

10th Canadian Conference on Dementia

Québec City, Québec · October 3-5, 2019



Sponsorship Prospectus



www.canadianconferenceondementia.com



Welcome

10th Canadian Conference on Dementia

You are invited to be a part of the biennial Canadian Conference on Dementia (CCD). After nine successful conferences, we are proud to be hosting the 10th CCD in historic Québec City from October 3rd to 5th, 2019 at the Québec City Convention Centre. The success of the CCD can be measured by the growth of its attendance, from 150 at the first conference in 2001 to over 700 registrants at the most recent CCD conference. The success of the conference is also attributed to industry partners such as yourselves.

Our program has been successful in attracting a world-renowned faculty of both Canadian and international experts in dementia bringing together clinicians and researchers who share an interest in dementia from across Canada and internationally.

Your support is key to the success of this conference. By becoming a sponsor, you will not only benefit from the marketing exposure at the event but you will also have the opportunity to network with key decision-makers, allowing for one-to-one interaction and communication with the key influencers in your industry. Whether you are interested in introducing a new service/product, increasing your number of contacts, or reinforcing your position as an industry leader, one of our options will help you find a marketing solution.

Our conference planning team is here to assist and answer any of your questions. I hope you can join us, and we look forward to seeing you October 3 to 5, 2019, in Québec City.

Zahinoor Ismail, MD

Chair, 10th Canadian Conference on Dementia



Attendee Demographics

Attendee numbers

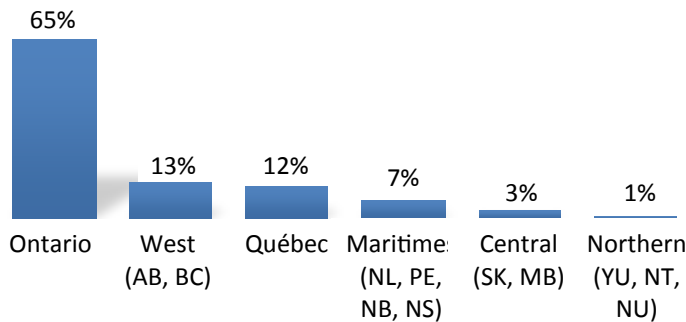
The 10th Canadian Conference on Dementia is expecting to attract over 600 delegates from across Canada and internationally.

The below table demonstrates the increasing attendee numbers at this biennial event in recent years.

Year	Meeting	City	Attendees
2013	7 th Canadian Conference on Dementia	Vancouver, BC	441
2015	8 th Canadian Conference on Dementia	Ottawa, ON	548
2017	9 th Canadian Conference on Dementia	Toronto, ON	714

Geographic representation

The graph below shows the distribution of attendees from across Canada at the 9th CCD.

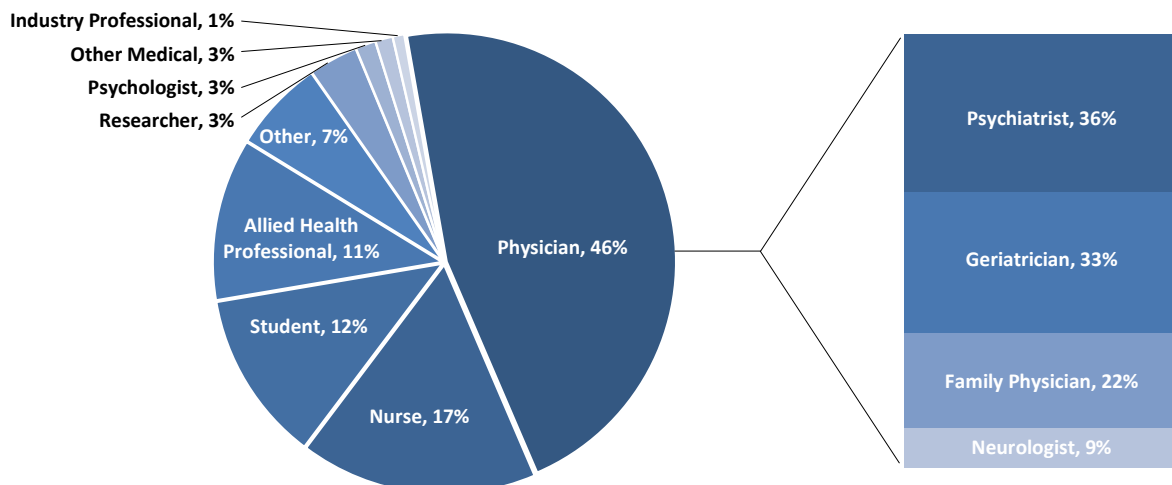


Other countries represented at the 9th CCD included:

- Cayman Islands
- Great Britain
- Iran
- Japan
- Korea
- Kuwait
- United States of America

Professional representation

The graphs below show the distribution by profession of attendees at the 9th CCD.





Sponsorship Opportunities - Base Packages

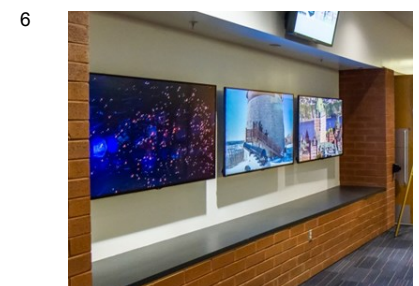
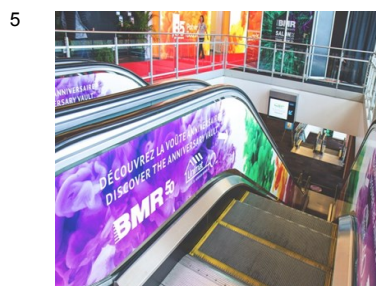
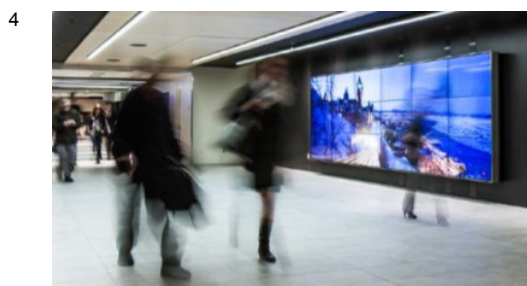
We have a number of packages to suit every budget, to enable you to maximize the exposure of your company to the Canadian dementia community. If you have sponsorship package ideas of your own or wish to discuss the available options, please contact us.

	GOLD \$20,000 ¹	SILVER \$10,000 ¹	BRONZE \$5,000 ¹	EXHIBITOR \$2,500 ¹
Packages available	4	3	No limit	No limit
Exhibition space ²	10' x 10'	10' x 10'	8' x 8'	8' x 4'
Complimentary registration (delegate can attend sessions)	4	2	1	0 ³
Sponsor status on break slides	•	•	•	
Verbal recognition at the podium	•	•	•	
Conference electronic directional signage	•	•		
Conference app - logo included	•	•	•	
Conference app - push notification	1 / day			
Conference website - Logo w/ URL	•	•	•	
Email blast marketing - logo included	•	•		
10 second spot on video wall in public corridor ⁴	•			
Lunch sponsor - recognition on signage	•			
Break sponsor - recognition on signage		•		
Logo included on escalator wrap ⁵	•			
Logo displayed on screen in hallways ⁶		•		

¹ All prices are in CAD and exclude any applicable taxes

² All dimensions are shown in feet. All exhibition spaces include one 6' skirted table and 2 chairs

³ One individual may tend to the booth but may not attend any sessions. Exhibitors who wish to attend sessions must register to attend as a conference delegate and pay the associated fees





Sponsorship Opportunities - Add Ons

In addition to the base packages, companies can enhance their package and further their marketing reach via the following unique opportunities.

All the below opportunities will be acknowledged on the conference website and in the conference program.



Conference Delegate Bags

- \$5,000
- One exclusive opportunity available to Gold level sponsors
- Cotton tote with conference and company logo
- Distributed to all conference delegates at registration
- Artwork to be provided by company and subject to approval by planning committee



Charging Stations - cocktail tables

- \$1,000 / quarter table ad with ability to purchase multiple ad spaces
- Available to all sponsors who commit to a base package (see previous page)
- Solid steel construction, a sleek design and rapid charge technology
- Each quarter table includes 4 charging cords (16 per table)
- Artwork to be provided by company and subject to approval by planning committee
- Will be set up in foyer areas conducive to networking

Gala Dinner Sponsor

- \$500 / add-on
- Four opportunities available to all sponsors who commit to a base package (see previous page) on a first come first served basis, maximum one purchase per company
- Includes one ticket to the gala dinner with VIP seating at a table with Committee Chair

Marketing Partner

- \$1,000 / add-on
- Available only to sponsors who commit to a Gold or Silver package (see previous page)
- Banner ads included on Conference App and in email blasts (provided by company and subject to approval)

Delegate Bag Inserts

- \$500 / pamphlet or promotional item insert
- Available to all sponsors who commit to a base package (see previous page), limited to 1 insert per sponsor
- Direct placement of company pamphlet or promotional item in delegate package distributed to all conference attendees at registration
- Insert to be provided by company and subject to approval



Terms and Conditions

1. Booking

If you would like to be a sponsor or exhibitor, please complete, sign and return the sponsor form by email to Nancy La email: nancy.la@uhn.ca. Allocation is subject to availability.

2. Payment

An invoice will be issued and 100% is to be paid to CCD at least 1 month prior to the conference.

3. Cancellation Policy

We cannot accept cancellation of sponsorship once it has been committed. Upon commitment of sponsorship, the sponsor will be liable for the total sponsorship committed. This includes the cost of the items/materials pledged under the commitment of the sponsorship. All sponsorships are non-refundable.

4. Registration of Staff

Complimentary registration(s), as outlined in the package description, are for staff tending to the exhibit and include admission to conference sessions. Additional staff must register online as full conference delegates, unless a specific arrangement has been made with the organizers.

5. Alterations

The organizers reserve the right to make alterations to the conference program, venue and timings at any time. Every endeavour is made to preserve the published layout of the conference area and exhibition. Should it be necessary to revise the layout for any reason, exhibitors will be notified.

6. Insurance

Exhibitors and sponsors are responsible for arranging appropriate insurance coverage in connection with their attendance at the conference, including prevention, postponement or abandonment. The organizers will not be held liable for any loss, liability or damage to personal property.

7. Cancellation / Postponement of the Conference

In the event of it being necessary for whatever reason to postpone or cancel the conference, the organizer will not be liable for any expenditure, damage or loss incurred by the sponsor. In the event of cancellation the sponsor will be refunded any monies paid.

8. Product Promotion

In line with non-profit regulation and CCD policies, sponsors are able to promote their work as an organization. The sponsor is responsible for complying with any applicable country laws and regulations relating to product promotion.

Contact Information

Nancy La
Conference Services - UHN
550 University Avenue, Room 5-121
Toronto, ON
M5G 2A2
Canada

Phone: 1-416-597-3422 ext 3448

Email: nancy.la@uhn.ca

**Once you have booked your
sponsorship package, Conference
Services will be in further contact for
all logistical arrangements.**



Application & Contract for Sponsorship

To reserve your sponsorship, please scan and email this form to Conference Services
 Email: nancy.la@uhn.ca Sponsorship is not confirmed until invoice is paid in full.

Your contact details

Organization Name

Address

City Province / State Postal Code Country

Contact Person: Full Name Title

Phone Email

Package Selection

Gold \$20,000
 Silver \$10,000
 Bronze \$5,000
 Exhibitor \$2,500

Add-Ons subject to availability

Delegate Bags \$5,000
qty
 Charging Station \$1,000/quarter
qty
 Gala Dinner \$500/person
 Marketing Partner \$1,000
 Promo Insert \$500

Total

\$ _____
**amt is in CAD
 invoice will be
 provided*

Payment details

Cheque, please make cheques payable to **Conference Services - UHN** and send to:
 550 University Avenue, Room 5-121
 Toronto, ON M5G 2A2, Canada

Credit Card Visa MasterCard

Card Number Expiry date CCV

Name on Card Card holder signature

I have read and agree to the terms and conditions (see previous page for details)

I give consent for my details to be used for marketing purposes