



The Banff Seminar

# Sponsorship Prospectus

March 13-15th, 2026

CONTACT:

**SEAN STARMAN and ERIN SAUNDERS**

[sponsorship.cshpbanff@gmail.com](mailto:sponsorship.cshpbanff@gmail.com)



# WELCOME

Join us in the heart of the Canadian Rockies for the **52nd Annual Canadian Society of Healthcare-Systems Pharmacy (CSHP) Banff Seminar**, held at The Banff Centre in beautiful Banff, Alberta, a UNESCO World Heritage Site. We respectfully acknowledge that the townsite of Banff is located on Treaty 7 territory.

This year's theme, "**Dealing Innovation: 52 Years of Banff**," celebrates over five decades of advancing excellence in hospital pharmacy practice. As one of the largest pharmacy conferences in Western Canada, the event brings together over 300 clinicians, leaders, and key decision-makers from across Western Canadian health systems.

Your sponsorship and exhibition participation offer unparalleled opportunities for networking, brand visibility, and meaningful engagement with pharmacy professionals transforming the future of healthcare. Exhibitors will enjoy high-traffic visibility in the picturesque Max Bell Building, along with access to two premier social events designed to foster connections and collaboration.

Erin Saunders and Sean Starman  
Industry Liaisons – CSHP Banff Seminar Planning Committee  
[sponsorship.cshpbanff@gmail.com](mailto:sponsorship.cshpbanff@gmail.com)

## Sponsorship benefits for your company:

### Educational Event & Advertising

- Western Canada stands at the forefront of pharmacy practice advancement. Pharmacists across the western provinces - particularly in Alberta - enjoy one of the broadest scopes of practice in the world, serving as trusted, front-line healthcare providers, providing the perfect setting for a dynamic and forward-thinking educational conference.
- Alongside an exceptional educational program, delegates will engage in an interactive poster session highlighting innovative clinical practice and research.
- Your brand will be prominently featured in the **sponsor recognition slideshow** during program breaks, and depending on your sponsorship level - throughout **conference promotional materials**.

### Marketing

#### Website & App

- Gain early recognition in digital promotional materials distributed to pharmacy professionals across Canada and be featured on the CSHP National and Western Branch websites.\*
- Your organization's logo or name will appear on our conference app (mobile & desktop), available to participants in advance and for several months after the event, providing extended brand visibility.

#### Social Media

- Our digital and social media reach continues to grow, and this year we are continuing our efforts with a targeted campaign to engage more members of the pharmacy and medical community across Canada

### Direct Engagement

- As a valued sponsor, you'll have the exclusive opportunity to host an exhibitor display, connecting directly with delegates during scheduled exhibition periods and throughout the conference.
- Showcase your company's latest innovations, services, and technologies by hosting a satellite symposium during the event. The sponsored satellite symposia are offered in-person as well as via tele-conference to reach all seminar participants.
- Banff Seminar delegates are the driving force behind innovative pharmacy practice of in Western Canada - leaders, clinicians and decision-makers shaping the future of healthcare.

### Social Events

#### Friday, March 13th: Opening Reception

- Themed networking event for delegates, with ample opportunities to foster and maintain relationships.

#### Saturday, March 14th: Gala

- An exceptional event with formal entertainment and food on the backdrop of the beautiful Rockies.

# SPONSORSHIP OPPORTUNITIES

Building on the success of over 50 years of the CSHP Banff Seminar, we are eager to continue strengthening our partnerships with you, our valued sponsors. Each year, bringing together expert speakers from across Canada and hospital pharmacy delegates, who are transforming and innovating care. By sponsoring or exhibiting at our conference, you demonstrate a clear commitment to healthcare systems, the CSHP organization, and the diverse community of pharmacy professionals we host. We have created sponsorship packages to maximize your brand's contribution to the success of the event. **We welcome discussions on creative and innovative ways your organization can participate beyond the options outlined below.** We encourage you to review this prospectus and provide early confirmation for your involvement to ensure maximum marketing exposure through pre-conference promotional materials.

## SPONSORSHIP TIERS

	Presenting Sponsor	Platinum	Gold	Silver	Bronze
Inclusion in Promotional Materials	Online, App, Visual display &	Online, App, Visual display &	Online, App, Visual display &	Online, App, Visual Displays &	Online, App, Visual Displays &
Company Logo on Promotional Materials	✓	✓	✓	Name only	Name only
Company Logo Size in Promotional Materials #	Title Page	Large	Medium		
Exhibitor Booth	✓	✓	✓	✓	
In person registrations	6	4	3	2	1
Virtual registrations	6	4	3	2	1
Exhibitor Booth - Exclusive Location Selection	✓	✓			
Minimum Total Sponsorship	\$10000**	\$6000	\$5000	\$4000	\$3000

Non-profit, academic, and hospital institution rates are available, more information available from sponsorship liasons.

**\*\*Only one company will be afforded Presenting Sponsor.** In the event of multiple parties interested in the Presenting Sponsor tier, the company with the highest overall sponsorship will be awarded the exclusive title.

**Additional Exhibitor Booth:** \$1500

**#Presenting, Platinum, and Gold Sponsors:** Email your logo to Erin and Sean: [sponsorship.cshpbanff@gmail.com](mailto:sponsorship.cshpbanff@gmail.com)

**&Posters:** Posters are displayed on-site at the conference. For inclusion, you must confirm sponsorship by December 12, 2025.

	Fri, March 13	Sat, March 14	Sun, March 15															
07:00		<p><b>Breakfast Satellite Symposium</b> 07:30 - 08:45 Location TBA</p>	<p><b>Time for check out</b> 07:30 - 08:30</p>															
07:30				<p><b>Opening Remarks &amp; Keynote</b> Topic TBA 09:00 - 10:15 Location TBA</p>	<p><b>Brunch Satellite Symposium</b> 08:30 - 09:45 Location TBA</p>													
08:00						<p><b>Break/Exhibit Hall/Posters</b> 10:15 - 11:15 Location: TBA</p>	<p><b>Opening Remarks</b> 10:00 - 10:15</p>											
08:30								<p><b>Session 5</b> 11:15 - 12:00 Location TBA</p>	<p><b>Session 11</b> 10:15 - 11:00 Location TBA</p>									
09:00										<p><b>Session 6</b> 11:15 - 12:00 Location TBA</p>	<p><b>Session 12</b> 11:00 - 11:45 Location TBA</p>							
09:30												<p><b>Lunch Satellite Symposium</b> 12:15 - 13:45 Location TBA</p>	<p><b>Closing Remarks</b> 11:45 - 12:00</p>					
10:00														<p><b>Opening Remarks</b> 12:45 - 13:15</p>				
10:30															<p><b>Session 1</b> 13:15 - 14:00 Location TBA</p>			
11:00																<p><b>Session 2</b> 14:15 - 15:00 Location TBA</p>		
11:30																	<p><b>Session 3</b> 14:15 - 15:00 Location TBA</p>	
12:00																		<p><b>Break/Exhibit Hall/Posters</b> 15:00 - 16:00 Location TBA</p>
12:30																		
13:00	<p><b>Dinner Satellite Symposium</b> 17:30 - 18:45 Location: TBA</p>																	
13:30		<p><b>Student/Resident Mixer</b> 19:15 - 20:15 Location: TBA</p>																
14:00			<p><b>Tech/Industry Mixer</b> 19:15 - 20:15 Location: TBA</p>															
14:30				<p><b>Social Event</b> Start Time: 20:30 Theme TBA Location TBA</p>														
15:00					<p><b>Session 7</b> 14:00 - 14:45 Location TBA</p>													
15:30						<p><b>Session 8</b> 14:00 - 14:45 Location TBA</p>												
16:00							<p><b>Break/Exhibit Hall/Posters</b> 14:45 - 15:30/45 Location: TBA</p>											
16:30								<p><b>Session 9</b> 15:45 - 16:30 Location TBA</p>										
17:00									<p><b>Session 10</b> 15:30 - 16:30 Location TBA</p>									
17:30										<p><b>Wellness Yoga Session</b> 16:45 - 17:45 Location: TBA</p>								
18:00											<p><b>Dinner &amp; Social Event</b> Start time 18:30 Theme: TBA Location: TBA</p>							
18:30																		
19:00																		
19:30																		
20:00																		
20:30																		
21:00																		
21:30																		
22:00																		
22:30																		
23:00																		

# EXHIBITION OPPORTUNITIES

Our tradeshow and exhibition are hosted in the Max Bell Center, alongside the interactive poster competition. The space offers a welcoming and relaxed atmosphere, with refreshments conveniently located nearby to encourage conversation and connection. This setting provides an excellent opportunity to engage delegates and showcase all that your organization has to offer. We encourage creativity and interactivity to help maximize brand visibility, and have planned engagement activities that will further promote delegate participation at exhibitor booths.

## Exhibition Booth Entitlements

- Skirted table with two chairs.
- Internet connectivity using WiFi (dedicated internet lines are available through direct arrangements with the Banff Centre).
- Access to a standard 500-watt electrical outlet. Additional power requirements may be arranged upon request.
- Display dimensions: 6 feet wide.
- Presenting and Platinum sponsors have the privilege of selecting the location of their booth.

Exhibition Times	Exhibition Move In & Move Out
<b>Friday from 15:00 to 16:00</b> - Break and Facilitated Posters	<b>Move in</b> <b>Friday March 13 from 10:00 - 14:00</b>
<b>Saturday from 10:15 to 15:45</b> - 10:15 to 11:15 Break & Facilitated Posters - 12:00 to 14:00 Lunch Break - 14:45 to 15:45 Break & Facilitated Posters	<b>Move out</b> <b>Saturday, March 15 at 15:15</b>

**Change from previous years:** We received excellent feedback on the expanded exhibition hours offered at last year's conference, and we're pleased to maintain this format for 2026. Exhibition times will once again be concentrated on Friday and Saturday, allowing sponsors the convenience of packing up on Saturday evening!

**Note:** An Exhibition Manual that includes move in, move out, and shipping information, will be circulated to confirmed sponsors approximately one month prior to the conference. Move in and move out times are subject to change.

### Exhibition Terms and Conditions:

1. The Banff Seminar Planning Committee will assign all Silver and Gold sponsors a booth location.
2. Booth locations and floor layout are subject to change. Sponsors will be notified of changes as necessary.
3. Silver and Gold Sponsors: Exhibition booths are assigned on a first-come, first-served basis.
4. Presenting and Platinum Sponsors: May select the location of their booth. In the case that multiple Platinum sponsors select the same location, booths are assigned on a first-come, first-served basis among these sponsors.
5. Attendance of exhibits by company representatives during the entire listed exhibition times is expected on, Friday March 13 and Saturday March 14, as the tradeshow is always available to delegates. Conference schedule is provided to sponsors.

6. Exhibitors must comply with terms outlined in the Exhibition Manual, which will be circulated to confirmed sponsors approximately 1 month prior to the conference.
7. All signage and banners are subject to the Banff Seminar Planning Committee's approval and should be professional.
8. All exhibitors must abide by the regulations of The Banff Centre and additional costs incurred for any specialized or extensive AV requirements must be discussed with the Banff Seminar Planning Committee in advance and are the responsibility of the sponsor.
9. Deadline for exhibitor applications: December 12, 2025.

# SYMPOSIUM OPPORTUNITIES

We are pleased to offer your organization the opportunity to connect with up to 300 delegates during a dedicated and targeted industry-sponsored educational session in the Kinnear Centre for Creativity and Innovation's Husky Great Hall. This premier event space features uninterrupted floor-to-ceiling views of the stunning Bourgeau mountain range, creating an inspiring environment for learning and engagement. Delegates can be welcomed before and after your symposium on the adjoining outdoor terrace, offering valuable networking time in a unique mountain setting. All sponsors have the opportunity to support a symposium as part of their participation in the Banff Seminar.

Friday, March 13th	Saturday, March 14th	Sunday, March 15th
<b>Dinner symposium</b> (1730-18:45)	<b>Breakfast symposium</b> (07:30-08:45)  <b>Lunch symposium</b> (12:15-13:45)	<b>Brunch symposium</b> (08:30-09:45)

All symposia are arranged to be exclusive events, with no other competing conference events occurring at these times. This provides your company maximal exposure to delegates.

## Symposium Entitlements

- Engagement with targeted delegates, product showcasing, and dedicated lecture time.
- Skirted table and chairs for the speaker and company representatives.
- Dressed tables and chairs for conference delegates.
- Internet connectivity using WiFi (dedicated internet lines are available through direct arrangements with the Banff Centre).
- Audio-visual equipment for interactive electronic displays: microphones, speakers, projectors, two projector screens.
- Stage and podium for presentation, and opportunity to introduce their speakers to delegates.
- Opportunity to place company branded items at each table for delegates.
- Freestanding banners will be positioned by registration booths, in the exhibit hall, and outside of satellite symposia
- Symposium advertisement along with sponsor logo and acknowledgement in promotional materials on the conference app and website.

### Symposium Terms and Conditions:

1. The Banff Seminar Planning Committee will work to ensure each sponsor has one of their preferred time slots.
2. Symposium slots will be first-come first-served. If two sponsors are in the same level of sponsorship, the sponsor who confirmed first will have first preference.
3. Due date for applications: December 12, 2025.
4. The Banff Seminar Planning Committee will coordinate the symposium schedule and list symposium topics on the mobile app and website.
5. All registrants must be allowed the option to attend your symposium including other sponsors.
6. The Banff Centre will provide symposium space via committee contract and provide catering via the sponsorship contract.
7. Symposium speaker & educational topic must be submitted to [sponsorship.cshpbanff@gmail.com](mailto:sponsorship.cshpbanff@gmail.com) by January 13, 2026.

8. Sponsors are responsible for coordinating a speaker for the symposium and introducing their own speaker.
9. Sponsors are responsible for coordinating with the Banff Centre to coordinate catering options.
10. Sponsors are responsible for all costs associated with the speaker and the caterers, in addition to sponsorship costs.
11. Sponsors are responsible for coordinating registrant attendance to symposiums (The Banff Seminar Planning Committee instructs delegates to RSVP by directly contacting the sponsor representative).
12. Sponsors are responsible for arranging approval and costs for continuing education units (if desired).
13. The Banff Seminar Planning Committee will confirm symposium time slots after the application deadline of December 12, 2025.

Application Form is provided by Erin and Sean at [sponsorship.cshpbanff@gmail.com](mailto:sponsorship.cshpbanff@gmail.com) and is updated based on available symposium spots.



## CONTACT

Email: [sponsorship.cshpbanff@gmail.com](mailto:sponsorship.cshpbanff@gmail.com)



CSHP Banff Seminars



@cshpbanffseminar

