The Canadian Paediatric Society is a national association of over 3,300 paediatricians, paediatric subspecialists, paediatric residents and other health care professionals who are committed to working together to advance the health of children and youth.

We have and continue to be successful in accomplishing our mission through the unwavering commitment of our membership as well as through support from corporate Canada, whose dedication allows CPS to excel in nurturing excellence in health care, advocacy, education and research.

In this 2016 CPS Sponsorship Opportunities document you will find various activities and projects that CPS is searching support for which include the CPS 2016 Annual Conference and professional and public education opportunities:

2016 Annual Conference Sponsorship Opportunities

Professional Education Sponsorship Opportunities

- Lifelong Learning in Paediatrics Courses
- Education Program for Immunization Competencies (EPIC)
- Online Continuing Medical Education (eCME)

Reaching Paediatricians Sponsorship Opportunities

- CPS News
- CPS eNEWS
- CPS Calendar

Reaching Parents Sponsorship Opportunities

- Your Child’s Health: Front & Centre e-newsletter
- Caring for Kids Website

Unrestricted Grant Support Opportunities
The Canadian Paediatric Society (CPS) held its first annual conference in 1923. Nearly a century later, as our conferences have grown immeasurably in size and scope, they continue to provide exceptional learning opportunities for paediatricians, residents, family physicians and allied health professionals.

The CPS annual conference is the largest regular gathering of child and youth health professionals in Canada. Over 1,000 delegates attend each year to benefit from a wide range of learning forums and topics, always with emphasis on the latest research and practice developments in child and youth health.

Our annual conference is also a prime opportunity for pharmaceutical, vaccine and health care product manufacturers to work with the CPS to support physician education.

We welcome industry and corporate support for this unique paediatric education event by offering these opportunities:

**Sponsorship levels:**
- **$50,000** - PLATINUM
- **$40,000** - GOLD
- **$25,000** - SILVER
- **$10,000** - BRONZE
- **$5,000** - FRIEND OF THE CPS

**Other:**
- **$25,000** - WIFI Sponsor (NEW) (Exclusive)
- **$15,000** - APP Sponsor (Exclusive)
- **$3,500** - Charging Station Sponsor (New)
PLATINUM SPONSOR – $50,000

Platinum sponsorship of the CPS ensures the highest level of corporate visibility, recognition, networking and promotional advantage. This is the only level offering sponsors the opportunity to co-develop an accredited symposium for a targeted audience. Platinum sponsors are publicly recognized by the CPS, with continuous corporate exposure throughout the conference. Platinum sponsors have the opportunity to meet one-on-one with CPS leaders to discuss key child and youth health issues at this and other networking venues throughout the year. A positive, long-term association with the CPS helps Platinum sponsors to network and build unparalleled goodwill within the paediatric health community.

Benefits:
- Complimentary double booth (8’ X 20’) in a prime location
- Prominent recognition, with your corporate logo displayed on conference signage and on the sponsor recognition page of the 2016 CPS Annual Conference Program, app and website (www.annualconference.cps.ca)
- Authorized use, for up to one year, of the CPS conference logo (with the title “Platinum Sponsor of the 2016 CPS Annual Conference”) for your own corporate promotion
- Recognition at the Opening Ceremonies
- Complimentary full registration for 4 representatives
- Recognition of sponsorship on each corporate representative’s name badge
- Corporate recognition in a 2016 edition of the CPS News
- Invitation to the Sponsor Recognition Breakfast at the conference, with the CPS Board of Directors and senior staff in attendance
- Invitation to the Sponsor Summit in Ottawa in the fall of 2016, to meet and discuss key child and youth health issues with CPS leadership and senior staff

Co-developed symposiums

For an additional $25,000 contribution, Platinum sponsors have the opportunity to co-develop, with the CPS, an accredited symposium that meets the learning objectives of our members in a therapeutic area of interest to your company. These unique, 90 minute, educational sessions, held over lunch, always attract a large number of delegates. They are excellent opportunities to meet and work with the CPS, and to increase the knowledge and competencies of paediatricians, residents, family physicians and allied health professionals in an area of child and youth health that is important to you. Because the symposium is accredited for Royal College of Physicians and Surgeons of Canada (RCPSC) Maintenance of Certification (MOC), your session also promotes best practices in paediatric care and positions your company as a strategic supporter of the CPS. This unique opportunity will also be available to companies who provide a $50,000 unrestricted grant to CPS.

Additional benefits:
- Coverage of all expenses: accreditation fees, speaker costs, meeting room rental, audio-visual service, catering and event promotion
- Your company can suggest the topic, learning objectives and speakers for consideration by the CPS's Annual Conference Planning Committee
- Prominent recognition, with your corporate logo displayed on conference signage
- Complimentary invitations for 10 guest paediatricians to attend the symposium
- A phone meeting with representatives from the CPS and session speakers for planning purposes
- A 15-minute “meet and greet” with the chair and speakers before the symposium
- Verbal recognition by the session chair at the symposium
- An opportunity to provide feedback directly to CPS senior staff on-site
- An opportunity to extend session learnings in an online educational piece and in an article published in a post-conference newsletter

To propose a co-developed accredited symposium please contact marlenem@cps.ca for a Proposal Submission Form.
GOLD SPONSOR – $40,000

Gold sponsors have prominent recognition and an unmatched opportunity to reach out to delegates from the conference outset and reinforce their commitment to CPS goals. Gold sponsors have significant access to valuable networking and promotional advantages at this level, such as participation in the Sponsor Recognition Breakfast with the CPS Board of Directors. The 2016 CPS Annual Conference is an ideal venue for Gold sponsors to increase their visibility as a leader in the eyes of the paediatric community and of competitors.

Benefits:
- Complimentary double booth (8’ X 20’) in a prime location
- Prominent recognition, with your corporate logo displayed on conference signage and on the sponsor recognition page of the 2016 CPS Annual Conference Program, app and website (www.annualconference.cps.ca)
- Authorized use, for up to one year, of the conference logo (with the title “Gold Sponsor of the 2016 Canadian Paediatric Society Annual Conference”) for your own corporate promotion
- Recognition at the Opening Ceremonies
- Complimentary full registration for 3 representatives
- Recognition of sponsorship on each corporate representative’s name badge
- Corporate recognition in a 2016 edition of the CPS News
- Invitation to the Sponsor Recognition Breakfast at the conference, with the CPS Board of Directors and senior staff in attendance
- Invitation to the Sponsor Summit in Ottawa in the fall of 2016, to meet and discuss key child and youth health issues with CPS leadership and senior staff

“Outstanding, with a great variety of clinical content and superb speakers”

SILVER SPONSOR – $25,000

Silver sponsors gain visibility and corporate exposure before, during and after the conference. They also have considerable networking advantages at this level, including participation in the Sponsor Recognition Breakfast with the CPS Board of Directors. Silver sponsors receive promotional benefits and can build corporate recognition in a caring community.

Benefits:
- Complimentary booth (8’ X 10’)
- Prominent recognition, with your corporate logo displayed on conference signage and on the sponsor recognition page of the 2016 CPS Annual Conference Program, app and website (www.annualconference.cps.ca)
- Authorized use, for up to one year, of the conference logo (with the title “Silver Sponsor of the 2016 Canadian Paediatric Society Annual Conference”) for your own corporate promotion
- Recognition at the Opening Ceremonies
- Complimentary full registration for 2 representatives
- Recognition of sponsorship on each corporate representative’s name badge
- Corporate recognition in a 2016 edition of the CPS News
- Invitation to the Sponsor Recognition Breakfast at the conference, with the CPS Board of Directors and senior staff in attendance
BRONZE SPONSOR – $10,000

Bronze sponsors have many opportunities to develop their corporate profile within the paediatric community, contribute to various CPS educational activities, showcase products, enhance existing relationships and create new ones through networking.

Benefits:
- Complimentary booth (8’ X 10’)
- Prominent recognition, with your corporate logo displayed on conference signage and on the sponsor recognition page of the 2016 CPS Annual Conference Program, app and website (www.annualconference.cps.ca)
- Authorized use, for up to one year, of the conference logo (with the title “Bronze Sponsor of the 2016 Canadian Paediatric Society Annual Conference”) for your own corporate promotion
- Recognition at the Opening Ceremonies
- Corporate recognition in a 2016 edition of the CPS News
- Invitation to the Sponsor Recognition Breakfast at the conference with the CPS Board of Directors and senior staff in attendance

FRIEND OF THE CPS – $5,000

You can be more than an exhibitor at the CPS annual conference. Friends can raise their profile in a caring community and actively support CPS initiatives or programs.

Benefits:
- Prominent recognition, with your corporate logo displayed on conference signage and on the sponsor recognition page of the 2016 CPS Annual Conference Program, app and website (www.annualconference.cps.ca)
- Corporate recognition in a 2016 edition of the CPS News
NEW  WIFI SPONSOR – $25,000 (Exclusive)

Support an essential service! Our new, exclusive WIFI sponsor provides WIFI/Internet access for everyone attending the CPS annual conference. WiFi users will see your logo whenever they log in: a perfect opportunity to enhance and build your corporate profile.

Benefits:
- Your corporate logo appears on the splash page of the WiFi login, on conference signage and on the sponsor recognition page of the 2016 CPS Annual Conference Program, app and website (www.annualconference.cps.ca)
- Authorized use, for up to one year, of the conference logo (with the title “WIFI Sponsor of the 2016 Canadian Paediatric Society Annual Conference”) for your own corporate promotion
- Recognition at the Opening Ceremonies
- Complimentary full registration for 1 representative
- Recognition of sponsorship on your corporate representative’s name badge
- Corporate recognition in a 2016 edition of the CPS News
- Invitation to the Sponsor Recognition Breakfast at the conference with the CPS Board of Directors and senior staff in attendance

NEW  APP SPONSOR – $15,000 (Exclusive)

Sponsoring our mobile conference APP is a great way to showcase your organization and keep our conference ‘green’. The CPS annual conference APP is now a “must have” for connecting and organizing delegates.

Benefits:
- Your corporate logo on the APP’s home page
- Recognition, with your corporate logo displayed on conference signage and on the sponsor recognition page of the 2016 CPS Annual Conference Program, app and website (www.annualconference.cps.ca)
- Authorized use, for up to one year, of the conference logo (with the title “APP Sponsor of the 2016 Canadian Paediatric Society Annual Conference”) for your own corporate promotion
- Recognition at the Opening Ceremonies
- Complimentary full registration for 1 representative
- Recognition of sponsorship on your corporate representative’s name badge
- Corporate recognition in a 2016 edition of the CPS News
- Invitation to the Sponsor Recognition Breakfast at the conference with the CPS Board of Directors and senior staff in attendance

NEW  CHARGING STATION SPONSOR – $3,500 (per station)

Charging stations are a must to ensure delegate’s electronic devices are fully charged and ready to go! Two charging stations will be set up in a high traffic area, at the Conference, to ease the worry of devices running out of battery, so delegates can continually access all conference details and materials.

Benefit:
- Prominent recognition, with your corporate logo, displayed at charging station

For more information and to secure your conference sponsorship, please contact:
Marlene Murray, Manager of Development, Canadian Paediatric Society
Tel: 613-526-9397 ext. 227  Email: marlenem@cps.ca

CPS 2016 SPONSORSHIP OPPORTUNITIES
Lifelong Learning in Paediatrics Courses

Lifelong Learning in Paediatrics (LLP) courses are an opportunity to discuss key paediatric topics with child and youth health experts in a relaxed and focused environment. They are designed to help paediatric health care professionals enhance their knowledge and diagnostic skills. Attracting an average of 100-125 paediatricians, family physicians, paediatric residents and allied health professionals, they concentrate on specific content areas with daily plenaries and workshops. Participant satisfaction with all aspects of the course – from content to learning opportunities to location – has remained consistently high.

The 2016 LLP Courses are scheduled for:

**Winter 2016 LLP Course**  
February 5 - 7, 2016  
Venue: The Four Seasons Resort and Residences Whistler, Whistler, British Columbia  
Content areas: Developmental paediatrics, Mental health, Neurology, Orthopaedics, and Respirology

**Fall 2016 LLP Course**  
October 21 - 23, 2016  
Venue: Estérel Resort, Estérel, Quebec  
Content areas: Allergy, Emergency medicine, Developmental paediatrics, Infectious diseases and Nutrition

**LLP Co-developed Symposium Sponsor - $40,000**

As an LLP Co-developed Symposium Sponsor, your company has the opportunity to co-develop, with the CPS, an accredited symposium for a targeted audience. You can suggest the topic, learning objectives and speakers for a co-developed symposium to the CPS Continuing Education Committee in a therapeutic area of interest to you. These 90 minute symposiums are held over breakfast or lunch.

**Benefits:**
- Coverage of all expenses: accreditation fees, speaker costs, meeting room rental, audio-visual service, catering and event promotion
- 2 complimentary course registrations
- A complimentary table-top display in a high-profile area
- Special recognition at the course welcome
- Corporate logo recognition on appropriate course material, signage and the course website
- Recognition of sponsorship on each corporate representative’s name badge
- Invitation to the Sponsor Recognition Breakfast at the 2016 Annual Conference, with the CPS Board of Directors and senior staff in attendance

**LLP General Sponsor - $5,000**

Your company will have the distinctive opportunity to increase corporate recognition by interacting with delegates and by taking advantage of the valuable networking and promotional benefits.

**Benefits:**
- 1 complimentary course registration
- A complimentary table-top display in a high-profile area
- Corporate logo recognition on the course website
- Recognition of sponsorship on your corporate representative’s name badge
- Special recognition at the course welcome
**Education Program for Immunization Competencies (EPIC) Course Sponsor - $10,000**

The Education Program for Immunization Competencies (EPIC) is a one-day course based on the guideline *Immunization Competencies for Health Professionals*, developed by the Public Health Agency of Canada and endorsed by all major health professional groups in Canada. The competencies reflect a national consensus on the education and training required by immunization providers. This course is open to residents from Canadian programs in paediatrics, community and family medicine, infectious disease specialists, internal medicine, gynecology as well as physicians, nurses and pharmacists. As an EPIC Course sponsor, you are recognized as a champion of disease prevention.

**Benefits:**

- 1 complimentary course registration
- A complimentary table-top display in a high-profile area
- Special recognition at the course welcome
- Recognition on all appropriate course material and signage
- Recognition on the course website
- Recognition of sponsorship on corporate representative’s name badge
- Invitation to the Sponsor Recognition Breakfast at the 2016 Annual Conference, with the CPS Board of Directors and senior staff in attendance

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**Online Continuing Medical Education (eCME) Course Sponsor - from $60,000 (depending on format)**

As an eCME sponsor you will help update health professionals and expand their medical knowledge at their own pace. On-line courses offer a wide variety of topics on child and youth health reaching over 70,000 healthcare professionals such as family physicians, paediatricians, subspecialists, nurses, and pharmacists. The CPS online courses are developed through unrestricted education grants and created by CPS content experts and electronic instructional designers. They are free, convenient, accredited with sign in/out privileges, evidence-based and always up-to-date. They remain live for one year.
CPS News Sponsor - $25,000 per year or $12,500 per issue
(2 issues per year - Spring 2016 – Fall 2016)

CPS News is a printed newsletter, produced in English and French, and sent to more than 3,300 CPS members, including paediatricians, paediatric residents and allied health professionals. CPS News keeps members up-to-date on current child and youth health issues, while providing information on resources to use in practice settings, topics relating to CPS advocacy, and upcoming educational events.

Benefits:
- CPS News invites only one sponsor per issue and does not accept any other corporate advertising.
- Placement of a one-page ad or other communications piece in the centre of the newsletter. The design, printing and production costs for this piece are the responsibility of the sponsor.
- Invitation to the Sponsor Recognition Breakfast at the 2016 Annual Conference, with the CPS Board of Directors and senior staff in attendance.

CPS eNews Sponsor - $25,000 per year or $5,000 per month
(12 issues per year - January 2016 – December 2016)

CPS eNews is a monthly, bilingual electronic newsletter sent by email to more than 3,300 CPS members, including paediatricians and allied health professionals. CPS eNews focuses on topics relevant to paediatricians and highlights CPS activities. It provides members with timely information on clinical issues, upcoming educational events, advocacy activities, and new statements and practice points. The member response rate to CPS eNews is high. At least 50% of members open and refer to their monthly electronic newsletter, compared with an average of about 26% across the not-for-profit health sector.

Benefits:
- CPS eNews allows only one sponsor per issue, recognized with a single corporate or brand logo. Approval of logo, placement and link from logo is at the discretion of CPS.
- Sponsorship of a full year’s subscription will provide optimal exposure, keeping your company’s brand top of mind of CPS members throughout 2016.
- Full year Sponsor will receive an invitation to the Sponsor Recognition Breakfast at the 2016 Annual Conference, with the CPS Board of Directors and senior staff in attendance.

CPS Calendar Sponsor - $20,000

This colourful, themed and popular calendar is designed especially for members and includes important CPS events, dates and deadlines. It is distributed to over 3,300 CPS members.

Benefits:
- The exclusive sponsor of the member calendar is recognized with a single corporate or brand logo on each month's page.
- Invitation to the Sponsor Recognition Breakfast at the 2016 Annual Conference, with the CPS Board of Directors and senior staff in attendance.
Your Child’s Health: Front & Centre e-newsletter Sponsor - $25,000 per year or $5,000 per issue
(12 issues per year – January 2016 – December 2016)

Your Child’s Health: Front & Centre is a monthly, bilingual electronic newsletter that reaches nearly 5,000 parents and caregivers across Canada. It is designed to drive readers to the Caring for Kids website (www.caringforkids.cps.ca) for trusted information from Canada’s paediatricians, recommendations about child and youth health and seasonal tips. Each monthly issue will have a particular theme, including nutrition (March), immunization (April) and summer safety (June).

Subscriptions to Your Child’s Health: Front & Centre e-newsletter grow daily. The e-newsletter is actively promoted on the Caring for Kids website homepage, via promotional materials in CPS members’ offices and through our social media streams on Facebook and Twitter, where we reach over 11,000 users.

Benefits:
- Your company will be the exclusive sponsor of Your Child’s Health Front & Centre, recognized with a single corporate or brand logo. Approval of logo, placement and link from logo is at the discretion of CPS.
- Sponsorship of a full year will provide optimal exposure, raising brand awareness and keeping your company top of mind among Canadian parents and caregivers in 2015.
- Full year Sponsor will receive an invitation to the Sponsor Recognition Breakfast at the 2016 Annual Conference, with the CPS Board of Directors and senior staff in attendance.

Caring for Kids Website Sponsor - $30,000 per year

The Canadian Paediatric Society’s bilingual website for parents (www.caringforkids.cps.ca / www.soinsdenosenfants.cps.ca) features more than 160 documents on child and youth health. It is a trusted resource for parents looking for up-to-date information about health and development, with a wide range of topics under 8 main headings:
- Pregnancy & Babies
- Healthy Bodies
- Keeping Kids Safe
- Growing & Learning
- Illnesses & Infections
- Behaviour & Parenting
- Teen Health
- Tips & Checklists.

The Caring for Kids website is a popular destination for Canadian families, with more than 270,000 visitors every month. By sponsoring one of the sections of the Caring for Kids website, your company has a unique opportunity to increase brand awareness among paediatricians, families, caregivers and others accessing up-to-date health information about child and youth health.

Benefits:
- As an exclusive sponsor of a section of Caring for Kids for 12 months, your company is highlighted with a corporate or brand logo and a hyperlink to your company's homepage.
- Acknowledgement and thanks on CPS social media channels (professional and public) helps drive CPS members and the public to your company's website (more than 15,000 followers on Twitter and Facebook).
- Invitation to the Sponsor Recognition Breakfast at the 2016 Annual Conference, with the CPS Board of Directors and senior staff in attendance.
An unrestricted grant allows CPS to expand and enhance its work in other areas such as advocacy, public education, surveillance and research that are also vital to CPS and its mission of working together to advance the health of children and youth. An unrestricted grant is the optimal way to support CPS as you will be partnering on projects and programs that the CPS Board of Directors have deemed a priority for 2016.

Benefits:
- Recognition with your corporate logo displayed on the CPS website for the term of one year.
  Placement of logo is at the discretion of CPS.
- Corporate recognition in a 2016 edition of the CPS News
- Invitation to the Sponsor Recognition Breakfast at the 2016 Annual Conference, with the CPS Board of Directors and senior staff in attendance
- Invitation to the Sponsor Summit in Ottawa in the Fall of 2016, to meet and discuss key child and youth health issues with CPS leadership and senior staff

Co-developed symposiums
For the additional cost of $25,000, companies that lend their support through an unrestricted grant are invited to work with CPS to develop an accredited symposium, at the 2016 Annual Conference. These unique, 90 minute, educations sessions, held over lunch, always attract a large number of delegates. They are excellent opportunities to meet and work with the CPS and to increase the knowledge and competencies of paediatricians, residents, family physicians and allied health care professionals.

Additional benefits:
- Coverage of all expenses: accreditation fees, speaker costs, meeting room rental, audio-visual service, catering and event promotion
- Your company can suggest the topic, learning objectives and speakers for consideration by the CPS's Annual Conference Planning Committee
- Prominent recognition, with your corporate logo displayed on conference signage
- Complimentary invitations for 10 guest paediatricians to attend the symposium
- A 15-minute "meet and greet" with the chair and speakers before the symposium
- Verbal recognition by the session chair at the symposium
- An opportunity to provide feedback directly to CPS senior staff on-site
- An opportunity to extend session learnings in an online educational piece and in an article published in a post-conference newsletter
- Complimentary full registration for 4 representatives to the annual conference
- Complimentary double booth (8’ X 20’) in a prime location
- Prominent recognition, with your corporate logo displayed on conference signage and on the sponsor recognition page of the 2016 CPS Annual Conference Program, app and website (www.annualconference.cps.ca)
- Recognition at the Opening Ceremonies

For more information about these 2016 sponsorship opportunities, please contact:

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