

SPONSORSHIP
PLAN
2025 CONGRESS



AQPP

Association québécoise
des pharmaciens
propriétaires

THE AQPP CONGRESS: THE MAJOR ANNUAL GATHERING OF COMMUNITY PHARMACY!



ABOUT US

AQPP represents all owner pharmacists in Quebec, regardless of whether they are affiliated with a chain or commercial banner.

Its mission is to assess, protect, defend and develop the economic, social, legal and professional interests of its members and of community pharmacy in Quebec. Safeguarding the right of property and professional independence is at the heart of its mission.

Owner pharmacists are front-line health professionals who have built an effective network of pharmacies focused on community needs and delivering high-quality pharmaceutical care and services. They make substantial contributions to the local economy, generating considerable benefits.

The AQPP has consistently worked to ensure recognition of their substantial contributions to public wellness, and to that end has been engaging with various stakeholders in healthcare, government and the general public.

The Association's annual congress has become a must-attend event for the Quebec pharmaceutical industry. This year's edition will take place on **November 20 and 21 at Montreal Convention Center**, bringing together owner pharmacists and their managements teams, leaders of chains and banners, industry representatives, and providers of pharmaceutical and entrepreneurial services. Around 900 participants are expected each year.

CONTACT US:

aqpp-congres@altitudec.com



1. COMMERCIAL SPONSORSHIPS AT A GLANCE

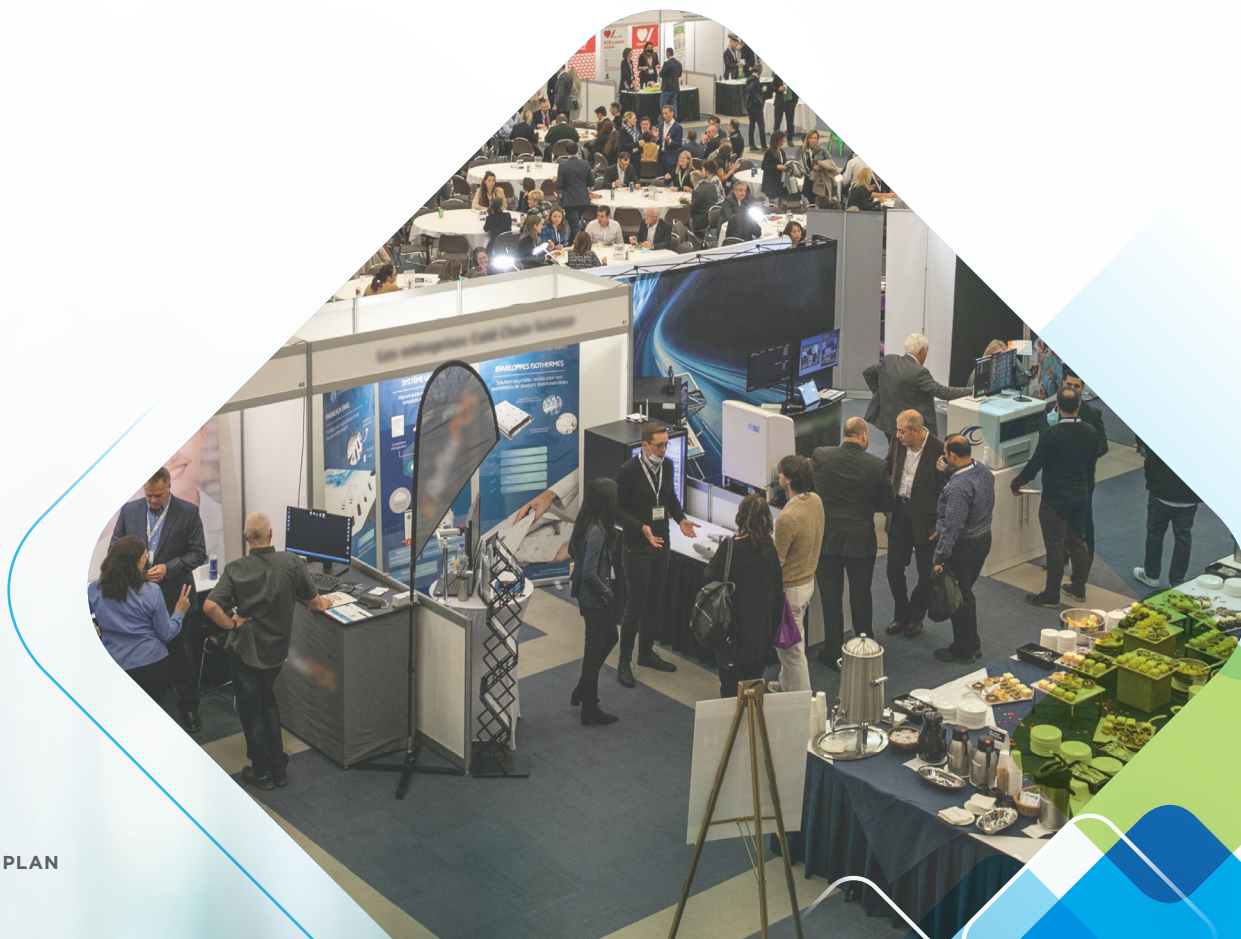
The AQPP annual congress provides a wealth of visibility opportunities to companies interested in attending the event, which attracts the largest number of Quebec's owner pharmacists. Whether small, mid-sized or large, your company will benefit from this superb exposure over the short or medium term.

With that in mind, we have a range of options to offer, from Major Sponsor (Diamond, Platinum or Prestige) to Sponsor (Gold, Silver, Bronze or Copper) or Exhibitor, depending on your objectives.

1.1 MAJOR SPONSORS

Major Sponsors benefit from maximum visibility before, during and after the event, including promotion, advertising and other benefits. Their names are mentioned in all Congress communications. Two types of Major Sponsorships are available: Diamond and Platinum.

CATEGORY	SPONSORSHIP	NUMBER
Diamond \$30,000	Official/Presenting Sponsor of the Congress with mention "Présenté par" ("Presented by") – See inclusions, p. 5	2
Platinum \$25,000	Major Sponsor of the Congress with mention "En collaboration avec" ("In collaboration with") – See inclusions, p. 5	4



1.2 SPONSORS

All AQPP Congress partners will enjoy “**Basic visibility**,” details of which are listed in the *Sponsors section* (p. 6), along with specific visibility based on the activity or service associated with their sponsorship (see table below).

PARTNERSHIP	COST	SPONSOR.
Diamond	\$32,000	Official / Presenting Sponsor
Platinum	\$26,000	Major Sponsor
Prestige	\$25,000	Awards of Excellence Gala
Gold	\$15,000	Barista Station
Gold	\$14,000	Major Lectures
Gold	\$12,500	Personalized lanyards
Gold	\$11,500	Practical Workshops
Gold	\$10,000	Green – Eco-responsibility
Silver	\$8,500	Networking Lunch Day 1
Silver	\$8,500	Networking Lunch Day 2
Silver	\$7,500	Exhibitors' 5@7
Silver	\$7,000	Bus to the Awards of Excellence Gala Day 2
Silver	\$7,000	Networking Breakfast Day 1
Silver	\$7,000	Networking Breakfast Day 2
Silver	\$7,000	Refreshment station
Bronze	\$6,500	Internet for @ll
Bronze	\$6,000	Device Charging Stations
Bronze	\$5,000	Post-Event Survey (+ Drawing)*
Bronze	\$5,000	Health Break (AM) Day 1
Bronze	\$5,000	Health Break (AM) Day 2
Bronze	\$5,000	Health Break (PM) Day 1
Bronze	\$5,000	Health Break (PM) Day 2
Copper	\$3,750	Digital Ad Displays**

* Prize to be drawn is at the sponsor's expense and must be submitted to the organizing committee for approval.

** Advertising production costs are the responsibility of the sponsor.

1.3 EXHIBITORS

The Exhibitors' Salon gets a refresh every year so as to offer the best possible visibility to everyone and attract more visitors during the two-day event. Attendees can learn all about the latest developments in pharmaceuticals, technology, financing, insurance, services and much more.

Stands are allocated on a first-come, first-served basis. Note that **Diamond, Platinum, Prestige and Gold** sponsors have priority space selection before the floor plan is officially released online.

DIMENSIONS	SPACES AVAILABLE	PRICE
10 ft x 10 ft (3 m x 3 m)	112	\$4,475 + tx

Spaces go on sale in early September.

Watch your e-mails for more information. The date and time of the sale will be announced a few weeks in advance.

2. DETAILS OF COMMERCIAL SPONSORSHIPS

2.1 MAJOR SPONSORS

COMPARATIVE CHART	DIAMOND (2)	PLATINUM (4)
Online promotion and benefits prior to the event		
Logo and mention in Congress invitation mass e-mailings	•	•
Link to company site embedded in logos displayed on the Congress website	•	•
Priority selection of two 10 ft x 10 ft spaces (1 st choice)* – Exhibitors' Salon	•	
Priority selection of two 10 ft x 10 ft spaces (2 nd choice)* – Exhibitors' Salon		•
*Valid during the period prior to the general space booking period. Does not include space rental fee. <i>Spaces awarded on a first-come, first-served basis. (Diamond Sponsors have priority.)</i>		
Promotion during the event		
Mention as Presenter (Diamond) / Mention as Collaborator (Platinum)		
Logo and mention on giant screen at the opening of the Congress each day	•	•
Logo and mention on the welcome board and general Congress posters	•	•
Logo and link on the home page of the Congress app	•	
Rotating promotional banner add on the Congress app	•	
Logo and link on the Congress app	•	•
Logo on floor plaque at the plenary room entrance	•	
Logo on floor badge at the entrance to the conference hall		
Logo on giant screen at the Awards of Excellence Gala	•	•
Logo in Congress promotional newsletters	•	•
Distribution of promotional materials in the Networking area (Exhibitors' Salon)	•	•
Ad or logo featured on digital ad displays**	•	•
**Advertising production costs are the responsibility of the sponsor.		
Other benefits during and after the event		
Full Program Package granting access to all activities***	8	6
Prominent table reserved at the Awards of Excellence Gala (Diamond Sponsor has priority)	•	•
***Includes Awards of Excellence Gala.		
Advertising after the event		
Thank-yous to sponsors at the closing of the Congress	•	•
Thank-yous in the post-congress newsletter sent to AQPP members	•	•

2.2 SPONSORS

All AQPP Congress partners will enjoy “**Basic visibility**” along with specific visibility or overall visibility based on the activity or service associated with their sponsorship.

BASIC VISIBILITY:

- › Logo on Congress welcome board
- › Logo on giant screen at the Awards of Excellence Gala
- › Logo and link on Congress website and application
- › Logo at the entrance to the Exhibitors' Salon
- › Addition of a QR code leading to the partners' directory on certain visual productions
- › Ad or logo featured on digital ad displays*

*Advertising production costs are the responsibility of the sponsor.

PRESTIGE CATEGORY

Awards of Excellence Gala > \$25,000

Be the presenting sponsor of the Awards of Excellence Gala, to be held at the Espace St-Denis on November 21st. The evening includes a lively cocktail, a gourmet meal, entertainment, the community pharmacy awards ceremony and a dance party.

VISIBILITY:

- › **Basic visibility** (page 6)
- › Logo in the introductory video of the Excellence Awards Gala
- › Logo linked to the promotion of the Gala
- › Logo and mention at the entrance to the venue
- › Sponsor logo featured in table centrepieces
- › Sponsor logo in a full-page ad in Profession Santé magazine announcing the winners of the AQPP Community Pharmacy Awards of Excellence
- › Sponsor name mentioned in social media posts highlighting the Awards of Excellence winners
- › Mention of the sponsor on the invitation to the cocktail reception and the Awards of Excellence Gala at the end of the conference
- › Logo and mention in the Espace St-Denis entrance hall
- › Priority selection for a space in the Exhibitors' Fair*
- › Four **Full Program Packages** granting access to all activities, including the Awards of Excellence Gala

* Priority to Diamond and Platinum partners. Valid during the period preceding the general sale of space. Space rental costs not included.

GOLD CATEGORY

Barista Station (in the Exhibitors' Salon) > \$15,000

Be the AQPP's official coffee sponsor!

Strategically stationed in the Exhibitors' Salon, a team of qualified baristas will brew top-quality coffees to order. A networking space will be adjacent to the coffee service area.

VISIBILITY:

- › **Basic visibility** (page 6)
- › Coffee area with sponsor's name
- › Logo on coffee signage
- › Logo on cups
- › Logo on sugar packets
- › Table tents with sponsor logo
- › Logo and mention on advertising screens during breaks and lunches
- › Priority selection of space in the Exhibitors' Fair*
- › Two **Full Program Packages** granting access to all activities, including the Awards of Excellence Gala

* Priority to Diamond and Platinum partners. Valid during the period preceding the general sale of space. Space rental costs not included.

Major Lectures > \$14,000 for all

Two half-days of major lectures.

Gain significant visibility for your company during these two half-day plenary lecture sessions covering topics in the news with renowned experts.

VISIBILITY:

- › **Basic visibility** (page 6)
- › Sponsor mentioned by the presenter before the major lectures
- › Logo and mention on giant screen before the presentation of the major lectures
- › Logo and mention at the entrance to the major lectures
- › Possibility of distributing promotional material on the tables before the conferences begin (leaflets, notepads, pencils, etc.)*
- › Priority selection for a space in the Exhibitors' Fair** (in French only)
- › Two **Full Program Packages** granting access to all activities, including the Awards of Excellence Gala

* Subject to approval by the organising committee. Production costs of advertising and promotional materials are the responsibility of the sponsor.

** Priority to Diamond and Platinum partners. Valid during the period preceding the general sale of space. Space rental costs not included.

GOLD CATEGORY

Personalized lanyards * > \$12,500

Throughout the congress, participants will wear a lanyard identified with the partner's name. In addition, the partner will enjoy the following benefits:

VISIBILITY:

- › **Basic visibility** (page 6)
- › Partner's logo clearly displayed on the lanyard given to all participants*
- › Identification lanyards included
- › Priority selection for a space in the Exhibitors' Fair**
- › Two **Full Program Packages** granting access to all activities, including the Awards of Excellence Gala

* Subject to approval by the organising committee.

** Priority to Diamond and Platinum partners. Valid during the period preceding the general sale of space. Space rental costs not included.

Practical Workshops > \$11,500 for all

Three simultaneous workshops on the first day and three more on the final day (each workshop is presented twice).

A series of six workshops will be presented over the two days of the Congress, with each workshop covering a topic of interest to owner pharmacists' practice.

VISIBILITY:

- › **Basic visibility** (page 6)
- › Logo and mention at the entrance to the workshops
- › Sponsor mentioned by the presenter at the opening of the workshops
- › Logo and mention on giant screen before presentation of the workshops
- › Logo on directional signs on the floor leading to the workshop rooms
- › Priority selection of a space in the Exhibitors' Fair*.
- › Two **Full Program Packages** granting access to all activities, including the Awards of Excellence Gala

** Priority to Diamond and Platinum partners. Valid during the period preceding the general sale of space. Space rental costs not included.

GOLD CATEGORY

Green – Eco-responsibility > \$10,000

The organising committee will be taking various measures to make the event environmentally responsible. For example, participants will be invited to bring a reusable bottle, several water fountains will be available, surplus food will be donated to food banks, organic waste will be composted and much more. Finally, eco-friendly tips from our partner will be shared in the congress newsletter. We are, however, open to different activations that may be proposed by the partner.

VISIBILITY:

- › **Basic visibility** (page 6)
- › Mention “Partenaire d'écoresponsabilité” (“Green Sponsor”) every time the logo is displayed
- › Sponsorship and concrete actions taken as part of the event mentioned by the presenter
- › Logo on sorting unit in the exhibition
- › Priority selection of a space in the Exhibitors' Fair*
- › Two **Full Program Packages** granting access to all activities, including the Awards of Excellence Gala

* Priority to Diamond and Platinum partners. Valid during the period preceding the general sale of space. Space rental costs not included.

SILVER CATEGORY

Networking Lunch (2) > \$8,500 each

During the two days of the Congress, lunch spaces will be set up throughout the Exhibitors' Salon so that the approximately 900 attendees can eat on-site and meet representatives. Send out invitations and take advantage of this opportunity to generate contacts, while giving great visibility to your company.

VISIBILITY:

- › **Basic visibility** (page 6)
- › Mention and posters displayed in the Salon lunch spaces
- › Table tents with sponsor logo
- › Logo and mention on digital ad displays during the activity
- › Option to distribute a promotional flyer or item on tables*
- › One **Full Program Package** granting access to all activities, including the Awards of Excellence Gala

* Subject to approval by the organising committee.

SILVER CATEGORY

Exhibitors' 5@7 > \$7,500

Happy-hour event at the end of the first day of the Congress.

The ever-popular Exhibitors' 5@7, held right in the Exhibitors' Salon, is the ideal opportunity to recruit new clients or customers, to network or to continue conversations begun earlier in the day, in a relaxed atmosphere with music, finger food and cocktails.

VISIBILITY:

- › **Basic visibility** (page 6)
- › Sponsor mentioned during the invitation to the cocktail party at the conclusion of the workshops
- › Logo and mention displayed throughout the Exhibitors' Salon
- › Table tent cards placed on bars and tables
- › Logo on drink vouchers distributed to guests (with badge)
- › Logo and mention on digital ad displays during the activity
- › One **Full Program Package** granting access to all activities, including the Awards of Excellence Gala
- › Opportunity for the partner to present an activity*

* Subject to approval by the organising committee.

SILVER CATEGORY

Bus to the Awards of Excellence Gala (Day 2) > \$7,000

A shuttle service will take participants from the Palais des congrès and the Hôtel Monville to the Espace St-Denis to attend the Awards of Excellence Gala. A shuttle will also return participants at the end of the evening.

VISIBILITY:

- › **Basic visibility** (page 6)
- › Mention of sponsor at the end of Friday's workshops
- › Logo and mention on signs indicating coach boarding area (round trip)
- › Logo on posters in coach windows
- › Option to distribute a promotional flyer or item on tables* at the coach entrance
- › Logo and mention on digital ad displays during the activity
- › One **Full Program Package** granting access to all activities, including the Awards of Excellence Gala

* Subject to approval by the organising committee.

Networking breakfast (2) > \$7,000 each

This breakfast will be the very first activity to kick off the convention! Make yourself known right from the start!

VISIBILITY:

- › **Basic visibility** (page 6)
- › Logo and signage in the service area
- › Table tents with sponsor logo
- › Logo and mention on advertising screens during the event
- › Option to distribute a promotional flyer or item on tables*
- › One **Full Program Package** granting access to all activities, including the Awards of Excellence Gala

* Subject to approval by the organising committee.



SILVER CATEGORY

Refreshment station (in the Exhibitors' Fair)

> \$7,000

Attendees will have access to a smoothie and fresh juice bar right in the Exhibitors' Salon, during lunch breaks and for the entire duration of the Salon.

VISIBILITY:

- › **Basic visibility** (page 6)
- › Smoothie and fresh juice bar will be named after the partner
- › Logo on signage
- › Logo on smoothie glasses
- › Logo on bar menus
- › One **Full Program Package** granting access to all activities, including the Awards of Excellence Gala

BRONZE CATEGORY

Internet for @ll > \$6,500

For the full duration of the Congress.

Enjoy great visibility when you sponsor Wi-Fi Internet access to all attendees during the two days of the event.

VISIBILITY:

- › **Basic visibility** (page 6)
- › Personalized wi-fi password to include reference to the sponsor
- › When attendees first log in, they are redirected to the page of the sponsor's choice
- › One **Two-Day Package** granting access to all activities (*except for the Awards of Excellence Gala*)

Device Charging Stations > \$6,000

Throughout the Congress, attendees can charge their phones and other devices at charging stations placed at strategic locations on the site.

VISIBILITY:

- › **Basic visibility** (page 6)
- › Option to customize the charging stations with an ad*
- › One **Two-Day Package** granting access to all activities (*except for the Awards of Excellence Gala*)

*Advertising production costs are the responsibility of the sponsor.

BRONZE CATEGORY

Post-Event Survey (+ Drawing)* > \$5,000

As part of a process of continuous improvement, the AQPP attributes great importance to the gathering of post-event comments from attendees. As an incentive for them to take the survey, we would like to offer a prize to be drawn among all respondents. This is a great opportunity to raise awareness of a product among pharmacists!

VISIBILITY:

- › **Basic visibility** (page 6)
- › Partner's name associated with the promotion of the survey and follow-up reminders to complete it
- › Mention of sponsor at the conclusion of activities, at the end of the day on Friday, inviting attendees to take the survey
- › Option to include two personalized questions about the company in the survey
- › Logo and mention in the survey, with a link
- › Possibility to organize a draw among respondents*
- › One **Two-Day Package** granting access to all activities (*except for the Awards of Excellence Gala*)

*Cost of the prize drawn is the responsibility of the sponsor and must be approved by the organizing committee.
Drawing conducted among all survey respondents.

Health Breaks (4) > \$5,000 each

Both days of the Congress, morning and afternoon.

On each day of the Congress, there will be four health breaks during the major lectures and workshops. The refreshment stands will be customized with your company logo and you will have the opportunity to meet and greet attendees and hand out promotional items or documentation.

VISIBILITY:

- › **Basic visibility** (page 6)
- › Logo and mention near the refreshment stands
- › Table tents on refreshment stands
- › Option to distribute a promotional flyer or item on tables*
- › One **Full Program Package** granting access to all activities(*except for the Awards of Excellence Gala*)

* Subject to approval by the organising committee.

COPPER CATEGORY

Digital Ad Displays* > \$3,750

VISIBILITY:

- › Logo or ad* displayed during both days of the event on screens positioned in the foyers adjacent to the meeting rooms and in the Exhibitors' Salon

*Advertising production costs are the responsibility of the sponsor.

GENERAL INFORMATION

ASSOCIATION QUÉBÉCOISE DES PHARMACIENS PROPRIÉTAIRES (AQPP)

303-8000, boul. Langelier
Office 303
Montreal (Quebec)
H1P 3K2
Tel.: 514 254-0676 | 1 800 361-7765
Fax.: 514 254-1288
monpharmacien.ca

SPONSORSHIPS | EXHIBITORS' SALON (Sponsorship purchases and stand reservations)

Lynne Lagacé
AQPP
Tel.: 514 254-0676, ext. 227
llagace@aqpp.qc.ca
congres@aqpp.qc.ca

Élodie Létourneau-Venne
AQPP
elvenne@aqpp.qc.ca
congres@aqpp.qc.ca

SPONSORSHIPS | EXHIBITORS' SALON (Billing and registration)

Altitude/C
aqpp-exposition@altitudec.com

REGISTRATIONS | AQPP 2024 CONGRESS SECRETARIAT

Altitude/C
730-55, av. Mont-Royal, O.
Office 730
Montreal (Quebec)
H2T 2S5
aqpp-congres@altitudec.com

GENERAL LOGISTICS EXHIBITOR SERVICES

Altitude/C
730-55, av. Mont-Royal, O.
Office 730
Montreal (Quebec)
H2T 2S5
aqpp-exposition@altitudec.com

ROOM RESERVATIONS

Hôtel Monville
1041, rue de Bleury
Montréal, Québec
H2Z 1M7
Tél.: 514-379-2000
[Online reservations here](#)

* Preferential rate valid until October 19, 2025 for the Hotel Monville.
After this date, availability and rates are not guaranteed.



SPONSORSHIP APPLICATION FORM

CONTACT INFORMATION (* = required fields) | **Please use block letters**

Company* _____

Name of contact* _____

Title* _____

Billing address* _____

City* _____ Province* _____ Postal code* _____

Phone* _____ Ext. _____ Fax _____

E-mail* _____

PARTNERSHIP		COST	CHECK
Diamond	Official / Presenting Sponsor	\$32,000	<input type="checkbox"/>
Platinum	Major Sponsor	\$26,000	<input type="checkbox"/>
Prestige	Awards of Excellence Gala	\$25,000	<input type="checkbox"/>
Gold	Barista Station	\$15,000	<input type="checkbox"/>
Gold	Major Lectures	\$14,000	<input type="checkbox"/>
Gold	Lanyards	\$12,500	<input type="checkbox"/>
Gold	Practical Workshops	\$11,500	<input type="checkbox"/>
Gold	Green - Eco-responsible	\$10,000	<input type="checkbox"/>
Silver	Networking Lunch Day 1	\$8,500	<input type="checkbox"/>
Silver	Networking Lunch Day 2	\$8,500	<input type="checkbox"/>
Silver	Exhibitors' 5@7	\$7,500	<input type="checkbox"/>
Silver	Bus to the Awards of Excellence Gala Day 2	\$7,000	<input type="checkbox"/>
Silver	Networking Breakfast Day 1	\$7,000	<input type="checkbox"/>
Silver	Networking Breakfast Day 2	\$7,000	<input type="checkbox"/>
Silver	Refreshment station	\$7,000	<input type="checkbox"/>
Bronze	Internet for @ll	\$6,500	<input type="checkbox"/>
Bronze	Device Charging Stations	\$6,000	<input type="checkbox"/>
Bronze	Post-Event Survey (+ Drawing)*	\$5,000	<input type="checkbox"/>
Bronze	Health Break (AM) Day 1	\$5,000	<input type="checkbox"/>
Bronze	Health Break (AM) Day 2	\$5,000	<input type="checkbox"/>
Bronze	Health Break (PM) Day 1	\$5,000	<input type="checkbox"/>
Bronze	Health Break (PM) Day 2	\$5,000	<input type="checkbox"/>
Copper	Digital Ad Displays**	\$3,750	<input type="checkbox"/>

*Cost of the prize drawn is the responsibility of the sponsor and must be submitted to the organizing committee for approval.

PLEASE ATTACH THIS COMPLETED AND SIGNED FORM DIRECTLY TO THE ONLINE BOOKING PLATFORM. A SPACE IS PROVIDED FOR THIS PURPOSE. [CLICK HERE TO ACCESS IT](#)

CHOICE OF SPONSORSHIP

ACCEPTANCE OF TERMS AND CONDITIONS

The Sponsor, acting through its duly authorized representative, agrees to sponsor the event in accordance with the terms and conditions set forth on page 16.

Name and title of duly authorized representative

Signature of duly authorized representative

Date

THIS SECTION RESERVED FOR USE BY THE AQPP

The AQPP approves this sponsorship

Name and title of duly authorized representative

Signature of duly authorized representative

Date

For more information:

Lynne Lagacé

514 254-0676, ext. 227

1 800 361-7765 (toll-free)

congres@aqpp.qc.ca

Watch your emails for more details about the debut of booth sales!

TERMS AND CONDITIONS

Following approval of the sponsorship by the AQPP, an invoice will be sent by the AQPP to the sponsor, payable by the sponsor upon receipt to the Association québécoise des pharmaciens propriétaires (8000, boul. Langelier, bureau 303, Montréal (Québec) H1P 3K2). The sponsor undertakes not to interfere with or obstruct, and to respect the AQPP's complete independence in the development and organization of the event. The sponsor shall obtain the written consent of the AQPP before producing, issuing or distributing any news release, publication or advertising in connection with the event. Under no circumstances may the sponsor use, directly or indirectly, the name or distinguishing mark of the AQPP so as to promote its products or services, or to convey the impression that the AQPP endorses or promotes those products or services.

The event will be organized with full independence from any sponsor. The AQPP cannot and does not guarantee any specific attendance and/or registration rate for the event. The AQPP reserves the right to, and may, for any just cause and at any time, unilaterally terminate this agreement, without cost or penalty, by giving written notice with immediate effect to the sponsor. The sponsor shall not be permitted to terminate the agreement less than 45 days prior to the event. All rights, title and interest of any nature whatsoever in or relating to the event shall remain the exclusive property of the AQPP.

The AQPP shall take no action that would result in the sponsor unduly or improperly obtaining or retaining any business advantage. Without limiting the generality of the foregoing, the AQPP shall not offer any sum of money to any government representative or any other person with a view to the sponsor unduly or improperly obtaining or retaining any business advantage.

In the event of any conflict between the terms and conditions of this Agreement and the terms and conditions of any purchase order, invoice or other document, the terms and conditions of this Agreement shall prevail. This Agreement shall be governed by and construed in accordance with the laws in force in the Province of Québec, and each of the parties acknowledges the exclusive jurisdiction of the courts of the Province of Québec, District of Montréal.