

8th Annual  
Health Care Professional Conference  
Sponsorship and Exhibitor Prospectus  
June 8, 2012



## Sponsorship and Exhibitor Opportunities

If you would like to reach an audience of approximately 350 physiotherapists, occupational therapists, kinesiologists, nurses, physicians, chiropractors, and WorkSafeBC case managers, consider the many sponsorship opportunities available for the 2012 Health Care Professional Conference.

This prospectus contains:

- Sponsorship opportunities
- Exhibitor opportunities
- Exhibitor floor plan
- Advertising opportunities
- Agenda

**8<sup>th</sup> Annual**  
**Health Care Professional Conference**



June 8, 2012 • Westin Bayshore Vancouver Hotel  
 Vancouver, British Columbia



## Sponsorship Opportunities

### Who attends

If you would like to reach an audience of approximately 350 physiotherapists, occupational therapists, kinesiologists, nurses, physicians, chiropractors, and WorkSafeBC case managers, consider the many sponsorship opportunities available for the 2012 Health Care Professional Conference.

### Why sponsor

- To position yourself as an industry leader
- Gain a competitive advantage through market exposure
- Foster relationships
- Increase your company's visibility

### SPONSORSHIP OPPORTUNITIES AND BENEFITS (all amounts include HST)

	<b>Gold</b> \$8,500 (2 available)	<b>Silver</b> \$6,500 (unlimited)	<b>Bronze</b> \$4,500 (unlimited)
Your logo and a link to your website on <a href="http://www.healthprofessionalconference.com">www.healthprofessionalconference.com</a>	•	•	•
Recognition in conference program	•	•	•
Recognition in general conference signage	•	•	•
Identification in newsletters and emails	•	•	•
Recognition in event slideshow	•	•	•
Advertisement (colour) in conference program	Whole page	1/2 page	1/4 page
Recognition by emcee	•	•	•
Exhibitor booth	2 booths	1 booth	1 booth
Plenary presentation and introduction of speaker	•		
Complimentary conference registration	4	3	2
Conference bag with your logo (WorkSafeBC will provide)	•		

### Cocktail reception

On June 7, 2012, an evening cocktail reception will be held by WorkSafeBC for sponsors. This will be an opportunity to meet WorkSafeBC staff and fellow sponsors.

### Cancellation and Refund Policy

This conference incurs significant non-refundable expenses prior to the event. As soon as your payment is received, we begin printing your logo on conference paraphernalia, etc. As such, we will not be issuing refunds for sponsorships.

To take advantage of these sponsorship, exhibitor, and advertising opportunities please contact:  
 Nancy Wegman Phone: 604 214-5459 or Email: [nancy.wegman@worksafebc.com](mailto:nancy.wegman@worksafebc.com)

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**WORK SAFE BC**  
WORKING TO MAKE A DIFFERENCE



## Exhibitor Opportunities

Booth: \$950

Each 8' x 10' booth includes:

- 8' high drape back wall
- 8' high drape side wall
- 1 (one) 6' x 2' skirted table
- 2 chairs
- 2 booth staff

### Additional Charges:

All additional requirements must be ordered directly from Can-West Display in advance of move-in to avoid unnecessary on-site charges. Contact Can-West Display at 604 434-4433 for requirements such as below:

- Storage and drayage
- Any lighting, electrical requirements

Note: Booths are assigned on a first come first serve basis.

To encourage conference attendees to visit the booths, each attendee will be issued a passport and be required to collect answers in order to be eligible for a prize.

## EXHIBITOR RULES

### LIABILITY

Exhibitor shall be fully responsible to pay for any and all losses, damages and claims arising out of injury or damage to Exhibitor's displays, equipment and other property brought upon the premises of the Westin Bayshore Vancouver Hotel and shall indemnify and hold harmless the Westin Bayshore Vancouver Hotel, its agents, servants and employees from any and all such losses, damages and claims.

### INDEMNITY

The Exhibitor shall indemnify and hold the Westin Bayshore Vancouver Hotel, its owners, managers, officers of directors, agents, employees, subsidiaries, affiliates and WorkSafeBC (the Workers' Compensation Board of British Columbia), from and against any and all claims, losses, damages or governmental charges or fines and any amount arising out of or caused by the Exhibitor's use of the premises, or the conduct of the Exhibitor's business or from any activity, work, or thing done, permitted or suffered by the Exhibitors in or about the premises, including but not limited to installation, maintenance, and removal of exhibits; and, in case any action or proceeding be brought against WorkSafeBC (the Workers' Compensation Board of British Columbia) by reason of any such claim, or if the Exhibitor breaches any term of this agreement.

### CANCELLATION POLICY

This conference incurs significant non-refundable expenses prior to the event. Should you need to cancel, you must do so in writing to [nancy.wegman@worksafebc.com](mailto:nancy.wegman@worksafebc.com) before May 1, 2012. You will be refunded less a \$250 handling charge. After May 1 2012, no refunds will be granted.

*Note: WorkSafeBC reserves the right, in its sole discretion, to refuse any application based upon the product or service to be exhibited. Further, WorkSafeBC also reserves the right to require the Exhibitor to remove any product/display from the exhibit, which WorkSafeBC, in its sole discretion, determines is not consistent with the character of the conference. The Exhibitor may not display products or services that express disparity with WorkSafeBC or any professional field.*

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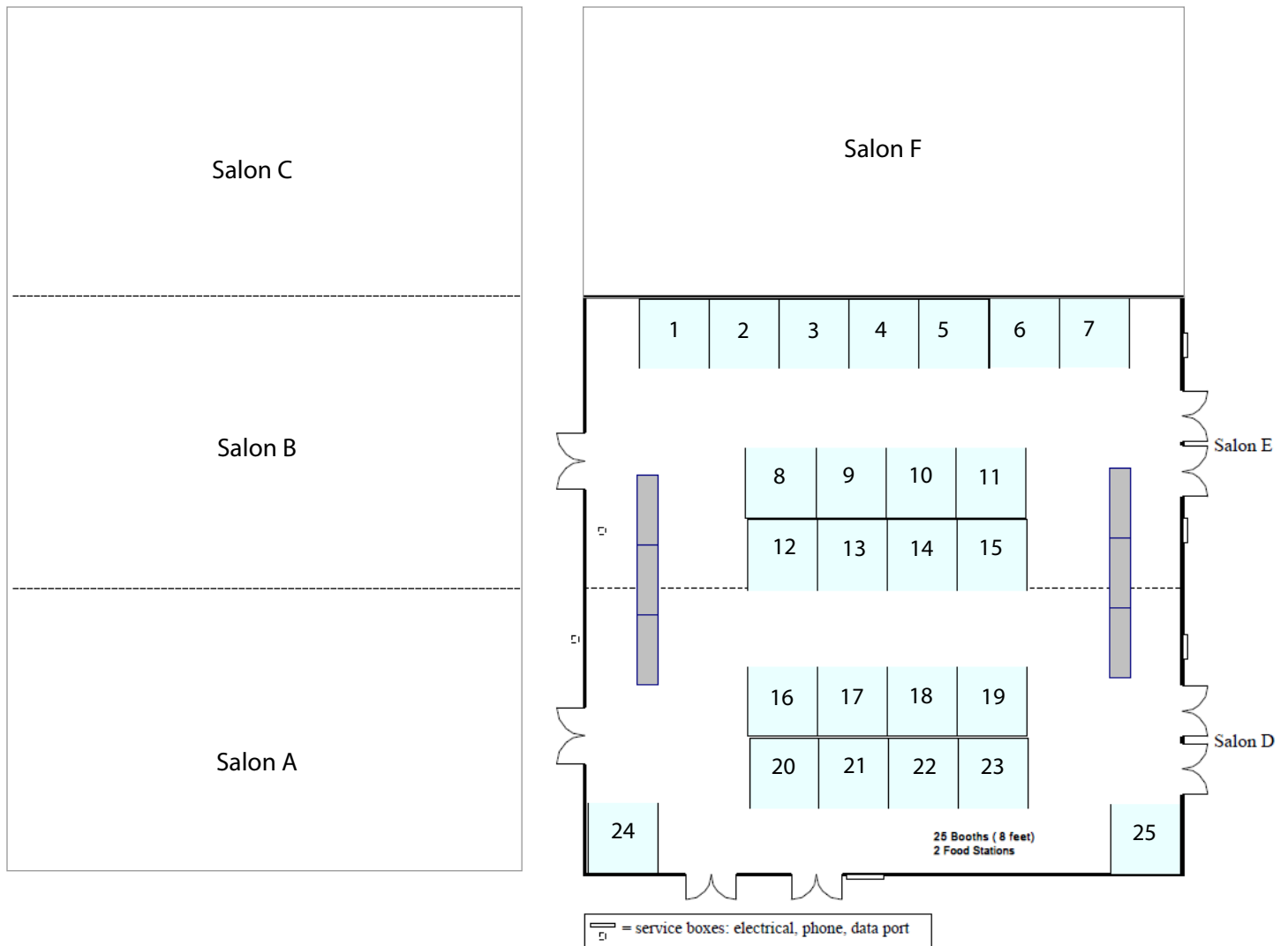


## Exhibitor Floor Plan

The exhibitor room will be in Salons D and E. The grey rectangles indicate food and beverage stations.

Plenary sessions will be held in Salons A,B and C (Ballroom). Breakout sessions will be held in the Ballroom and Salon F.

*Note: Booths will be assigned on a first come first serve basis.*



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## Advertising Opportunities in Conference Syllabus

- |  |             |
|--|-------------|
| <input type="checkbox"/> Full page colour outside back cover (exclusive) | (\$ 560.00) |
| <input type="checkbox"/> Full page colour inside back cover (exclusive)  | (\$ 400.00) |
| <input type="checkbox"/> Full page colour inside front cover             | (\$ 400.00) |
| <input type="checkbox"/> Full page colour                                | (\$ 350.00) |
| <input type="checkbox"/> Half page colour vertical                       | (\$ 240.00) |
| <input type="checkbox"/> Half page black and white vertical              | (\$ 140.00) |

*Note: As part of our efforts to the strategic management of environmental risk, the conference syllabus will be made available on the conference's website. Attendees do have an option for a printed copy of the syllabus at their own expense.*

### ACCEPTABLE FILE FORMATS ARE:

- High resolution PDF (preferred format)
- PDF format file must have all fonts embedded.
- Adobe InDesign, Adobe Illustrator, TIFF and EPS.
- Adobe InDesign and Illustrator file must have all fonts and links included.

### IMAGES RESOLUTION:

- Resolution of images should be 300 dpi or higher in order to print clearly.

### COLOUR MODE & COLOUR SPACE:

Important: Please ensure that your ad is not in RGB colour mode and that there is no Pantone (PMS). All pantone colours must be converted to CMYK or grayscale (B/W ad).

- Colour ads: 4 Colour (CMYK) ads must be in CMYK only.
- All images and graphics must be in CMYK as well.
- Black & White ads: Black & White ads must be saved in Black & White or Grey scale only.
- No colour separation

Copy content and design: All advertising content and design must be acceptable to WorkSafeBC, which reserves the right to postpone or refuse, without penalty, publication of any advertisement.

Please complete the [Advertising Opportunities Form](#) to purchase an advertising space in the syllabus.

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**AGENDA**

Time	Activity	
7:45 - 8:30	Registration/Breakfast/Visit Booths	
8:30 - 8:40	<b>Introduction</b> Scott McCloy, WorkSafeBC Director of Communications	
8:40 - 8:45	Gold Sponsor presentation and introduce plenary speaker	
8:45 - 9:25	<b>Cognitive Behavioral Therapy, Motivational Interviewing, and Acceptance and Commitment Therapy as Approaches to Managing Chronic Pain</b> Dr. Dan O'Connell, Ph.D - Clinical Psychologist Institute for Health Care Communication and University of Washington School of Medicine, Seattle, Washington	
<b>Concurrent Breakout Sessions:</b>		
9:25 - 10:05	<b>Management of the Chronic Non-Cancer Pain Patient - the Physiotherapist/Occupational Therapist Approach</b> Cara Rodrigues and Heather Watson	<b>Active Rehabilitation for Slow to Recover Concussion</b> Grant L. Iverson, Ph.D. Director, Neuropsychology Outcome Assessment Laboratory Professor, Department of Psychiatry, UBC
10:05 - 10:35	Refreshment Break and Visit Booths	
10:35 - 11:50	<b>Panel Discussion</b> Panel Members: all morning guest speakers	
11:50 - 12:55	Lunch & Visit Booths	
12:55 - 1:00	Gold Sponsor presentation and introduce plenary speaker	
1:00 - 1:40	<b>Management of Shoulder Injuries: A Surgeon's Perspective</b> Dr. Robert Hawkins, MD - Orthopaedic Surgeon, Clinical Professor of Orthopaedic Surgery at UBC	
<b>Concurrent Breakout Sessions:</b>		
1:40 - 2:20	<b>Musculoskeletal imaging on: back, shoulder and knee</b> Dr. Hugue Ouellette, MD, FRCP Musculoskeletal Radiologist at both Vancouver General and UBC Hospitals, Assistant Professor at the UBC Department of Radiology	<b>Key Learnings from the Shoulder Pilot Project: Psychosocial Screen, Non-surgical rehab protocol, post-operative protocol, barriers to recovery and how to overcome them</b> Jamie MacGregor, Certified Hand Therapist, Okanagan Hand Therapy
2:20 - 2:40	Refreshment Break and Visit Booths	
2:40 - 3:55	<b>Panel Discussion</b> Panel Members: all afternoon guest speakers	
3:55 - 4:15	<b>Closing Remarks</b> Scott McCloy, WorkSafeBC Director of Communications	