



ONTARIO
PHARMACISTS
ASSOCIATION

Advocating Excellence
in Practice and Care

RxTALKS

PROSPECTUS

RxTalks 2023: People

OPA will be hosting its two (2) ***in-person*** events for 2023 at the Toronto Metro Convention Centre, South Building. Each event will be a single-day event with a focus on “People”. We will focus on discussing important issues and topics such as, but not limited to, diversity, equity and inclusion, breaking barriers, leadership, and more.

What to Expect

RxTalks is designed to feel as though you are walking into your local pharmacy. What does that mean? Ok, close your eyes and imagine yourself walking into your pharmacy. What’s the first thing you’re greeted by? Yes, it’s aisles and aisles of consumer goods, and in the back, is the heart of the pharmacy.

The RxTalks floorplan will be designed so attendees are compelled to walk through the exhibit area before they get to the heart of the event, in this case, our plenary area. The plenary area will be located at the back of the event space, with business pods on either side of the room. The business pods are available for partners to purchase as an opportunity to invite attendees to learn more about their products and/or services from their exhibit booth, or simply catch up with OPA members.

Sponsor the RxTalks 2023 events today! The presentations or “talks” will be captivating and take attendees on journeys that will leave them feeling motivated and present them with key takeaways. This improved event concept will bring fresh, engaging, and innovative ways to learn, network, and connect with peers and leaders in the pharmacy profession.



Program Outline

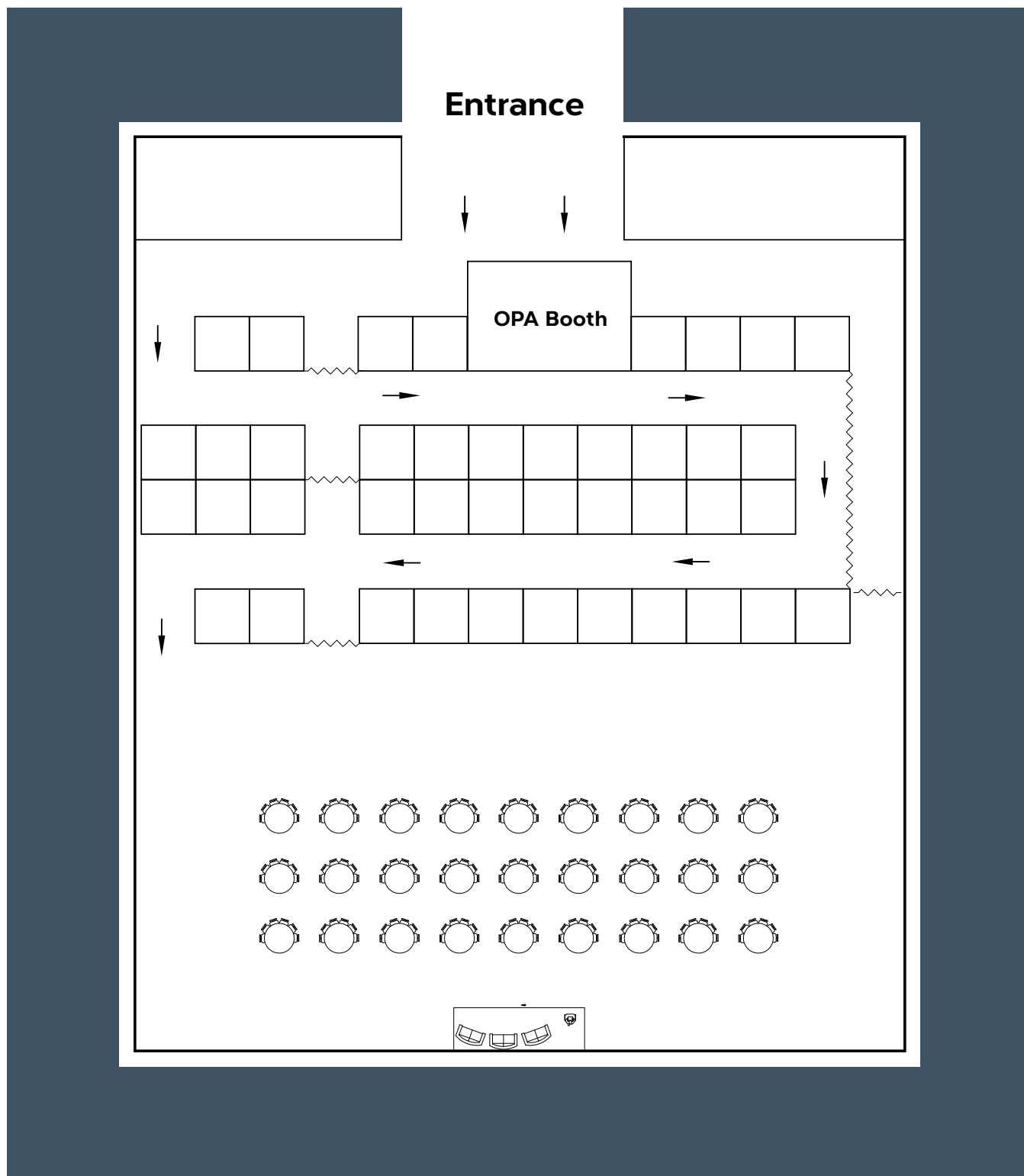
The 2023 RxTalks will be offered in two series. Below is the current program grid for each of the events.

Timing	RxTalks 2023 Topic: People	
	Friday, July 21, 2023 Summer Seriest	Friday, September 8, 2023 Fall Series
8:00 am – 8:30 am	Networking breakfast	Networking breakfast
8:30 am – 9:00 am	Welcome Message	Welcome Message
9:00 am – 10:00 am	Applying Lessons from the Pandemic for A More Resilient Future <i>Zubin Austin</i> <i>Sponsored by Pfizer</i>	Unlock Your Potential: Exploring Career Growth and Personal Journeys in Pharmacy <i>Jen Belcher, Bhavika Lad, Jeff Yurek, Elaine Maloney</i>
10:00 am – 10:30 am	AM Networking Break	AM Networking Break
10:30 am – 11:30 am	The New Elephant in the Room: Navigating Patient Mistreatment of Pharmacy Teams <i>Jamie Kellar</i>	Enhancing Negotiation Skills for Pharmacy Professionals Part 2 <i>Kelly Grindrod</i>
11:30 pm – 1:00 pm	Exhibits & Networking Lunch	Exhibits & Networking Lunch
1:00 pm – 1:45 pm	Sponsored Content by BioSyent Pharma Inc. 1:00 pm – 1:30 pm	Sponsored Content by Health Products Stewardship Association 1:00 pm – 1:15 pm
	Sponsored Content Available (1:30 pm – 1:45 pm)	Sponsored Content Available (1:15pm – 1:45pm)
1:45 pm – 2:45 pm	Enhancing Negotiation Skills for Pharmacy Professionals Part 1 <i>Kelly Grindrod</i>	Empowering Inclusion: An Inspiring Panel Discussion <i>Lilliette Davidson (moderator), Anna Patrizio, Andrew Schonbe, Gezina Behr</i>
2:45 pm – 3:15 pm	PM Networking Break	PM Networking Break
3:15 pm – 4:00 pm	Sponsored Content	Sponsored Content
4:00 pm – 5:00 pm	Closing Keynote The Resilient Life: Reducing Stress and Burnout in Today’s Wild World <i>Dr. Susan Biali Haas</i>	Closing Keynote Resilience in the Face of Adversity <i>Unstoppable Tracy</i>
5:30 pm – 9:30 pm		Closing Party & Awards <i>Sponsored by Shoppers Drug Mart and Loblaw</i>

CE= Continuing Education

RxTalks dates, topics, and programs may change without notice.

Floor Plan



* RxTalks floor plan may change without notice.

Recognized Sponsorship Levels

To ensure your organization's branding is incorporated for the July 21 RxTalks event your partnership must be secured by June 21. Partnerships for the September 8 RxTalks event must be secured by August 8. To reserve your partnership contact **Yuliana Paspalovski** at ypaspalovski@opatoday.com.

Sponsors are eligible for the following additional benefits, based on their level of sponsorship. Please review the chart below for additional sponsorship benefits.

Your total contribution to RxTalks is based per event in 2023, and is calculated based on the purchase of any combination of items from the marketing opportunities, excluding exhibit booth space. Kindly note that food and beverage expenditures or paid registrations for attendees and/or staff do **NOT** count towards your total contribution in determining your support level.

Sponsorship Benefits	Advocate \$35,000+	Partner \$15,000	Supporter \$5,000	Friend ≤\$500
Pre-Event				
Logo identifying sponsorship level on RxTalks' website with hyperlink to company website	✓	✓		
Logo on RxTalks related emails	✓	✓	✓	✓
On-site				
Two (2) complimentary RxTalks registrations**	✓	✓		
Choice of:				
<ul style="list-style-type: none"> One (1) double booth 10' x 20' at one RxTalks event in 2023, sponsor to select date of preference, based on availability Two (2) single booths 10' x 10' at each RxTalks event in 2023, based on availability 	✓			
One (1) single booth 10' x 10'		✓	✓	
Choice of preferred trade show booth location, based on availability	✓	✓		
One (1) delegate bag insert- sponsor to provide insert	✓	✓	✓	
Post-Event				
Up to two (2) advertisement opportunities in the OPA Spotlight email which is distributed to all OPA members bi-weekly. OPA must approve content and timing of ad placement - limited availability	✓	✓		
Recognition in the OPA Annual Report	✓	✓	✓	✓

** Does not include the awards reception

Sponsorship and Marketing Opportunities

All items are sold on a first-come-first-served basis. Please add up the total of all items selected from the list and refer to the sponsor level page to determine your additional benefits. Co-sponsorships are available to accommodate different budgets. Please email ypaspalovski@opatoday.com to inquire about the opportunity your organization is interested in.



Call to
inquire

Technology

Your organization will be recognized for items such as, but not limited to; audio-visuals, internet access for attendees, charging stations, etc.

In addition to your overall sponsorship benefits, as the technology sponsor of RxTalks, you will receive the following additional benefits:

- Company logo displayed on signage throughout the event venue
- Branded event registration reminders with a countdown to the RxTalks date via OPA's email communications
- Opportunity for sponsor to introduce OPA's CEO and/or Chair during the welcome and thank you messages
- Opportunity to run a 15-second sponsored video commercial before each general session
- Verbal acknowledgment throughout the sessions, from presenters and/or OPA's senior leadership team



\$40,000

SOLD – Closing Party (Exclusive for September Event)

The Closing Party is a great way to leave a lasting final impression on RxTalks attendees. This informal event allows all attendees from the RxTalks series to enjoy delicious food and beverages, entertainment, and networking opportunities.

In addition to your overall sponsorship benefits, as the sponsor of the Closing Party, you will receive:

- Branded event reminders with the details and location of the closing party sent to all registered attendees via OPA's email communications
- Branded Closing Party invitation sent to attendees via email
- An opportunity for the company representative to welcome attendees at the Closing Party
- Opportunity to run a 15-second sponsored commercial, displayed on TV screens that will loop during the Closing Party
- Company logo placement throughout the event (may consist of digital and/or print placements)
- Verbal acknowledgement from OPA's CEO and/or Chair during the welcome message as the sponsor of the Closing Party

Sponsorship and Marketing Opportunities



\$35,000

Welcome Reception (Exclusive for July Event)

The Welcome Reception is a networking event that kicks-off RxTalks. Have your brand in front of attendees as they enjoy a complimentary drink and hors d'oeuvres while they make new connections and network with industry peers.

In addition to your overall sponsorship benefits, as the sponsor of the Welcome Reception, you will receive:

- Branded event reminders with the details and location of the Welcome Reception sent to all registered attendees via OPA's email communications
- Branded Welcome Reception invitation sent to all attendees via email
- Opportunity to run a 15-second sponsored video commercial, displayed on TV screens that will loop during the Welcome Reception
- An opportunity for the company representative to welcome attendees at the Welcome Reception
- Company logo placement throughout the event
- Verbal acknowledgement from OPA's CEO and/or Chair during the welcome message as the sponsor of the Welcome Reception



\$18,500

Delegate Bag (1 Available Per Event)*

All registered attendees will receive a delegate bag upon check-in at registration.

In addition to your overall sponsorship benefits, as the sponsor of the Delegate Bag, you will receive:

- Company logo along with OPA's logo on each delegate bag
- Opportunity to run a 15-second sponsored video commercial, displayed as attendees enter the opening Welcome Message by the CEO/Chair of OPA
- One (1) additional promotional bag insert in the delegate bag, supplied by sponsoring company

* Deadline for sponsorship item is June 1 for July event and August 1 for September event

Sponsorship and Marketing Opportunities



\$18,000

Keynote Speaker(s) (July only, Sept Sold)

End the day(s) with an engaging keynote speaker* who will provide an inspiring and motivational address to our attendees.

As the sponsor of the keynote speaker(s), you will receive:

- Opportunity for 1 company representative to introduce or thank the speaker
- Opportunity to run a 15-second sponsored video commercial, displayed as attendees enter the opening keynote session(s)
- A promotional insert in the RxTalks delegate bag supplied by your company
- Acknowledgement with your logo as the sponsor of the keynote speaker(s) on the RxTalks website

* OPA to select and arrange keynote speaker(s)*



\$18,500

Delegate Bag (1 Available Per Event)

All registered attendees will receive a delegate bag upon check-in at registration.

In addition to your overall sponsorship benefits, as the sponsor of the Delegate Bag, you will receive:

- Company logo along with OPA's logo on each delegate bag
- Opportunity to run a 15-second sponsored video commercial, displayed as attendees enter the opening Welcome Message by the CEO/Chair of OPA
- One (1) additional promotional bag insert in the delegate bag, supplied by sponsoring company

* Deadline for sponsorship item is June 1 for July event and August 1 for September event

Sponsorship and Marketing Opportunities



\$15,000

OPA Awards Ceremony (Exclusive September Event)

The awards ceremony brings together the pharmacy community to acknowledge, thank, and recognize pharmacy leaders for their unwavering commitment to the profession, their patients, and their communities. Join in on the award celebrations as a sponsor.

In addition to your overall sponsorship benefits, as the sponsor of the Awards Ceremony, you will receive:

- Company logo along with OPA's logo on each award plaque*
- Opportunity to run a 15-second sponsored commercial, displayed prior to the start of the awards ceremony
- Opportunity for a representative from the sponsoring company to co-introduce each award with OPA's CEO/Chair

* Depending on the number of nominations received award winners range from 6-8.



\$15,000

Delegate Lanyards (1 Available Per Event)

All registered attendees will receive a name badge and lanyard to be worn for identification during the event(s). Each attendee will also receive a sticker, indicating their comfort level of contact with other delegates attending in-person. Lanyards will be worn during all aspects of the event(s), including the welcome reception, and closing party.

In addition to your overall sponsorship benefits, as the sponsor of the Delegate Lanyards, you will receive:

- Company logo on all the lanyards displayed with the OPA logo (lanyards will be provided by OPA)
- Opportunity to run a 15-second sponsored video commercial, displayed as attendees enter for the Welcome Message(s)
- Logo printed on colored stickers for each delegate (red, yellow, green) which indicates contact comfort levels

* Deadline for sponsorship item is June 1 for July event and August 1 for September event

Sponsorship and Marketing Opportunities



\$15,000

Lunch Sponsor (1 Available Per Event)

Each day, RxTalks will provide a lunch for each registered in-person attendee. In addition to your overall sponsorship benefits, as the Lunch sponsor, you will receive:

- Tabletop cards with company logo on all food and beverage stations during the assigned networking lunch
- Opportunity to run one (1) 15-second sponsored video commercial, displayed as attendees enter a session room (OPA to select session for commercial to be played, limited availability per session room)



\$12,500

Customized Sponsored Session (3 of 4 remaining)

As the sponsoring company of a Customized Sponsored Session, your company will have the opportunity to present a session on the topic of your choice. Sessions should be no more than 45 minutes in length, with 15 minutes of Q & A.

In addition to your overall sponsorship benefits, as the sponsor of the Customized Sponsored Session, you will receive:

- Opportunity to run a 15-second sponsored commercial, displayed as attendees enter the sponsored session
- Acknowledgement on the RxTalks' website as a Customized Sponsored Session



\$5,000

RxTalks Breakfast (2 Available Per Event)

Each day, RxTalks will provide a breakfast for each registered attendee. This is a great opportunity to have your branding in front of attendees at the start of the day.

In addition to your overall sponsorship benefits, as the RxTalks Breakfast sponsor, you will receive:

- Tabletop cards with company logo on all food and beverage stations during the assigned networking breakfast
- Acknowledgement as the sponsor of the breakfast on the RxTalks website

Sponsorship and Marketing Opportunities



\$5,000

Networking Coffee Break (2 Available Per Event)

Each day, RxTalks will provide a coffee break for each registered attendee.

In addition to your overall sponsorship benefits, as the sponsor of the Networking Coffee Break, you will receive:

- Tabletop cards with company logo on all food and beverage stations during the assigned networking coffee break
- Acknowledgement as the sponsor of the Networking Coffee Break on the RxTalks website



\$5,000

Continuing Education Session (3 of 6 remaining)

Sponsor one of our continuing education sessions featured in the RxTalks line-up.

In addition to your overall sponsorship benefits, as the sponsor of a Continuing Education Session, you will receive:

- Verbal acknowledgement at the beginning and end of the session
- The option to select your preferred session (based upon availability)
- Acknowledgement as the sponsor of the CE Session on the RxTalks website

Sponsorship and Marketing Opportunities



NEW In-Kind Sponsorships

OPA acknowledges that budgets can be tight. Therefore, we want to ensure that we offer opportunities for organizations to participate as a sponsor in ways that can cater to those who may not have the budget for the marketing opportunities listed above.

In-kind sponsors will be required to provide the following:

- A photo and description of the in-kind item(s)
- The value of the in-kind item(s)
- In-kind item(s) must be sent to OPA's head office no later than May 30, 2023. Our address is 155 University Avenue, Suite 600, Toronto, Ontario M5H 3B7. The package(s) must be made to the attention of: OPA Events Team

The benefits of becoming an in-kind sponsor are:

- Brand awareness to hundreds of pharmacy professionals
- Logo recognition on the RxTalks' website with a hyperlink to your organization's website
- Ability to participate as a sponsor with a limited budget

Some ideas for in-kind sponsorships include but are not limited to:

- Face masks
- PCR Antigen tests
- Other (gift cards, digital sponsor, food and/or beverages, prizes, discounts on products and/or services, etc.)

Exhibit Opportunities (limited availability)

The trade show is a vital part of RxTalks. Every effort will be made to ensure that all exhibitors receive prime exposure and direct marketing opportunities with key decision makers in the pharmacy industry. Efforts include but are not limited to: breakfast, lunch, and networking breaks in the exhibit area.

Purchasing a booth for both events?

Please contact **Yuliana Paspalovski** at ypaspalovski@opatoday.com for applicable discounts.

Exhibit Space Options	Early Bird Rates (before March 15, 2023)	Regular Rates (after March 15, 2023)
Single Space (approximately 10' x 10')	\$1,500	\$2,000
Double Space (approximately 10' x 20')	\$2,000	\$2,500
Not-for-profit (approximately 10' x 10') *Only 3 available*	\$1,000	\$1,500
Additional exhibitor badges - in-person only	\$200/additional badge	\$275/additional badge

Included with each booth purchase are (in-person):

- Booth space with one (1) table, two (2) chairs, and one (1) wastebasket
- Upon request, one (1) standard electrical outlet (exhibiting company must inform OPA if an electrical outlet is required for your space. Electrical outlets will not be available if not requested)
- Listing as an exhibitor with logo and 50-word company biography on the RxTalks' website
- Overnight security
- Two (2) RxTalks registration passes, includes meals and attendance to all sessions and keynotes, regardless of the booth size

Additional Notes:

- Additional badge purchases include attendance to the keynotes and/or sessions during RxTalks. If the representative(s) would like to attend the sessions, a full RxTalks registration pass will need to be purchased. A promo code can be provided, upon request
- Maximum of 2 additional badges per company