



**Canadian  
Paediatric  
Society  
2019  
Sponsorship  
Opportunities**



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 *2019 CPS Sponsorship Opportunities* document you will find various activities and projects that CPS is searching support for which include the CPS 2019 Annual Conference and professional and public education opportunities:

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# Canadian Paediatric Society 96<sup>th</sup> Annual Conference



Toronto, Ontario  
Sheraton Centre Toronto Hotel  
June 6-8, 2019

The Canadian Paediatric Society (CPS) Annual Conference is the **largest accredited educational gathering** of child and youth health professionals in Canada. Each year, over 900 paediatricians, residents, family physicians and allied health professionals attend the conference to enhance and expand their knowledge and skills. Always with an emphasis on the latest research and practice developments in child and youth health, the conference's wide range of educational sessions and topics are consistently well received.

***"The program content was really excellent! I felt the speakers were very well versed in their topics and presented well."***

***"Excellent presentations and many opportunities to meet with friends and colleagues."***

Our conference also provides the perfect forum for delegates to network with their peers and mentors. It is also an excellent opportunity for pharmaceutical, vaccine and health care product manufacturers to work with the CPS to support physician education. As an added bonus, Sponsors have the opportunity to interact directly with delegates on site.

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

## Sponsorship Opportunities:

**\$50,000** - Platinum Sponsor

**\$40,000** - Gold Sponsor

**\$25,000** - Silver Sponsor

**\$10,000** - Bronze Sponsor

**\$3,500** - Recharge Station Sponsor

## Exclusive Sponsorship Opportunities:

**\$25,000** - WIFI Sponsor

**\$15,000** - APP Sponsor





## PLATINUM SPONSOR – \$50,000

Platinum sponsorship of the CPS Annual Conference is the **only level offering sponsors the opportunity to co-develop an accredited symposium** and ensures the highest level of corporate visibility, recognition, networking and promotional advantage. These unique, 75 minute, educational sessions 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 (at an additional cost of \$25,000).



### Recognition Benefits:

- **Complimentary** double booth in a prime location and lead retrieval (Trade Show 2 days)
- One **complimentary** full page bilingual advertisement in the electronic 2019 CPS Annual Conference Final Program
- Prominent recognition with your corporate logo displayed on conference signage and in the electronic 2019 CPS Annual Conference Final Program and on the app and website ([www.annualconference.cps.ca](http://www.annualconference.cps.ca))
- Authorized use, for up to one year, of the CPS conference logo (with the title “Platinum Sponsor of the 2019 CPS Annual Conference”) for your own corporate promotion
- Recognition at the Opening Ceremonies
- **Complimentary** full registration for 4 representatives
- Recognition of sponsorship on your corporate representative’s name badge
- Invitation to the Sponsor Recognition Breakfast at the conference, with the CPS Board of Directors and senior staff in attendance
- Invitation to meet one-on-one with CPS leadership and senior staff to discuss key child and youth health issues
- Corporate recognition in a 2019 edition of the CPS News
- Recognition in Annual Conference daily electronic newsletter

To propose a co-developed accredited symposium please contact [marlenem@cps.ca](mailto:marlenem@cps.ca) for a Proposal Submission Form.

### Co-developed symposium 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 Annual Conference Planning Committee
- A phone meeting with representatives from the CPS and session speakers for planning purposes
- 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



## GOLD SPONSOR – \$40,000



### Recognition Benefits:

- **Complimentary** double booth in a prime location and lead retrieval (Trade Show 2 days)
- One **complimentary** ½ page bilingual advertisement in the electronic 2019 CPS Annual Conference Final Program
- Prominent recognition with your corporate logo displayed on conference signage and in the electronic 2019 CPS Annual Conference Final Program and on the app and website ([www.annualconference.cps.ca](http://www.annualconference.cps.ca))
- Authorized use, for up to one year, of the CPS conference logo (with the title “Gold Sponsor of the 2019 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 your corporate representative’s name badge
- Invitation to the Sponsor Recognition Breakfast at the conference, with the CPS Board of Directors and senior staff in attendance
- Invitation to meet one-on-one with CPS leadership and senior staff to discuss key child and youth health issues
- Corporate recognition in a 2019 edition of the CPS News

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



## SILVER SPONSOR – \$25,000

### Recognition Benefits:

- **Complimentary** booth and lead retrieval (Trade Show 2 days)
- Prominent recognition with your corporate logo displayed on conference signage and in the electronic 2019 CPS Annual Conference Final Program and on the app and website ([www.annualconference.cps.ca](http://www.annualconference.cps.ca))
- Authorized use, for up to one year, of the conference logo (with the title “Silver Sponsor of the 2019 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 your corporate representative’s name badge
- Invitation to the Sponsor Recognition Breakfast at the conference, with the CPS Board of Directors and senior staff in attendance.
- Corporate recognition in a 2019 edition of the CPS News



## BRONZE SPONSOR – \$10,000

### Recognition Benefits:

- **Complimentary** booth (and lead retrieval **(Trade Show 2 days)**)
- Prominent recognition with your corporate logo displayed on conference signage and in the electronic 2019 CPS Annual Conference Final Program and on the app and website ([www.annualconference.cps.ca](http://www.annualconference.cps.ca))
- Authorized use, for up to one year, of the CPS conference logo (with the title “Bronze Sponsor of the 2019 Canadian Paediatric Society Annual Conference”) for your own corporate promotion
- Recognition at the Opening Ceremonies
- Invitation to the Sponsor Recognition Breakfast at the conference, with the CPS Board of Directors and senior staff in attendance.
- Corporate recognition in a 2019 edition of the CPS News



“Excellent networking opportunities throughout the conference.”

## RECHARGE STATION SPONSOR – \$3,500 (per station – 2 available)

### Recognition Benefit:

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





## Exclusive Sponsorship Opportunities

### WIFI SPONSOR – \$25,000 (Exclusive)

The WIFI Sponsor provides the exclusive essential service of helping to deliver WIFI internet access to conference delegates. As the WIFI Sponsor you will receive continual corporate recognition as delegates log in on a daily basis where they will view your company logo.

#### Recognition Benefits:

- Your corporate logo will appear on the splash page of the WiFi login, on conference signage, in the electronic 2019 CPS Annual Conference Final Program and on the app and website ([www.annualconference.cps.ca](http://www.annualconference.cps.ca))
- **Complimentary** booth (and lead retrieval **(Trade Show 2 days)**)
- Authorized use, for up to one year, of the CPS conference logo (with the title “APP Sponsor of the 2019 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
- Invitation to the Sponsor Recognition Breakfast at the conference with the CPS Board of Directors and senior staff in attendance.
- Corporate recognition in a 2019 edition of the CPS News

### APP SPONSOR – \$15,000 (Exclusive)

The mobile APP keeps delegates up to date on the Conference schedule. It is an excellent opportunity to showcase your organization as delegates download and continually refer to the APP throughout the conference to ensure they don’t miss out on any educational sessions. 76% of delegates downloaded the APP at the 2018 Annual Conference and we expect this to grow as CPS no longer provides an Annual Conference printed program.

#### Recognition Benefits:

- Your corporate logo on the APP’s home page
- **Complimentary** booth and lead retrieval **(Trade Show 2 days)**
- Prominent recognition with your corporate logo displayed on conference signage and in the electronic 2019 CPS Annual Conference Final Program and on the app and website ([www.annualconference.cps.ca](http://www.annualconference.cps.ca))
- Authorized use of the CPS conference logo (with the title “APP Sponsor of the 2019 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
- Invitation to the Sponsor Recognition Breakfast at the conference with the CPS Board of Directors and senior staff in attendance
- Corporate recognition in a 2019 edition of the CPS News

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](mailto:marlenem@cps.ca)



### **NEW – Education Program for Immunization Competencies (EPIC) Online Program - \$25,000**

Newly updated, the Education Program for Immunization Competencies (EPIC) has become the leading immunization online education program for healthcare professionals in Canada. EPIC provides not only a complete overview of the *Immunization Competencies for Health Professionals* but practical tips on consistent approaches to build public confidence in vaccine efficacy and safety as well as best practices to communicate and to dispel myths.

With 14 bilingual accredited modules, EPIC Online lays out the essential topics for safe and effective immunization practices and provides an excellent overview of core knowledge and training in a complex field:



1. The Immune System and Vaccines
2. Vaccine Preventable Diseases
3. Vaccine Development and Evaluation
4. The Types of Immunizing Agents and their Composition
5. Population Health
6. Communications
7. Storage and handling of Immunization Agents
8. Administration of Immunizing Agents
9. Adverse Events Following Immunization
10. Documentation
11. Populations Requiring Special Considerations
12. The Canadian Immunization System
13. Immunization Issues
14. Legal and Ethical Aspects of Immunization

Each module is self-directed with downloadable tools and resources, online discussion forums, video presentations and pre and post-tests. To date, over 10,000 healthcare professionals have completed EPIC online. Several regulatory bodies, university programs and Provincial/Territorial agencies have also incorporated the EPIC online modules into their programs and certifications.

### **Online Continuing Medical Education (eCME) Course Sponsor**

**- starting from \$60,000** (depending on format)

eCME courses are essential in helping health professionals expand their medical knowledge. Through the support of an unrestricted grant, eCME Sponsors allow CPS content experts and electronic instructional designers to develop a variety of online accredited courses. The courses will highlight various topics of child and youth health. They are free and remain live for one year which allows family physicians, paediatricians, subspecialists, nurses and pharmacists the opportunity to learn at their own pace.







## Lifelong Learning in Paediatrics Courses

Lifelong Learning in Paediatrics Courses (LLPS) allow paediatricians, family physicians, paediatric residents and health care professionals the opportunity to enhance their knowledge and diagnostic skills in a relaxed and focused environment. The courses, which attract an average of 100 - 125 participants concentrate on specific content areas. The daily plenaries and workshops allow for open discussion and hands-on learning, which enhances the popularity of these educational opportunities.

### The 2019 LLP Courses are scheduled for:

#### Winter 2019 LLP Course

**February 22-24**

Venue: Four Seasons Resort & Residence Whistler, Whistler, British Columbia

Content areas: Allergy, cardiology, dermatology and surgery

#### Fall 2019 LLP course

**October 25-27**

Venue: Kingbridge Conference Centre & Institute, King City, Ontario (20 minutes from Toronto Pearson International Airport)

Content area: Mental health and mental health care

## LLP Co-developed Symposium Sponsor - \$30,000

LLP Co-developed Symposium Sponsors have the opportunity to co-develop an accredited symposium with the CPS. You can suggest topics, learning objectives and speakers to the CPS Continuing Education Committee in a therapeutic area of interest to you. The 75 minute symposiums, that are held over breakfast and lunch, are the perfect opportunity to support Canadian paediatricians, family physicians, paediatric residents and health care professionals as they further develop their knowledge and skills.

### Recognition Benefits:

- **Complimentary** table-top display in a high-profile area
- **Complimentary** full registration for 2 representatives
- Prominent recognition with your corporate logo displayed on LLP signage and website
- Recognition of sponsorship on your corporate representative's name badge
- Invitation to the Sponsor Recognition Breakfast that is held during the CPS Annual Conference, with the CPS Board of Directors and senior staff in attendance
- Corporate recognition in a 2019 edition of the CPS News

### Co-developed symposium 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 Continuing Professional Development Committee
- A phone meeting with representatives from the CPS and session speakers for planning purposes
- Special recognition at the course welcome and a verbal recognition by the chair at the symposium
- An opportunity to extend session learnings in an online educational piece
- An opportunity to get feedback from the course evaluation

## LLP General - Table-Top Sponsor - \$3,000

### Recognition Benefits:

- **Complimentary** course registration for 1 representative
- **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



## REACHING PAEDIATRICIANS

### **CPS News Sponsor - \$30,000 per year or \$15,000 per issue**

(2 issues per year - Spring 2019 – Fall 2019)

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.

#### **Recognition 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. Approval of the advertisement is at the discretion of CPS.
- Invitation to the Sponsor Recognition Breakfast at the 2019 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 2019 – December 2019)

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 22% across the not-for-profit health sector.

#### **Recognition Benefits:**

- CPS eNews allows only one sponsor per issue, recognized with a banner advertisement with link. Approval of advertisement, placement and link are at the discretion of CPS
- Sponsorship of a full year's subscription will provide optimal exposure, keeping your company's brand top of mind among CPS members throughout 2019
- Full-year sponsor will receive an invitation to the Sponsor Recognition Breakfast at the 2019 Annual Conference, with the CPS Board of Directors and senior staff in attendance
- Corporate recognition in a 2019 edition of the CPS News





## REACHING PARENTS

### **Your Child's Health: Front & Centre e-newsletter Sponsor - \$25,000 per year or \$5,000 per issue**

(12 issues per year – January 2019 – December 2019)

More and more Canadian parents and caregivers are turning to Your Child's Health: Front & Centre e-newsletter for expert recommendations and child and youth health care tips. With information from Canadian paediatricians, this monthly, bilingual electronic newsletter is a popular resource! Each issue focuses on a particular theme, such as nutrition, immunization and summer safety and drives readers to the CPS Caring for Kids website ([www.caringforkids.cps.ca](http://www.caringforkids.cps.ca)) for more extensive information.

With nearly 6,000 subscribers, Your Child's Health: Front & Centre e-newsletter continues to grow. It is actively promoted on the Caring for Kids website homepage, via promotional materials in CPS members' offices and through CPS social media streams on Facebook and Twitter where we reach over 25,000 followers.

#### **Recognition Benefits:**

- Your company will be the exclusive sponsor of Your Child's Health Front & Centre, recognized with a banner advertisement with link. Approval of advertisement, placement and link are 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 2019
- Full-year sponsor will receive an invitation to the Sponsor Recognition Breakfast at the 2019 Annual Conference, with the CPS Board of Directors and senior staff in attendance





## **Caring for Kids Website Sponsor** **5 million visits annually and growing!**

### **Two Sponsorship Opportunities:**

#### **Caring for Kids Website Sponsor (Exclusive Opportunity)**

#### **Caring for Kids Website Section Sponsor - \$30,000 (per section - per year)**

The CPS Caring for Kids website continues to be the go-to resource for Canadian parents and caregivers seeking information on all aspects of child and youth health care and development. Readers have access to expert guidance and recommendations through more than 180 documents and videos reviewed by paediatricians across Canada.

The website contains health care information under 8 different headings:

- Pregnancy & Babies
- Healthy Bodies
- Keeping Kids Safe
- Growing & Learning
- Illnesses & Infections
- Immunization
- Behaviour & Parenting
- Teen Health

The **Caring for Kids** website continues to grow in popularity. As an exclusive sponsor, your company has the unique opportunity to increase brand awareness to over **5 million** visitors who refer to the website annually for trusted and reliable information on child and youth health.

### **Caring for Kids Website Sponsor Recognition Benefits:**

- As the 12-month exclusive sponsor, your company is highlighted with a corporate or brand logo and a link, to your company's homepage, **on all 9 home pages** of the Caring for Kids website (the home page and all 8 section index pages). Approval of the logo, placement of logo and link are at the discretion of CPS
- 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 25,000 followers on Twitter and Facebook)
- Invitation to the Sponsor Recognition Breakfast at the 2019 Annual Conference, with CPS Board of Directors and senior staff in attendance
- Invitation to meet one-on-one with CPS leadership and senior staff to discuss key child and youth health issues

### **Caring for Kids Website Section Sponsor Recognition Benefits:**

- Placement of your corporate or brand logo in the sponsored section of the Caring for Kids website for 12-months with the reference of "This section of Caring for Kids is supported with an unrestricted grant from (your company name)." Approval of the placement of logo and link are at the discretion of CPS
- A link will be provided from the CPS website to your company's website. In addition, the Caring for Kids logo may be featured on your corporate website with a link back to the sponsored section
- Your company can use the Caring for Kids logo in their consumer and physician brochures to direct consumers to the sponsored section of the website for a period of 12-months
- Acknowledgement and thanks in Your Child's Health: Front & Centre (CPS parent e-newsletter) sent to a list of more than 6,000 subscribers
- Acknowledgement and thanks on CPS social media channels (professional and public) to drive members and general public to the web page (more than 25,000 followers on Facebook and Twitter)
- Acknowledgement and thanks in a CPS e-newsletter sent to more than 3,300 CPS members, encouraging paediatricians to refer patients to this section of the site and share resources
- Corporate recognition in a 2019 edition of the CPS News



## UNRESTRICTED GRANT SUPPORT – \$50,000

Your support of an unrestricted grant will allow the Canadian Paediatric Society to enhance its work in areas that CPS members have deemed a priority in improving the health and well-being of Canadian children and youth. Over the next 5 years, the CPS will focus on projects and initiatives that are outlined in the **CPS Strategic Framework** [www.cps.ca/en/about-apropos/strategic-framework](http://www.cps.ca/en/about-apropos/strategic-framework). The CPS will also continue to advocate for universal immunization programs and will continue to publish a biennial “report card” of how our country is succeeding or failing in various child and youth health and safety issues.

### The Canadian Paediatric Society's top priorities for 2019 are:

#### Pursue health equity for First Nations, Inuit and Métis children and youth:

- Facilitate the routine use of clinically relevant guidelines to care for Indigenous children and youth, ensuring that these guidelines reflect the unique nature of providing health care in remote communities
- Advocate for improvements to existing mechanisms for service coverage and delivery
- Enhance health professional education on Indigenous child and youth health
- Be an active participant in reconciliation with Indigenous communities

#### Strengthen child and youth mental health and mental health care:

- Increase the competency of child and youth health providers to promote mental wellness and to prevent, diagnose and treat mental health disorders in children and youth
- Advocate for expanded access to publicly funded treatment for children and youth, including psychology, school-based mental health and developmental services, and specialized inpatient and residential programs
- Support families with children and youth struggling with mental health issues
- Enhance the ability of health professionals to prevent and treat misuse of marijuana, alcohol and other substances

#### Expand access to safe and effective medications and therapeutics:

- Advocate for increased access to life-saving and life-sustaining medications, formulations, therapeutics, medical supplies and other essential health care services
- Advocate for a federal drug and medical device regulatory framework that meets or exceeds international best practices
- Guide and support appropriate “off-label” drug use for children and youth
- Promote child health research, with a focus on paediatric medications, therapeutics and clinical trials

#### Nurture early childhood development:

- Educate clinicians about key concepts in social and emotional development
- Improve parent understanding of social and emotional development and what they can do to support it
- Promote supportive relationships as fundamental to healthy child development
- Promote the integration of the science of adverse childhood experiences into clinical practice
- Promote an integrated system for early child development services and programs that is evidence-based and universally-available

#### Protecting children and youth through better immunization programs:

- Advocate for better immunization programs across the country
- Work with the Federal, Provincial and Territorial Ministers of Health towards the creation of an immunization schedule and a true national registry.

### Recognition Benefits:

- Opportunity to co-develop an accredited, educational symposium with CPS at the 2019 Annual Conference (at an additional cost of \$25,000)
- Recognition with your corporate logo displayed on the CPS website for one year. Placement of logo is at the discretion of CPS
- Invitation to the Sponsor Recognition Breakfast at the 2019 CPS Annual Conference, with CPS Board of Directors and senior staff in attendance
- Invitation to meet one-on-one with CPS leadership and senior staff to discuss key child and youth health issues
- Corporate recognition in a 2019 edition of the CPS News

#### For more information about these 2019 sponsorship opportunities, please contact:

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