



CAS 2023

ANNUAL MEETING

Québec City June 9-12

Exhibit & Sponsorship Opportunities 2023



CANADIAN ANESTHESIOLOGISTS' SOCIETY
SOCIÉTÉ CANADIENNE DES ANESTHÉSIOLOGISTES

www.cas.ca/annual-meeting



Exhibit & Sponsorship Opportunities 2023

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 3,000 members (anesthesiologists, GP anesthetists, residents, Anesthesia Assistants, etc.) across Canada and around the world.

FIVE COMPELLING REASONS TO SPONSOR!

- 1 Gain valuable insights
- 2 Showcase your products and services
- 3 Reconnect with the industry experts
- 4 Excellent opportunity for lead generation
- 5 Network with key industry experts and learn more about the issues they are facing

Stats from 2022 Annual Meeting



over **800** attendees



from **13** different countries (primarily Canada and USA)



program offered **74** sessions



129 speakers, moderators and facilitators from around the world



70 abstracts



Twitter - **5,000+** Followers



Instagram - **500+** Followers

CAS 2023 Sponsorship Packages*



- ★ **\$35,000 Platinum Package** (limited to 3 sponsors)
- ★ **\$25,000 Gold Package** (limited to 5 sponsors)

| IN-PERSON/VIRTUAL | Platinum | Gold |
|--|--------------------|--------------------|
| <p>Sponsor Acknowledgement Acknowledgement as a CAS conference sponsor on the Annual Meeting website and onsite signage.</p> | X | X |
| <p>Social Media Mentions CAS will thank your company for your sponsorship of the Annual Meeting on Instagram, and Twitter</p> | 2 mentions | 1 mention |
| <p>On-Site Exhibit Exhibit at CAS in-person conference at the Quebec City Convention Centre in a premium position in the exhibit hall.</p> | 20x20 | 10x20 |
| <p>Virtual Business Card Your logo and company name will be featured on the sponsorship page of our virtual platform with a link to your website.</p> | X | X |
| <p>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></p> | X | |
| <p>President's Party - Saturday Excellent opportunity to mix and mingle with attendees of the off-site evening event. Platinum Sponsors will be recognized at the Presidents Party and be given the opportunity to be positioned to host a food station, in order to network and engage with attendees (not an exhibit but an additional opportunity to meet face-to-face with attendees).</p> | 4 tickets | 2 tickets |
| <p>Name Tags Logo will be prominent on name tag.</p> | X | |
| <p>Registration Desk Sponsor logo branding will be prominently featured on the registration desk.</p> | X | |
| <p>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.</p> | X | |
| <p>Anesthesia News Thank you Sponsor thank you in Anesthesia News post-meeting (2,500+ subscribers).</p> | X | X |
| <p>Exhibitor Badges / Virtual Registrations All sponsors receive 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.</p> | 8 Exhibitor badges | 4 Exhibitor badges |

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

CAS 2023 Sponsorship Opportunities

CAS
2023
QUÉBEC CITY
JUNE 9-12

EXHIBIT BOOTH PRICES

10X10 \$3,995

10X10 CORNER \$4,195

10X20 \$7,800

20X20 \$14,000

EACH 10X10 EXHIBIT INCLUDES:

- ✓ One pipe and drape booth in the exhibit hall at the Quebec City Convention Centre (includes Wi-Fi, 6ft table and 2 chairs - hydro is your own expense. The Exhibitor Manual will be sent closer to the conference with all details.)
- ✓ Acknowledgement in the exhibitor thank you in Anesthesia News post-meeting (2,500+ subscribers, name listed)
- ✓ Two exhibitor badges per 10x10 (does not include access to sessions). Additional badges can be purchased for \$200 each plus HST (includes: Welcome Reception, Breaks and Lunch on Saturday and Sunday)

SYMPOSIUM (upon availability)

\$20,000

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.*

HOTEL KEY CARDS

\$8,500

(INCLUDES CARD PRODUCTION)

Be the brand every delegate sees first thing in the morning, last thing at night and every time they enter their hotel room!

SPONSORSHIP INCLUDES:

- ✓ Branded hotel key cards with event logo and sponsor logo (used for guest hotel room access at the primary meeting hotel - Hilton Quebec)
- ✓ Two Key Cards given out per delegate
- ✓ Logo/sponsor recognition on the CAS Meeting website and signage
- ✓ One complimentary full delegate registration (on-site)
- ✓ Opportunity to provide promotional items or flyers at snack area (provided by sponsor).

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 delegates 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



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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

DELEGATE **\$3,000 PER DAY** **REFRESHMENT BREAKS** (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

RESIDENT SECTION AND SIM **\$2,500** **OLYMPICS** (5 opportunities available)

Take this opportunity to showcase your equipment and support of residents during this action-packed simulation competition! You will be prominently featured as the supporter for this event.

SPONSORSHIP INCLUDES

- ✓ Your product will be featured prominently in a SIM scenario
- ✓ Logo/sponsor recognition on the CAS Meeting website, print program, and signage



2023 Sponsorship Agreement



CONTACT INFORMATION

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

CONTACT: _____

ADDRESS: _____

CITY: _____ POSTAL CODE: _____

PHONE: _____ EMAIL: _____

Sponsorship Item(s): _____

Sponsorship Cost: \$ _____

GST 5% and QST 9.975% \$ _____

Total including both taxes \$ _____

SPONSOR PAYMENT TERMS:

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

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 39 Hensall, ON N0M 1X0

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

Name on Card: _____ Date: _____

Signature: _____

HST# 827975293RT0001

PLEASE RETURN COMPLETED AGREEMENT TO:

MAIL: The Bayley Group
72924 Airport Line, P.O. Box 39
Hensall, ON
N0M 1X0

EMAIL: rebecca@bayleygroup.com

FAX: 519-263-2936

QUESTIONS? Call Rebecca Darling at 519-263-6001

2023 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 are not permitted to distribute gift items bearing the exhibitor's name and/or logo. 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.