



ASCHA
ALBERTA SENIORS & COMMUNITY
HOUSING ASSOCIATION

HOME 
FOR HOUSING
ASCHA'S CONVENTION & TRADE SHOW



MARCH 31-APRIL 2, 2025

DELEGATE INFORMATION

WHERE HOUSING THOUGHT LEADERS FROM EVERY CORNER OF ALBERTA
COME 'HOME' TO NETWORK, LEARN, SHARE, AND CELEBRATE!

EDMONTON CONVENTION CENTRE • 9797 JASPER AVE., EDMONTON, AB T5J 1N9

HELLO PROSPECTIVE DELEGATES!

The Alberta Seniors & Community Housing Association (ASCHA) is proud to celebrate its 60th Anniversary at the 2025 Home for Housing Convention & Trade Show. We are incredibly grateful to our members, who have built this association into what it is today and have been ensuring Albertans have the housing and services they require for six decades! Over the years, ASCHA has grown from a small association to a united voice for Alberta's seniors and community housing sectors. This anniversary signifies not only the years of hard work and determination, but also the immense potential that lies ahead as we continue to advocate for the homes, supports, and services Albertans rely on.

The Home for Housing Convention & Trade Show brings together over 300 delegates working in the seniors and community housing sector for three days of networking, educational breakout sessions, thought leader panels, keynotes, and collaborative discussions. This is the event where "housing comes home!"

Feel nostalgic as you stroll down memory lane and capture the '60's Spirit' at the housing sector's largest Trade Show in Alberta. Our registration prices are kept affordable thanks to the generous support of our event sponsors and exhibitors, who assist with speaker fees, food and beverage costs, and the little extras that go a long way to ensuring an exceptional event experience for all.

Our event program offers a variety of opportunities for all levels within your organization to engage in the broader housing conversation – from your senior leaders, managers, front-line workers, and board members/governing representatives. There's room for everyone in the housing and support community we are building in Alberta!

So, pull up a chair and get comfortable at ASCHA's Home for Housing Convention & Trade Show, as we come together to celebrate the past 60 years of growth and envision what our association can be well into the future!

DELEGATE REGISTRATION FEES

ASCHA MEMBER PRICING

(Must be a 2025 Member in good standing)

| | |
|-----------------------|----------|
| Super Early Bird | \$840* |
| Early Bird | \$885* |
| Regular | \$960* |
| Group 5 Discount Rate | \$4,000* |

NON-MEMBER PRICING

| | |
|-----------------------|----------|
| Super Early Bird | \$1,140* |
| Early Bird | \$1,185* |
| Regular | \$1,260* |
| Group 5 Discount Rate | \$5,500* |

OTHER FEES:

| | |
|---|--------|
| Banquet Dinner & Entertainment Guest Ticket - Early Bird | \$175* |
| Banquet Dinner & Entertainment Guest Ticket - Regular | \$225* |

Must be paid for on or before January 24, 2025
Must be paid for on or before February 21, 2025
Paid for after February 21, 2025
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Paid for after February 21, 2025,
and before the start of the event * Plus 5% GST

DELEGATE REGISTRATION INCLUDES:

- Access to all programmed sessions
- Access to the Trade Show
- One Banquet & Entertainment ticket (Mon.)
- Two lunches (Mon. & Tues.)
- Two breakfasts (Tues. & Wed.)
- Multiple networking opportunities

TENTATIVE AGENDA

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

Sunday, March 30

- 1:00 pm – 5:00 pm Self-led Site Tours and Open Houses (TBC)
- 5:00 pm – 10:00 pm Event Registration & Information Desk Open
- 7:00 pm – 8:00 pm Networking 101
- 8:00 pm – 10:00 pm Meet the ASCHA Board Welcome Reception

Monday, March 31

- 8:00 am – 2:45 pm Event Registration & Information Desk Open
- 8:00 am – 9:00 am Morning Networking Reception
- 9:00 am – 10:45 am Opening Ceremonies with Keynote
- 10:45 am – 11:15 am Networking Break
- 11:15 am – 12:15 pm Education Breakout Sessions (6 Options)
- 12:15 pm – 1:30 pm Networking Lunch
- 1:30 pm – 2:30 pm Main Plenary
- 2:30 pm – 5:00 pm Trade Show Opens with Reception
- 6:00 pm – 11:00 pm Banquet & Entertainment

Tuesday, April 1

- 8:00 am – 2:30 pm Event Registration & Information Desk Open
- 8:30 am – 9:30 am Networking Breakfast
- 9:30 am – 11:30 am Trade Show
- 11:30 am – 12:30 pm Networking Lunch
- 12:30 pm – 1:45 pm Annual General Meeting (AGM)
- 1:45 pm – 2:15 pm Networking Break
- 2:15 pm – 3:45 pm Education Breakout Session (6 Options)
- 3:45 pm – 4:00 pm Networking Break
- 4:00 pm – 5:00 pm Education Breakout Session (6 Options)
- 6:00 pm – 7:15 pm Sponsor Dinner (TBC)
- 7:30 pm – 9:30 pm Sponsor Networking Reception (TBC)

Wednesday, April 2

- 7:30 am – 10:00 am Event Registration & Information Desk Open
- 7:30 am – 8:15 am Networking Breakfast
- 8:15 am – 9:15 am Main Plenary
- 9:15 am – 9:45 am Networking Break
- 9:45 am – 10:45 am Education Breakout Session (6 Options)
- 11:00 am – Noon Closing Ceremonies with Keynote & Grand Prize Draw*

*Must be in attendance to win



EDUCATION BREAKOUT SESSIONS

ASCHA's 2025 Home for Housing Convention offers a choice of 6 interactive sessions from a roster of 24 total offerings for housing leaders, boards, management, and direct support staff. To ensure participants receive as many tools as possible to best meet their own personal or organizational needs, sessions have been selected to specifically target ASCHA member-identified topics for learning and growth.

To ensure all attendees have enriching professional development opportunities and discussions on topics that matter to them, ASCHA will be ensuring that there are offerings specifically targeted to all housing portfolios, including community housing models and seniors housing options. We will be providing a list of confirmed speakers, as well as descriptions of individual breakout sessions, before the Early Bird savings end, so that you can plan your participation and learning journey in advance.

REGISTRATION ELIGIBILITY

Note that eligible delegates are defined as individuals employed, or in governance roles, at housing organizations, allied organizations, or government.

A representative of a company that provides products and services to the housing sector (i.e.: not a housing provider), is not eligible to register as a delegate UNLESS they are a 2025 Trade Show Exhibitor or Sponsor.

TRADE SHOW INFORMATION

Connect with our exhibitors to find solutions to your procurement needs. Strengthen existing relationships and build new ones, at our 60s themed 2025 Trade Show. It takes a network of people, organizations, neighbourhood services, and more to create the sense of community that connects people and brings us together. Find cost savings solutions, check out new products and services, and possibly win some prizes!

TRADE SHOW ONLY REGISTRATION

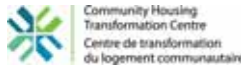
A special Trade Show-Only Registration option is available to members of your team who wish to attend **only the trade show portion** of the event, to make purchasing and contracting decisions. Trade Show-Only Delegates will **only have access to the trade show space** during the assigned trade show hours. Registration is \$100 plus GST. Organizations MUST be eligible delegates (not product or service providers) and have a minimum of one delegate from their organization registered for the full event to qualify as a Trade Show-Only registrant.



AS WE CONFIRM SPEAKERS, THE LIST WILL BE UPDATED ON THE 2025 HOME FOR HOUSING ASCHA'S CONVENTION & TRADE SHOW WEBSITE.

MORE INFORMATION CAN BE FOUND ON THE 2025 HOME FOR HOUSING ASCHA'S CONVENTION & TRADE SHOW WEBSITE. LINK AVAILABLE ON ASCHA'S WEBSITE WWW.ASCHA.COM.

A HUGE THANK YOU TO OUR 2024 ASCHA CONVENTION & TRADE SHOW SPONSORS!



FOR MORE INFORMATION

Alberta Seniors & Community Housing Association (ASCHA)
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