Canadian Psychiatric Association
Dedicated to quality care

Association des psychiatres du Canada
Dévouée aux soins de qualité

www.cpa-apc.org

CPA CPD Continuing Professional Development
Perfectionnement professionnel continu
PPC APC

68th Annual Conference
Congrès annuel

27 - 29 September/septembre

Toronto 2018!

The Westin Harbour Castle

Sponsorship Opportunities

ABOUT THE CPA

Incorporated in 1951, the Canadian Psychiatric Association (CPA) is the national voluntary professional association for Canada's 5,200 psychiatrists and 900 residents. The CPA serves a membership of 2,200 Canadian psychiatrists, 530 Canadian residents and trainees, and 130 affiliates of which 40 are international psychiatrists. As the national voice of psychiatry, the CPA advocates for the professional needs of its members in meeting the mental health needs of Canadians, and promotes excellence in education, research and clinical practice.

Its mission is to provide a strong, collective voice for psychiatrists across the country and to foster a community dedicated to ensuring the highest possible standards of professional practice in providing psychiatric services to Canadians. Family physicians and other health care professionals interested in mental health are welcome to join the CPA.

The Association strives to open lines of communication and encourage collaboration–both within psychiatry and with other professions, consumer groups, government and the private sector–in advocating for improved mental health services and strategies.

TABLE OF CONTENTS

02 Conference and Delegate Profile

03 Supporter Benefits & Recognition

04 Not-for-profit Organizations

05 Delegate Guides and Tools

07 Special Events

08 Other Opportunities

10 Exhibit Opportunities

11 Accredited Symposia

12 Sponsorship Guidelines

KEY CONTACTS

Sponsorship and Accredited Symposia

Katie Hardy
Director, Professional and Member Affairs
Tel: (800) 267-1555, ext. 223 • Email: khardy@cpa-apc.org

Exhibits

Lynda Noel
Exhibits Coordinator
Tel: (800) 267-1555, ext. 228 • Email: exhibits@cpa-apc.org

CONFERENCE PROFILE

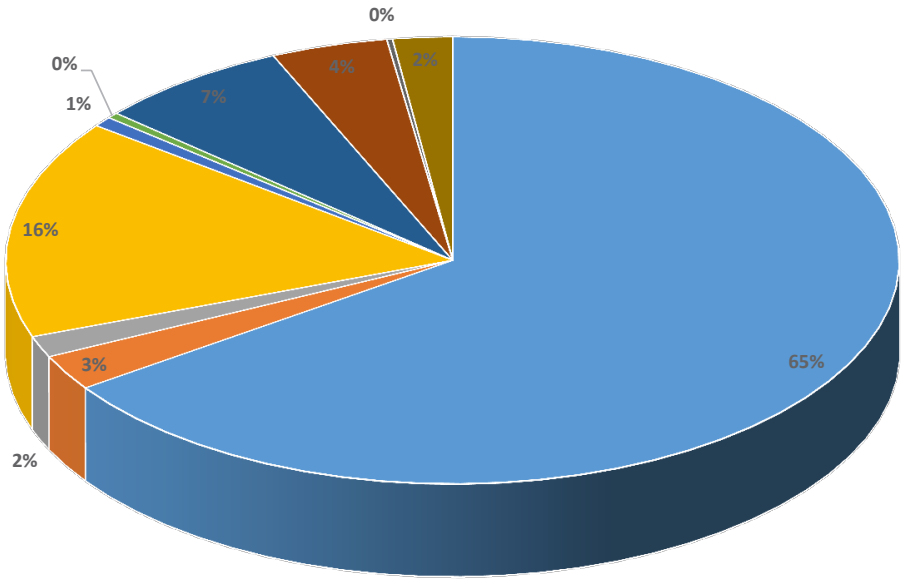
The CPA's Annual Conference is the largest psychiatric continuing professional development program in Canada. It provides industry, not-for-profit organizations, the federal government and its agencies with opportunities to foster and support research, education and networking, as well as obtain access to more than 1,000 Canadian psychiatrists and psychiatric residents.

DELEGATE PROFILE

This conference attracts a highly-educated, professional audience that is primarily composed of medical doctors with specialty training in psychiatry from across Canada, as well as medical residents who are currently undergoing training in psychiatry.

2017 ATTENDANCE PROFILE

Breakdown of Registrants
Ottawa 13-16 September 2017



- Psychiatrist
- Nurse
- Pharmacist
- Physician
- Social Worker
- Medical Student
- Psychologist
- Other
- Resident
- Industry Representative

SUPPORTER BENEFITS AND RECOGNITION

The CPA recognizes sponsors based on their **cumulative financial support** of the Annual Conference, including educational grants/sponsorships, the à la carte opportunities listed below, exhibit space rental and accredited symposia.

For-Profit Organizations

Benefit	Gold $45,000	Silver $25,000	Bronze $10,000
A one-half page corporate advertisement in the Preliminary Program (separate English and French versions required OR bilingual).	✓		
Use of the phrase "A [Sponsorship Level] of the Canadian Psychiatric Association's Annual Conference" on CPA conference-related items.	✓	✓	✓
Supporter recognition ribbons for all company staff members who attend the CPA conference.	✓	✓	
A one-page delegate kit insertion containing corporate (not product) information.	✓		
Acknowlegement of support before, during and after the conference:			
• Annual Conference area of the CPA website (including hyperlink).	✓	✓	✓
• All appropriate conference publications.	✓	✓	✓
• A sponsor recognition flyer in all delegate kits.	✓	✓	✓
• A large sponsor recognition banner, located in a high-traffic area near the conference registration desk.	✓	✓	✓
• Sponsor recognition signage at specific sponsored functions (excluding scientific program and all other accredited group learning events).	✓	✓	✓

Not-for-Profit Organizations, Governments and Their Agencies

Description	Gold $15,000	Silver $10,000	Bronze $5,000
One 10' x 10' exhibit booth in the main exhibit hall.	✓		
One 6' tabletop display space in a high-traffic area.		✓	
Complimentary three-day registration to the scientific program.	✓ (3)	✓ (2)	✓ (1)
Complimentary ticket(s) to the President's Gala.	✓ (2)	✓ (1)	
A one-page delegate kit insertion containing corporate or organizational information.	✓		
Use of the phrase “A [Sponsorship Level] of the Canadian Psychiatric Association’s Annual Conference” on CPA conference-related items.	✓	✓	✓
Acknowlegement of support before, during and after the conference: • Annual Conference area of the CPA website (including hyperlink). • All appropriate conference publications. • A large sponsor recognition banner, located in a high-traffic area near the conference registration desk.	✓ ✓ ✓	✓ ✓ ✓	✓ ✓ ✓

À LA CARTE OPPORTUNITIES

All opportunities are subject to applicable taxes, and unless otherwise stated, do not include production or sample costs.

Delegate Guides and Tools

Conference App – $5,000 (exclusive)

Include your corporate/organizational name/logo on the conference web-based mobile app, which is a key resource for delegates at the conference.

The app includes session and abstract details (searchable by date, time, location, speaker, topic and CanMEDS roles) as well as social media feeds, evaluations, highlighted sessions and a "build your own schedule" function that populates digital calendars.

Schedule-at-a-Glance – $5,000

This brochure will be distributed on-site to provide delegates with a user-friendly look at the conference schedule throughout the three-day program. All graphics are subject to CPA approval.

Benefits:

- Exclusive position.
- Four-colour corporate advertisement (non-product specific).
- Valuable, quick-reference that's highly important to over 1,100 delegates.

Preliminary Program – $2,500

The *Preliminary Program* gives prospective delegates a look at keynote speakers, scientific program presenters and schedules, special events, registration fees, venue information, and the CPA-codeveloped symposium schedule.

The *Preliminary Program* is published as a split run e-publication by language, so the sponsor of this item will need to provide one of the following: 1) French and English versions of their ad or 2) a bilingual version. All graphics are subject to CPA approval.

Benefits:

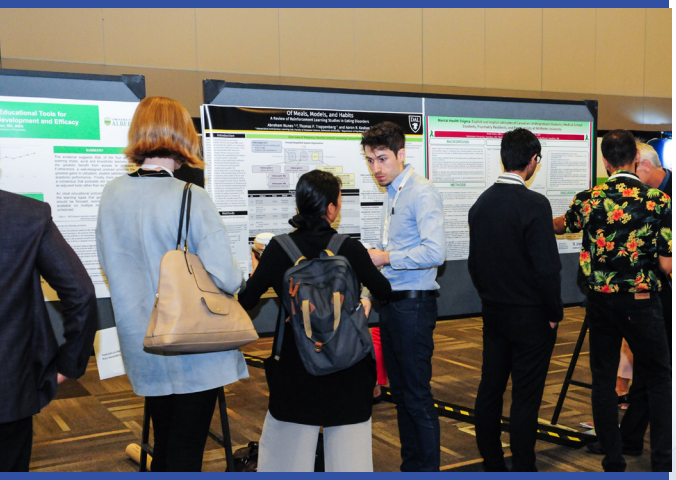
- Exclusive position on the outside back cover.
- Four-colour corporate advertisement (non-product specific).

e-Bulletin for Preregistered Delegates – $1,500 each

Two e-bulletins will be sent to preregistered delegates focusing on key conference activities. As an e-bulletin supporter, your 50-word corporate/organizational message, company name, logo and link (corporate site only) will be included. All content to be provided by the supporter and approved by the CPA.

July: Host city information e-bulletin
August: Program highlights e-bulletin

Awards



Best Paper Awards – $4,000

Right of first refusal: Lundbeck Canada

Each year, the CPA's Annual Conference Program Subcommittee selects the best papers presented at the conference. In memory of the Association's founding president, Dr. RO Jones, these honours have been named the RO Jones Best Paper Awards.

Awards of $2,000, $1,250 and $750, respectively, recognize these achievements.

Benefits:

- Sole sponsor.
- Corporate mention in the confirmation letter sent to all lead authors for the papers and in the gala program.

Best Poster Awards – $2,000

Right of first refusal: Lundbeck Canada

Each year, the Annual Conference Program Subcommittee selects the three best posters presented at the conference. Awards of $1,000, $750, $250 and $750, $500, $250, respectively, recognize these achievements in two categories.

Benefits:

- Sole sponsor.
- Corporate mention at time of presentation.

Special Events

Junior Investigator Research Colloquium – $5,000

The colloquium provides mentorship, guidance, encouragement and practical discussions on research careers to young investigators in the early phases of their training, and is a tangible means to foster the development of Canadian psychiatrist researchers who will lead knowledge transfer in psychiatry. Supporting the colloquium positions your organization as a key supporter in the effort to develop tomorrow's researchers.

Sponsors will be recognized on all materials related to the colloquium, including specific mention in advance communications to junior investigators and mentors, and on the colloquium's web page.

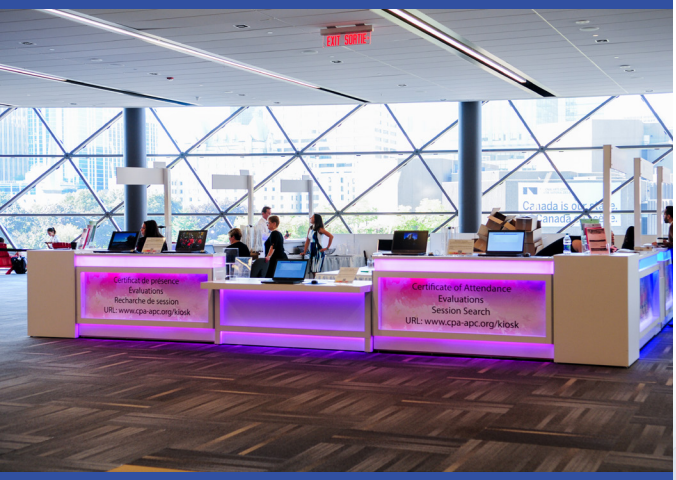
President's Gala Wine Service – $5,000

The President's Gala is a semi-formal event that marks the passing of the presidential chain of office to the incoming CPA president, and recognizes winners of key awards sponsored by the CPA and other psychiatric associations.

As sponsor of the wine service, your organization will be recognized by an onstage acknowledgement of support, as well as in the Gala program and on signage at the ballroom entrance.

Nutrition Breaks – $5,000 per day or $12,500 for all

Nutrition breaks, which are highly valued by busy delegates, are served throughout the conference in the Exhibit Hall. Sponsor(s) will be recognized at the break station with prominently-displayed corporate signage (including gobo) and the opportunity to display one piece of promotional material near the station.



Other Opportunities

Audio Visual Services – $10,000

Audio visual services are a vital part of a scientific conference, and provide a richer, more interactive and educational experience for delegates. As sole sponsor of the conference audio visual services, your organization will be recognized by an onstage acknowledgement of support at the President's Gala. You will also be recognized in the Gala program and at the ballroom entrance.

Escalator/Elevator/Floor Decals – $5,000 each

Decals are single-sided, four-colour and will be positioned on the escalators, elevators and/or floor in the convention hotel. These decals will give your message and booth number prime visibility as delegates move throughout the conference. Locations and size to be determined by the CPA in consultation with the venue(s). Graphics to be provided by the sponsor.

Hotel Key Cards – $5,000

Put your product/corporate logo on an essential item that delegates will be carrying: their hotel room key. Key cards are distributed to delegates at the CPA conference hotel. Sponsors are responsible for all production costs and for coordinating logistics with the hotel. All graphics are subject to CPA approval.

Registration Area – $5,000

The registration area is the nerve centre of the conference, and has a near constant flow of traffic on a daily basis. As sponsor of the registration area, your organization will be acknowledged by way of signage prominently displayed near the registration desks, including a corporate gobo.

Pens and Notepads – $2,000

This is an ideal way to get your company's name and corporate logo in the hands of every meeting participant! Sponsor-provided pens and notepads will be included in all delegate kits.

Hotel Room Drops – $1,000 per drop

Put your message into delegates' hands first thing each morning. Sponsors are responsible for all production costs and coordinating logistics with the hotel. All room drops are subject to CPA approval.

Charging Stations – $1,000 per station

The charging stations will be placed inside the Exhibit Hall and will allow mobile devices to be charged in six secure lockers. A great benefit for both delegates and exhibitors.

Delegate Kiosks – $1,000 per station

A total of six kiosks will be situated throughout the hotel in high traffic areas. Delegates use these computers to view the iCalendar, submit session and overall evaluations, and request their certificate of attendance. After three minutes of inactivity, the screen can show your corporate advertising (logo, photo, video) and once activated, the screen automatically returns to the menu page. A great opportunity to showcase your company.

The CPA would be pleased to consider opportunities not mentioned in this guide, or work with your organization to develop a customized package. Please contact Katie Hardy for further information.

Unrestricted Educational Grants and In-Kind Support

The CPA welcomes financial contributions to the annual conference in the form of unrestricted educational grants or in-kind support from organizations that wish to support the CPA's continuing education activities.

EXHIBIT OPPORTUNITIES

Exhibiting at the conference provides you with access to more than 1,100 psychiatric health care professionals. Dedicated exhibit hours will provide you with enhanced opportunities for one-to-one interactions and networking. More than 70 per cent of delegates visit the exhibit hall: don't miss your chance to meet them!

Move in: Wednesday, 26 September
Move out: Saturday, 29 September
Daily nutrition breaks: 11:30 & 14:30
Daily unopposed hours: 11:45 -12:30
Daily hall hours: 09:30 -16:30
Thursday, 27 September
Friday, 28 September
Saturday, 29 September

WHAT'S INCLUDED

- Each space is 10' x 10', and may not exceed 16' in height.
- Complimentary three-day program registrations (quantity varies depending on type of booth purchased).
- 8' back and 3' side drapes.
- 24-hour security.

Your Investment

- Pharmaceutical company: $5,000 per space plus applicable taxes.
- Recruiters, service providers: $3,000 per space plus applicable taxes.
- Not-for-Profit: $2,000 per space plus applicable taxes.
- Publishers: $1,500 per space plus applicable taxes.

Location

Exhibits will be located in the Metro Centre/West Ballroom at The Westin Harbour Castle.

Assignment of Space

Initial exhibit space assignment begins 18 April 2018. The CPA will notify exhibitors who qualify for priority (first-round) space assignments by 10 April.

As of 24 April 2018 at noon (EDT), all exhibitors who were not eligible for priority (first round) booth space assignments may apply for and select their booth space online on a first-come, first-served basis.

Apply for Exhibit Space

For the complete Exhibitor Prospectus, or to apply for space, please visit the conference web page.

Exhibits Contact

Lynda Noel
Exhibits Coordinator
Tel: (800) 267-1555, ext. 228
• Email: exhibits@cpa-apc.org

Accredited Symposia

Accredited symposia are codeveloped by the CPA and are approved for Royal College Section 1 credits and *American Medical Association PRA Category 1 Credits™*.

Benefits:

- Accredited for Section 1 of the Royal College's Maintenance of Certification program, and *AMA PRA Category 1 Credits™*.
- Transfer knowledge from research to practice.
- Communicate new and important clinical information.
- Assemble key thought leaders and researchers.
- Exposure and increased visibility as a supporter of continuing professional development.

See *Procedures for Codevelopment of Continuing Professional Development Activities* guide and appendix for complete details (available on request).

Accredited Symposia Contact

Katie Hardy
Director, Professional and Member Affairs
Tel: (800) 267-1555, ext. 223
• Email: khardy@cpa-apc.org

Sponsorship Guidelines

The CPA offers sponsors from the 2017 Annual Conference the right of first refusal. If written confirmation of continued support has not been received, opportunities will be sold on a first-come, first-served basis.

A signed contract agreement for sponsorship, exhibit space or an accredited symposium is firm.

The CPA abides by the Canadian Medical Association policy, *Guidelines for Physicians in Interactions With Industry* (2007), as well as the *Code of Ethics* of the Conseil québécois de développement professionnel continu des médecins (2016) for events held in the province of Québec.

CPA-designated planning committees maintain ultimate con-trol over the learning objectives, speakers, content and format of the annual conference. Members of the pharmaceutical industry, medical supply companies or any other for-profit organization are prohibited from participating as members of the planning committee or its equivalent regardless of their professional qualifications or designations.

Acknowledgements of funding received may not be linked to specific accredited sessions held during the annual conference.

The name and/or logo of the CPA many not be used in conjunction with advertising or promotion of any kind without the express written permission of the CPA.

Sessions held during the annual conference may not be reproduced in any form without the written consent of the CPA. The CPA discourages the use of promotional methods such as airport banners, noisy presentations, and (or) performers as these have been met with distaste by conference delegates. Sponsors should preclear any and all promotional vehicles in advance with the CPA in writing.

No promotional activities may be used outside the exhibit hall to encourage attendance at a symposium or to inhibit attendance in any way to other symposia scheduled during the same time slot.

Industry and other organizations may not organize scientific, business, or social events that solicit or encourage the participation of delegates during times that conflict with the official conference program or its social events.

Parties who are in any way involved with the annual conference (including pharmaceutical companies or other sponsors) may not plan media events or press conferences during the annual conference without prior notification in writing and approval from the CPA.

Future Conferences

69th Annual Conference
12 - 14 September 2019
Québec City Convention Centre
Québec City, Québec
Host Hotel: The Hilton Québec

We look forward to seeing you in

Toronto