

# Canadian Professional Association for Transgender Health

## **Conference Partnership Prospectus**

October 25-29, 2017

Coast Plaza Hotel & Suites, 1763 Comox Street, Vancouver, British Columbia



Health and wellness is a dynamic process of change and growth that involves the intersections of many factors. These include a knowledgeable and empowered community and access to health care that encompasses best practices and evidence based research across the lifespan. *Transforming the Landscape of Transgender Health and Wellness* will showcase excellence in research, clinical practice, program development, policy and systems change.

The first – and largest – national professional association for transgender health in the world, the Canadian Professional Association for Transgender Health (CPATH) is known nationally and internationally as an interdisciplinary professional organization that has a finger on the pulse of trans health, wellness and care.

## Designed to Appeal to a Wide Audience

CPATH's conferences have consistently featured the latest evidence and approaches to innovative research findings, clinical practices, models of care, and community-based approaches to improving transgender health and wellness. Unique in Canada, the conference provides an opportunity for participants to meet face to face on topics specifically related to trans health.

CPATH's conferences attract a multidisciplinary group of health care providers, clinicians, health administrators and policy-makers, educators, lawyers, researchers, government and non-governmental organizations, change agents from within trans communities and students and others, with a shared interest in the health and wellbeing of trans and gender variant children, youth, adults, and older adults.

Building on CPATH's previous successes, the 2017 Vancouver conference is poised to provide opportunities for learning and knowledge exchange, to enhance clinical practice and capacity and explore new and emerging research. The conference will also contribute to building and strengthening networks and supports for transgender and gender non-conforming people and those who are key to providing health and wellness programs and services for trans communities.

The 2015 Halifax Conference drew over 220 participants. CPATH anticipates that the Vancouver 2017 Conference will attract over 300 participants.

## **Conference Goals**

*Transforming the Landscape of Transgender Health and Wellness* has the following objectives:

- 1. Attract a diverse range of participants, including professional / community roles and areas of focus; ethnocultural backgrounds, genders, ages, and sexual orientations.
- 2. Take steps to decolonize and indigenize the conference.
- 3. Enhance participants' ability to contribute to improved health of and positive change for trans people and communities.
- 4. Advance awareness of, and thinking about, important health issues facing trans communities, providers, and organizations in British Columbia.
- 5. Cultivate mutual engagement and knowledge exchange among participants, including between people in professional roles and people in community leadership and peer support roles, as well as within and across roles, disciplines, and regions.
- 6. Advance diversity and inclusion through the presenters and participants the conference attracts and supports, and through the content and structure of the conference.
- 7. Build and enhance CPATH's visibility and reputation locally, regionally, and nationally.

## **Conference Streams:**

Plenaries, concurrent sessions, and poster presentations will focus on the following:

Fostering safety and celebrating inclusion in service provision, systems and sectors: Will focus on trends, innovative models of practice, issues to consider and approaches to fostering safety and inclusion for trans people, whether in clinical settings, in peer support, in program development, and in sectors such as education, housing, newcomer settlement services, research, and health care.

#### Supporting trans people across the life course:

Will focus on the health and health care, ethical, legal, and social inclusion issues of trans people across the life course. This would include gender creative children and their families, trans adolescents, trans adults and older adults, trans people as parents, and in partner and family relationships, in social and community relationships, and trans people at the end of life.

#### *Trans people in the community:*

Will focus on the person and community centred issues that trans people face in a broad range of settings. These include geographic settings (e.g. urban, rural, remote, Northern; in Indigenous communities and for Indigenous people away from their home communities); trans people in settings such as the justice systems; in primary, secondary and post-secondary education; in health care – whether in primary, acute, or long term care settings; in research settings; in shelter and housing settings; and in the workplace.

## **Pre-conference Training**

A 1.5 day pre-conference training will be offered on October 25th and October 26th for participants with varying experience levels in trans health. Expert trainers will offer sessions that will improve participants' knowledge and skills in areas of focus such as working with trans and gender creative children and youth. All pre-conference trainings will be CME / CEU accredited.

## **Exceptional Opportunities**

As a Conference Partner of *Transforming the Landscape of Transgender Health and Wellness*, you have an opportunity to align your organization's objectives with issues of critical importance to the health and well-being of transgender people, and to the sectors that support them. Each conference partner will be well positioned to demonstrate their leadership and commitment to the field.

## **Benefits of Partnership**

There are number of ways to partner with the Canadian Professional Association for Transgender Health on *Transforming the Landscape of Transgender Health and Wellness.* A range of partnership levels and opportunities are outlined below, as are ways to recognize your contributions. As a partner in the conference, we would be happy to discuss ways that your organization can be meaningfully involved.

	Visionary \$10,000	Champion \$ 5,000	Leader \$ 2,500	Plenary Sponsor \$ 2,500
Complimentary Registrations	4	2	1	1
OR	Registrations	Registrations	Registration	Registration
Opportunity to provide bursaries for				
individuals who would otherwise be				
unable to attend				
Verbal acknowledgment	all plenaries	all plenaries	all plenaries	sponsored plenary
Visual recognition	<b>√</b>	<b>√</b>	<b>J</b>	<b>√</b>
(conference banner, directional signs,	•	•	·	
all promo and ad materials)				
Full color advertisement in online	full-page	1/2 page	1/4 page	1/4 page
program and on-site magazine				
AND				
Logo on conference site with link				
Organization name, website, and	✓	<b>√</b>	✓	<b>√</b>
description in conference program	(100 words)	(100 words)	(50 words)	(50 word8)
Complimentary table display	_/	1	1	1
(includes 8 x 10 ft. skirted table, 2	•	•	•	•
chairs)				
3 minute speaking opportunity during	_/			1
plenary session	•			•
Distribution of communication or		1		
promotional material	•	•		
Mention in the conference final	1	1	1	1
report	•	4	V	V

## **Exclusive Partnership Opportunities**

### Gala Dinner (Exclusivity - one only): \$5,000

- Complimentary conference registrations for two (2) members of your company OR opportunity to create bursaries and be recognized for supporting two individuals who would otherwise be unable to attend
- Logo on conference website with a link to your organization's website
- Organization name, website and 100-word description in online pre-conference program and on-site magazine format final conference program
- Recognition as the Gala Dinner Partner in online pre-conference program and on-site magazine format final conference program
- Prominent visual recognition (with logo) on Gala Dinner signage
- Three-minute speaking opportunity during Gala Dinner
- Opportunity to distribute a printed communication piece or promotional item on the chairs at the Gala Dinner
- Recognition (with logo) on all conference materials and signage as the Gala Dinner Partner
- Mention in the conference final report
- Branded activity enhancements available at additional cost (e.g. napkins, tent cards, dessert buffet, give-aways, DJ and entertainment, refreshment tickets, table and room décor, etc.)

## Welcome Reception (Exclusivity - one only): \$2,500

- Complimentary conference registrations for one (1) member of your company OR opportunity to create a bursary and be recognized for supporting one individual who would otherwise be unable to attend
- Logo on conference website with a link to your organization's website
- Organization name, website and 50-word description in online pre-conference program and on-site magazine format final conference program
- Recognition as the Welcome Reception Partner in online pre-conference program and on-site magazine format final conference program
- Prominent visual recognition (with logo) on Welcome Reception signage
- Three-minute speaking opportunity during Welcome Reception
- Opportunity to distribute a printed communication piece or promotional item on the chairs at the Welcome Reception
- Recognition (with logo) on all conference materials and signage as the Welcome Reception Partner
- Mention in the conference final report

## Exhibit at the CPATH 2017 Conference:

Showcase new products and services, and build new relationships

#### Private Sector (for profit) - \$600

- 10 x 10 space includes draped table and two chairs
- Your company's website URL posted on conference website

## Government, Large Not-for-Profits, Small Businesses - \$350

- 10 x 10 space includes draped table and two chairs
- Your organization's website URL posted on conference website

#### Small Not-for-Profit Agencies - \$250

- 10 x 10 space includes draped table and two chairs
- Your organization's website URL posted on conference website

Please download and print the Exhibit and Advertiser Application & Registration form, complete and fax to 705.454.9792 or mail with payment to address below.

## **Program Advertising Opportunities**

A limited number of ads will be included in the online Pre-Conference Program and in the magazine format on-site Final Conference Program (posted to CPATH's website, and distributed throughout Canada).

### Online Pre-Conference and onsite Final Magazine-Format Conference Program

Size (width x height, in inches)	Dimensions	Cost	
Full Page	7 x 9	\$1,250	
Half Page	7 x 4.5	\$ 500	
Quarter Page	3.5 x 4.5	\$ 275	

#### **Advertisement Specifications**

Resolution should be 300 dpi.

Please submit your ad using any of the following formats:

- PDF
- JPEG
- TIFF
- EPS

Please download and print the Exhibit and Advertiser Application & Registration form, complete and fax to 705.454.9792 or mail with payment to:

Rachel Gillooly & Associates CPATH 2017 Conference Organizers 1013 Pinoak Lane, Minden, ON K0M 2L1

Questions? Email rachelandassoc@xplornet.com or call 705-454-8107