



Canadian Psychiatric Association

74th ANNUAL CONFERENCE

November 6-9, 2024

Fairmont The Queen Elizabeth
Montréal, Québec

Sponsorship and Exhibit Opportunities



Canadian Psychiatric Association
Association des psychiatres du Canada

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CPA Co-developed Symposia

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About the CPA

Incorporated in 1951, the Canadian Psychiatric Association (CPA) is the national voluntary professional association for Canada's psychiatrists and psychiatrists-in-training. 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 foster a community dedicated to ensuring the highest possible standards of professional practice in providing psychiatric services to Canadians. Family physicians and other health professionals interested in mental health are welcome to join the CPA.

As an evidence-based profession, CPA provides advice on the most effective programs, services and policies to achieve the best possible mental health care for Canadians and seeks to work collaboratively with other professions, persons with lived experience, governments and other stakeholders.

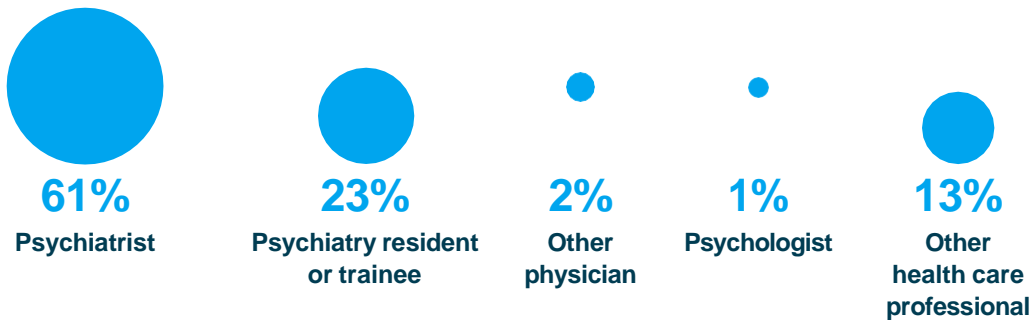
Conference and delegate profile

The CPA's Annual Conference is the largest psychiatric continuing professional development activity 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.

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

2023 delegate profile

Breakdown of attendees – Vancouver, Oct. 18-21, 2023



Conference app

New this year, CPA is pleased to introduce a conference app to enhance engagement and connectivity for Annual Conference attendees. Powered by the Whova platform, the app offers a range of features to maximize your presence and interaction with delegates.

The app allows you to create and customize your profile, integrate multimedia content and showcase your organization effectively. With real-time analytics, you can monitor booth traffic and engagement levels, and manage leads effectively. It also includes intuitive scheduling and messaging tools to facilitate seamless interactions and networking with other attendees.

Highlights:

- Multimedia content integration for enhanced visibility
- Real-time analytics to track booth traffic and measure engagement
- Appointment scheduling for better time management
- In-app chat and networking tools for meaningful connections
- Access to attendee profiles for targeted outreach

Sponsorship recognition

CPA recognizes financial and in-kind support of the Annual Conference in accordance with the National Standard for Commercial Support of Accredited CPD Activities ("[National Standard](#)") and CPA's sponsorship policy (see pages 17-18).

In addition to this sponsorship acknowledgement, organizations that choose one of the sponsorship packages on page 8 will receive additional visibility by being identified as either a Platinum, Gold, Silver or Bronze sponsor, as applicable.

Sponsorship packages

The CPA is pleased to offer sponsorship packages at the Platinum, Gold and Silver levels for both for-profit organizations and not-for-profit (NFP) organizations, as well as governments and their agencies. The Bronze sponsorship package is available only to NFPs or to governments and their agencies.

Each package features at least one exhibit space and at least one complimentary registration to the scientific program, as well as other benefits that vary by the level selected.

Applicable taxes on sponsorship packages are not included. CPA reserves the right to amend the organization profile upon review of sponsor applications.

Sponsorship packages

Benefit	Open to all organizations			Available to NFP and government agencies only
	Platinum \$45,000	Gold \$25,000	Silver \$10,000	Bronze \$8,000
Exhibit booth(s), each 8' wide x 8' deep, including full graphic panel	✓ (x2)	✓ (x1)	✓ (x1)	✓ (x1)
Complimentary three-day registration(s) to the scientific program and exhibit hall*	✓ (x6)	✓ (x4)	✓ (x2)	✓ (x1)
Complimentary ticket(s) to the Welcome Reception	✓ (x5)	✓ (x4)	✓ (x2)	✓ (x2)
Complimentary ticket(s) to the President's Gala	✓ (x8)	✓ (x4)	✓ (x2)	✓ (x2)
Use of the phrase, "A [sponsorship level] of the CPA's 74th Annual Conference" on CPA conference-related items	✓	✓	✓	✓
Supporter recognition ribbons on badge for all company staff members who attend the CPA conference	✓	✓	✓	✓
Acknowledgement of support before, during and after the conference: <ul style="list-style-type: none"> • Annual Conference area of the CPA website (with hyperlink to company website) • All appropriate conference publications • Large sponsor recognition signage, located in a high-traffic area near the conference registration desk • Sponsor mention at the President's Gala • Sponsor recognition ad in the Canadian Journal of Psychiatry 	✓	✓	✓	✓
NEW – Organizational profile on the conference app, including a 300-word description, hyperlink to the company website, contact person and PDF upload	✓	✓	✓	✓
Complimentary exhibit booth lead retrieval via the conference app	✓	✓	✓	✓

* Per the National Standard, **complimentary registrations** may not be assigned to physicians or other health care professionals unless the physician or health care professional is an employee of the sponsoring organization

À la carte sponsorship options

Sponsors from the 2023 Annual Conference have the right of first refusal on exclusive or sole sponsor à la carte options below. If written confirmation of continued support has not been received, opportunities will be sold on a first-come, first-served basis.

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

Awards

Best Paper Awards – \$4,000 (exclusive)

Each year, the CPA's Annual Conference Program Subcommittee selects the best papers presented at the conference. In memory of the CPA'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. The award sponsor will receive corporate mention in correspondence sent to papers' lead authors and in the President's Gala program.

Best Poster Awards – \$3,500 (exclusive)

Each year, the Annual Conference Program Subcommittee selects the best posters presented at the conference in the research and early investigator categories. Awards of \$1,000, \$750 and \$250, for the research category and \$750, \$500 and \$250 for the early investigator category recognize these achievements. The award sponsor will receive corporate mention at the time of presentation.

Special Events

Junior Investigator Research Colloquium – \$5,000

The colloquium provides mentorship, guidance and practical discussions on research careers to young investigators and fosters 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 in advance communications to participants and on the colloquium's web page.

President's Gala – \$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 Gala, 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.

Sponsored 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 area. Sponsor(s) will be recognized at the break stations with prominently displayed corporate signage and the opportunity to display one piece of promotional material near the station.

In-Conference Brand Placements

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 plus cost of decals

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 plus cost of cards

Put your 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. 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 available to all delegates at registration.

Hotel Room Drops – \$1,000 per drop

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

Delegate Kiosks – \$1,000 per station

Kiosks will be situated throughout the hotel in high traffic areas. Delegates use these computers to complete online registration, view the conference schedule, submit session and overall evaluations, and obtain 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.

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.

The CPA would be pleased to consider opportunities not mentioned in this guide.

Exhibit opportunities

Exhibiting at the Annual Conference provides you with access to more than 1,000 psychiatric health care professionals. Your presence will position your organization as a leader and supporter of psychiatry and provide unparalleled access to your target customers. 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 area. Don't miss your chance to meet them! Back by popular demand, again this year, the all-delegate Welcome Reception will be hosted in the exhibit area, further enhancing interaction with conference attendees.

Your investment

Regular Booth

\$5,750*

per turnkey booth

Not-for-Profit

\$3,525*

per turnkey booth

CPA reserves the right to amend the organization profile upon review of booth applications

*plus applicable taxes.

What IS included

- Turnkey booth provided by CPA consisting of a hard panel back wall with a four colour graphic panel (graphic file to be provided by the exhibitor). Only the turnkey booth structure is permitted (add-ons available at exhibitor's expense). Each space is 8' wide x 8' deep.
- Complimentary exhibit hall passes (quantity varies depending on type of booth purchased)
- 24-hour security and basic Wi-Fi

What is NOT included — available at exhibitor's expense

- Chairs/tables and any specialty furniture
- Electricity
- Shipping, receiving and handling fees through the loading dock and/or venue
- Any additional equipment or services not listed

Benefit	Regular Booth \$5,750*	Not-for-Profit \$3,525*
Exhibit booth(s) including 24-hour security, basic Wi-Fi and lead retrieval via the conference app	8'x8' hardwall booth with full graphic panel	8'x8' hardwall booth with half graphic panel
Complimentary exhibit hall passes* per booth (nontransferable; no access to scientific program)	3	2
Complimentary listing as an annual conference supporter on CPA's website, conference app and on the official on-site signage.	✓	✓
NEW – Organizational profile on the conference app, including a 300-word description, hyperlink to the company website, contact person and PDF upload	✓	✓

* Per the National Standard, complimentary **exhibit hall passes** may not be assigned to physicians or other health care professionals attending the conference. The only exception is if the physician or health care professional is an employee of the exhibiting company/organization.

Benefits of exhibiting

- Complimentary lead retrieval via the conference app.
- Complimentary basic Wi-Fi in the exhibit area throughout the conference.
- With each booth purchased, exhibitors will receive complimentary passes to the exhibit area. The number of complimentary passes depends on the type of booth purchased:
 - \$5,750 booth space: 3 complimentary exhibit hall passes per space
 - \$3,525 booth space: 2 complimentary exhibit hall passes per space
- Once assigned, complimentary exhibit hall passes are non-transferrable. The deadline for exhibitors to submit the names of the persons* who will use the complimentary registrations is **Oct. 7**.
- If additional exhibit hall passes are required beyond the number of passes included with your booth, additional passes may be purchased at a cost of \$305.00 (plus GST) per person to a maximum of five (5) additional exhibit hall passes per booth. Your Exhibitor Service Kit will include details for how to submit names and to purchase additional passes.
- Exhibitors who wish to attend sessions will need to purchase a conference registration for the day(s) they wish to attend the scientific program.
- Exhibitor listing with booth numbers will be available to all delegates on-site. Organizations must purchase space prior to **Sept. 22** to be listed.

Exhibit area features

- **BACK BY POPULAR DEMAND!** Welcome Reception for all delegates on Thursday, Nov. 7 from 17:00 to 19:00 will be held in the exhibit area
- Nutritional breaks – Complimentary nutritional breaks twice daily for delegates and exhibitors
- Unopposed hours – The conference program has been planned to provide unopposed exhibit hours each day between 13:30 and 14:15 (no scientific sessions)

Eligibility to exhibit

Only companies with a product or service directly related to the field of psychiatry will be considered. The CPA reserves the right to reject an application, cancel or refuse rental of display booth to any person or company whose conduct or display of goods is, in the opinion of the CPA, incompatible with the general character and objectives of the Annual Conference and/or the policies of the CPA.

Exhibit area location and hours

The exhibits will be in a high traffic space at Fairmont The Queen Elizabeth

- Move-in: Wednesday, Nov. 6, 08:00 – 20:00
- Move-out: Saturday, Nov. 9, after 13:00

Show hours

- Thursday, Nov. 7, 08:30 – 16:00; 17:00-19:00 (optional)
- Friday, Nov. 8, 08:30 – 16:00
- Saturday, Nov. 9, 08:30 – 13:00

Assignment of space

While exhibitors are welcome to identify their preferred booth location, CPA will allocate all spaces. The CPA will invoice you once your application has been submitted, and payment in full is due within 30 days. Exhibit space that has not been paid in full within 30 days may be reassigned.

The Exhibitor Service Kit, which contains important show information, forms and instructions, will be sent to confirmed exhibitors by our show services company, Show in Motion.

Cancellation and reassignment policy

Cancellations should be sent to the Exhibits Coordinator at exhibits@cpa-apc.org

Cancellation fees are as follows:

- 50% until Oct. 6
- 100% after Oct. 6

CPA will reassign exhibit space not occupied at the opening of the exhibit area without refund of the rental fees paid.

Rules and regulations for exhibits

Please see pages 19-20 for rules and regulations for exhibits.

CPA co-developed symposia

These accredited symposia are co-developed 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

Accredited symposia are co-developed in accordance with the Royal College's standards, including the *National Standard for Commercial Support of Accredited CPD Activities*, the Canadian Medical Association policy, *Guidelines for Physicians in Interactions with Industry*, as well as the CPA's Policy and Procedure for *Review and Approval of Accredited Group Learning Activities* (available on request).

For more information, please contact Katie Hardy

(800) 267-1555, ext. 223

khardy@cpa-apc.org

Sponsorship policy

The CPA abides by the *National Standard for Commercial Support of CPD Activities* ("[National Standard](#)") as well as the Canadian Medical Association policy, *Guidelines for Physicians in Interactions with Industry* ("[CMA Policy](#)"). The principles of the National Standard and the CMA Policy are the basis for the CPA's CPD sponsorship policy outlined below.

1. The CPA-designated planning committee maintains ultimate control over the development, delivery and evaluation of the Annual Conference. This includes the needs assessment, development of learning objectives, selection of speakers, moderators and authors, as well as decision on content, format and evaluation strategies.
2. 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. Representatives of a sponsor or any organization hired by a sponsor may not participate in decisions related to needs assessment, learning objectives, composition of the planning committee or faculty, content, format or evaluation of the annual conference.
3. Any financial or in-kind support for the development of an accredited CPD activity must be transferred to the CPA and must not serve to promote a sponsor's product, directly or indirectly.
4. The terms, conditions and purposes by which sponsorship is provided will be documented in a written agreement between the CPA and the sponsor. This agreement will cover matters including, but not limited to, the responsibilities of each party, ownership of any materials, and matters pertaining to intellectual property, confidential information, licences and copyright, applicable fees and payment terms.
5. The CPA may direct funds towards reimbursement of consultant fees, travel expenses and other expenses for the planning committee or faculty. Funds may also be used to help defray the cost of modest meals or social events that are held as part of a CPD activity. The CPA may assume or choose to delegate payment of these costs to a third party that is not a commercial interest in accordance with the [National Standard](#). In this instance, the CPA will approve what payments are delegated to the third party and will retain overall accountability for these payments.
6. Funds may not be used to subsidize attendees' participation (i.e., accommodation, travel or other personal expenses) at CPD activities.
7. Under no circumstances will funds be used to support participation by family members of the planning committee or faculty. For the purpose of this policy, someone is considered a "family member" if they are a spouse, child, natural or adoptive parent, grandparent, grandchild, brother or sister (natural, adoptive or by marriage). The term also includes persons who reside in the same household or share living quarters under circumstances that closely resemble a marital or partner role.
8. The CPA will maintain accurate records as to how funding has been allocated.
9. Social events or unaccredited educational sessions may not interfere with, be scheduled at the same time as, or take precedence over the CPD activity.

10. Sponsorship acknowledgements will be limited to recognition of the organization providing the financial or in-kind support, and will be secondary to and separated from educational content. Acknowledgements of financial or in-kind support may not be linked to specific components within a larger CPD activity.
11. CPA-developed or co-developed CPD activities and their materials may not include any “branding” elements connected to a particular product, service, or company.
12. In the case of electronic or web-based materials, there may be no direct links to company or product website on any page that refers or pertains to a CPA-developed or co-developed CPD activity.
13. No promotional activities may be used in- or outside the exhibit area to encourage attendance at a co-developed symposium or to inhibit attendance in any way to other symposia scheduled during the same time slot.
14. 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.
15. The CPA name and/or logo may not be used in conjunction with advertising or promotion of any kind without the express written permission of the CPA.
16. Sessions held during the annual conference may not be reproduced or recorded in any form without advance written consent of the CPA.
17. Sponsors should preclear all promotional methods with the CPA in advance and in writing. In all instances, activities must respect the [National Standard](#), the [CMA Policy](#), as well as applicable CPA policies.
18. Parties who are in any way involved with the Annual Conference (including pharmaceutical companies or other sponsors or exhibitors) may not plan media events or press conferences during the Annual Conference without prior notification in writing to and approval from the CEO.

Rules and regulations for exhibits

1. Persons, companies or organizations that have not contracted exhibit space may not engage in any type of selling, display or advertisement of products or services in the exhibit space or at the conference venue. Violators of this rule will be escorted from the premises.
2. Exhibitors are required to keep their exhibit open and appropriately staffed during the specified exhibit hours. Exhibits may not be closed or removed until the official closure of the exhibit area.
3. Once assigned, complimentary exhibit hall passes are non-transferrable. In accordance with the [National Standard](#), complimentary exhibit hall passes may not be assigned to physicians or other health care professionals attending the conference. The only exception is if the physician or health care professional is an employee of the sponsoring organization.
4. All exhibitors are required to register for the conference. One registration or exhibit hall pass is for one person. Multiple attendees may not share and swap one registration or pass.
5. Exhibitors are responsible for the appearance and cleanliness of their booth at all times. The CPA, venue and show services provider reserve the right to arrange for daily cleaning and/or cleaning at move-out, if required, and invoice the appropriate exhibitor accordingly.
6. Throughout the conference, exhibitors shall, at their own cost and expense, maintain comprehensive liability insurance against claims for bodily injury or death, personal property loss and property damage which may occur as a result of exhibiting at this meeting. Exhibitors must also be insured against loss or damage to their exhibit material. Neither the hotel, CPA, nor show services provider will be held liable for any loss or damage to such material.
7. The CPA reserves the right to prohibit any activity and/or evict any exhibitor that, in CPA's opinion, is objectionable and/or detracts from the general character of the exhibits area. This includes but is not limited to persons, things, conduct, printed matter, noise, materials or method of operation. In the event of such restriction or eviction, the CPA is not liable for any refund of rental fees or other exhibit expenses. Organizations receiving such notice will not be eligible to exhibit at future CPA conferences.
8. No CPA endorsement is expressed or implied by inclusion of any exhibitor or any exhibitor's products, services or information at the Annual Conference.
9. Educational activities that appear to compete with the scientific program are prohibited in the exhibit area. This includes, but is not limited to, displaying posters or other promotional materials summarizing research results, promoting meeting faculty, directing conference attendees to research posters or sessions, or distributing CPA conference materials such as CPA-co-developed symposia invitations, flyers, handouts, syllabi or slides. The only educational activities that may be appropriate in exhibits are for the purpose of educating conference participants about an organization and its products and services, and not for the purpose of providing content-based education.

10. The CPA prohibits the distribution (either free or for sale) of educational enduring materials or other resources on-site that award CPD credit. In addition, setting up computers with links to websites or loaded with software for the purpose of awarding CPD credit on-site to conference attendees is prohibited in the exhibit area. These products or services may be advertised or briefly demonstrated, however, and information may be provided that allows the attendee to obtain or access these products after the meeting. No CPD credit may be given from any source for activities in the exhibit area.
11. Exhibitors that wish to offer promotions at their booths must request approval in writing from the CPA for all activities and/or giveaways. In all instances, booth promotions, giveaways and/or activities must respect the Canadian Medical Association's [Guidelines for Physicians in Interactions with Industry](#) and the [National Standard for Commercial Support of CPD Activities](#).
12. Promotion of CPA-co-developed symposia may not be combined in any way with participation in CPA exhibits or promotion of products. Invitations or other materials related to co-developed symposia may not be distributed from the exhibit area or any other location during the conference. Distribution of materials, placement of additional signs or brochures, or use of individuals posing as “walking signs” are not permitted.
13. These rules and regulations constitute a bona fide part of the Exhibit Rental Agreement. The CPA reserves the right to amend these rules and regulations as necessary.