

# **CANADIAN STROKE CONGRESS 2015**

## **SPONSORSHIP AND EXHIBITOR PROSPECTUS**

Toronto Congress Centre  
September 17 - 19, 2015

## About the Canadian Stroke Congress

The Canadian Stroke Congress, a joint initiative of the Heart and Stroke Foundation and the Canadian Stroke Consortium, is the premier meeting in Canada for researchers, clinicians and policymakers working in the field of stroke.

In 2015, the sixth Canadian Stroke Congress will be held in Toronto at the Toronto Congress Centre. The purpose of the Congress is to provide a uniquely Canadian forum in which participants reflecting “bench-to-bedside-to-community” perspectives of stroke can exchange ideas, collaborate, and learn about innovation in stroke prevention, treatment, and recovery.

The 2015 Congress will include:

- A national stroke course for physicians
- Specialized workshops for nurses, basic scientists, and rehabilitation specialists
- Sessions focused on advances and innovations in stroke
- Sessions focused on emerging research opportunities
- A stream to showcase and disseminate learnings from the Ontario Stroke System
- Top breakthroughs in research, in clinical services, and in health system innovation
- A vibrant exhibit floor including scientific program poster presentations

The Congress attracts more than 900 delegates from Canada and around the world. Delegates at the Canadian Stroke Congress are the leading neurologists, neurointerventionalists, internists, general practitioners, nurses, rehabilitation specialists, basic scientists, knowledge-translation experts, health system managers, and policymakers in the field of stroke. This year, the Canadian Stroke Congress will include programming typically included in the annual Ontario Stroke Collaborative as well as the annual meeting of the Heart and Stroke Foundation Canadian Partnership for Stroke Recovery. It is anticipated that aligning with these two meetings in 2015 will result in a larger than ever Canadian Stroke Congress. Once again, the Congress will focus on attracting physicians by seeking continuing medical education accreditation through the Royal College of Physicians and Surgeons and the College of Family Physicians of Canada. Typically, two-thirds of attendees are directly involved in providing clinical care to people recovering from stroke.

## About the Venue

The Toronto Congress Centre is minutes from Pearson International Airport and is conveniently located near four major highways. The site boasts free parking, easily accessible loading docks, an eclectic art collection, five star cuisine, and state of the art meeting facilities.

Toronto is the largest and one of the best loved cities in Canada. Home to more than 2.5 million people from 200 different cultural backgrounds, this is a city rich in sights, smells, sounds and taste. Toronto is also known throughout Canada for its excellence in stroke research and treatment. As the 2015 host to the Canadian Stroke Congress, Toronto promises to create an exceptional event for Canada’s best and brightest minds in stroke research, prevention, care and recovery.

# Program Committee

## Program Committee Co-Chairs:

- **Mark Bayley**, *Medical Director, Brain and Spinal Cord Rehab Program, Toronto Rehabilitation University Health Network*
- **Robert Côté**, *Professor, Department of Neurology, Neurosurgery, and Medicine, McGill University Health Centre*

## Members:

- **Ashfaq Shuaib**, *Co-Chair, Canadian Stroke Consortium Education Committee, Professor, Department of Medicine and Director of Neurology, University of Alberta*
- **Jeffrey Minuk**, *Co-Chair, Canadian Stroke Consortium Education Committee, Associate Professor of Neurology and Neurosurgery, McGill University*
- **Alan Bell**, *Assistant Professor, Department of Family and Community Medicine, University of Toronto*
- **Dylan Blacquiere**, *Neurologist, Saint John Regional Hospital, Horizon Health Network*
- **Leanne Casaubon**, *Assistant Professor, Division of Neurology, University of Toronto*
- **Dale Corbett**, *Scientific Director & CEO, Heart and Stroke Foundation Canadian Partnership for Stroke Recovery*
- **Andrew Demchuk**, *Professor, Neurology, Department of Clinical Neurosciences & Hotchkiss Brain Institute, University of Calgary*
- **Paul Ellis**, *Emergency Physician, Toronto General Hospital*
- **David Fitchett**, *Associate Professor, Medicine, University of Toronto*
- **Gordon Gubitz**, *Assistant Professor of Medicine (Neurology), Dalhousie University*
- **Antoine Hakim**, *Director of Neuroscience, Ottawa Hospital Research Institute, and Professor of Medicine, University of Ottawa*
- **Devin Harris**, *Stroke TIA Clinical Lead, B.C. Patient Safety and Quality Council and Medical Advisor, Stroke Services BC*
- **Michael Hill**, *(Past Co-Chair) Professor, Neurology, Department of Clinical Neurosciences & Hotchkiss Brain Institute, University of Calgary*
- **Linda Kelloway**, *Best Practices Leader, Ontario Stroke Network*
- **Michael Kelly**, *Associate Professor of Surgery, Division of Neurosurgery, College of Medicine, University of Saskatchewan*
- **Katie Lafferty**, *Executive Director, Heart and Stroke Foundation Canadian Partnership for Stroke Recovery*
- **Cheemun Lum**, *Neuroradiologist, Diagnostic Imaging-Interventional Neuroradiology-Ottawa Hospital*
- **Christina O'Callaghan**, *Executive Director, Ontario Stroke Network*
- **Adam Steacie**, *Family Physician, Brockville Family Medical Centre*
- **Rick Swartz**, *Assistant Professor, Medicine, Division of Neurology, University of Toronto*
- **Robert Teasell**, *Professor, Schulich School of Medicine, Department of Physical Medicine & Rehabilitation, Parkwood Hospital, St. Joseph's Health Care, London Western University*
- **Dawn Tymianski**, *Nurse Practitioner, Cerebrovascular Surgery, University Health Network*
- **Katie White**, *Manager, Stroke Services BC and Heart Failure, Cardiac Services BC*

## Sponsorship Benefits

Your company can contribute to the advancement of stroke research, prevention, care and recovery through its support of the Canadian Stroke Congress. The Congress will be prominently marketed by its two hosts -- the Heart and Stroke Foundation and the Canadian Stroke Consortium -- at conferences, through advertisements, emails to potential delegates and inserts in key publications. Through these efforts the Congress will be promoted to more than 5,000 Canadian health professionals, researchers, and policy makers.

Specific benefits of sponsorship include:

- **Access to a uniquely-focused target audience.** The Canadian Stroke Congress is the only Canadian forum that spans the spectrum of professions and disciplines with an interest in stroke. Whether your target market is physicians, specialists, nurses, rehabilitation therapists, scientists, system managers, or policy-makers, the Canadian Stroke Congress offers you the opportunity to get your message across to these communities.
- **An ideal setting to build relationships.** The Canadian Stroke Congress is the ideal size to build and strengthen networks. Activities such as poster presentations, coffee breaks, and the exhibitor reception are concentrated in the exhibit hall to ensure maximum interaction between exhibitors and sponsors.
- **Visual and verbal recognition.** Sponsors will be recognized according to their sponsorship level on the Congress website, in the final program, on the mobile Congress app, through on-site signage, and during the opening remarks at the Opening Ceremonies.

## Sponsorship Opportunities

In the following pages, we have provided a guideline of what opportunities apply to each sponsorship category. Companies are welcome to suggest opportunities from the various categories that would best meet their individual educational or marketing objectives. We would be pleased to evaluate requests and create “tailor made” packages<sup>1</sup>.

In the case of co-developed symposia, please note that each symposium must comply with the guidelines and processes for co-development with a non-accredited physician organization as defined by both the Royal College of Physicians and Surgeons of Canada and the College of Family Physicians of Canada. Likewise, program ads must comply with both the Royal College of Physicians and Surgeons and College of Family Physicians of Canada guidelines and processes and, as such, are not allowed to refer to a specific product. The Heart and Stroke Foundation and the Canadian Stroke Consortium will co-develop the symposium in conjunction with the sponsor and will manage the accreditation application process.

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<sup>1</sup> All sponsorship levels quoted will be discounted at a rate of 50% for non-profit organizations or governmental agencies

## Grand Patron (\$60,000)

Priority selection of a timeslot (based on order of confirmation of sponsorship) for one exclusive co-developed accredited symposium. There will be no competing scientific program sessions scheduled during the time of your symposium, ensuring that you have maximum attendance.

- Advanced promotion of Accredited Symposium in a newsletter to previous Canadian Stroke Congress, Ontario Stroke Collaborative and Heart and Stroke Foundation Canadian Partnership for Stroke Recovery annual meeting attendees
- Advanced promotion of Accredited Symposium via one posting on Stroke Congress Facebook Page
- Title of co-developed Accredited Symposium and speakers will be listed in Final Program with co-developed statement recognizing host and sponsor company
- Priority selection of complimentary exhibit floor space up to a maximum of 20' x 20'
- Full page ad for corporate message and logo recognition on sponsor page in the final program
- Four complimentary full delegate registrations
- Four complimentary exhibitor registrations (exhibit hall access only)
- Recognition at the Congress via signage at the exhibit hall door, on the projection screen in the plenary room, and during the Opening Remarks
- Logo recognition on the Heart and Stroke Foundation website: Corporate Partnerships page, and the Sponsor page of the Congress website at [strokecongress.ca](http://strokecongress.ca)
- Company name and 75 word description in exhibitor section of the final program and Congress Mobile App

## Co-Developed Accredited Educational Session

This educational opportunity is available to Grand Patron sponsors only and provides Grand Patrons prime time slots in the Canadian Stroke Congress programming with no competing scientific program sessions. The content and speakers are subject to accreditation-related approvals.

Time slots are available to sponsors based upon their level of sponsorship.

### *Available Accredited Education Sessions:*

Thursday, September 17 12:00 pm to 1:30 pm (Luncheon)

Friday, September 18 12:00 pm to 1:30 pm (Luncheon)

Friday, September 18 6:00 pm to 7:30 pm (Dinner)

Saturday, September 19 12:00 pm to 1:30 pm (Luncheon)

The above sessions are inclusive of the accreditation fee (\$7,500), basic A/V, room rental, banquet style seating for up to 500 attendees, a small stage, screen, projector, laptop, and podium with microphone. Additional requirements must be ordered directly through the Congress' AV Company. All additional costs such as food, beverages, additional AV and/or staging, signage, etc are the responsibility of the Grand Patron. In addition, up to 3 signs promoting the Accredited Co-Developed Symposia may be displayed from 24 hours prior to the event, until the end of the event, within the Convention Centre in areas designated by the Congress Secretariat. Signage content and size must be approved by the Stroke Congress Secretariat.



## Patron (\$40,000)

- A Lunch and Learn (Unaccredited Symposium) of 1 hour duration for up to 150 attendees. Will not take place at same time as any accredited symposium events.
- Advanced promotion of Lunch and Learn (unaccredited symposium) topic in a newsletter to previous Canadian Stroke Congress, Ontario Stroke Collaborative and Heart and Stroke Foundation Canadian Partnership for Stroke Recovery annual meeting attendees.
- Logo recognition on the Heart and Stroke Foundation website: Corporate Partnerships page, and on the Stroke Congress website: Sponsors page.
- Advertisement of unaccredited symposia on separate tab on Congress website, in addition to a flyer on the registration desk and at booth in Exhibit Hall.
- One post on Facebook listing all sponsors with Congress image.
- Complimentary exhibit floor space up to a maximum of 10' x 20'.
- Half page ad for corporate message, and logo recognition on sponsor page in the print program.
- Three complimentary full delegate registrations.
- Two complimentary exhibitor registrations (exhibit hall access only).
- Recognition at the Congress via signage at the exhibit hall door, on the projection screen in the plenary room, and during the Opening Remarks.
- Company name and 75 word description in exhibitor section of the final program and Congress Mobile App.

## Breakfast/Lunch and Learn (Unaccredited Symposium)

Breakfast/Lunch and Learn (Unaccredited Symposia) opportunity is available to Patron sponsors only and will not take place at the same time as any accredited symposium events.

### *Available Unaccredited Symposia:*

Friday, September 18	7:15 am to 8:15 am
Friday, September 18	12:00 pm to 1:00 pm*
Saturday, September 19	7:15 am to 8:15 am
Saturday, September 19	12:00 pm to 1:00 pm*

The Breakfast/Lunch and Learn (Unaccredited Symposium) sessions are available for Patrons only, and are inclusive of basic A/V, room rental, banquet style seating for up to 150 attendees, a small stage, screen, projector, laptop and podium with microphone. Additional requirements must be ordered directly through the Congress' AV Company. All additional costs such as food, beverages, additional AV/staging, flyers, etc are the responsibility of the Patron sponsor. Flyers promoting the event may be placed on the registration desk, and at the sponsor booth in the exhibit hall.

*\*If the date/time is selected for an Accredited Symposia, it becomes unavailable for Unaccredited Symposia.*

## Benefactor (\$20,000)

- Sponsorship of one of the following: Conference Mobile App, Exhibit Hall Reception, or other mutually agreed upon tailored items.
- Complimentary exhibit booth (10'x10')
- A quarter page ad for corporate message, and logo recognition on sponsor page in the print program
- One complimentary full delegate registration
- Two complimentary exhibitor registrations (exhibit hall access only)
- Recognition at the Congress via signage at the exhibit hall door, and on the projection screen in the plenary room
- Recognition in newsletter to previous Canadian Stroke Congress, Ontario Stroke Collaborative and Heart and Stroke Foundation Canadian Partnership for Stroke Recovery annual meeting attendees
- Logo recognition on sponsor page of the Congress website at [strokecongress.ca](http://strokecongress.ca)
- Company name and 75 word description in exhibitor section of the final program and Congress Mobile App

## Sponsor ONE of the following as a Benefactor

### Canadian Stroke Congress App

For the second year, the Canadian Stroke Congress will be providing a mobile program app tool for its attendees. This year's app has been improved and is more interactive. It contains more opportunities for sponsors and attendees to utilize its features continually during the event. Attendees will be directed to the app to provide session feedback, participate in polls, receive alerts and changes to the Program Schedule. Sponsorship of the Congress App is a great opportunity for companies to be recognized by all Congress attendees.

#### *Recognition and Benefits:*

- Exclusive company tab to populate with your company information (must align with corporate relations policy and accreditation standards. Can hyperlink to corporate homepages, but not directly to any corporate educational materials or product pages.
- Opportunity to place up to 2 signs (18" x 24") in conference centre for full conference recognizing sponsorship
- Thank you and corporate acknowledgement of the app sponsorship in final print program.
- Logo recognition on the Congress website at [strokecongress.ca](http://strokecongress.ca) on the Sponsorship page

### Canadian Stroke Congress Exhibit Hall Reception

Sponsor the Canadian Stroke Congress Exhibit Hall Reception to be held on Friday, September 18 from 5:00 to 6:00 pm in the Exhibit Hall. As the Sponsor, you will receive:

- Recognition through the duration of the conference on the Exhibit Hall entrance archway
- Thank you and corporate acknowledgement in final print program.
- Logo Recognition on the Congress website at [strokecongress.ca](http://strokecongress.ca) on the Sponsorship page

# Additional Opportunities for Grand Patron, Patron and Benefactor Sponsors

## Relax and Recharge Lounge

A 20' x 20' Relax and Recharge lounge located centrally in the Exhibit Hall, consisting of comfortable sofas and chairs, with 2 multi-connection charging stations branded by the sponsor, where attendees can recharge their electronics during breaks and lunches may be sponsored at a cost of \$12,500.

## Hotel Key Cards

Hotel Key Cards may be sponsored at a cost of \$1,000 per hotel (2 hotels contracted), plus the cost of keys. Messaging on keys must be approved by the Heart and Stroke Foundation and be in compliance with accreditation standards.

## Hotel Room Drops

\$1,000 per hotel, plus execution costs (\$2.50 per room + HST) plus cost of item being distributed.

## Health Breaks

\$1,500 per break (5 available). Beverages or food products may be provided in addition to the \$1,500, but must meet Heart and Stroke Foundation food guidelines and meet Toronto Congress Centre standards with a potential for additional cost.

Other opportunities are welcome for discussion.

## Exhibitor (\$2,500)

- 10'x10' booth including standard draping
- Two complimentary exhibitor registrations (exhibit hall access only)
- Company name and 75 word description in exhibitor section of the final program and Congress Mobile App



# Supporter Benefits

Item Description	Grand Patron (≥\$60,000)	Patron (≥\$40,000)	Benefactor (≥\$20,000)	Exhibitor (\$2,500)
<b>General</b>				
License to link to the Heart and Stroke Foundation website from organization website (in conjunction with Corporate Relations Policy)	√	√	√	-
Post-campaign stewardship report	√	√	√	-
Recognition letter	√	√	√	√
Complimentary delegate registration(s)	4	3	1	-
Complimentary exhibitor registration(s)	4	2	2	2
<b>Pre-Event Recognition</b>				
<b>Online</b> (numbers based on 2014 statistics)				
Heart and Stroke Foundation website: Corporate Partnerships page <ul style="list-style-type: none"> <li>• Logo recognition</li> <li>• 10,000 Impressions/year</li> </ul>	√	√	-	-
Stroke Congress website: Sponsors page <ul style="list-style-type: none"> <li>• Logo recognition</li> <li>• Listed by investment level</li> </ul>	√	√	√	-
<b>Newsletters</b>				
Stroke Congress Recruitment Communications: 2 Newsletters to Contact Lists of previous Attendees (June & Aug) <ul style="list-style-type: none"> <li>• Distribution: 5,000</li> <li>• Logo recognition in footer</li> <li>• Separate Newsletters to promote Accredited and Unaccredited Symposia “Lunch and Learns”</li> </ul>	√	√	√	-

Item Description	Grand Patron (≥\$60,000)	Patron (≥\$40,000)	Benefactor (≥\$20,000)	Exhibitor (\$2,500)
<b>Facebook</b> (numbers @ February 2015)				
Heart and Stroke Foundation - EN & FR (206,000 fans)				
Promoted Post (1 individual post promoting sponsored symposium) - must include co-developed statement. NO logos will be permitted in these announcements.	√	-	-	-
1 Collective Regular Post (logo - all sponsors displayed on one post with conference image)		√	-	-
<b>On-Site Recognition</b>				
<b>Co-developed Accredited Symposium - 1.5 hours</b>				
<p><u>Timeslots Available:</u> Thursday, Friday or Saturday Lunch (12:00 - 1:30 p.m.); Friday Dinner (6:00 -7:30 p.m.)</p> <ul style="list-style-type: none"> <li>• Exclusive timeslot, no other conference activities planned during symposium</li> <li>• Includes room, banquet seating for up to 500 people and basic AV requirements</li> <li>• Opportunity to place up to 3 signs (3'x4') in conference centre 24 hours prior to event to promote symposium (signs at sponsors cost)</li> <li>• Accredited Symposium title and speakers will be listed in main congress program, with statement indicating sponsorship.</li> <li>• Separate flyers at registration desk and exhibit booth allowed (flyers at sponsors cost).</li> </ul> <p><b>NOTE:</b> COST OF FOOD IS IN ADDITION TO SPONSORSHIP.</p> <p>COST OF ACCREDITATION (\$7,500) IS INCLUDED FOR SYMPOSIUM within the Grand Patron total cost.</p>	Choice of 1		-	-

Item Description	Grand Patron (≥\$60,000)	Patron (≥\$40,000)	Benefactor (≥\$20,000)	Exhibitor (\$2,500)
<b>Lunch and Learn (Unaccredited Symposium) Session - 1 hour</b>				
<p>Cannot take place at same time as any accredited education events.</p> <p><u>Timeslots Available:</u> Friday or Saturday breakfast (7:15 - 8:15 a.m.); Friday or Saturday lunch if not selected by Grand Patron (12:00 - 1:00 p.m.)</p> <ul style="list-style-type: none"> <li>• Includes room, seating for up to 150 people and basic AV requirements.</li> <li>• Flyer permitted on registration desk and at booth in Exhibit Hall (flyer at sponsors cost)</li> <li>• Advertisement of Lunch and Learn on separate tab on Congress website, with statement noting these are separate and not accredited with name of sponsor.</li> </ul> <p><b>NOTE: COST OF FOOD IS IN ADDITION TO SPONSORSHIP. ROOM DROPS TO ADVERTISE AVAILABLE (AT ADDITIONAL COST)</b></p>	Choice of 1	√	-	-
<b>Congress Mobile App</b>				
<ul style="list-style-type: none"> <li>• Exclusive company tab to populate with company information (must align with HSF corporate relations policy and accreditation standards). Can hyperlink to corporate homepages BUT not directly to any corporate educational materials or product pages.</li> <li>• Opportunity to place up to 2 signs (18' x 24") in the conference centre for the full conference recognizing sponsorship (signs at sponsors cost)</li> </ul>	-	-	Choice of 1	-
<b>Exhibitor Reception Sponsor</b>				
<ul style="list-style-type: none"> <li>• Logo recognition on Exhibit Hall Archway, on slides in Plenary Room, and on signage during reception in exhibit hall</li> <li>• Thank you and corporate acknowledge in front of Congress print program</li> <li>• Branded cocktail napkins</li> </ul>	-	-		-

Item Description	Grand Patron (≥\$60,000)	Patron (≥\$40,000)	Benefactor (≥\$20,000)		Exhibitor (\$2,500)
Exhibitor booth	20' x 20'	10' x 20'	10' x 10'	10' x 10'	
Ad in final program containing corporate information only - no product mention	Full page	Half page	Quarter page		-
Logo recognition on sponsor page of program	√	√	√	√	√
Name and 75 word company description in exhibitor section of program	√	√	√	√	√
Name and 75 word company description in exhibitor section of mobile app	√	√	√	√	√
Exhibit hall archway	√	√	√		-
Projection screen in plenary hall	√	√	√		-
<b>ADDITIONAL OPPORTUNITIES TO ENHANCE SPONSORSHIP AVAILABLE TO GRAND PATRON, PATRON &amp; BENEFACTOR SPONSORS</b>					
Brand room keys at host hotels - \$1000/hotel + cost of keys	\$1,000	\$1,000	\$1,000		-
Health Break sponsor - (5 available) <ul style="list-style-type: none"> <li>Two 18" x 24" signs displaying sponsorship and logo near food area in exhibit hall</li> <li>Thank you to sponsor in front of print program</li> </ul>	\$1,500	\$1,500	\$1,500		-
Room drop - \$1000/hotel + execution costs (\$2.50 per room +HST)	\$1,000	\$1,000	\$1,000		-
Wireless Access sponsor <ul style="list-style-type: none"> <li>On-screen thank you and recognition between sessions, with log-in access information</li> </ul>	\$8,500	\$8,500	\$8,500		-

## Discussing Sponsorship Opportunities

The Canadian Stroke Congress is committed to ensuring you have an opportunity to shape a sponsorship program or package that meets your needs and the needs of Congress attendees. To discuss sponsorship opportunities further, please contact Donna Iampieri, Corporate Partnerships 1-647-943-3076 or via email at [diampieri@hsf.on.ca](mailto:diampieri@hsf.on.ca)

If you are interested in sponsoring or exhibiting at the 2015 Canadian Stroke Congress, please complete and return the attached form.

We look forward to seeing you in Toronto!

# Sponsorship/Exhibitor Expression of Interest Form

Yes! We are interested in supporting the upcoming Canadian Stroke Congress taking place in Toronto from September 17-19, 2015. Please contact us with more information on the opportunities indicated below:

- Grand Patron (\$60,000)
- Patron (\$40,000)
- Benefactor (\$20,000)
- Exhibitor (\$2,500)
- Other, please describe: \_\_\_\_\_

## Contact information:

Company Name:	
Address:	
City:	
Province/State and Postal/ZIP Code:	
Phone:	
Fax:	
Contact Name and Title:	
Contact's Email Address:	

**PLEASE RETURN THIS COMPLETED FORM BY EMAIL to:**

Donna Iampieri at [diampieri@hsf.on.ca](mailto:diampieri@hsf.on.ca)