

BRAINTRUST
CANADA



 **PUSHOR
MITCHELL**
LAWYERS

WEST COAST BRAIN INJURY CONFERENCE

BRAIN INJURY BREAKTHROUGHS:
Current Issues and Emerging
Solutions

SPONSORSHIP & EXHIBITION PROSPECTUS

JUNE 11, 2024 - KELOWNA, BC

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FOR INQUIRIES

250-762-3233

MARKETING@BRAINTRUSTCANADA.COM



ABOUT WCBIC 2024

DATE

June 11, 2024

GENERAL INQUIRIES

marketing@braintrustcanada.com

CITY/PROVINCE

Kelowna, BC

VENUE

Grand Delta Okanagan Resort
(Located in downtown Kelowna)

ADDRESS

1310 Water Street
Kelowna, BC
V1Y 9P3



IMPORTANT DATES

APRIL 2024

Attendee online
registration
opens

MAY 15, 2024

Early bird deadline
for attendee
registration

JUNE 11, 2024

Day of conference,
tickets available at
conference venue

BRAIN INJURY BREAKTHROUGHS

CURRENT ISSUES AND EMERGING SOLUTIONS

In line with this year's conference theme, "Brain Injury Breakthroughs: Current Issues and Emerging Solutions", our focus is to explore the nexus of brain injury with crucial frameworks such as health, governance, and societal fairness and inclusion. Through insightful discussions, we will examine the criminal justice and healthcare systems from a current perspective and provide understanding into the possibilities that can be enhanced through community partnerships and research informed strategies. Speaker topics will include intersectionality of brain injury and the justice, mental health and addiction systems, as well as a profound and transformative presentation by lived experience speaker, Jim Mandelin.

By participating as an attendee, sponsor, or exhibitor, you'll be actively supporting our mission to leverage the strength of community and cooperation to empower individuals affected by brain injury who are often overlooked by existing systems.

We invite you to join us for this pivotal and groundbreaking community event. Together, we're committed to creating a more fair, compassionate, and inclusive community for everyone!

BRAIN INJURY BY THE NUMBERS



minutes, someone in Canada sustains a traumatic brain injury



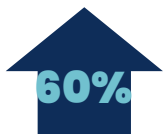
more likely to become incarcerated



people experiencing homelessness live with brain injury



of intimate partner violence survivors experience brain injury symptoms



more likely to develop depression



people accessing mental health & substance use services have a history of brain injury

WHY PARTICIPATE?

The West Coast Brain Injury Conference (WCBIC) 2024 will unite brain injury community leaders from across North America to connect, share insights, engage in discussions, and collectively shape the trajectory of brain injury care.

Partners of WCBIC 2024 will gain access to valuable networking avenues, heightened industry acknowledgement, and amplified visibility within the broader brain injury community. WCBIC 2024 is thrilled to extend enticing partnership prospects that promise significant exposure within the community:

- Exposure on the WCBIC 2024 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 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 2024 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.



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 "Brain Injury Breakthroughs: Current Issues and Emerging Solutions", 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 Pushor Mitchell West Coast Brain Injury Conference (WCBIC), we actively encourage the development of brain injury professionals and ardently support the dissemination of scientific and practical information related to brain injury.

To learn more, read our [2023 Annual Report](#).

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.



WCBIC 2024 VENUE & ACCESS



© Delta Hotels by Marriott

Located in the heart of Kelowna's Cultural District, the Delta Grand Okanagan Resort is surrounded by picturesque mountains, offering stylish hotel rooms and suites with deluxe amenities.

Opened in 1992, the Delta Grand Okanagan Resort has welcomed millions of guests, providing exceptional accommodations and hosting events in their newly renovated elegant event space.

ACCESS



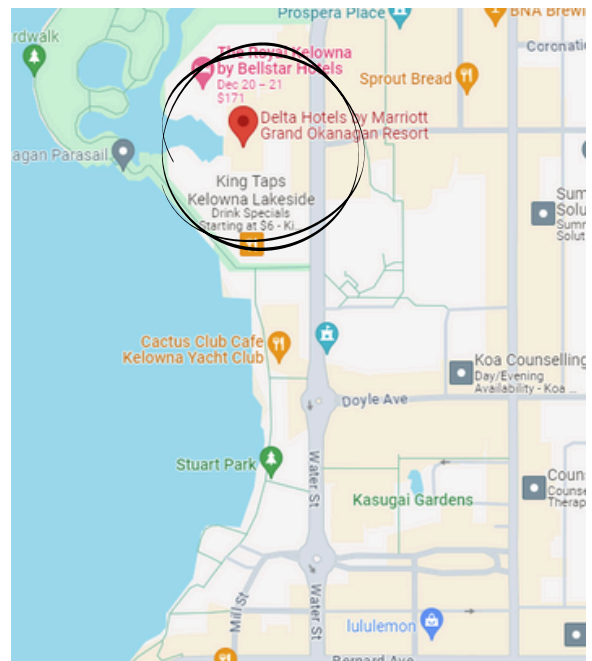
10 minute walk from Queensway bus terminal
Bus lines 1, 2, 5, 6, 9, 10, 11, 18, 70, 97



Taxi services - Kelowna Cabs, Current Taxi, Checkmate Cabs, Uber, Uride



21 minutes from Kelowna International Airport



PARKING

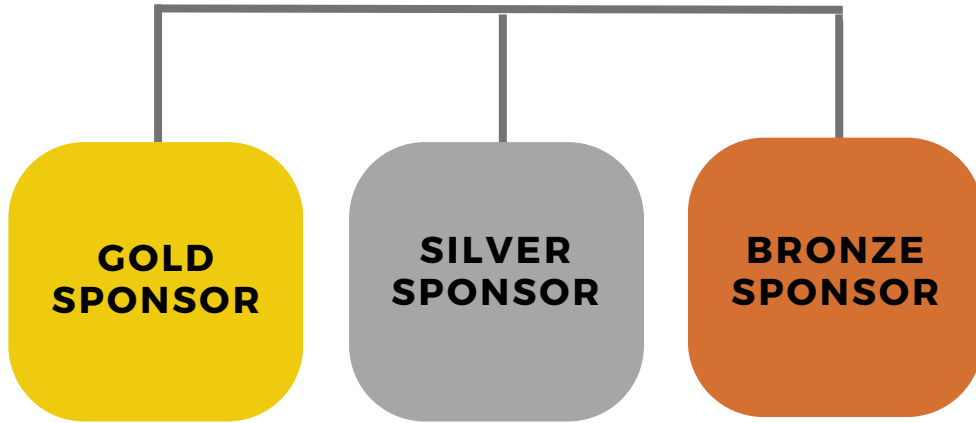
Paid street parking is available

Conveniently located at the venue off Water Street is the Impark - Delta Grand Okanagan Parkade, and located off Ellis Street is the Library Plaza Parkade that is walking distance to the Delta Grand.



SPONSORSHIP OPPORTUNITIES

Exhibition space will be allocated on a first-come first-serve basis with priority given to Title, Gold, Silver, Bronze, and Speaker partners.



EXHIBITOR BOOTH

Showcase your business/organization

GOLD SPONSOR

\$5,000

REGISTRATION

- 4 complementary full-registration passes & 2 tickets to an exclusive breakfast

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
- 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 and exhibitor profile in the final program exhibitor list
- Opportunity to introduce 1 speaker of choice

EXHIBITION

- Complementary physical space in the exhibition in a prime location

SILVER SPONSOR

\$3,000

REGISTRATION

- 3 complementary full-registration passes & 1 ticket to an exclusive breakfast

ADVERTISEMENT & ACKNOWLEDGEMENT

- Inclusion of the sponsor's promotional material (1) in each delegate welcome bag
- 1/2 page advertisement in the final program
- Verbal recognition from the podium at the opening ceremony
- 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 and exhibitor profile in the final program exhibitor list
- Opportunity to introduce 1 speaker of choice

EXHIBITION

- Complementary physical space in the exhibition in a prime location

BRONZE SPONSOR

\$1,500

REGISTRATION

- 2 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 and exhibitor profile in the final program exhibitor list
- Opportunity to introduce 1 speaker of choice

EXHIBITION

- Complementary physical space in the exhibition in a prime location

IN-KIND SPONSORSHIP OPPORTUNITIES

We are happy to discuss ways your business can contribute to the West Coast Brain Injury Conference, if none of the above sponsorship opportunities meet your needs. Any and all support is greatly appreciated and bolsters the quality and impact of the conference.

REGISTRATION

- 1-3 complementary full-registration passes

ADVERTISEMENT & ACKNOWLEDGEMENT

- 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



EXHIBITION INFORMATION

Exhibition space will be allocated on a first-come first-serve basis with priority given to Gold, Silver, and Bronze sponsors.

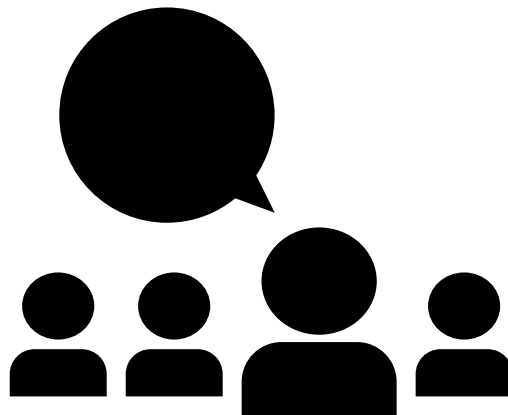
EXHIBITOR BOOTH

\$500

- 2 complementary full-registration passes
- 2 exhibition booth staff badges
 - For additional exhibition booth staff badges, please contact us
- An entry on the final program exhibitor list, with logo and short presentation text

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
- Set up by booth staff must be complete by 12:30 PM on the day of the conference



DONATION OPPORTUNITIES

In our ongoing mission to support individuals living with brain injury in the Central and North Okanagan, we invite those who cannot attend our conference to consider donating. Your contributions are vital in empowering the BrainTrust Canada team to enhance and expand their support and educational initiatives within your community. Despite being a leading cause of death and disability, brain injury remains massively underfunded and overlooked. The challenges of fundraising for this cause are significant, as the impacts of brain injury are not always visible, yet it profoundly affects our society - every 3 minutes, someone's life is altered by it. By choosing to donate, you are directly contributing to a cause that touches each of us in extraordinary ways. Support our efforts today and make a lasting difference in the lives of those affected by brain injury.





WEST COAST BRAIN INJURY CONFERENCE

HOW TO BOOK

FOR MORE CONFERENCE DETAILS:

CLICK TO VISIT
WWW.BRAINTRUSTCANADA.COM/EVENTS/WCBIC2024

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

Kate Stoodley
250-762-3233 ext. 104
marketing@braintrustcanada.com



**WEST COAST
BRAIN INJURY
CONFERENCE**

**THANK YOU FOR YOUR
GENEROUS SUPPORT**

WCBIC 2024

c/o BrainTrust Canada
Conference Organizing Committee
100-215 Lawrence Ave
Kelowna, BC V1Y 6L2

250-762-3233

marketing@braintrustcanada.com

www.braintrustcanada.com/events/wcbic2024