



**Canadian Addiction Counsellors
Certification Federation**
Canada's Addiction Workforce Regulator



Sponsorship Proposal

Canadian Addiction Counsellors
Certification Federation
(CACCF)

Virtual Education Conference
September 14-17, 2023





*Continuing to move forward,
as we build resilience together*

September will mark the 64th installment of the annual Addiction Studies Institute conference, now presented by CACCF. We continue to offer exceptional educational sessions to our participants to earn their required certification credentials.

This fully virtual event provides a unique opportunity for sponsors and exhibitors to interact and engage with hundreds of participants from across Canada who specialize in the addiction treatment field.

Our team would be excited to collaborate with you as a sponsor to find the right fit for your strategic goals and budget. We know that working together we can find the best way for you to showcase your products and services so that you receive the maximum return on your investment at this year's event.

Please contact **conference@caccf.ca** with questions



About Us

The Canadian Addiction Counsellors Certification Federation (CACCF) is a not for profit Ontario registered organization that has been in operation for 40 years. The CACCF promotes, certifies and monitors the competency of addiction specific counsellors in Canada using current and effective practices, which are internationally recognized.

The CACCF is Internationally recognized as the gold standard provider in addiction credentialing both in Canada and on the International stage. We follow best practices related to the issuance of addiction credentialing as clinically researched and confirmed by the International Certification and Reciprocity Consortium. Our mandate is to protect the public. The certifications CACCF issues along with our professional conduct review process provide public protection for counsellors, employers, regulatory agencies, clients and their families.



Our Team

CRYSTAL SMALLDON

Executive Director

TAMMY VAN GAAL

Membership Manager

SARAH BLANCHETTE

Certification & CEU Manager

AMANDA MOON

Executive Assistant

ANDREW WARDELL

Web & Digital Operations Lead

JENNIFER MCANDREW

Logistics Coordinator



Draft Agenda*

THURSDAY SEPTEMBER 14

6:00-8:00PM WELCOME & KEYNOTE

FRIDAY SEPTEMBER 15

11:00-5:00PM EDUCATION SESSIONS & VIRTUAL TRADE SHOW

5:00-7:00PM VIRTUAL SOCIAL ACTIVITY

SATURDAY SEPTEMBER 16

9:00AM YOGA

10:00-6:00PM EDUCATION SESSIONS & VIRTUAL TRADE SHOW

6:30-8:00PM AWARDS PRESENTATION

SUNDAY SEPTEMBER 17

9:00AM YOGA

10:00-5:30PM EDUCATION SESSIONS & VIRTUAL TRADE SHOW

5:30-7:00PM CLOSING KEYNOTE

**Agenda is subject to change*

Earn up to 20 CEUs
by attending and participating
in the entire
virtual conference



Opportunities

CONFERENCE TITLE SPONSOR (\$25,000)

- 12 conference registrations
- Virtual trade show booth
- Logo, link and branding in event app
- Logo and name listed as Conference PRESENTED BY
- ad placement on CACCF website
- opportunity to speak at opening and closing of conference
- prominent placement during the awards presentation Saturday night
- free CACCF admail for one year (max 12 mailings)
- 1 hours CACCF CEU presentation to all members post-conference

OPENING NIGHT SOCIAL ACTIVITY SPONSOR (\$10,000)

- 4 conference registrations
- Virtual trade show booth
- Logo, link and branding in event app
- Host of the virtual social activity. Some ideas include Escape Room, Medicine Bag creation. Looking for creative way for participants to engage virtually
- Opportunity for speaking time during the virtual social event on the Friday evening

YOGA SPONSOR (\$5000)

- 2 conference registrations
- Virtual trade show booth
- Logo, link and branding in event app
- Opportunity for speaking prior to or at the end of the daily morning yoga session
- Yoga session to be listed as PRESENTED BY

SESSION SPONSOR (\$2500)

- 2 conference registrations
- Virtual trade show booth
- Logo, link and branding in event app
- Brief opportunity for speaking prior to the start of ONE education session over the course of the weekend
- Education session to be listed as PRESENTED BY

*Please note that all sessions are recorded



Virtual Exhibitor

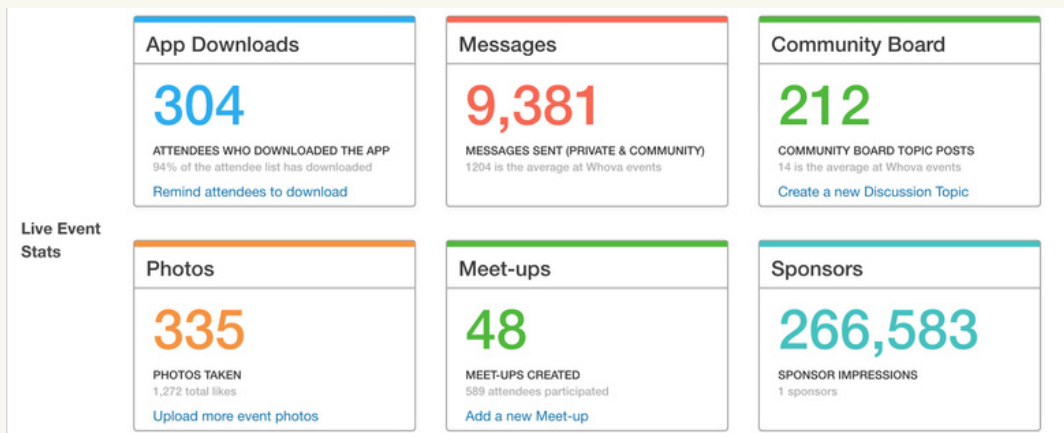
EXHIBITOR (\$500)

- Virtual trade show booth
- Listing in the mobile event and link to the company website

WHAT EXACTLY IS A VIRTUAL TRADE SHOW BOOTH???

- a digital booth that can be customized with video and handouts
- access to all registered participants contact details
- guarantee that all registered participants will visit your “virtual” booth. To earn their credits they must connect with all exhibitors
- opportunity to offer contests or virtual giveaways
- listing on the event app exhibitor page

2022 Event Engagement Statistics



Frequently Asked Questions

Q. What are the dates for this year's CACCF conference?

A. September 14-17, 2023

Q. Where is the conference taking place?

A. This year's conference is being held **entirely online**.

Q. How much does it cost to register?

A. It costs delegates \$349 + tax to have full access to the conference. Early bird rate is \$299, and student rate is \$129

Q. How do I interact with the virtual exhibitor booths?

A. To have your interaction counted at each exhibitor booth you must do the following:

1. Click the deals and offers button at the booth;
2. Like the booth;
3. Leave a comment at the booth.

Q. Who should attend the 64th annual Institute on Addiction Studies conference presented by CACCF?

A. Addiction workers, problem gambling prevention workers, substance abuse prevention workers, medical and health care professionals, police, fire, EMS and corrections workers, First Nations support workers, social workers, educators, clergy and spiritual counsellors, human resource professionals

Q. How do I secure my spot as an event supporter?

A. Please contact Jennifer McAndrew, conference@caccf.ca to confirm availability and book your space

We look forward to
working with you!

