



Sponsorship Prospectus

2018 Annual Conference of the Canadian Society of Clinical Chemists

June 3-6, 2018, Ottawa



www.csc.ca



Sponsorship Opportunities

Platinum \$20,000

All Gold level entitlements PLUS

- Corporate logo on delegate conference receipts
- First opportunity for an Industry Workshop (application must be received by February 29, 2018)
- 2 Complimentary Registrations
- 1 Additional Exhibitor Nametag (4 Total)
- 1 Additional Opening Reception Ticket (4 Total)
- 1 Additional Banquet Ticket (4 Total)
- First opportunity to be recognized as sponsor of a social event or meal (option must be received by February 29, 2018)

Gold \$15,000

All Silver level entitlements PLUS

- Second opportunity for an Industry Workshop (application must be received by February 29, 2018)
- Premium location for booth in exhibit area (contract must be received by February 29, 2018)
- 1 Additional Exhibitor Nametag (3 Total)
- 1 Additional Opening Reception Ticket (3 Total)
- 1 Additional Banquet Ticket (3 Total)
- Reserved table at banquet, if desired
- 1 e-blast to pre-conference attendance list¹
- Banner Ad on Conference Website
- Second opportunity to be recognized as sponsor of a social event or meal (option must be received by February 29, 2018)

Silver \$10,000

All Bronze level entitlements PLUS

- Third opportunity for an Industry Workshop (application must be received by February 29, 2018)
- 1 Additional Exhibitor Nametag (2 Total)
- 1 Additional Opening Reception Ticket (2 Total)
- 1 Additional Banquet Ticket (2 Total)
- Third opportunity to be recognized as sponsor of a social event or meal (option must be received by February 29, 2018)
 - Welcome Reception - Gala Reception
 - Gala Banquet - Lunches
 - Breaks

Bronze \$5,000

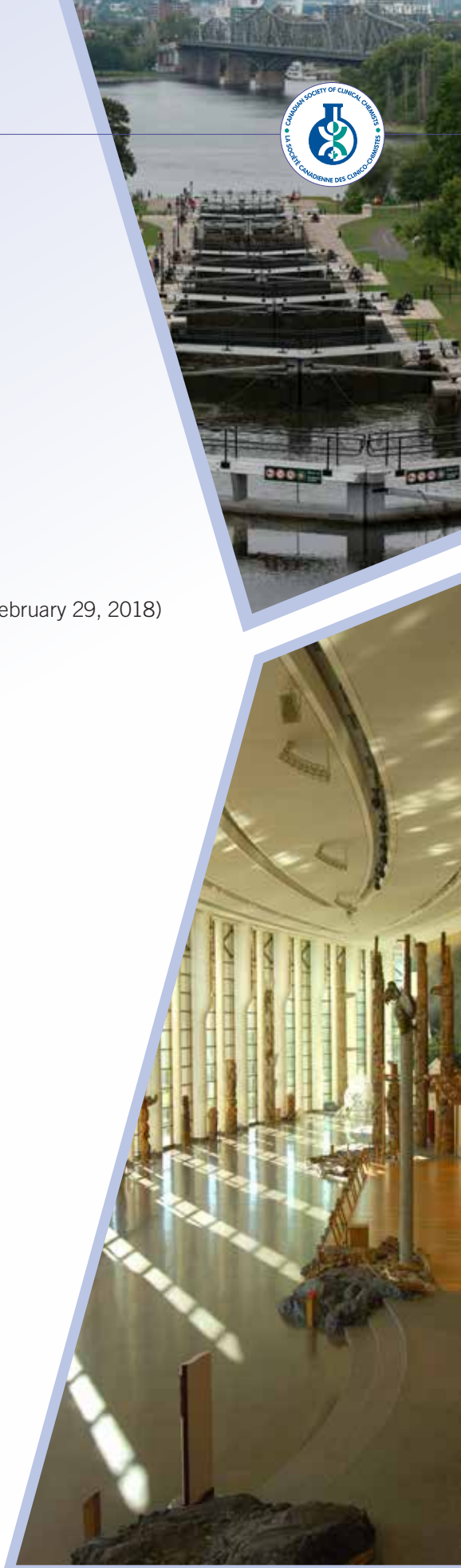
All Friend level entitlements PLUS

- Fourth opportunity for an Industry Workshop (application must be received by February 29, 2018)
- 1 Exhibitor Nametag
- 1 Opening Reception Ticket
- 1 Banquet Ticket

Friend \$2,500

- Recognition in program/app by sponsorship category
- Website recognition with hyperlink
- Corporate logo on onsite sponsor recognition signage
- Fifth opportunity for an Industry Workshop (application must be received by February 29, 2018)
- 1 Complimentary Exhibit Booth

¹ e-blast will be sent to attendees via conference office



Supplemental Opportunities

Hotel Key Card Sponsor \$1,500 (1 available)

- Logo on all hotel key cards provided to delegates registered in the official block at the conference hotel

Hotel Room Drop Sponsor \$1,000 (2 available)

- Promotional materials in the delegates' rooms at the conference hotel

Nametag Lanyard Sponsor \$1,500 (1 available)

- Branded nametag lanyards for the delegates (Lanyards to be provided by sponsor)

Delegate Bag Sponsor \$1,500 (1 available)

- Logo on the delegate bags (Bags to be provided by sponsor)

Delegate Gift Sponsor \$1,000 (1 available)

- Logo on the delegate gifts (Gifts to be provided by sponsor)

Pens/Notepads \$500 (1 available each)

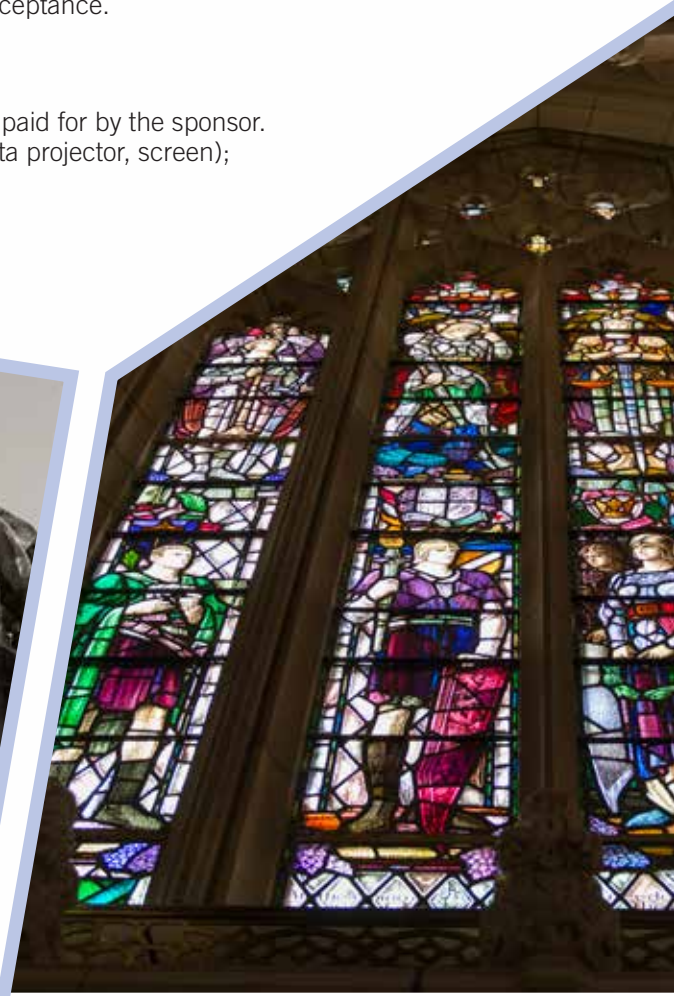
- Provide pens or notepads to be included in each delegate bag

Delegate Bag Insert \$500

- Provide an insert to be included in each delegate bag (must not exceed 8½" x 11" and must be collated, folded or stapled as required for insertion)

Industry Workshop \$2,500

- Completed application to be submitted to Conference Office for acceptance. (Application must be received by February 29, 2018)
- Signage during Workshop
- Opportunity to provide handout during workshop
- All food and beverage served at the session are to be ordered and paid for by the sponsor.
- Basic audio-visual set up will be provided (laptop for presenter, data projector, screen); additional equipment to be ordered and paid for by the sponsor



Sponsorship Benefits

The Annual Conference provides a number of benefits to enhance the experience for sponsors and attendees.

Enhancements include:

Pre-Conference Exposure

- Recognition in the summer issue of CSCC Newsletter
- Advance attendee list provided for pre-conference engagement
- Social media with conference and exhibitor updates
- Pre-conference e-blast with sponsor information and schedule of events to all CSCC members, not just conference attendees
- Logo on home page of conference website
- Logo in all email communications

At the Conference

- Conference app including links to sponsor websites
- Social Media with sponsor information/updates and contact information
- Bar-coded attendee nametags (name, location, and email contact)
- Sponsored Workshops (breakfast or afternoon sessions available)

Post-Conference Exposure and Feedback

- Post-conference e-blast to all attendees with sponsor information and highlights
- Sponsors will be provided with all attendee feedback related to the exhibits
- Opportunity for CSCC to receive feedback and suggestions from the sponsors



General Information for Exhibitors

Exhibit Only Option: \$2,000/Booth

Why Exhibit?

You will have the opportunity to introduce your company's products and services to key decision makers in laboratory medicine, including Clinical Chemists and Medical Biochemists. These professionals want to make the most informed decision possible. Your company should be there to ensure our attendees have all the facts they require for decision making. Take advantage of this opportunity to strengthen existing relationships and establish new ones while exhibiting!

Location:

The Fairmont Chateau Laurier Hotel
1 Rideau Street
Ottawa, ON K7N 8S7

Move-in Period:

Sunday June 3, 2018 from 12:00 to Monday June 4, 2018 at 11:00

Display Period:

Monday June 4, 2018 - 12:00 - 19:00
Tuesday June 5, 2018 - 10:00 - 16:00

Move-out Period:

Tuesday June 5, 2018 starting after the afternoon break until midnight

Booth Specifications:

Standard booths are 10' wide by 8' deep with a framework of an 8' high draped backdrop and three (3) foot high sidewings.



Terms of Payment:

Full payment for each booth requested should be made at time of booking. Cheques should be payable to "CSCC Conference"

Standard Booth Includes:

1 draped booth
1 standard electrical outlet
1 draped table, 1 chair
Company's name and booth location listed in Program /App
Twenty-four hour security will be provided at the hotel during move-in, display, and move-out

Standard Booth Does Not Include:

Carpeting, Waste Basket, Signage, Storage. These and other items you require may be ordered from the official suppliers, order forms will be included in the Exhibitor Manual.
(Note that the exhibit hall at the hotel is carpeted)

Display Restrictions:

All displays must stay within the boundaries of the booth. Backwall height restrictions is eight (8) feet. Sidewalls and display fixtures occupying the front one-half of the exhibit space (five (5) feet in from the aisle) cannot exceed a height of four (4) feet within ten (10) feet of a neighboring exhibit. Further details will be contained in the Exhibitor Manual.

Space Assignment:

Booths will be allocated by sponsorship level together with a first-come, first-served basis. Your completed online form and payment must be received before booth location will be assigned.

Other Services:

Display services, Drayage, Shipping, Customs Broker, Audio-Visual, Telecommunications, and Electrical/Mechanical service details and order forms will be provided to exhibiting companies closer to the meeting dates. Exhibitors will have the opportunity to book accommodations at the special conference rate.





Annual Conference of the Canadian Society of Clinical Chemists (CSCC)

June 3-6, 2018, Ottawa

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