



# Sponsorship & Exhibitor Package

COURAGE AND COMPASSION: THE CURRENCY OF CARE

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May 6 & 7, 2026  
Edmonton Convention Centre





# Strength and Leadership like never before

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**Our values will carry us  
through change ... with  
compassion**



CHAA is a strong and long-standing voice of Alberta's continuing care sector, representing the province's largest not-for-profit, values-based care organizations. Since 1943, our members have collaborated to become a unified voice for those in our care. With more than 38,000 spaces and 22,000 staff and physicians across Alberta, our members deliver the full spectrum of continuing care, assisted living, home care, palliative and end-of-life care, subsidized housing, and community supports.

Once again, our mission of service and our decades of longevity will come together as we meet with Alberta's continuing care leaders, policymakers, and industry innovators. CHAA's Called to Care Conference 2026 promises to be stronger than ever before.



# Why Sponsor?

Non-profit care providers occupy a unique place in our health care system. As steadfast leaders and community builders, our strength is to coalesce as a single voice to lead change with vision and purpose.

This is your opportunity to connect with senior leaders, decision-makers, and policy influencers in a values-driven forum focused on innovation, leadership, and collaboration.

## Gain Direct Access to Decision-Makers

Connect with executives, care providers, and policymakers shaping the future of continuing care.

## Be Seen as a Champion of Values-Driven Care

Align your brand with values-driven organizations committed to quality, compassionate care, and meaningful community impact.

## Elevate Your Brand and Thought Leadership

Position your organization at the center of sector-wide discussions through speaking opportunities, high-visibility branding, and customized sponsorship activations.

## Engage in Meaningful Conversations

This conference isn't just about attendance numbers. It's about creating high-value connections and impact in an intimate, purpose-driven setting.



# What our delegates and sponsors say

## DELEGATE PERSPECTIVES:

As we expect to welcome more than 175 attendees and 50+ presenters in 2026, we'll be looking to build upon the huge success of our 2025 event.

"I had heard amazing things about your community, but experiencing it first-hand surpassed even those high expectations."

"Thank you for your hard work organizing a great conference. The communication, food, networking opportunities, and workshops were all excellent."

"I chose this conference due to CHAA's reputation as a leader and advocate for continuing care."

"The conference was 12/10 – everything was so well done, it was very exceptional in all aspects."

"I was proud to attend and to engage in conversations that align with our shared values and advocacy goals."

"This conference needs to be longer! Stretch it out over two days so we have more time with the speakers and delegates."

"Being part of a community of like-minded, mission-driven organizations is incredibly valuable."

"Great topics made it hard to choose ... It was a wonderful event."

"The future of our health care system looks brighter and more promising because of the positive attitude shared by speakers with influence."



CHAA  
**Called to Care**  
2026

May 6 & 7, 2026

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JOIN US AS A

# Values-Inspired Sponsor

Join the inspiring and compelling voice of non-profit continuing care as we build on the trust we've earned over decades of compassion and service.

Sponsorship opportunities are limited and some levels sold out quickly in 2025. Contact us to design a custom partnership package if you envision a suite of benefits not reflected in the descriptions below.

Sincerely,



**Leah Lechelt** Executive Director, CHAA  
llechelt@cha-ab.ca  
Direct: 780.705.1822  
Website: cha-ab.ca

## CONTACT

Called to Care Conference Manager  
**Kazia Ekelund, CMP**  
Spark Event Collective

kazia@sparkeventcollective.com  
Direct: 587.880.2922 ext 709

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Location:  
**Edmonton Convention Centre**

[cha-ab.ca/conference/CHAA2026](http://cha-ab.ca/conference/CHAA2026)



## LEVEL

# Sponsorship Opportunities

In addition to the benefits outlined in the benefits grid below, sponsorship opportunities include:

<p><b>Platinum Sponsor</b></p> <p><b>\$10,000</b></p> <ul style="list-style-type: none"> <li>A representative of your choosing to introduce key plenary room speaker and your organization OR be recognized as the exclusive sponsor of the Gala Dinner or Welcome Reception with speaking opportunity</li> </ul> <p>4 Opportunities</p>	<p><b>Gold Sponsor</b></p> <p><b>\$7,500</b></p> <ul style="list-style-type: none"> <li>Opportunity to introduce a speaker or session OR be recognized as the exclusive sponsor of one lunch</li> </ul> <p>Multiple Opportunities</p>	<p><b>Silver Sponsor</b></p> <p><b>\$5,000</b></p> <ul style="list-style-type: none"> <li>Opportunity to provide conference name badge lanyards or company logo placement on delegate bag or be recognized as the exclusive sponsor of one breakfast or refreshment breakfast</li> </ul> <p>Multiple Opportunities</p>	<p><b>Bronze Sponsor</b></p> <p><b>\$3,500</b></p> <ul style="list-style-type: none"> <li>One tabletop display (6x2') in pre-function space at the Edmonton Convention Centre</li> <li>One full conference registration</li> </ul> <p>Multiple Opportunities</p>
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# Sponsorship Opportunities

Benefits	Platinum	Gold	Silver	Bronze
<b>Complimentary registrations</b> (includes full access to all programming, meals, networking reception)	2	2	1	1
Gala dinner ticket with VIP table seating	2	2		
<b>Tabletop display in pre-function space</b> (6' x 2' skirted table)	✓	✓	✓	✓
<b>Feature in CHAA newsletter and sponsor highlight post via CHAA social media channels</b>	✓	✓	✓	
Delegate bag insert	✓	✓	✓	✓
<b>Opportunity to display company provided pop up banner in key traffic area associated with session or meal function</b>	✓	✓	✓	
<b>Onsite sponsor name/logo recognition including:</b> <ul style="list-style-type: none"> <li>On signage in common areas</li> <li>On plenary room screens via slide show running throughout the conference</li> <li>Verbal acknowledgement and thanks from the podium</li> <li>Sponsor profile in mobile conference app</li> </ul>	✓	✓	✓	✓
<b>Pre-event sponsor name/logo recognition including:</b> <ul style="list-style-type: none"> <li>Company profile on conference website</li> <li>Thank you with logo and hyperlink in welcome email to all registered attendees</li> </ul>	✓	✓	✓	

## A-LA-CARTE

# Sponsorship Opportunities

Item	Amount	Description
Single-day table top display	\$2,000	Tabletop display in pre-function space (6' x 2' skirted table) for either Day 1 or Day 2 of the conference. (If both days are preferred, please book the Bronze sponsor level instead).
Photobooth	\$2,000	Company logo associated with photobooth activity at gala dinner including logo placement on polaroid style photo. Company profile on conference website and mobile app.
Gala Dinner or Networking Reception Entertainment	\$2,000	Company logo recognition as exclusive entertainment sponsor. Company profile on conference website and mobile app.
Mobile App	\$1,000	Company logo on opening splash page of conference mobile app. Company profile on conference website and mobile app.
Registration Area	\$1,000	Company logo on printed signage at registration area and opportunity to provide décor enhancements for registration/pre-function space. Company profile on conference website and mobile app.
Grand Prize Draw Sponsor	\$1,000	Opportunity to announce the grand prize winner at the gala dinner. Company profile on conference website and mobile app.

## CONTACT

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**Kazia Ekelund, CMP**  
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Location:  
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## EXCLUSIVE OPPORTUNITY

# Presenting Sponsor

Presenting Sponsor  
**\$20,000**

Called to Care 2026 is pleased to introduce a new, highly exclusive sponsorship opportunity designed for one distinguished partner. As the **Presenting Partner** of the Called to Care Conference, your organization will be showcased as the leading supporter of this flagship gathering of Alberta's continuing care community. This elevated level offers unparalleled visibility, enhanced engagement, and a unique platform to demonstrate your commitment to improving care across the province.

### Benefits include:

Premium speaking visibility	A representative from your organization will deliver a <b>2-minute address</b> during both the official conference opening and closing remarks.
High-impact recognition	Your brand will receive <b>prominent verbal acknowledgement</b> and <b>exceptional visual presence</b> through signage, digital displays, and conference audio-visual elements.
Complimentary registrations	<b>Four (4)</b> full conference registrations, including Gala Dinner tickets.
VIP experience	<b>Reserved VIP seating at the Gala Dinner for your representatives.</b>
Exhibit visibility	<b>One (1)</b> tabletop display in a prime location.
Enhanced onsite presence	Opportunity to display a <b>company-provided pop-up banner</b> in a high-traffic conference area.
Delegate engagement	Inclusion of <b>one delegate bag insert</b> provided by your organization.
Extended promotional reach	Feature in the <b>CHAA newsletter</b> and a dedicated <b>sponsor spotlight</b> across CHAA social media channels.
Digital visibility	Your <b>company profile</b> highlighted on the official conference website and within the <b>mobile conference app</b> .

This exclusive opportunity is available to only one organization. To secure the Presenting Partner Sponsorship, please contact us as soon as possible to begin the conversation.

## CONTACT

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Executive Director, CHAA

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