

Delegate Information

2017 ASCHA Convention & Tradeshow

March 22-24, 2017

Edmonton Marriott at River Cree Resort

300 East Lapotac Blvd.

Enoch, AB T7X 3Y3



**WORKING
TOGETHER
TO MOVE THE
SENIORS HOUSING INDUSTRY
FORWARD!**

Create **the** Movement



2017 ASCHA Convention & Tradeshow

- Examine what it takes to start a movement
- Lead collaboration and celebrate collective wins
- Challenge your thinking to take calculated risks
- Create a following of champions to support one-voice advocacy
- Identify potential mentors, connectors and partners
- Network in meaningful ways to maximize efforts and achieve new results for those you serve

It starts at the grassroots... a small wave that gathers momentum as everyone comes together in a focused direction, powered by energy, determination, and a shared purpose. A movement is not led by one single entity. It is the result of many coming together, showing others the direction, mentoring those that wish to follow, and creating something that moves forward despite external forces. A movement becomes a force of its own and cannot be ignored.

It takes everyone to create a movement. Like a multi-seat bicycle, one person pedalling will not go far. Combined, coordinated effort allows us all to reach the destination more quickly and more efficiently. Individual cyclists might reach a destination, but those destinations could be different... and they will all arrive at different times. With so much presently at stake within our industry, it is imperative we arrive at our shared destination together, at the right time, with the right participants, and with the same messages.

The 2017 ASCHA Convention & Tradeshow invites you to join the seniors housing industry in creating a movement. So gear up, pack your things... let's go!

TENTATIVE EVENT PROGRAM*

*May be subject to change. Event updates and details will be posted on www.ascha.com.

Tuesday March 21

Registration	11:00 am – 1:00 pm
Pre-Event Session - Capital Development Planning & Capacity Building (Optional)	1:00 – 4:30 pm
<i>*Limited space. Must pre-register. Presented by ASCHA in partnership with Colliers Project Leaders.</i>	
Registration	6:00 – 8:00 pm

Wednesday March 22

Registration	8:00 – 9:30 am
Opening Ceremonies with Passionate Member Panel led by Keynote Speaker, Bill Hogg	9:30 – 11:30 am
Meet Your Board Lunch	11:45 am – 1:00 pm
Concurrent Educational Breakout Sessions	1:15 – 2:15 pm
Break	2:15 – 2:30 pm
Concurrent Educational Breakout Sessions	2:30 – 3:30 pm
Tradeshow Opens – Cocktail Reception (no host bar) & Networking Activity	3:30 – 6:00 pm
Banquet and Entertainment	6:00 – 9:30 pm

Thursday March 23

Tradeshow & Breakfast	8:00 – 10:00 am
Annual General Meeting	10:00 – 11:30 am
Tradeshow & Prize Draws	11:30 am – 12:30 pm
Reverse Tradeshow Lunch & Best Booth Draw	12:30 – 1:30 pm
Main Plenary Government Panel Discussion	1:45 – 3:15 pm
Member Areas of Excellence Session	3:30 – 5:00 pm
Attendees to plan their own dinner/evening out	5:00 pm

Friday March 24

Breakfast	7:30 – 8:15 am
Address from Alberta's Seniors Advocate	8:15 – 8:45 am
Facilitated Brainstorming Session	9:00 – 10:45 am
Break	10:45 – 11:00 am
Closing Ceremonies with Keynote Address from Bill Hogg	11:00 am – Noon
Grand Prize Draws (must be in attendance to win)	Noon

KEYNOTE PRESENTER, BILL HOGG



Bill works with individuals and organizations to stimulate change that accelerates passion, productivity and performance! For over 30 years, Bill has been the go-to-guy when the world's most recognized brands are faced with challenges that require change to improve results. Bill takes no prisoners, and his clients love him for it.

Whether working with boards or operations teams and employees, he has rolled up his sleeves, asked the difficult, thought-provoking questions that moved clients to challenge their thinking, and brought about change that reflected positively.

Sometimes provocative, always stimulating, his no-excuse approach breaks down the silos and gains consensus and clarity throughout the organization. This inspires behaviour change and ultimately drives transformation across the organization.

Join Bill as he leads 2017 ASCHA Convention & Tradeshow participants through a "passionate member panel discussion" with implementable actions to work on throughout the event, followed by a keynote presentation on our final day together that will bring all of our thinking forward so we are empowered to continue the movement we created.

EDUCATION SESSIONS

We will be offering a mix of main plenary sessions, brainstorming and educational breakouts to ensure participants receive as many tools as possible to best meet their own personal or organizational needs. From a pre-event session on capital development planning and capacity building, to special topics on governance, innovation and technology, resident-focused decision making, and collaborative leadership, we will specifically target member-identified topics for learning and growth.

Past event participants have spoken to the importance of learning from one another, which is why we will be offering more diverse sessions than ever before that focus specifically on areas of excellence from within our own membership. During our Member Areas of Excellence Session on Thursday, members are invited to share short presentations outlining instances where they have built organizational capacities, made innovations within the industry, or achieved success. On Friday, participants will brainstorm ways to address key leadership, operational and industry issues in our Facilitated Brainstorming Session led by a team of professional workshop facilitators.

Check www.ascha.com regularly for updates on all confirmed speakers, as well as descriptions of individual breakout sessions so that you can make the most of your and your team's educational experience at the event.

NETWORKING OPPORTUNITIES

This year, we have programmed more networking sessions than ever before! Share YOUR stories and best practices with other housing leaders, and build on one another's repositories of information and successes!

Meet Your Board Lunch

This special lunch networking session on Wednesday allows you and your team to get know your ASCHA Board a little better!

Reverse Tradeshow Lunch

ASCHA's Associate Members and Tradeshow Exhibitors participate in discussions around the lunch tables to offer solutions and tools to add to the movement we are creating.

Networking Activities

Once again, we have organized fun networking activities that will encourage you to venture out of your comfort zone and connect with all event participants in meaningful ways. Details will be presented during registration at the event, and participation prizes will be awarded during our Closing Ceremonies.

BANQUET AND ENTERTAINMENT – A NIGHT AT THE CIRCUS



ASCHA invites you to a night filled with spectacle, fun and artistry. Performers join us to “create the movement” with a Night at the Circus, including acts from Flying Bob and Firefly Theatre & Circus. The evening kicks off with a cocktail and appetizer reception at the opening of our tradeshow, followed by dinner and a show in the Enoch Ballroom. Every delegate receives a banquet ticket with the purchase of a full registration. Additional banquet tickets can be purchased for \$100.00+GST. Due to seating capacity, tickets are limited.



Tradeshow Information

Meet the product and service providers who want to partner with your organization to create momentum and enhance the lives of those you serve. Strengthen your relationships and form new partnerships as you network and explore our 2017 Tradeshow.

Tradeshow Only Registration

A special Tradeshow-Only Registration is available to members of your team that wish to attend only the tradeshow portion of the event to make purchasing and contract decisions. Tradeshow-Only Delegates can attend the tradeshow from 8:00 am – 1:30 pm on March 23. Registration includes breakfast and lunch. Registration is \$125+GST. Organizations MUST have one delegate registered for the full event for each tradeshow only registration. Please contact the ASCHA office to register your tradeshow only delegates.

Hotel Information

A group room block has been contracted at the Edmonton Marriott at River Cree Resort. Space is limited! To book your rooms, please call 1-800-960-4913 and quote “The Alberta Seniors Communities & Housing Association” to receive the special group rate. A list of alternative nearby hotels will be posted on our website should our room block sell out.

Registration Information

Eligible delegates are individuals who have objectives which relate to the provision of seniors housing and/or continuing care (stakeholder, housing operator, government), or a tradeshow exhibitor or event sponsor. **A company representative promoting a product/service who is not a tradeshow exhibitor or event sponsor is not eligible to register as a delegate.**

Our 2017 event is hosted at a smaller, all-inclusive venue with free parking and various amenities to make participation affordable. Please visit www.ascha.com for registration information, and details on our Group 5 Discount, Super Early Bird and Early Bird rates. Hurry, they don't last long!

*This event is open to all those impassioned to create a real movement in our industry
- any individual involved in the provision of seniors housing should attend!*

FOR MORE INFORMATION:

Alberta Seniors Communities & Housing Association (ASCHA)
9711 – 47 Avenue
Edmonton, AB T6E 5M7
Phone: 780.439.6473
Email: events@ascha.com
Website: www.ascha.com

 <http://twitter.com/ABSeniorsLiving/>

 <http://www.facebook.com/ascha.team>

 <https://www.instagram.com/abseniorsliving/>





Delegate Registration

2017 ASCHA Convention & Tradeshow
March 22 – 24, 2017

Organization Name: _____

ASCHA Member? Yes _____ No _____

Main Contact Name: _____	Title of Main Contact: _____
Email: _____	Phone: _____
Street Address: _____	Fax: _____
City, Province: _____	Website: _____
Postal Code: _____	

Delegate Information (Please **print** delegate name as it should appear on name tag and on list of attendees)

Name: _____	Title: _____
Email: _____	Food Allergies: _____
<input type="checkbox"/> Additional Banquet Tickets for March 22 (one ticket included with registration, extras are \$100+GST each – all guests require a ticket) <input type="checkbox"/> Tradeshow Only (\$125+GST) <input type="checkbox"/> Pre-Event Session (Must Pre-Register)	
Name: _____	Title: _____
Email: _____	Food Allergies: _____
<input type="checkbox"/> Additional Banquet Tickets for March 22 (one ticket included with registration, extras are \$100+GST each – all guests require a ticket) <input type="checkbox"/> Tradeshow Only (\$125+GST) <input type="checkbox"/> Pre-Event Session (Must Pre-Register)	
Name: _____	Title: _____
Email: _____	Food Allergies: _____
<input type="checkbox"/> Additional Banquet Tickets for March 22 (one ticket included with registration, extras are \$100+GST each – all guests require a ticket) <input type="checkbox"/> Tradeshow Only (\$125+GST) <input type="checkbox"/> Pre-Event Session (Must Pre-Register)	
Name: _____	Title: _____
Email: _____	Food Allergies: _____
<input type="checkbox"/> Additional Banquet Tickets for March 22 (one ticket included with registration, extras are \$100+GST each – all guests require a ticket) <input type="checkbox"/> Tradeshow Only (\$125+GST) <input type="checkbox"/> Pre-Event Session (Must Pre-Register)	

ASCHA will take photographs and video at the 2017 Convention & Tradeshow and utilize them in news or promotional materials in print, electronic, or other media. By participating in the ASCHA Convention & Tradeshow, you grant ASCHA the right to use your name and photograph for such purposes.

Important Notes

- To take advantage of discounted rates, **fees must be PAID by date outlined for each specific option.**
- The Group 5 Discount** is available to any organization that registers 5 delegates and is PAID on or before Jan. 27, 2017.
- Super Early Bird** is any registration PAID on or before Jan. 27, 2017.
- Early Bird** is any registration PAID on or before Feb. 21, 2017.
- Regular Registration** is any registration PAID after Feb. 21, 2017.
- Delegate cancellations may be made until Feb. 28, 2017 with a full refund minus a 25% administration fee. Delegate cancellations after Feb. 28, 2017 are non-refundable. Registration may be transferred to another delegate with written permission from ASCHA at no additional cost.
- All registration fees must be paid prior to the commencement of the convention.
- Delegate registrations may not be split between delegates.
- Eligible delegates** are individuals who have objectives which relate to the provision of seniors housing and/or continuing care (stakeholder, housing operator, government) and/or is an exhibitor or a sponsor. A company representative who is promoting a product or service and is not an exhibitor or sponsor is not eligible to register as a delegate. This includes Tradeshow Only delegates.

Registration Options

Note: Full Registration includes all plenary and breakout sessions, conference materials, networking meals, banquet dinner and entertainment.

SEE DELEGATE PACKAGE FOR MORE INFORMATION ON REGISTRATION OPTIONS.	# of Delegates	ASCHA Member Rates	Non-Member Rates	Total
Group 5 Discount Regular (registering in groups of 5 from one organization and PAID on or before Jan. 27, 2017)	X	\$2,750 (per 5)	\$4,250 (per 5)	
Super Early Bird Registration (PAID on or before Jan. 27, 2017)	X	\$600	\$900	
Early Bird Registration (PAID on or before Feb. 21, 2017)	X	\$650	\$950	
Regular Registration (PAID on or after Feb. 22, 2017)	X	\$700	\$1000	
Tradeshow ONLY Delegate (includes tradeshow admission, breakfast and lunch on Mar. 23, 2017). Non-refundable after Feb. 28, 2017.	X	\$125		
Pre- Event Session – Space is limited! Delegates must pre-register for this session. Non-delegates can register by calling 780.439.6473	X	Free (Members Only)		
Additional Banquet Tickets (includes admission to banquet and entertainment on Mar. 22, 2017 for those not registered for the Convention). Tickets are non-refundable after Feb. 28, 2017.	X	\$100		
<i>All prices are subject to GST (ASCHA GST # R134608363)</i>			5% GST	
				Total

Payment Information		<input type="checkbox"/> Cheque Enclosed	<input type="checkbox"/> Cheque Mailed Separately
Card #:	_____	Expiry Date:	_____ <input type="checkbox"/> VISA <input type="checkbox"/> MC
Card Verification Code:	_____		
Printed Name of Cardholder:	_____		
	Signature of Cardholder: _____		
Please make cheques payable to ASCHA. Fax or email credit card payment(s) and completed registration form(s) to: 780.433.3717 or events@ascha.com			



Alberta Seniors Communities & Housing Association (ASCHA)
 9711 47 Ave. Edmonton, AB T6E 5M7
 780.439.6473
 Website: www.ascha.com