

2027 RxA CONFERENCE PARTNERSHIP PACKAGE

JOIN US FOR OUR 2027 SPRING CONFERENCE IN CALGARY

The Alberta Pharmacists' Association's (RxA) Spring Conference is returning as an in-person event in Calgary.

Join us April 23–24, 2027, at The Westin Calgary Airport for professional development, networking, and collaboration with pharmacy professionals, primary care providers, industry leaders, and healthcare leaders from across Alberta and beyond.

Alberta pharmacists possess one of the broadest scopes of practice in the world, playing an increasingly vital role in delivering accessible, patient-centred healthcare. This conference will showcase the innovations, partnerships, advocacy successes, and emerging opportunities that continue to advance the profession, enhance patient outcomes, and position pharmacists as integral members of the primary care team.

Attendees will benefit from expert-led education and valuable networking opportunities, while sponsors and exhibitors can showcase their products and services, increase brand visibility, and connect with pharmacy professionals, primary care providers, and healthcare decision-makers across Alberta.

This Partnership Package outlines the various partnership opportunities available, and the benefits associated with each sponsorship level. Your support is instrumental in the success of this event and helps us continue to provide exceptional educational programming and networking experiences for attendees.

Thank you for considering participation in RxA's Spring Conference 2027. We look forward to partnering with you to create an outstanding event for Alberta's pharmacy and healthcare community.

For sponsorship and exhibitor inquiries, please contact: Krystal Melnychuk, Manager of Business Development at krystal.melnichuk@rx.ca

Sincerely,



Margaret Wing
Chief Executive Officer

ABOUT OUR CONFERENCE



The RxA welcomes delegates from Alberta and across Canada for its 2027 Conference.

Taking place on April 23 and 24, 2027, the conference will feature our annual Alberta Pharmacy Excellence (APEX) Awards Gala and a full day of educational speakers, and exhibit hall.

ALL EVENTS WILL TAKE PLACE AT:

The Westin Calgary Airport
671 Aero Drive NE
Calgary, Alberta T2E 7Y5

ABOUT THE APEX AWARDS GALA



Each year, the RxA recognizes and celebrates the outstanding achievements of pharmacists, students, and pharmacy leaders who are advancing patient care and strengthening the profession across Alberta.

Award recipients are honoured at the APEX Awards Gala, held during the Association's annual Conference. The evening brings together pharmacy professionals, healthcare leaders, industry partners, and distinguished guests to celebrate excellence, innovation, leadership, mentorship, and contributions to the profession.

As a sponsor, your organization will receive recognition throughout the evening while demonstrating its commitment to supporting pharmacy excellence and the advancement of patient care in Alberta. Guests are welcome to attend, with individual tickets available for purchase.

For more information, please visit the [APEX Awards Gala](#).

TENTATIVE CONFERENCE SCHEDULE

FRIDAY, APRIL 23

6:00 – 9:00 PM APEX Awards Gala

SATURDAY, APRIL 24

7:30 – 8:00 AM Registration

8:00 – 8:50 AM Breakfast with Plenary Speaker (Platinum Tier)

9:00 – 9:50 AM Concurrent Educational Sessions (3) (Gold Tier)

9:50 – 10:40 AM Break at Exhibit Hall

10:50 – 11:40 AM Concurrent Educational Sessions (3) (Gold Tier)

11:50 – 12:30 PM Lunch at Exhibit Hall

12:40 – 1:30 PM Concurrent Educational Sessions (3) (Gold Tier)

1:40 – 2:30 PM Plenary Speaker (Platinum Tier)

2:40 – 3:10 PM Break at Exhibit Hall

3:20 – 4:10 PM Concurrent Educational Sessions (3) Gold Tier)

4:20 – 5:10 PM Closing plenary (Platinum Tier)

5:10 – 5:20 PM Closing Remarks

5:30 – 7:00 PM Social Event

PARTNERSHIP PACKAGES

Your support helps make the RxA's Conference a success while providing valuable exposure to pharmacists, pharmacy teams, primary care providers, and healthcare leaders across Alberta.

SPONSORSHIP BENEFITS INCLUDE:

- Increased brand visibility among healthcare professionals and decision-makers.
- Direct engagement through exhibit hall opportunities.
- Recognition as a supporter of pharmacy excellence and professional development.
- Enhanced attendee experiences through conference programming, events, and prize giveaways.



PARTNERSHIP OPPORTUNITIES

Sponsorship Tiers Contact Krystal Melnychuk at krystal.melnichuk@rxa.ca for pricing.

PLATINUM \$25,000

- | | |
|--|---|
| ☐ Dinner & entertainment package
Speaker expenses included | ☐ Two complimentary conference registrations for April 28
In addition to 1 complimentary attendance |
| ☐ Networking | ☐ Exhibit space |
| ☐ Booth/Trade Show table | ☐ Special member of the exhibit awards table |
| ☐ Pre and Post Show coverage | |

GOLD \$10,000

- | | |
|--|---|
| ☐ Dinner & entertainment package
Speaker expenses included | ☐ Two complimentary conference registrations for April 28
In addition to 1 complimentary attendance |
| ☐ Networking & attendance
In addition to April 28 | ☐ Exhibit space |
| ☐ Booth/Trade Show table | ☐ Special member of the exhibit awards table |
| ☐ Pre and Post Show coverage | |

SILVER \$5,000

- | | |
|---|---|
| ☐ Lunch & attendance | ☐ Registration for April 28
In addition to 1 complimentary attendance |
| ☐ Booth/Trade Show table | ☐ Exhibit space |
| ☐ Pre and Post Show coverage | |
| ☐ Two complimentary conference registrations | |

BRONZE \$2,500

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| ☐ Lunch & attendance | ☐ Pre and Post Show coverage |
| ☐ Booth/Trade Show table | ☐ Two complimentary registrations |

ADDITIONAL SPONSORSHIP

- ☐ Sponsorship: Booth/Trade Show space
- ☐ Conference fee waiver: \$1,000
- ☐ Boothspace: \$1,000 April 28 - April 29

RxA Exhibit Hall

The Exhibit Hall provides exhibitors with a unique opportunity to connect directly with pharmacists, pharmacy teams, primary care providers, and healthcare decision-makers from across Alberta and Canada.

Designed to foster meaningful conversations and business relationships, the Exhibit Hall offers a dynamic environment to highlight products, services, and innovations while engaging with healthcare professionals who influence purchasing decisions and patient care.

BENEFITS OF EXHIBITING

As an exhibitor, you will have the opportunity to:

- Generate high-quality healthcare and pharmacy sector leads.
- Showcase new products, services, and innovations.
- Build relationships with pharmacists, pharmacy owners, and healthcare leaders.
- Increase brand awareness and visibility.
- Recruit healthcare professionals and pharmacy talent.
- Align your organization with RxA's trusted healthcare and professional development events.

WHAT'S INCLUDED?

- One exhibit booth space.
- Skirted exhibit table and backdrop.
- Two exhibitor registrations.
- Two chairs.
- Wi-Fi access.
- Listing on the conference exhibitor webpage.
- Recognition in conference materials and event communications.

Sponsored Educational Sessions

Exclusive opportunities are available for Platinum and Gold Sponsors to present a 50-minute educational session.

Sponsored sessions provide organizations with a unique opportunity to share expertise, showcase innovation, and engage directly with conference attendees. Session topics are subject to RxA approval and must align with the educational interests of pharmacists, pharmacy teams, and healthcare professionals.

TO INQUIRE ABOUT A PARTNERSHIP OPPORTUNITY, PLEASE CONTACT:

Krystal Melnychuk
Manager of Business Development
krystal.melnichuk@rxa.ca

