



11th

Canadian Conference on Dementia

Toronto, Ontario | November 2-4, 2023

Sheraton Centre Toronto Hotel



Sponsorship Prospectus



www.canadianconferenceondementia.com



Welcome

11th Canadian Conference on Dementia

You are invited to be a part of the biennial Canadian Conference on Dementia (CCD). After ten successful conferences, we are proud to be hosting the 11th CCD in Toronto from November 2nd to 4th, 2023 at the Sheraton Centre Toronto Hotel. The success of the CCD can be measured by the growth of its attendance, from 150 at the first conference in 2001 to over 700 registrants at the most recent CCD conference. The CCD is the de facto premiere Canadian dementia meeting; CCD serves as a point of contact for multiple clinical and academic dementia groups, societies, and stakeholders, who arrange their annual meetings to be held at CCD, when the likelihood of member attendance is high.

Our program has been successful in attracting a world-renowned faculty of both Canadian and international experts in dementia, bringing together clinicians and researchers who share an interest in dementia from across Canada and internationally. The success of the conference is also attributed to industry partners such as yourselves.

Your support is key to the success of this conference. By becoming a sponsor, you will not only benefit from the marketing exposure at the event but you will also have the opportunity to network with key decision-makers, allowing for one-to-one interaction and communication with the key influencers in your industry. 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.

Our conference planning team is here to assist and answer any of your questions. I hope you can join us, and we look forward to seeing you November 2nd to 4th, 2023, in Toronto.

Zahinoor Ismail, MD

Chair, 11th Canadian Conference on Dementia



Attendee Demographics

Attendee numbers

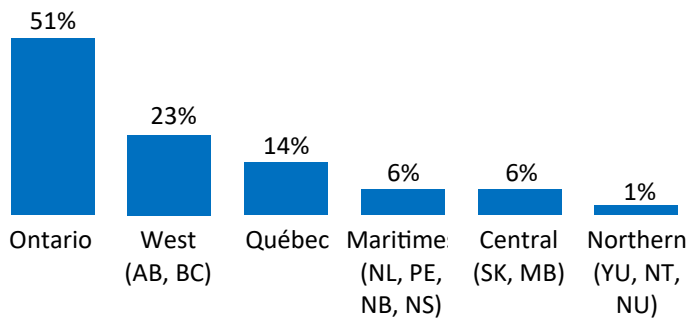
The 11th Canadian Conference on Dementia is expecting to attract over 700 delegates from across Canada and internationally.

The below table demonstrates the increasing attendee numbers at this biennial event in recent years.

Year	Meeting	City	Attendees
2013	7 th Canadian Conference on Dementia	Vancouver, BC	441
2015	8 th Canadian Conference on Dementia	Ottawa, ON	548
2017	9 th Canadian Conference on Dementia	Toronto, ON	714
2019	10 th Canadian Conference on Dementia	Québec City, QC	477

Geographic representation

The graph below shows the distribution of attendees from across Canada at the 10th CCD.

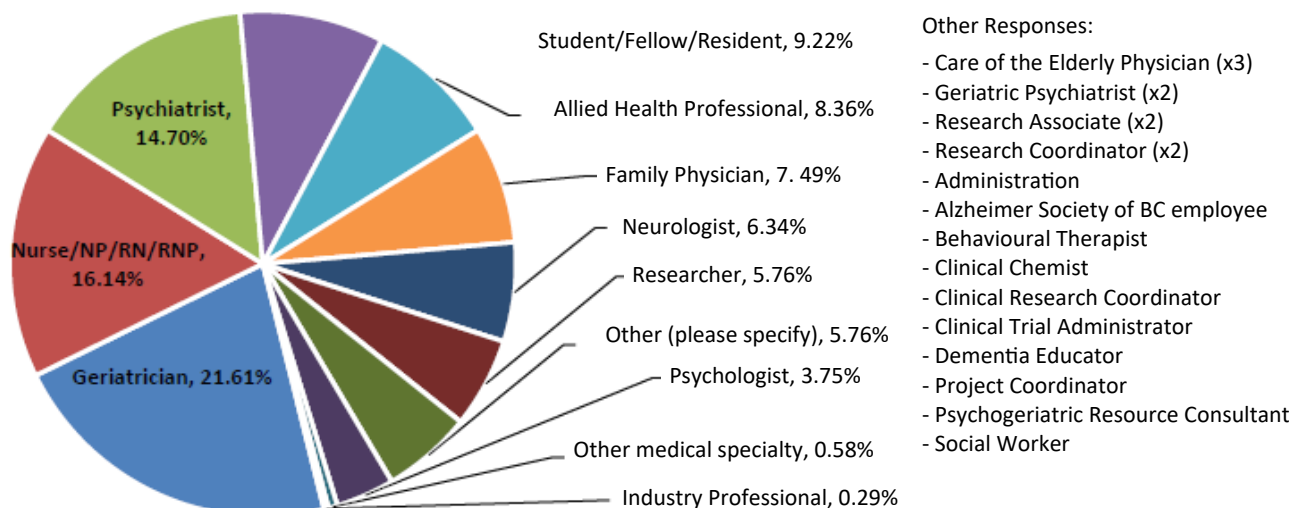


Other countries represented previous CCDs include:

- Cayman Islands
- Great Britain
- Iran
- Japan
- Korea
- Kuwait
- United States of America

Professional representation

The graphs below show the distribution by profession of attendees at the 10th CCD.



- Other Responses:
- Care of the Elderly Physician (x3)
 - Geriatric Psychiatrist (x2)
 - Research Associate (x2)
 - Research Coordinator (x2)
 - Administration
 - Alzheimer Society of BC employee
 - Behavioural Therapist
 - Clinical Chemist
 - Clinical Research Coordinator
 - Clinical Trial Administrator
 - Dementia Educator
 - Project Coordinator
 - Psychogeriatric Resource Consultant
 - Social Worker



Sponsorship Opportunities - Base Packages

We have a number of packages to suit every budget, to enable you to maximize the exposure of your company to the Canadian dementia community. If you have sponsorship package ideas of your own or wish to discuss the available options, please contact us.

	PLATINUM \$40,000 ¹	GOLD \$20,000 ¹	SILVER \$10,000 ¹	BRONZE \$5,000 ¹
Packages available	1	4	3	No limit
Exhibition space ²	10' x 10'	10' x 10'	8' x 8'	8' x 4'
Complimentary registration (delegate can attend sessions)	8	4	2	1
Sponsor status on break slides	•	•	•	•
Verbal recognition at the podium	•	•	•	•
Conference electronic directional signage (TBC)	•	•	•	
Conference app - logo included	•	•	•	•
Conference app - push notification	2 / day	1 / day		
Conference website - Logo w/ URL	•	•	•	
Email blast marketing - logo included	•	•	•	
30 second video ad played in main room	•	•		
Lunch sponsor - recognition on signage		•		
Break sponsor - recognition on signage			•	
Educational email to members (no product ads)	•			
Subscribe button to your newsletter in emails	•			

¹ All prices are in CAD and exclude any applicable taxes

² All dimensions are shown in feet. All exhibition spaces include one 6' skirted table and 2 chairs



Sponsorship Opportunities - Add Ons

In addition to the base packages, companies can enhance their package and further their marketing reach via the following unique opportunities.

All the below opportunities will be acknowledged on the conference website and in the conference program.



Phone Charging Station - *attracts attendees to your exhibit!*

- \$3,000
- 6 secure lockers controlled by a touch screen interface or keypad interface
- Can be branded with company logo, colours, images
- Artwork to be provided by company and subject to approval by planning committee
- Will be set up at your booth for the duration of the conference

Gala Dinner Sponsor

- \$500 / add-on
- Four opportunities available to all sponsors who commit to a base package (see previous page) on a first come first served basis, maximum one purchase per company
- Includes one ticket to the gala dinner with VIP seating at a table with Committee Chair

Marketing Partner

- \$1,000 / add-on
- Available only to sponsors who commit to a Platinum or Gold package (see previous page)
- Banner ads included on Conference App and in email blasts (provided by company and subject to approval)

Delegate Bag Inserts

- \$500 for direct placement of a company pamphlet or promotional item in the delegate package distributed to all conference attendees at registration
- Available to all sponsors who commit to a base package (see previous page), limited to 1 insert per sponsor
- Insert to be provided by company and subject to approval

Exclusive Opportunities for Platinum Sponsor



Host a Lunch Session

- \$10,000 (one opportunity available)
- Educational session to be held during Day 1 lunch break in your own room
- Speaker and topic are sponsor's responsibility and subject to approval by planning committee



Conference Delegate Bags

- \$5,000 (one opportunity available)
- Cotton tote with conference and company logo, distributed to all attendees
- Artwork to be provided by company and subject to approval by planning committee



Terms and Conditions

1. Booking

If you would like to be a sponsor or exhibitor, please contact Nancy La via email: nancy.la@uhn.ca. Allocation is subject to availability.

2. Payment

An invoice will be issued and 100% is to be paid to CCD within 1 month of invoice issue date.

3. Cancellation Policy

We cannot accept cancellation of sponsorship once it has been committed. Upon commitment of sponsorship, the sponsor will be liable for the total sponsorship committed. This includes the cost of the items/materials pledged under the commitment of the sponsorship. All sponsorships are non-refundable.

4. Registration of Staff

Complimentary registration(s), as outlined in the package description, are for staff tending to the exhibit and include admission to conference sessions. Additional staff must register online as full conference delegates, unless a specific arrangement has been made with the organizers.

5. Alterations

The organizers reserve the right to make alterations to the conference program, venue and timings at any time. Every endeavour is made to preserve the published layout of the conference area and exhibition. Should it be necessary to revise the layout for any reason, exhibitors will be notified.

6. Insurance

Exhibitors and sponsors are responsible for arranging appropriate insurance coverage in connection with their attendance at the conference, including prevention, postponement or abandonment. The organizers will not be held liable for any loss, liability or damage to personal property.

7. Cancellation / Postponement of the Conference

In the event of it being necessary for whatever reason to postpone or cancel the conference, the organizer will not be liable for any expenditure, damage or loss incurred by the sponsor. In the event of cancellation the sponsor will be refunded any monies paid.

8. Product Promotion

In line with non-profit regulation and CCD policies, sponsors are able to promote their work as an organization. The sponsor is responsible for complying with any applicable country laws and regulations relating to product promotion.

Contact Information

Nancy La
Conference Services - UHN
550 University Avenue, Room 5-121
Toronto, ON M5G 2A2
Canada

Email: nancy.la@uhn.ca

Once you have booked your sponsorship package, Conference Services will be in further contact for all logistical arrangements.