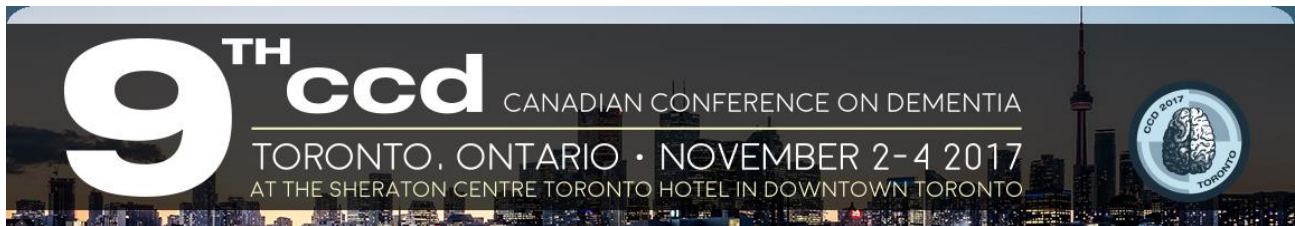


9THccd CANADIAN CONFERENCE ON DEMENTIA
TORONTO, ONTARIO • NOVEMBER 2-4 2017
AT THE SHERATON CENTRE TORONTO HOTEL IN DOWNTOWN TORONTO



EXHIBITOR & SPONSORSHIP
PROSPECTUS



Dear Partners,

On behalf of the planning committee, I am pleased to present the 9th Canadian Conference on Dementia (CCD) taking place in Toronto, Ontario from November 2-4, 2017. 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 & 2015), 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), Canadian Academy of Geriatric Psychiatry (CAGP), Canadian Institutes of Health Research (CIHR) and the Alzheimer Society of Canada, all of whom are represented on the organizing committee.

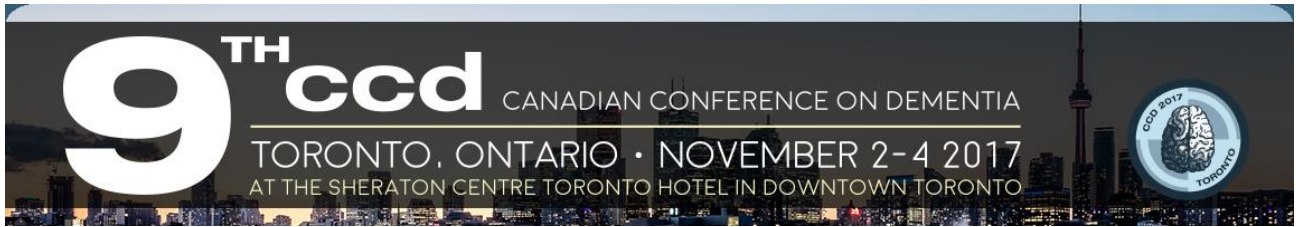
On behalf of the Organizing Committee we cordially invite you to actively participate in this Conference. Sponsorship of this event is an effective method of reaching your target audience. As an event exhibitor/sponsor, you will benefit from the marketing exposure from the event. Furthermore, your participation 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.

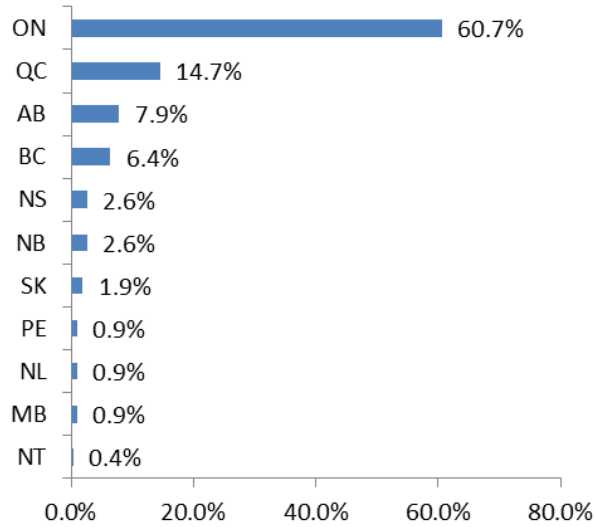
For those of you who have participated as an exhibitor/sponsor in the past, thank you and we look forward to putting forth a successful event once again. As for our newcomers, I look forward to working with you and meeting you at the event. Please browse through this package and let us find a marketing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

On Behalf of the 9th Canadian Conference on Dementia,

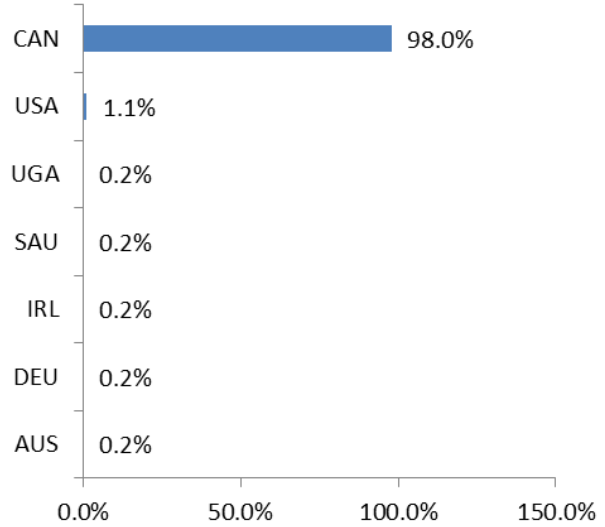
Kim Hussey
Manager, Conference Services
University Health Network – Education
sponsorshipCETS@uhn.ca



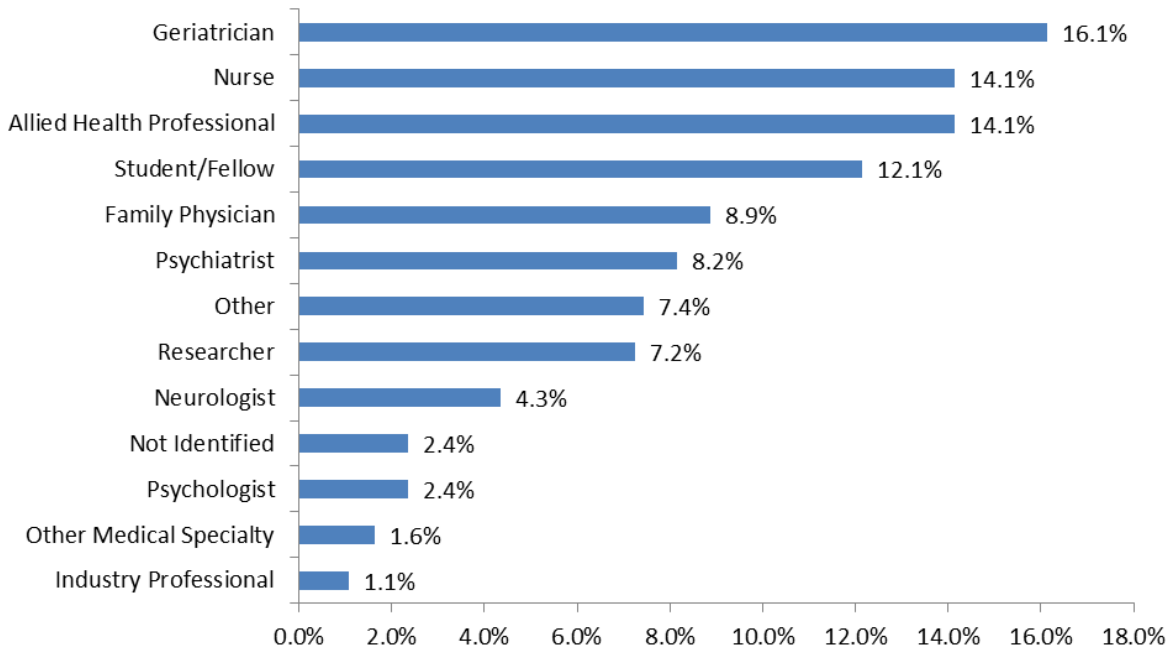
Audience Profile (2015 CCD)



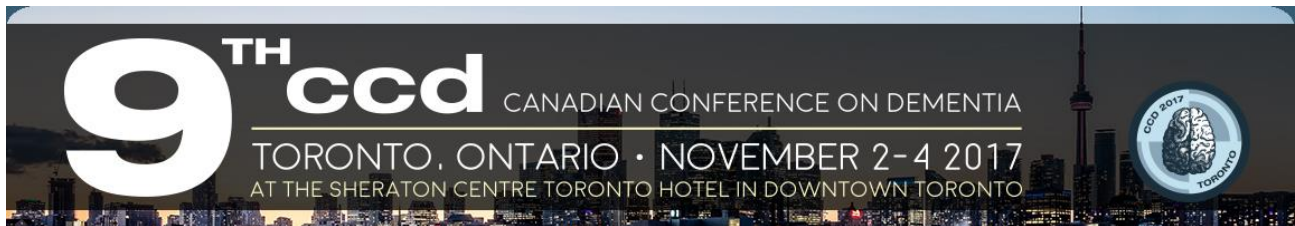
Geographic Location by Province



Geographic Location by Country



Audience by Profession



Sponsorship Levels

Diamond Sponsor - \$50,000

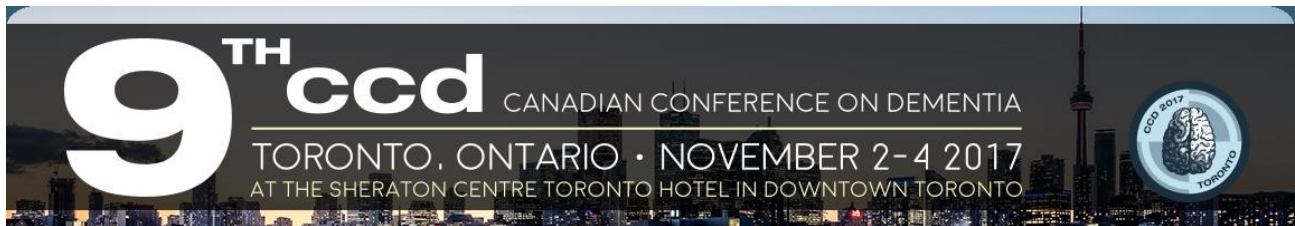
Named as **Diamond Sponsor** and receive the following benefits:

- **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 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 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



Sponsorship Levels

Gold Sponsor - \$20,000

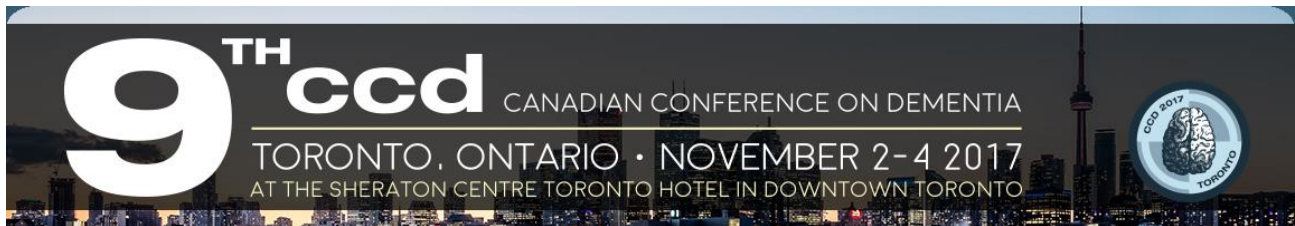
Named as **Gold Sponsor** and receive the following benefits:

- 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 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 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



Sponsorship Levels

Bronze Sponsor - \$5,000

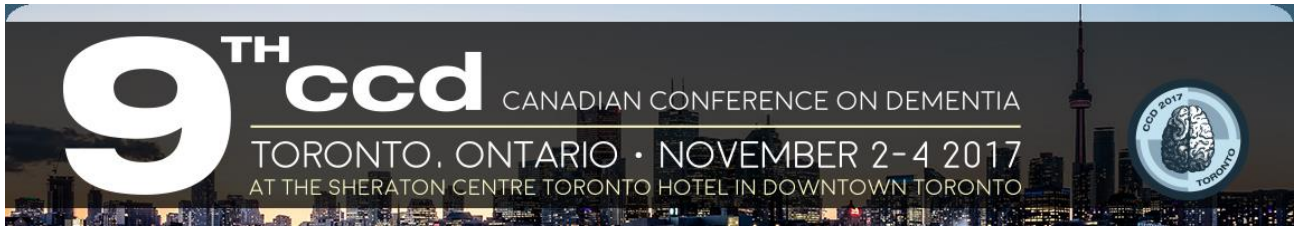
Named as **Bronze Sponsor** and receive the following benefits:

- 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 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
- Exhibitors who wish to attend the conference sessions must register and pay registration fees

** 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 9th Canadian Conference on Dementia on November 2-4, 2017.

Name: _____

Title: _____

Company: _____

Address: _____

City: _____ **Postal Code:** _____

Telephone: _____ **Email:** _____

Sponsorship Package

- | | |
|--|--|
| <input type="checkbox"/> Diamond (\$50,000) | <input type="checkbox"/> Silver (\$10,000) |
| <input type="checkbox"/> Platinum (\$30,000) | <input type="checkbox"/> Bronze (\$5,000) |
| <input type="checkbox"/> Gold (\$20,000) | <input type="checkbox"/> Exhibitor (\$2,000) |

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: _____ **CVC:** _____

Amount: _____

Signature: _____ **Date:** _____

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 has not been received at that time, the contract will become null and void.

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

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