLOOR PLAN

This space will be updated in mid-May once we have finalized the exhibition floor plan. Visit www.braintrustcanada.com/wcbic for an updated version of this document.

SPONSORSHIP PACKAGES

	Platinum \$7,000	Gold \$5,000	Silver \$3,000	Bronze \$1,500
Number of Opportunities	1	2	4	Unlimited
Registration				
Complementary full-registration passes	5	4	3	2
Advertisements & Acknowledgements				
Inclusion of 1 promotional material in each Welcome Bag	✓	✓	✓	
Advertisements in the Final Program (FP)	Full page	Full page	1/2 page	1/4 page
Inside front cover or inside back cover priority choice in FP	✓			
Verbal recognition from the stage at the Opening Ceremony	✓	✓		
Logo on promotional banner displayed onsite	✓	✓	✓	✓
Verbal recognition at the Pre-Conference Dinner	✓	✓		
Sponsor's logo recognition on: - onsite conference signage - conference web page (+ hyperlink to your website) - final program - remaining promotional email blasts - remaining press releases - BrainTrust Canada social media platforms	✓	✓	✓	✓
Logo recognition at the following events: - Opening Ceremony - Pre-Conference Dinner	✓	✓	✓	✓
Logo and exhibitor profile in the FP exhibitor list	✓	✓	✓	
Inclusion of logo in the "Who We Are" pre-lunch video	✓	✓		
Reception sponsorship (choice of sponsorship of Welcome Reception & Breakfast or Lunch Reception)			✓	✓
Introduction of speaker (sponsor's choice)	✓	✓	✓	
Exhibition				
Complementary exhibition space in prime location; complementary virtual exhibition space	✓	✓	✓	
Priority choice of exhibition space location if sponsorship purchased by May 1, 2022 (after selection by title sponsor)	1st	2nd	3rd	
Complementary exhibition booth staff badges (Access limited to exhibition floor)	4	3	2	
Additional Privileges				
Complementary passes to invite-only Pre-Conference Dinner	3	2		
VIP seats at the Opening Ceremony	4	3	2	1
Speaker suggestion for WCBIC 2023	✓			

PLATINUM PACKAGE

\$7,500

1 opportunity available

REGISTRATION

- 5 complementary full-registration passes

ADVERTISEMENT & ACKNOWLEDGEMENT

- Inclusion of the sponsor's promotional material (1) in each delegate welcome bag
- 1 full page advertisement in the final program
- Priority to choose inside front cover or inside back cover for the final program advertisement
- Verbal recognition from the podium at the opening ceremony and pre-conference dinner
- Logo on promotional banner displayed on site
- Acknowledgement on selected conference signage, conference web page, final program, remaining promotional email blasts, remaining press releases, and BrainTrust Canada social media platforms
- Logo recognition as a sponsor at the opening ceremony and pre-conference dinner
- Logo and exhibitor profile in the final program exhibitor list
- Inclusion of logo in the "Who We Are" video
- Opportunity to introduce 1 speaker of choice

EXHIBITION

- Complementary physical space in the exhibition in a prime location
- Complementary virtual exhibition space
- 1st choice of exhibition space location if sponsorship purchased by May 1, 2022 (after selection by title sponsor)
- 4 complementary exhibition booth staff badges (access limited to exhibition floor)

ADDITIONAL PRIVILEGES

- 3 complementary passes to invite-only pre-conference dinner
- 4 VIP seats at the opening ceremony
- Opportunity to suggest a speaker for WCBIC 2023

GOLD PACKAGE

\$5,000

2 opportunities available

REGISTRATION

- 4 complementary full-registration passes

ADVERTISEMENT & ACKNOWLEDGEMENT

- Inclusion of the sponsor's promotional material (1) in each delegate welcome bag
- 1 full page advertisement in the final program
- Verbal recognition from the podium at the opening ceremony and pre-conference dinner
- Logo on promotional banner displayed on site
- Acknowledgement on selected conference signage, conference web page, final program, remaining promotional email blasts, remaining press releases, and BrainTrust Canada social media platforms
- Logo recognition as a sponsor at the opening ceremony and pre-conference dinner
- Logo and exhibitor profile in the final program exhibitor list
- Inclusion of logo in the "Who We Are" video
- Opportunity to introduce 1 speaker of choice

EXHIBITION

- Complementary physical space in the exhibition in a prime location
- Complementary virtual exhibition space
- 2nd choice of exhibition space location if sponsorship purchased by May 1, 2022 (after selection by platinum sponsor)
- 3 complementary exhibition booth staff badges (access limited to exhibition floor)

ADDITIONAL PRIVILEGES

- 2 complementary passes to invite-only pre-conference dinner
- 3 VIP seats at the opening ceremony

SILVER PACKAGE

\$3,000

2 of 4 opportunities available

REGISTRATION

- 3 complementary full-registration passes

ADVERTISEMENT & ACKNOWLEDGEMENT

- Inclusion of the sponsor's promotional material (1) in each delegate welcome bag
- 1/2 page advertisement in the final program
- Logo on promotional banner displayed on site
- Acknowledgement on selected conference signage, conference web page, final program, remaining promotional email blasts, remaining press releases, and BrainTrust Canada social media platforms
- Logo recognition as a sponsor at the opening ceremony and pre-conference dinner
- Logo and exhibitor profile in the final program exhibitor list
- Reception sponsorship (choice of sponsorship of welcome reception or lunch reception)
- Opportunity to introduce 1 speaker of choice

EXHIBITION

- Complementary physical space in the exhibition in a prime location
- Complementary virtual exhibition space
- 3rd choice of exhibition space location if sponsorship purchased by May 1, 2022 (after selection by Gold sponsors)
- 2 complementary exhibition booth staff badges (access limited to exhibition floor)

ADDITIONAL PRIVILEGES

- 2 VIP seats at the opening ceremony

BRONZE PACKAGE

\$1,500

Unlimited opportunities available

REGISTRATION

- 2 complementary full-registration passes

ADVERTISEMENT & ACKNOWLEDGEMENT

- 1/4 page advertisement in the final program
- Logo on promotional banner displayed on site
- Acknowledgement on selected conference signage, conference web page, final program, remaining promotional email blasts, remaining press releases, and BrainTrust Canada social media platforms
- Logo recognition as a sponsor at the opening ceremony and pre-conference dinner
- Reception sponsorship (choice of sponsorship of welcome reception or lunch reception)

EXHIBITION

- 15% discount on physical and virtual booth spaces

ADDITIONAL PRIVILEGES

- 1 VIP seat at the opening ceremony

UNBUNDLED OPPORTUNITIES

ACKNOWLEDGEMENT: ALL SPONSORS WILL HAVE THEIR SPONSORSHIP
ACKNOWLEDGED ON THE CONFERENCE WEBSITE

SERVICES FOR ATTENDEES		
Coffee/Tea Service	SOLD OUT	Exclusive
SPECIAL AREAS AND BRANDING		
Individual reusable water bottles	\$1,400	Exclusive
Conference Welcome Bags Sponsor	SOLD OUT	Exclusive
Conference Lanyards	\$700	Exclusive
Volunteer T-shirts	SOLD OUT	Exclusive
Conference Name Badges	SOLD OUT	Exclusive
Writing Pads and Pens	SOLD OUT	Exclusive
Promotional materials in Welcome Bag	\$100	Multiple
PUBLICATIONS AND PRINTING		
WCBIC Final Program - Back Cover	\$400	Exclusive
WCBIC Final Program - Inside Front Cover or Inside Back Cover	\$300	Limited
WCBIC Final Program - Full Page	\$220	Limited
WCBIC Final Program - Half Page	\$100	Limited
WCBIC Final Program - 1/4 Page	\$70	Limited
Web Page Logo Recognition + hyperlink to your website	\$100	Multiple
Logo Recognition on BrainTrust Canada's social media platforms	\$200	Multiple
EVENT SPONSORSHIP		
Criminal Justice Professionals Workshop	\$500	Exclusive
Brain Injury Leadership Award	\$350	Exclusive
Wine & Cheese Appetizers	SOLD OUT	Multiple
SPECIAL EVENTS AND RECEPTIONS		
Pre-Conference Dinner	\$1,200	2 sponsors
Welcome Reception & Breakfast	\$500	1 sponsors
Lunch Reception	\$1,400	4 sponsors

SERVICES FOR ATTENDEES

COFFEE/TEA SERVICE

SOLD OUT



- Sponsor logo on coffee service signage and in catering areas
- Acknowledgement in the conference final program and on the official conference web page

SPECIAL AREAS AND BRANDING

INDIVIDUAL REUSABLE WATER BOTTLES

EXCLUSIVE: \$1,400



- Help us in our mission to go green and limit the use of single-use plastics
- Your sponsorship will allow us to supply individual reusable water bottles to all attendees
- Your logo along with the conference logo will appear on each water bottle
- Your logo displayed at the venue water fountains
- Acknowledgement in the conference final program and on the conference web page

WELCOME BAG SPONSOR

EXCLUSIVE: SOLD OUT



- Your sponsorship will allow us to provide individual welcome bags to each attendee
- Your logo along with the conference logo will appear on each bag
- Acknowledgement in the conference final program and on the conference web page
- Final design subject to Organizing Committee approval



CONFERENCE LANYARDS

EXCLUSIVE: \$700

- Your sponsorship will allow us to supply individual lanyards to all attendees
- Your logo along with the conference logo will appear on each lanyard
- Acknowledgement in the conference final program and on the conference web page
- Final design subject to Organizing Committee approval



VOLUNTEER T-SHIRTS

SOLD OUT

- Your sponsorship will allow us to provide all frontline volunteer staff with specially designed t-shirts to wear all day at WCBIC 2022
- Associate your image with the commitment shown by our hardworking volunteers - your logo will appear alongside the conference logo on all t-shirts
- Acknowledgement in the conference final program and on the conference web page
- Final design subject to Organizing Committee approval



CONFERENCE NAME BADGES

SOLD OUT

- Your logo will appear alongside the conference logo on each name badge given to every in-person attendee during sign-in
- Acknowledgement in the conference final program and on the conference web page
- Final design subject to Organizing Committee approval



WRITING PADS AND PENS

EXCLUSIVE: SOLD OUT

- Provide each attendee with your branded writing pad and pen in the welcome bag
- The sponsor will need to provide a minimum of 300 pens and writing pads
- Material must be delivered by the sponsor to the Organizing Committee (Kelowna, BC)
- Acknowledgement in the conference final program and on the conference web page

PROMOTIONAL MATERIALS IN WELCOME BAG

\$100 PER SPONSOR



Include your flyers or other promotional materials in the welcome bags that each attendee will receive on site during sign-in. Invite participants to visit your exhibition booths, attend your events, or provide information about a product or service.

- Material must be provided for approval by the Organizing Committee
- Material must be delivered directly to the Organizing Committee (Kelowna, BC)
- Acknowledgement in the conference final program and on the conference web page

PUBLICATIONS AND PRINTING

WCBIC FINAL PROGRAM



The Final Program is the definitive guide to all conference activities and will be available for download by all attendees, with option to purchase. Advertising spaces of different sizes are available for sponsors. Note: size availability is limited.

Back Cover	\$400
Inside Front Cover or Inside Back Cover	\$300
Full Page	\$220
Half Page	\$100
1/4 Page	\$70

WEB PAGE LOGO RECOGNITION

\$100 PER SPONSOR



- Your logo and optional hyperlink to your website will be featured on the conference web page for 1 full year (until WCBIC 2023)
- New professionally designed website debuting in April 2022

SOCIAL MEDIA LOGO RECOGNITION

\$200 PER SPONSOR



- Your logo, organization, and optional hyperlink and/or tag will be featured on an individual social media post highlighting your sponsorship
- Your organization will be featured on a minimum of 4 social media platforms belonging to BrainTrust Canada, including Facebook, Instagram, LinkedIn, and Twitter

EVENT SPONSORSHIP

CRIMINAL JUSTICE PROFESSIONALS WORKSHOP

EXCLUSIVE: \$500



Facilitated by keynote speaker Dr. Kim Gorgens, this workshop is designed for professionals working in or adjacent to the criminal justice system. The goal of this workshop is to educate professionals on a variety of brain-injury related concepts that they could bring into their practice to enhance inclusivity in the area of crime prevention and reduction.

- Sponsor logo on workshop signage
- Branding of the workshop coffee/tea station
- Display and distribution of sponsor promotional materials in the area
- 1 complementary invitation to the workshop
- Acknowledgement in the conference final program and on the conference web page

BRAIN INJURY LEADERSHIP AWARD

EXCLUSIVE: \$350



- Logo shown on projection screen during the award announcement
- Logo and short marketing message in the conference final program
- Acknowledgement in the conference final program and on the conference web page
- Social media recognition
- Opportunity to present the award

PUSHOR MITCHELL WINE & CHEESE APPETIZERS

SOLD OUT



- Sponsor logo on Pushor Mitchell Wine & Cheese Reception signage and in catering areas
- Acknowledgement in the conference final program and on the conference web page

SPECIAL EVENTS AND RECEPTIONS

PRE-CONFERENCE DINNER

LIMIT OF 2: \$1,200



The invite-only pre-conference dinner is the highest profile social event at the WCBIC and a valuable networking opportunity. The sponsorship is limited to 2 sponsors and includes:

- 2 complementary tickets to the dinner event
- Company logo on dinner signage
- The sponsor may provide a free-standing banner to be positioned at the dinner
- Small table signs featuring the sponsor's logo will be placed on dinner tables
- Verbal recognition during the Opening Ceremony
- Inclusion of promotional material (1) in the attendee welcome bags
- 1/4 page advertisement in the final program
- Acknowledgement in the conference final program and on the conference web page
- Social media recognition

WELCOME RECEPTION & BREAKFAST

LIMIT OF 1: \$500



The Welcome Reception & Breakfast informally opens the conference and is a valuable networking event. The sponsorship is limited to 1 sponsor and includes:

- Company logo on welcome reception signage & in catering service area
- Small table signs featuring the sponsor's logo on refreshment tables
- Verbal recognition during the opening ceremony
- Acknowledgement in the conference final program and on the conference web page
- Social media recognition

LUNCH RECEPTION

LIMIT OF 4: \$1,400



The sponsorship is limited to 4 sponsors and includes:

- 2 complementary full-access passes to the conference
- Company logo in catering service area
- The sponsor may provide a free-standing banner to be positioned at the reception
- Small table signs featuring the sponsor's logo will be placed on refreshment tables
- Verbal recognition during the opening ceremony
- Inclusion of promotional material (1) in the attendee welcome bags
- 1/4 page advertisement in the final program
- Acknowledgement in the conference final program and on the conference web page
- Social media recognition



EXHIBITION INFORMATION

Exhibition space will be allocated on a first-come first-serve basis with priority given to Title, Platinum, Gold, and Silver partners. Bronze partners receive a 15% discount on booth space.

PHYSICAL SPACE

\$500 PER 4.5 SQ METERS

- Physical space delimited by markings on the floor
- 2 exhibition booth staff badges for the first 4.5 sqm booked, plus 1 exhibition booth staff badge for each additional 4.5 sqm booked
 - For additional exhibition booth staff badges, please contact us
- An entry on the final program exhibitor list, with logo and short presentation text
- Co-exhibitor fee: \$250 each
 - The co-exhibitor will appear in the final program exhibitor list with logo and short presentation text
- 1 complementary full-registration pass

IMPORTANT NOTES REGARDING THE EXHIBITION SPACE

- Minimum space: 4.5 square meters
- Includes: space, table, 2 chairs
- Shell scheme or additional furniture is not included
- If a shell scheme or additional furniture is desired, these will need to be ordered through a third party vendor by the exhibitor
- Set up by booth staff must be complete by 4:00 PM on the day of the conference

IMPORTANT NOTES REGARDING EXHIBITION BOOTH STAFF BADGES

Exhibition booth staff badges give access to the exhibition area and wine & cheese event. Access to professional workshops and the main session room is not included and will require registration as a full attendee.

HOW TO BOOK

FOR MORE CONFERENCE DETAILS:

CLICK TO VISIT
WWW.BRAINTRUSTCANADA.COM/WCBIC

OR SCAN THE CODE BELOW



**TO BOOK A SPONSORSHIP OR
EXHIBITION OPPORTUNITY, CONTACT:**

Amanda McFarlane
250-762-3233 ext.115
amcfarlane@braintrustcanada.com

THANK YOU FOR YOUR GENEROUS SUPPORT

WCBIC 2022

c/o BrainTrust Canada
Conference Organizing Committee
11-368 Industrial Ave
Kelowna, BC V1Y 7E8

Phone: 250-762-3233

Email: amcfarlane@braintrustcanada.com

www.braintrustcanada.com/wbic

