

# Sponsorship Opportunities 2018

## VISION

to equip every health care practitioner with the tools necessary to provide the right care to critically ill patients, anytime, anywhere

## MISSION

to turn science into practice

Internationally recognized, the Critical Care Canada Forum offers leading-edge science through a program that is designed to provide the most current and relevant information to the critical care community.

Critical Care is a high-growth practice area with increasing recognition as an urgent, cross-disciplinary necessity. CCCF works closely with its business partners to increase profile and relevance as leaders in this increasingly important discipline. No other critical care meeting in Canada has so many decision-makers in attendance.

The CCCF is the primary forum in Canada for doctors, nurses, respiratory therapists, pharmacists and front-line staff to collaborate on shared knowledge across disciplines, departments and institutions. It is the most significant CME event in Canada.

Renowned for an outstanding international faculty, the Forum provides the most current information on issues and research in critical care, delivering on our promise of leading science and leading practice. The scientific program receives outstanding reviews and covers a broad range of issues, designed for those in ICUs, Emergency Rooms, Transport Medicine, Cardiac Care, Anesthesiology and all Acute Care areas throughout the health care system.

In addition to the scientific program, the CCCF also designs a limited number of specialized programs in partnership with top-level sponsors. These can include auxiliary symposia, pre-conference workshops, Talk with Experts and Advisory Board Meetings. These unique programs take place during CCCF or at other times during the year, providing direct access to key decision makers with the guidance of CCCF officials. In this way, the CCCF provides exceptional value to sponsors, ensuring that your investment achieves maximum results.

The scientific program is interspersed with networking opportunities and the exhibit hall is the hub of the conference, hosting demonstrations, e-poster presentations, all breaks and lunches.

## CCCF ADVISORY BOARD

Brian P. Kavanagh, CCCF Chair  
Niall D. Ferguson, CCCF Scientific Chair  
Stephen E. Lapinsky  
Arthur S. Slutsky  
Damon Scales  
Robert Fowler  
Thomas E. Stewart  
Shelly Dev  
Claudia dos Santos  
David J. Klein  
Dominique Piquette

## CONTACT US

For more information on Sponsor and Exhibitor opportunities please contact the CCCF Secretariat

### Cass Bayley - Sponsorship

Direct: (519) 263-6000  
[cass@criticalcarecanada.com](mailto:cass@criticalcarecanada.com)

### Rebecca Darling - Exhibits

Direct: (519) 263-6001  
[exhibitors@criticalcarecanada.com](mailto:exhibitors@criticalcarecanada.com)

## WEBSITE

The official website will be regularly updated with details of the program  
[www.criticalcarecanada.com](http://www.criticalcarecanada.com)

The official meeting of



## CCCF PROGRAM

The scientific program is chaired by Dr. Niall Ferguson and designed to provide the most current and compelling issues. The program includes plenary sessions, focused tracks, invited lectures, debates, workshops, sponsored symposia (not 'sessions') plus oral and e-poster sessions.

**Topics can include:** Anaesthesia, Antibiotics, ARDS and acute lung injury, Artificial airways, Brain injury, Cardiology, Cardiovascular monitoring, Clinical governance, COPD, CPR,

Critical care organization, Delirium, ECLS, Emergency medicine, End of Life, Ethics, Hyperbaric oxygen, ICU information systems, Imaging, Infection, Liver failure, Mechanical ventilation, Monitoring, Muscle relaxant, Neurological disease, Neuromuscular blockers, NHI, Nursing, Nutrition, Pediatric anaesthesia, Pediatric intensive care, pain management, perioperative medicine, Renal failure, Sedation and analgesia, Tele-ICU, Toxicology.

## CCCF Sponsorship Options

### PLATINUM SPONSOR \$75,000

#### BENEFITS:

- Up to 20' x 20' exhibit space in primary location
- Lunch Symposium
- Private one-hour "Talk with the Experts" with your senior officials and four CCCF faculty
- Logo recognition as Platinum Sponsor in all promotional materials
- Presentation to company officials as Platinum Sponsor at the Welcome Reception
- Logo on the CCCF website with live link
- Designated sponsor of Welcome Reception
- Featured Sponsor in e-promotion
- 10 full conference registrations
- Banner placement in a primary location (provided by client)
- Opportunity to meet with members of the CCCF Advisory Board in advance to assist with planning
- Exhibitor listing in bold with Platinum recognition

### GOLD SPONSOR \$60,000

#### BENEFITS:

- Up to 20' x 20' exhibit space
- Breakfast Symposium  
Private 30 minute "Talk with Experts" with your senior officials and four CCCF faculty members
- Logo recognition as Gold Sponsor in all promotional materials
- Presentation to company officials as Gold Sponsor at the Welcome Reception
- Logo on CCCF website with live link
- Acknowledgement from the podium at Opening Plenary and on-site signage
- Eight full conference registrations
- Exhibitor listing in bold with Gold recognition

The Exhibit Hall is completely carpeted and each booth is provided with draped table, and two chairs.

Lunch and breaks from Wednesday to Friday.

### SILVER SPONSOR \$40,000

#### BENEFITS:

- 10' x 10' exhibit space in primary location
- Dedicated sponsor of one nutrition break in exhibit hall
- Logo acknowledgement as Silver Sponsor in all promotional materials
- Logo on CCCF website
- Acknowledgement from the podium at Opening Plenary and on-site signage
- Four full conference registrations
- Exhibitor listing in bold with Silver recognition

### BRONZE SPONSOR \$25,000

#### BENEFITS:

- 10 x 10 exhibit in primary position (placement after Platinum, Gold & Silver sponsors)
- Dedicated sponsor of continental breakfast for delegates
- Logo acknowledgement as Bronze Sponsor in all promotional materials
- Logo on CCCF website
- Two full conference registrations
- Exhibitor listing in bold with Bronze recognition

### SUPPORTING SPONSOR/ EXHIBITOR \$5,000

#### BENEFITS:

- This entitles the company to a 10 x 10 exhibit, recognition as a Supporting Sponsor and two complimentary full registrations.

**STANDARD EXHIBIT ONLY \$3,500**  
**CORNER EXHIBIT \$3,800**

# Sponsorship Events / A La Carte Options

## BREAKFAST SYMPOSIUM

**\$25,000**

### ONE HOUR

- Opportunity to access CCCF international faculty for speaker
- CCCF Board guidance on topic / speaker
- Advance promotion of Breakfast Symposium (details to be reviewed)
- Recognition of Breakfast Symposium Sponsorship
- Sponsor can access room 15 minutes prior to start time for set up
- Up to 150 people can be accommodated
- Includes standard audio-visual equipment - Laptop, Projector, Screen, Podium with Mic, Panel mics, Q & A mics in audience
- Signage at entrance and at registration
- Promotion on Mobile App with push notifications to delegates
- Product display and material distribution in room
- Electronic promotions to delegates in advance

**Catering is additional - 3 menu choices to select from**

## LUNCH SYMPOSIUM

**\$35,000**

### ONE HOUR

- Opportunity to access CCCF international faculty for speaker
- CCCF Board guidance on topic / speaker
- Advance promotion of Breakfast Symposium (details to be reviewed)
- Recognition of Lunch Symposium Sponsorship
- Sponsor can access room 15 minutes prior to start time for set up
- Up to 150 people can be accommodated
- Includes standard audio-visual equipment - Laptop, Projector, Screen, Podium with Mic, Panel mics, Q & A mics in audience
- Signage at entrance and at registration
- Promotion on Mobile App with push notifications to delegates
- Product display and material distribution in room
- Electronic promotions to delegates in advance

**Catering is additional - 3 menu choices to select from**

## FELLOW'S DAY

**\$35,000**

This is an outstanding partnership to support more than 150 invited Fellows for a program of exceptional learning with the CCCF international faculty.

- Signage
- Complimentary registrations (2)
- Recognition from the podium
- Advance promotion
- Recognition on website and on conference app

## LUNCH

**\$4,000 per day**

The sponsor may brand the Exhibit Hall buffet stations with the sponsor's logo and announcements will be made during the lunch. Full profile in advance and on-site materials and signage is included.

## WELCOME RECEPTION

**\$10,000**

Tuesday November 1. Sponsorship of the Welcome Reception will present a networking opportunity during the early part of the Forum, providing your company with an excellent opportunity to welcome the delegates. This sponsorship includes:

- Signage at entrance of Reception
- Promotion and push notifications via conference app
- Signage and flyers on-site
- Recognition from the podium
- Logo and direct link to your home page on the conference website

## THE CCCF MOBILE APP

**\$7,500**

This will be the second year of using an app with a high success rate. This provides strong profile for the sponsor with advance promotion, onsite and post conference. There are many interesting opportunities within the app which can be demonstrated.

## NUTRITION BREAKS

**\$7,500**

The sponsor will be recognized in the program, on conference app, signage at the break stations.

## DEVELOPMENT SPONSORS

**\$1,500 ++**

We invite companies to show their commitment to the sustained development of our industry by sponsoring students and trainees to attend the Forum. CCCF offers tiered sponsorship of delegates from flight, registration and accommodation.