

ALBERTA FIRST RESPONDERS' MENTAL HEALTH CONFERENCE

NOVEMBER 20 & 21, 2024
Edmonton, Alberta



SPONSORSHIP PROSPECTUS

ABOUT THE CONFERENCE

Trillium Health Partners' Insight Health Solutions and Wounded Warriors Canada invite you to consider this sponsorship opportunity for the inaugural Alberta First Responders' Mental Health Conference.

Building off the sold-out success of two Ontario First Responders Mental Health conferences, and recognizing a similar gap in the First Responders landscape in Alberta, this event is scheduled to take place in Edmonton with an evening reception on Wednesday, November 20 followed by a full conference day on Thursday, November 21, 2024. The conference, a first of its kind in Alberta, will bring together representatives across the Public Safety sector and will provide an excellent opportunity to learn about best practices related to research, training, clinical interventions, organizational supports, and individual and family based care. Through your support of this provincial event you will have the opportunity to promote your organization and network in a meaningful way.

There are 6 sponsor packages including one Platinum, one Diamond, two Gold, 3 Silver and 6 Bronze plus the opportunity to sponsor the evening reception. A la carte opportunities for meal and refreshment break sponsorship are also available. We are committed to helping you reach your sponsorship goals whether it's through our existing packages or custom-made options.

WHO WILL BE ATTENDING?

This conference aims to bring together representatives from across the First Responder sector and will include frontline members and families, association and labour representatives, health care professionals, disability case managers, rehabilitation providers, researchers, insurers and so many others who are integral to the psychological health and safety of those who keep our communities safe.

BENEFITS OF SPONSORING

The use of sponsorships can be an effective way of increasing a company's exposure (Harvard Business Review 2018). According to Harvard Business Review Analytic Services' survey of more than 700 business executives, 85% of respondents say their organizations prioritize sponsoring events (Harvard Business Review 2018).

Sponsorship can help you achieve a variety of business objectives. These include enhancing your brand's visibility through multiple marketing channels, boosting your company's reputation, and establishing relationships with key decision makers in your industry. The conference includes an exhibitor space in which sponsors can share information about their organization and network with conference delegates. Those wishing to take advantage of this opportunity will be provided with a 6'x2.5' table with 2 chairs in the exhibit space.



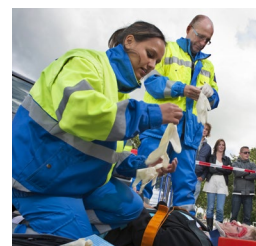
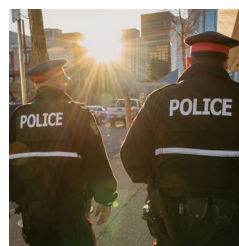
STANDING TOGETHER TO SHAPE A HEALTHIER TOMORROW

ALBERTA FIRST RESPONDERS' MENTAL HEALTH CONFERENCE

SPONSORSHIP OPPORTUNITIES

Sponsorship Levels and Benefits	Bronze (6)	Silver (3)	Gold (2)	Diamond (1)	Evening Reception (1)	Platinum (1)
BRAND AWARENESS	\$3,500	\$5,000	\$7,500	\$10,000	\$10,000	\$12,500
Logo displayed on the conference website's sponsor page (category placement)	●	●	●	●	●	●
Link to the sponsor's website included on the conference website's sponsor page	●	●	●	●	●	●
Complimentary conference registration (including attendance at the pre-conference reception on the evening prior)	1	2	3	4	4	5
Reserved conference seating based on complimentary conference registration allowance	●	●	●	●	●	●
Conference name badge highlighting sponsorship	●	●	●	●	●	●
Sponsorship logo displayed on conference information screens and signage	●	●	●	●	●	●
Recognition in welcome and closing announcements	●	●	●	●	●	●
Exhibitor table (6' x 2.5') with fitted table covering and two chairs	●	●	●	●	●	●
Opportunity to introduce workshop session speaker			●	●	●	●
Linked-in recognition from conference organizers			●	●	●	●
Tweet from conference organizers				●	●	●
Sponsor callout in post-conference attendee survey				●	●	●
Opportunity to introduce keynote speaker						●

A La Carte Sponsorships	Breakfast Sponsor	Morning Refreshment Sponsor	Lunch Sponsor	Afternoon Refreshment Sponsor
BRAND AWARENESS	\$5,000	\$3,000	\$7,500	\$3,000
Exclusive sponsorship with high visibility branded signage at the food and beverage stations and a special thank you from the Master of Ceremonies	●	●	●	●



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SPONSORSHIP

Trillium Health Partners and Wounded Warriors Canada thank you for your consideration and interest in sponsoring the 2024 Alberta First Responders' Mental Health Conference.

Those interested in sponsoring, should visit the [conference website](#) to complete the sponsorship form and make a payment.

If you wish to pay by cheque, or if you would like Trillium Health Partners to process the credit card payment, please complete, scan and email the form below to AFRMH@thp.ca.

Upon booking your sponsorship package, our team will contact you regarding logistics.

Please reach out with any questions or to discuss a sponsor package that fits your company's goals. Contact Information AFRMH@thp.ca.



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SPONSORSHIP INFORMATION

If you wish to pay by cheque, or if you would like Trillium Health Partners to process the credit card payment, please complete, scan and email this form to AFRMH@thp.ca.

Organization (Please print or type): _____

Address: _____

City: _____ Prov: _____ Postal Code: _____

Contact Name: _____ Title: _____

Phone: _____ Email Address: _____

Package Selection (see page 2 in prospectus for package details):

Once full payment has been received, sponsorship will be confirmed and an invoice will be issued. All prices are in CAD and are inclusive of processing related fees. Sponsorship packages are subject to availability.

- \$3,500 Bronze
- \$5,000 Silver
- \$7,500 Gold
- \$10,000 Diamond
- \$10,000 Reception
- \$12,500 Platinum

A la carte options:

- \$5,000 Breakfast sponsor
- \$7,500 Lunch sponsor
- \$3,000 Morning or Afternoon refreshment sponsor
- I confirm that we would like to participate in the exhibitor opportunity and therefore request a table be reserved.

Payment options:

- If paying by cheque, please make cheque payable to **Trillium Health Partners**.

Mail cheque to Trillium Health Partners Attention: Patient Accounts - AFRMH Conference
150 Sherway Drive Toronto, ON M9C 1A5

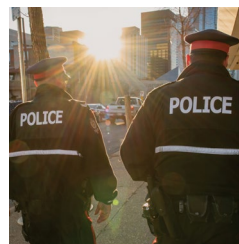
- If paying by credit card, please complete the following information.

Credit Card: MasterCard Visa American Express

Credit Card Number: _____ CVV: _____ Expiry: _____ / _____
Month Year

Cardholder Name: _____ Signature: _____

- I have read and agree to the terms and conditions (see next page for details)



ALBERTA FIRST RESPONDERS' MENTAL HEALTH CONFERENCE

TERMS AND CONDITIONS

ACCEPTANCE: The acceptance of the application shall be at the discretion of the Trillium Health Partners, and upon acceptance, becomes a contract. By completing and signing the application, Company agrees to comply with, and be subject to, the terms and conditions set out below (the "Terms"). Trillium Health Partners reserves the right to refuse or deny sponsorships to prospective companies.

PAYMENT: Once full payment has been received, sponsorship will be confirmed and an invoice will be issued. All prices are in CAD and are inclusive of processing related fees. Sponsorship packages are subject to availability.

CANCELLATION OR TERMINATION BY TRILLIUM HEALTH PARTNERS: If for any reason beyond its reasonable control, including without limitation fire, strike, earthquake, damage, construction or renovation to the display site, government regulation, public catastrophe, or act of God ("Force Majeure"), Trillium Health Partners shall determine that the Conference or any part will not be held, Trillium Health Partners may cancel the Conference or any part thereof. In that event, the liability of Trillium Health Partners is limited to the amount of fees paid, and Trillium Health Partners shall determine and refund to the Company its proportionate share of the balance of the fees received which remains after deducting all expenses incurred by Trillium Health Partners. In the event, however, that Trillium Health Partners cancels the Conference for any reason other than Force Majeure, Trillium Health Partners shall refund to Company the full amount of the fees paid by Company.

CANCELLATION BY COMPANY: All payments made to Trillium Health Partners or agreed to under this Agreement shall be deemed fully earned and non-refundable in consideration for expenses incurred by Trillium Health Partners lost or deferred opportunity to provide space and/or sponsorship opportunities to others. Cancellation notices must be in writing and sent to events@thp.ca.

ALTERATIONS: The organizers reserve the right to make alterations to the conference program, venue, and timings at any time. Every endeavor is made to preserve the published layout of the conference area. **OBSERVANCE OF LAWS:** Company shall abide by and observe all laws, rules and regulations, and ordinances in connection with the Conference and this Agreement.

COMPANY CONDUCT: Company and all of its representatives shall conduct themselves at all times in accordance with highest standards of decorum and good taste. Trillium Health Partners reserves the right to eject from the Conference Company or any Company representative(s) violating those standards.

INDEMNITY AND LIMITATION OF LIABILITY: Neither Trillium Health Partners, any co-sponsor, venue provider nor any of their respective officers, agents, employees, contractors, facilities, representatives, or assigns shall be liable for, and Company hereby releases them from, any claims for damage, loss, expense, harm, or injury, or death to the person, property, or business of the Company and/or any of its visitors, officers, agents, employees, contractors, or other representatives, resulting from theft, fire, earthquake, water, unavailability of the facility, uncontrollable events, third parties, accident or any other reason in connection with the display at the Conference. The Company hereby indemnifies, and shall defend, and protect Trillium Health Partners and hold Trillium Health Partners, any co- sponsor and venue provider harmless from any and all claims, demands, suits, liability, damages, losses, costs, attorney's fees, and expenses which might result or arise from Company's participation in the Conference or any actions of Company's officers, agents, employees, contractors, or other representatives. Under no circumstance will Trillium Health Partners, any co-sponsor, or the venue provider be liable for lost profits or other incidental or consequential damages for any of their acts or omissions whatsoever whether or not appraised of the possibility or likelihood of such damages or lost profits. In no event shall Trillium Health Partners' liability, under any circumstance, exceed the amount actually paid to it by the Company. Trillium Health Partners makes no representations or warranties regarding the number or identity of persons who will attend the Conference.

AGREEMENT TO TERMS, CONDITIONS AND RULES: Company agrees to observe and abide by the foregoing terms and conditions and by such additional terms, conditions, and rules made by Trillium Health Partners from time to time for the efficient and safe operation of the Conference. This Agreement represents the final, complete and exclusive agreement between the Company and Trillium Health Partners concerning the subject matter of this Agreement. Trillium Health Partners does not make any warranties or other agreements except as set forth above. Any amendment to this contract must be in writing signed by Trillium Health Partners. No business forms (including without limitation any Company purchase order terms and conditions) shall modify, interpret, supplement or alter in any manner the express terms of this Agreement. The rights of Trillium Health Partners under this Agreement shall not be deemed waived except as specifically stated in writing and signed by an officer of Trillium Health Partners. If any term of this Agreement shall be declared invalid or unenforceable, the remainder of the Agreement shall continue in full force and effect. This Agreement shall be binding upon the heirs, successors, and assigns of the Company subject to the terms of this Agreement regarding consent to assignment.



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ABOUT THE CONFERENCE ORGANIZERS



Trillium Health Partners - Insight Health Solutions
A new kind of health care for a healthier community

Insight Health Solutions, a division of Trillium Health Partners, one of the largest community hospitals in Canada, provides third-party rehabilitation and disability management services to Canadian residents directly and through national partnerships, including virtually through secure telehealth services. As a full continuum of care provider, Insight Health Solutions offers disability management, comprehensive assessment and evidence-based interdisciplinary treatment across a broad range of physical and mental health conditions, diagnostic imaging, expedited surgery, and prevention programs. Insight Health Solutions' interprofessional team of physicians and allied health professionals work collaboratively and in an integrated manner to ensure clients receive the appropriate care at the right time. Insight Health Solutions' clients include insurers, employers, and private paying customers.

Insight Health Solutions' provides mental health assessment and treatment services for First Responders across the care continuum from prevention to complex care and return to work support. Their pilot WSIB First Responder Mental Health program in Ontario offers stepped-care mental health treatment, including residential care, in-person and virtual services, return to work coordination, physical reactivation, and after-care services tailored to the needs of First Responders.

Visit [insighthealthsolutions](https://insighthealthsolutions.com) for more information.



Wounded Warriors Canada

Helping Canada's Veterans, First Responders, and their families feel safe, supported, and understood

Wounded Warriors Canada (WWC) is a national mental health service provider dedicated to serving Trauma Exposed Organizations, Trauma Exposed Professionals, and their families. WWC specializes in providing culturally informed services that utilize a combination of education, counselling, and training approaches to support resiliency and recovery from post-trauma injuries.

Visit [woundedwarriors](https://woundedwarriors.com) for more information.



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