



BCKD 20
23

BC KIDNEY DAYS

Sponsorship Package



BC Kidney Days is an annual conference hosted by BC Renal that brings together kidney care professionals, administrators and patient partners from the entire spectrum of kidney care.

Over 450 delegates from across BC, as well as other parts of Canada and beyond, connect to discuss the latest research, clinical treatment and improvements to patient experience and outcomes.



Who Attends

**Numbers based on the 2019 in-person BC Kidney Days.*

Nephrologists and Fellows

50

Nurses

150-200

Pharmacists

40-50

Dietitians

35-50

Social Workers

30-40

Renal Administrators

25

Biomed Technicians

15-20









Patient Partners

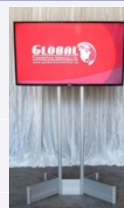
15-20







Other

100-150

Sponsorship Levels and Benefits

		Platinum \$10,000	Gold \$7,000	Silver \$5,000	Bronze \$2,500
Audiovisual Benefits	Flat screen monitor with HDMI cable for use at kiosk/exhibitor space. <i>Company responsible for connective device, laptop, ipad, additional cables and related items.</i>		N/A	N/A	N/A
	Power (including power bar)				N/A
	Wi-Fi (code to be provided)				
Branding and Profiling Benefits	Company featured in BC Kidney Days e-newsletters (audience size 2,000+) <i>Articles and product promotion to be approved by the BCR leadership team.</i>	1st tier logo <i>Includes opportunity for 300-word approved article x2 issues</i>	2nd tier logo <i>Includes opportunity for 200-word approved article x1 issue</i>	3rd tier logo only	Text only
	Recognition on BCRenal.ca website/sponsor page	1st tier company logo	2nd tier company logo	3rd tier company logo	Text only
	Sponsor thank you in opening remarks	Introduction of company representatives onsite by BCKD Planning Committee chair	Verbal recognition	N/A	N/A
	Rotating PowerPoint slide during meals and breaks	1st tier logo individual sponsor-specific slide <i>Includes company logo, level of sponsorship, names of onsite reps, and booth number</i>	2nd tier logo on collective sponsorship slide	3rd tier logo on collective sponsorship slide	Text on collective sponsorship slide
	Social Media promotion <i>BC Renal has an audience of 1,791 Facebook followers and 2,015 Twitter users (Feb 2023). One example of BC Renal sponsorship social media impressions: in 2021, a BC Kidney Week sponsor received 477 impressions for its sponsorship-related tweet.</i>	Two posts	One post	N/A	N/A



Networking Benefits	Kiosk/exhibitor space location	1 st choice <i>(based on date of sponsorship confirmation)</i>	2 nd choice <i>(based on date of sponsorship confirmation)</i>	3 rd choice <i>(based on date of sponsorship confirmation)</i>	N/A
	Kiosk/exhibitor space Divided by framed drapes; includes one waste basket and recycle bin 	10 x 10 ft	10 x 10 ft	N/A	N/A
	Furniture provided Linens in white	<ul style="list-style-type: none"> 1 display table (6 x 2 ft) 2 spandex covered high-top tables 1 brochure rack 2 chairs  	<ul style="list-style-type: none"> 1 display table (6 x 2 ft) 1 spandex covered high-top table 2 chairs  	<ul style="list-style-type: none"> 1 display table (6 x 2 ft) 2 chairs 	N/A
	Access to delegate contact information (full name, job title and health authority or employer) <i>Applicable only to those attendees who give consent at registration</i>	✓	✓	N/A	N/A
Registration Benefits	Complimentary registrations for company representatives Must register online to use the spots.	4	3	2	1

Setup

- There is a small window of set-up time at the hotel on Thursday, November 9 from 6:00 a.m. to 9:00 a.m.
- The event will start with opening remarks at 10:00 a.m.

Kiosk and Exhibitor Space

Platinum, Gold, Silver levels only

- Due to the tight setup time, only what is provided above in your respective sponsorship package will be allowed onsite.
- Platinum and Gold sponsors: signage and promotional materials must fit within your 10 x 10 ft space.
- Silver sponsors: you may bring a reasonable-sized promotional sign and materials that fit on your table.
- Please contact the BC Renal event manager, Stephanie Allan, before shipping anything or with any other questions.
- Confirmation of sponsorship must be received in writing on or before May 1.

Additional Registrations

- Please see [bckidneydays.ca website registration page](https://bckidneydays.ca).
- Select "All other delegates includes vendors, renal or health professionals outside BC."

Exhibitor Package

Non-profit and public sector only

- Cost to exhibit: Two paid full conference registrations
- One 6 x 2 ft table and two chairs is provided.
- You may bring a reasonable sized promotional sign and materials that fit on your table.
- Exhibitor table locations are allocated after sponsors. High traffic area not guaranteed.

For further information, contact Stephanie Allan: sallan2@bcrenal.ca