

8TH ccd

CANADIAN CONFERENCE ON DEMENTIA
OTTAWA, ONTARIO | OCTOBER 1ST-3RD 2015



EXHIBITOR & SPONSORSHIP
| PROSPECTUS

Dear Partners,

On behalf of the planning committee, I am pleased to present the 8th Canadian Conference on Dementia (CCD) taking place in Ottawa, Ontario from October 1-3, 2015. The CCD was established in 2001 and has held seven highly successful national conferences in Toronto (Oct. 2001 & 2009), Montreal (Oct. 2003 & 2011), Ottawa (Oct. 2005), and Vancouver (2007 & 2013). The success of the CCD can be measured by the growth of its attendance, from 150 at the first conference to over 650 registrants at past CCD conferences. Given our success we are anticipating a further increase in registrants for our next conference.

Our program has been successful in attracting a world-renowned faculty of both Canadian and international experts in dementia. Our target audience is comprised of clinicians and researchers who share an interest in dementia from across Canada. In the previous conferences, the majority of the registrants were Canadian specialists in Neurology, Geriatric Medicine and Geriatric Psychiatry. This program has been supported by key dementia stakeholders including the Consortium of Canadian Centres for Clinical Cognitive Research (C5R), Canadian Neurological Society (CNS), Canadian Geriatric Society (CGS), the Canadian Academy of Geriatric Psychiatry (CAGP), the Canadian Dementia Knowledge Translation Network (CDKTN), The Canadian Institutes of Health Research (CIHR) and the Alzheimer Society of Canada, all of who are represented on the organizing committee.

On behalf of the Organizing Committee we cordially invite you to actively participate in this Conference. Sponsorship of this event is an effective method of reaching your target audience. As an event exhibitor/sponsor, you will benefit from the marketing exposure from the event. Furthermore, your participation will allow you to network with key decision-makers, providing opportunities for one-on-one networking and communication with the key influencers in your industry.

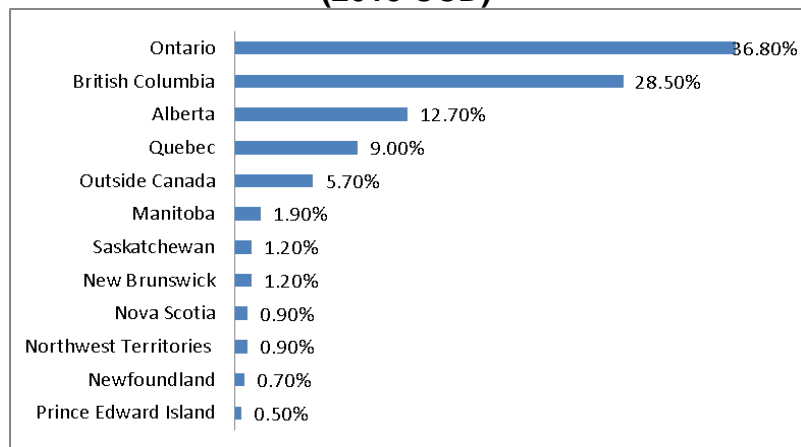
This exhibitor/sponsor package provides you with numerous marketing opportunities. Whether you are interested in introducing a new service/product, increasing your number of contacts, or reinforcing your position as an industry leader, one of our options will help you find a marketing solution. Please browse through these opportunities and see what works for you or contact me directly and we can tailor a package that addresses your unique marketing and business objectives.

For those of you who have participated as a exhibitor/sponsor in the past, thank you and we look forward to putting forth a successful event once again. As for our newcomers, I look forward to working with you and meeting you at the event. Please browse through this package and let us find a marketing solution for you.

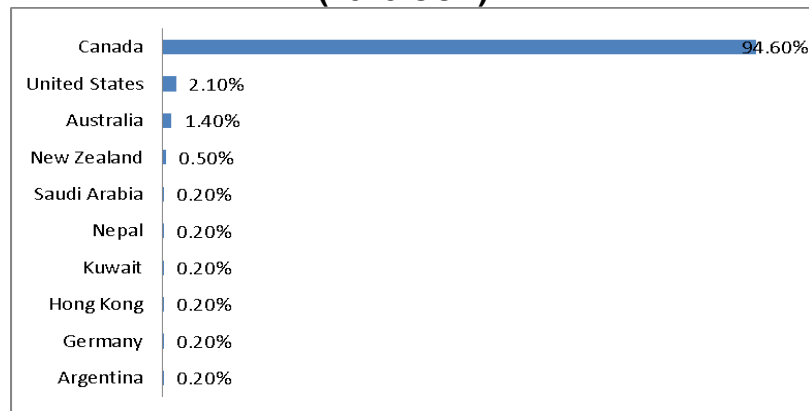
On Behalf of the 8th Canadian Conference on Dementia,

Grace Salmon
Sponsorship Officer
University Health Network – Education

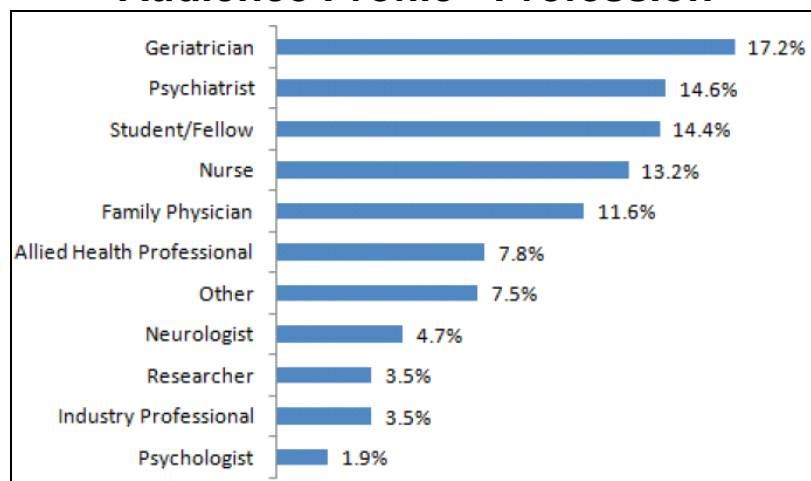
Audience Profile – Geographic Location by Province (2013 CCD)



Audience Profile – Geographic Location by Country (2013 CCD)



Audience Profile - Profession



Sponsorship Levels

Diamond Sponsor - \$50,000

*Named as **Diamond Sponsor** and receive the following benefits:*

- **Prime placement in the main menu of the conference app**
- **Opportunity to include two promoted posts per day in our conference app**
- Acknowledgement as **Diamond Sponsor** on all conference and marketing materials including:
 - Networking Events hosted within the conference
 - On all conference signage
 - On slides shown on the main stage during breakfast, breaks, and lunch
 - Email campaigns
 - Conference Website
 - Conference Brochure
- **Company blurb to be showcased in the sponsor section of our conference app**
- Verbal recognition from the podium during as a Diamond Sponsor during opening and closing remarks
- Opportunity to have one educational marketing item placed on tables in main room
- Prominent 10 x 10ft exhibit space to display product information and meet with participants
- Complimentary registration for 5 company representatives

Platinum Sponsor - \$30,000

*Named as **Platinum Sponsor** and receive the following benefits:*

- **Opportunity to include one promoted post per day in our conference app**
- Acknowledgement as **Platinum Sponsor** on all conference and marketing materials including:
 - Networking Events hosted within the conference
 - On all conference signage
 - On slides shown on the main stage during breakfast, breaks, and lunch
 - Email campaigns
 - Conference Website
 - Conference Brochure
- **Company blurb to be showcased in the sponsor section of our conference app**
- Verbal recognition from the podium during as a Platinum Sponsor during opening and closing remarks
- Opportunity to have one educational marketing item placed on tables in main room
- Prominent 10 x 10ft exhibit space to display product information and meet with participants
- Complimentary registration for 4 company representatives

Gold Sponsor - \$20,000

*Named as **Gold Sponsor** and receive the following benefits:*

- Acknowledgement as **Gold Sponsor** on all conference and marketing materials including:
 - Networking Events hosted within the conference
 - On all conference signage
 - On slides shown on the main stage during breakfast, breaks, and lunch
 - Email campaigns
 - Conference Website
 - Conference Brochure
- **Company blurb to be showcased in the sponsor section of our conference app**
- Verbal recognition from the podium during as a Gold Sponsor during opening and closing remarks
- Prominent 10 x 10ft exhibit space to display product information and meet with participants
- Complimentary registration for 3 company representatives

Silver Sponsor - \$10,000

*Named as **Silver Sponsor** and receive the following benefits:*

- Acknowledgement as **Silver Sponsor** on all conference and marketing materials including:
 - Networking Events hosted within the conference
 - On all conference signage
 - On slides shown on the main stage during breakfast, breaks, and lunch
 - Email campaigns
 - Conference Website
 - Conference Brochure
- **Company blurb to be showcased in the sponsor section of our conference app**
- Verbal recognition from the podium during as a Silver Sponsor during opening and closing remarks
- 10 x 10ft exhibit space to display product information and meet with participants
- Complimentary registration for 2 company representatives

Bronze Sponsor - \$5,000

*Named as **Bronze Sponsor** and receive the following benefits:*

- Acknowledgement as **Bronze Sponsor** on all conference and marketing materials including:
 - Networking Events hosted within the conference
 - On all conference signage
 - On slides shown on the main stage during breakfast, breaks, and lunch
 - Conference Brochure
- **Company blurb to be showcased in the sponsor section of our conference app**
- Verbal recognition from the podium during as a Bronze Sponsor during opening and closing remarks
- 10 x 10ft exhibit space to display product information and meet with participants
- Complimentary registration for 1 company representative

Exhibitor - \$2,000

- Corporate name used in acknowledgement of sponsors within the registration package
- 10ft x 10ft table-top exhibit space to display product information and meet with participants

** If you have specific or creative sponsorship ideas please let us know. We will do our best to accommodate your needs.*

☐ Yes, I would like to sponsor the 8th Canadian Conference on Dementia on October 1-3, 2015.

Name: _____
Title: _____
Company: _____
Address: _____
City/Postal Code: _____
Telephone: _____
Fax: _____
Email: _____

Sponsorship Package

- ☐ Diamond
☐ Platinum
☐ Gold
☐ Silver
☐ Bronze
☐ Exhibitor

Additional Information

- ☐ I will require electrical
☐ I will be bringing in a piece of equipment

Payment Method

- ☐ *Cheque Payable to – Canadian Colloquium on Dementia (CCD).
☐ Visa ☐ MasterCard

Name on Card: _____
Card Number: _____
Expiry Date: _____
Amount: \$ _____
Date: _____
Signature: _____

Sponsorship is confirmed with full payment. All payments are final. Sponsorship opportunities are based on a first come, first serve basis. Payment must be received within 30 days of the signed contract. If payment hasn't been received at that time, the contract will become null and void.

Please scan and email this completed form to grace.salmon@uhn.ca

*Mailing Address:
Toronto Rehabilitation Institute - UHN
Attn: Conference Services
550 University Ave, 3-213
Toronto, Ontario
M5G 2A2