



CAS 2024

ANNUAL MEETING

Victoria, BC June 7-10

**Sponsorship
Opportunities 2024**



CANADIAN ANESTHESIOLOGISTS' SOCIETY
SOCIÉTÉ CANADIENNE DES ANESTHÉSIOLOGISTES

www.cas.ca/annual-meeting



Sponsorship Opportunities 2024

ABOUT US

The Canadian Anesthesiologists' Society (CAS) is the national specialty society for anesthesiology in Canada. The CAS was founded in 1943 as a not-for-profit, voluntary organization and is guided by its vision of transformative patient care, with its mission to serve members and advance the specialty through leadership, advocacy, education, and research. CAS represents over 2,500 members (Anesthesiologists, Family Practice Anesthetists, Residents, Anesthesia Assistants, etc.) across Canada and around the world.

VISION STATEMENT

Transformative patient care.

MISSION STATEMENT

Serving members and advancing the specialty through leadership, advocacy, education, and research.

Stats Annual Meeting



over **800** attendees



from **19** different countries (primarily Canada and USA)



program offered **75** sessions



127 speakers, moderators and facilitators from around the world



72 abstracts



Twitter - **5,000+** Followers



Instagram - **500+** Followers



CAS 2024 Sponsorship Packages*

\$35,000 Platinum Package (limited to 3 sponsors)

\$25,000 Gold Package (limited to 5 sponsors)

\$10,000 Bronze Package (limited to 4 sponsors)

IN-PERSON/VIRTUAL	Platinum	Gold	Bronze
Sponsor Acknowledgement Acknowledgement as a CAS conference sponsor on the Annual Meeting website and onsite signage.	X	X	X
Social Media Mentions CAS will thank your company for your sponsorship of the Annual Meeting on Instagram, and Twitter.	2 mentions	1 mention	
On-Site Exhibit Exhibit at CAS in-person conference at the Victoria Conference Centre in a premium position in the exhibit hall.	20x20	10x20	10x10 foyer
Symposium One 50-minute in-person symposium (first-come, first-served - two breakfast and two lunch opportunities available). Symposia are industry generated educational events held in conjunction with the CAS Annual Meeting, but not part of the CAS accredited scientific program. <i>**Sponsor will be responsible for speaker expenses. Topic and speaker to be approved by CAS.</i>	X		
CAS Party - Saturday Excellent opportunity to mix and mingle with attendees of the off-site evening event.	4 tickets	2 tickets	
Name Tags Logo will be prominent on name tag.	X		
Registration Desk Sponsor logo branding will be prominently featured on the registration desk.	X		
ePromo Thank You Prior to conference one shared email promo thanking all confirmed Platinum Sponsors for their support of the conference will be deployed to the membership.	X		
Anesthesia News Thank you Sponsor thank you in Anesthesia News post-meeting (2,500+ subscribers).	X	X	X
Exhibitor Badges Exhibitor Badges include the Friday Welcome Reception, Breaks and Lunch on Saturday and Sunday. Additional badges can be purchased for \$200 each plus HST.	8 Exhibitor badges	4 Exhibitor badges	2 Exhibitor badges

***Sponsorship Packages must be approved by CAS**



CAS 2024 Sponsorship Opportunities

SYMPOSIUM

SOLD \$20,000

(upon availability)

One 50-minute in-person symposium available during the CAS Annual Meeting in June.

Symposia are industry generated educational events* held in conjunction with the CAS Annual Meeting, but not part of CAS accredited scientific program.

**Sponsor will be responsible for speaker expense. Date and time will be advised after the Platinum sponsors have selected, there is no option to choose. Topic and speaker to be approved by CAS.*

REFILLABLE WATER BOTTLES \$7,500

The Victoria Conference Centre has a strong directive to support sustainability and eco friendly events. There are many water fill stations around the venue, and we welcome a sponsor to participate in this initiative by providing refillable water bottles for the delegates.

SPEAKER READY ROOM \$4,000

Your opportunity to sponsor the area in which speakers upload and work on their presentations.

SPONSORSHIP INCLUDES:

- ✓ Exclusive signage and promotion of this room
- ✓ Coffee and tea served in the speaker ready room
- ✓ Your logo on each computer's screensaver
- ✓ Opportunity to provide speakers swag or other promotional items (provided by sponsor)
- ✓ One complimentary full delegate registration (on-site)
- ✓ Logo/sponsor recognition on the CAS Meeting website and signage

DELEGATE LUNCH \$6,000 PER DAY (SAT, SUN)

This is an excellent time to showcase your company to CAS delegates, while they enjoy a healthy lunch generously provided by you!

SPONSORSHIP INCLUDES:

- ✓ Lunch provided to delegates
- ✓ Opportunity to provide promotional items or flyers on lunch buffet tables (provided by sponsor)

- ✓ One complimentary full delegate registration (on-site)
- ✓ Logo/sponsor recognition on the CAS Meeting website and signage

SIM OLYMPICS SOLD \$5,000

Take this opportunity to support the residents during this action-packed simulation competition as a pre-conference day! You will be prominently featured as the exclusive supporter for this event.

SPONSORSHIP INCLUDES

- ✓ Your logo and support will be highlighted in a pre-conference promo to all Residents
- ✓ Logo/sponsor recognition on the CAS Meeting website, print program, and signage at the SIM event
- ✓ Tabletop in the Exhibit Hall

DELEGATE REFRESHMENT BREAKS \$3,000 PER DAY (SAT, SUN)

Keep delegates happy while they are on the run to their sessions! This sponsorship includes two breaks on one day in various locations. This is a great opportunity to promote your company in front of delegates twice!

SPONSORSHIP INCLUDES:

- ✓ Coffee and tea provided to delegates between sessions
- ✓ Logo/sponsor recognition on the CAS Meeting website and signage
- ✓ Logo acknowledgement for refreshment break
- ✓ Opportunity to provide promotional items or flyers on break stations (provided by sponsor)

GRAB & GO SNACK \$4,000

Delegates will thank you for providing them with a healthy snack/refreshment available when they check in at the registration desk on site!

SPONSORSHIP INCLUDES:

- ✓ A snack/refreshment provided to delegates
- ✓ Logo/sponsor recognition on the CAS Meeting website and signage
- ✓ Logo acknowledgement for snack

2024 Sponsorship Agreement



CONTACT INFORMATION

COMPANY NAME (as it should appear in all print): _____

CONTACT: _____

ADDRESS: _____ PROV: _____

CITY: _____ POSTAL CODE: _____

PHONE: _____ EMAIL: _____

Sponsorship Item(s): _____

Sponsorship Cost: \$ _____

Applicable Sales Tax \$ _____

Total Including Tax \$ _____

SPONSOR PAYMENT TERMS:

Full payment is due upon receipt.
There are no refunds for sponsorship/exhibits.

To book view the current floorplan and book your booth using our online system, [please use this link](#).

METHOD OF PAYMENT (Please select one)

Visa MasterCard AMEX Cheque Enclosed:

Please make cheque payable to CAS c/o The Bayley Group

Mail to 72924 Airport Line, P.O. Box 9001 Hensall, ON N0M 1X0

Card #: _____ CVV: _____ Expiry Date: ____ / ____ Amount: _____

Name on Card: _____ Date: _____

Signature: _____

PLEASE RETURN COMPLETED AGREEMENT TO:

MAIL: The Bayley Group
72924 Airport Line, P.O. Box 9001
Hensall, ON
N0M 1X0

EMAIL: rebecca@bayleygroup.com

FAX: 519-263-2936

QUESTIONS? Call Rebecca Darling at 519-263-6001

2024 Sponsorship Agreement



SPONSORSHIP CONDITIONS

The CAS Annual Meeting is subject to the [National Standard for Support of Accredited CPD Activities](#) and the [CMA Guidelines for Physicians Interactions with Industry](#). The intent of these is to safeguard the integrity of accredited CPD activities from the influence of sponsoring organizations that could lead to bias. The general guiding principle is that CPD activities must be free from influence, based on best scientific evidence and focused on improving the knowledge, skills, attitudes and behavior of learners. All sponsors shall comply with these standards.

1. **Compliance:** Sponsorship will be in compliance with the National Standard - all funds from both for-profit and not-for-profit organizations must be in the form of an educational grant payable to the institution or organization sponsoring the CME/CPD activity, i.e. CAS, with no stipulations attached such as selecting faculty, authors, participants, or any matters related to the content.
2. **Influence:** The Sponsor cannot have direct or indirect influence on any aspect of the CPD activity. This includes development of educational objectives, identification of learning needs, delivery, or evaluation of an accredited CPD Activity. Sponsors cannot be involved with the selection of presentation content including speakers or educational methods used. The scientific planning committee cannot be required to accept advice from a sponsor as a condition of receiving financial or in-kind support. Sponsors cannot delegate or control the content or the registration process. Sponsors are not permitted to provide any incentives to participants unless approved by the planning committee.
3. **Conflict of interest:** A conflict of interest may arise where a sponsor's interests are in actual, potential or perceived conflict with the goals and objectives of an educational event. When conflicts of interest do arise, they must be recognized, disclosed and properly managed.
4. **Use of funds:** The purpose of the sponsorship or educational grant is to support the educational programming and to offset costs related to the CPD activity including exhibitor booths (if applicable). Funds will not be used for hospitality, entertainment, or speaker fees, nor will the funds be used to cover private expenditure, professional expenses or for the invitation of spouses/partners. All funds must be undirected and payable to CAS.
5. **Recognition:** Displays, materials, and exhibitor booths will be in a separate room/tab from the educational activities. Sponsor representatives must not engage in sales or promotional activities during the accredited activity. Sponsors can only distribute gift items bearing the exhibitor's name and/or logo with CAS' approval. Sponsorship acknowledgement will be recognized as per the benefits section outlined in this sponsorship agreement. Sponsors may not use the CAS name or logo.
6. **Linking:** The linking or alignment of a sponsor's name (or other branding strategies) to a specific educational session or section of an educational program within an accredited activity is prohibited.
7. **Advertisement:** Product-specific advertising, promotional materials or branding strategies cannot be included on, appear within, or be adjacent to: any educational materials, slides, abstracts and handouts used as part of an accredited CPD activity; activity agendas, programs or calendars of events (preliminary and final); any webpages or electronic media containing educational material.

SPONSOR/EXHIBITOR

I have read and understand the above Sponsorship and Exhibit Booking Agreement and agree to the Sponsorship Conditions detailed above.

I have read and understand the National Standard for Support of Accredited CPD Activities.