The Canadian Paediatric Society is a national association of over 3,300 paediatricians, paediatric subspecialists, paediatric residents and other health care professionals who are committed to working together to advance the health of children and youth.

We have and continue to be successful in accomplishing our mission through the unwavering commitment of our membership as well as through support from corporate Canada, whose dedication allows CPS to excel in nurturing excellence in health care, advocacy, education and research.

In this 2017 CPS Sponsorship Opportunities document you will find various activities and projects that CPS is searching support for which include the CPS 2017 Annual Conference and professional and public education opportunities:

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Professional Education Sponsorship Opportunities Page 8 - 9
- Lifelong Learning in Paediatrics Courses
- Education Program for Immunization Competencies (EPIC)
- Online Continuing Medical Education (eCME)

Reaching Paediatricians Sponsorship Opportunities Page 10
- CPS News
- CPS eNEWS

Reaching Parents Sponsorship Opportunities Page 11
- Your Child’s Health: Front & Centre e-newsletter
- Caring for Kids Website

Unrestricted Grant Support Opportunities Page 12
Starting on Wednesday, May 31st, approximately 1,000 child and youth health professionals, from across the country, will gather together in Vancouver for the Canadian Paediatric Society’s (CPS) 94th Annual Conference.

The CPS Annual Conference is always well attended by paediatricians, residents, family physicians and allied health professionals as it offers a variety of accredited educational opportunities, while providing delegates with the opportunity to interact and network with their peers, mentors and sponsors.

Throughout the four days, conference delegates attend a wide range of accredited learning forums that cover the breadth of paediatrics, always with the emphasis on the latest research and how to incorporate them into practice to improve child and youth health.

“The program content was really excellent! I felt the speakers were very well versed in their topics and presented well”

Our annual conference is also a prime opportunity for pharmaceutical, vaccine, health care and consumer product manufacturers to work with the CPS to support physician education.

We welcome industry and corporate support for this unique paediatric education event by offering these opportunities:

**Sponsorship levels:**

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<thead>
<tr>
<th>Amount</th>
<th>Description</th>
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<tr>
<td>$50,000</td>
<td>PLATINUM (New Additional Benefits)</td>
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<tr>
<td>$40,000</td>
<td>GOLD</td>
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<tr>
<td>$25,000</td>
<td>SILVER</td>
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<td>$10,000</td>
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**Other:**

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<th>Amount</th>
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<tr>
<td>$25,000</td>
<td>WIFI Sponsor (Exclusive)</td>
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<tr>
<td>$15,000</td>
<td>APP Sponsor</td>
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<tr>
<td>$7,500</td>
<td>Product Theatre (Exclusive to Consumer Product Companies)</td>
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<tr>
<td>$3,500</td>
<td>Charging Station Sponsor</td>
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NEW PLATINUM SPONSOR – $50,000 (New Additional Benefits)

Platinum sponsorship of the CPS ensures the highest level of corporate visibility, recognition, networking and promotional advantage. Platinum sponsors are publicly recognized by the CPS, with continuous corporate exposure throughout the conference. This is the only level that offers sponsors the opportunity to co-develop an accredited symposium for a targeted audience that meets the learning objectives of our members in a therapeutic area of interest to your company. These unique, 90 minute, educational sessions, held over lunch, always attract a large number of delegates. They are excellent opportunities to meet and work with the CPS, and to increase the knowledge and competencies of paediatricians, residents, family physicians and allied health professionals in an area of child and youth health that is important to you. Because the symposium is accredited for Royal College of Physicians and Surgeons of Canada (RCPSC) Maintenance of Certification (MOC), your session also promotes best practices in paediatric care and positions your company as a strategic supporter of the CPS. This unique opportunity will also be available to companies who provide a $50,000 unrestricted grant to CPS.

Recognition Benefits:
- Complimentary double booth (8’ X 20’) in a prime location
- NEW: complimentary use of one registration badge scanner (to be used at booth during trade show)
- NEW: one complimentary full page advertisement in the electronic 2017 CPS Annual Conference Guide
- Prominent recognition, with your corporate logo displayed on conference signage, in the electronic 2017 CPS Annual Conference Guide and on the app and website (www.annualconference.cps.ca)
- Authorized use, for up to one year, of the CPS conference logo (with the title “Platinum Sponsor of the 2017 CPS Annual Conference”) for your own corporate promotion
- Recognition at the Opening Ceremonies
- Complimentary full registration for 4 representatives
- Invitation to the Sponsor Recognition Breakfast at the conference, with the CPS Board of Directors and senior staff in attendance
- Invitation to meet one-on-one with CPS leadership and senior staff to discuss key child and youth health issues
- Corporate recognition in a 2017 edition of the CPS News

Co-developed symposium benefits:
- Coverage of all expenses: accreditation fees, speaker costs, meeting room rental, audio-visual service, catering and event promotion
- Your company can suggest the topic, learning objectives and speakers for consideration by the CPS Annual Conference Planning Committee
- A phone meeting with representatives from the CPS and session speakers for planning purposes
- Verbal recognition by the session chair at the symposium
- An opportunity to provide feedback directly to CPS senior staff on-site
- An opportunity to extend session learnings in an online educational piece

To propose a co-developed accredited symposium please contact marlenem@cps.ca for a Proposal Submission Form.
GOLD SPONSOR – $40,000

Gold sponsors have prominent recognition and an unmatched opportunity to reach out to delegates from the conference outset and reinforce their commitment to CPS goals. Gold sponsors have significant access to valuable networking and promotional advantages at this level. Gold Sponsors are invited to participate in the Sponsor Recognition Breakfast with the CPS Board of Directors and an additional one-on-one meeting with CPS leadership and senior staff to discuss key child and youth health issues. The 2017 CPS Annual Conference is an ideal venue for Gold sponsors to increase their visibility as a leader in the eyes of the paediatric community and of competitors.

Recognition Benefits:

- Complimentary double booth (8’ X 20’) in a prime location
- NEW: one complimentary ½ page advertisement in the electronic 2017 CPS Annual Conference Guide
- Prominent recognition, with your corporate logo displayed on conference signage, in the electronic 2017 CPS Annual Conference Guide and on the app and website (www.annualconference.cps.ca)
- Authorized use, for up to one year, of the CPS conference logo (with the title “Gold Sponsor of the 2017 CPS Annual Conference”) for your own corporate promotion
- Recognition at the Opening Ceremonies
- Complimentary full registration for 3 representatives
- Invitation to the Sponsor Recognition Breakfast at the conference, with the CPS Board of Directors and senior staff in attendance
- Invitation to meet one-on-one with CPS leadership and senior staff to discuss key child and youth health issues
- Corporate recognition in a 2017 edition of the CPS News

“Excellent Conference!
Very relevant to practicing community paediatrician”

SILVER SPONSOR – $25,000

Silver sponsors have a high level of visibility and corporate exposure before, during and after the conference. They also can have considerable access to valuable networking advantages at this level, such as participation in the Sponsor Recognition Breakfast with the CPS Board of Directors. Silver sponsors can take full advantage of outstanding promotional benefits and increase corporate recognition.

Recognition Benefits:

- Complimentary booth (8’ X 10’)
- Prominent recognition, with your corporate logo displayed on conference signage, in the electronic 2017 CPS Annual Conference Guide and on the app and website (www.annualconference.cps.ca)
- Authorized use, for up to one year, of the conference logo (with the title “Silver Sponsor of the 2017 Canadian Paediatric Society Annual Conference”) for your own corporate promotion
- Recognition at the Opening Ceremonies
- Complimentary full registration for 2 representatives
- Recognition of sponsorship on each corporate representative’s name badge
- Invitation to the Sponsor Recognition Breakfast at the conference, with the CPS Board of Directors and senior staff in attendance
- Corporate recognition in a 2017 edition of the CPS News
Bronze sponsors have many opportunities to develop their corporate profile within the paediatric community, contribute to various CPS educational activities, showcase products, enhance existing relationships and create new ones through networking.

**Recognition Benefits:**
- Complimentary booth (8' X 10')
- Prominent recognition, with your corporate logo displayed on conference signage, in the electronic 2017 CPS Annual Conference Guide and on the app and website (www.annualconference.cps.ca)
- Authorized use, for up to one year, of the conference logo (with the title "Bronze Sponsor of the 2017 Canadian Paediatric Society Annual Conference") for your own corporate promotion
- Recognition at the Opening Ceremonies
- Invitation to the Sponsor Recognition Breakfast at the conference with the CPS Board of Directors and senior staff in attendance
- Corporate recognition in a 2017 edition of the CPS News

**WIFI SPONSOR – $25,000 (Exclusive)**

Support an essential service! Our new, exclusive WIFI sponsor provides WIFI/Internet access for everyone attending the CPS annual conference. WiFi users will see your logo whenever they log in: a perfect opportunity to enhance and build your corporate profile.

**Recognition Benefits:**
- Your corporate logo appears on the splash page of the WiFi login, on conference signage, in the electronic 2017 CPS Annual Conference Guide and on the app and website (www.annualconference.cps.ca)
- Authorized use, for up to one year, of the conference logo (with the title “WIFI Sponsor of the 2017 Canadian Paediatric Society Annual Conference”) for your own corporate promotion
- Recognition at the Opening Ceremonies
- Complimentary full registration for 1 representative
- Recognition of sponsorship on your corporate representative’s name badge
- Invitation to the Sponsor Recognition Breakfast at the conference with the CPS Board of Directors and senior staff in attendance
- Corporate recognition in a 2017 edition of the CPS News

“Excellent presentations and many opportunities to meet with friends and colleagues”
APP SPONSOR – $15,000

Sponsoring our mobile conference APP is a great way to showcase your organization and keep our conference ‘green’. The CPS annual conference APP is now a “must have” for connecting and organizing delegates.

Recognition Benefits:
- Your corporate logo on the APP’s home page
- Recognition, with your corporate logo displayed on conference signage and in the electronic 2017 CPS Annual Conference Guide and on the app and website (www.annualconference.cps.ca)
- Authorized use, for up to one year, of the conference logo (with the title “APP Sponsor of the 2017 Canadian Paediatric Society Annual Conference”) for your own corporate promotion
- Recognition at the Opening Ceremonies
- Complimentary full registration for 1 representative
- Recognition of sponsorship on your corporate representative’s name badge
- Invitation to the Sponsor Recognition Breakfast at the conference with the CPS Board of Directors and senior staff in attendance
- Corporate recognition in a 2017 edition of the CPS News

PRODUCT THEATRE SPONSOR – $7,500 (Exclusive to Consumer Product Companies)

Product Theatres are a great way to demonstrate and share your latest product information and innovations with conference delegates. Product Theatres are 30 minutes in length and are held during the lunch hour in the Exhibit Hall. Product Theatre Sponsors are also encouraged to invite delegates back to their booth, after their presentation, to continue their discussion one-on-one.

Recognition Benefits:
- Complimentary booth (8’ X 10’)
- Prominent recognition, with your corporate logo displayed on conference signage, in the electronic 2017 CPS Conference Guide and on the conference app and website (in the Exhibit section) (www.annualconference.cps.ca)
- Open area with seating for up to 50 delegates
- One screen, projector and lap top for presentation
- Microphone & podium
- Corporate recognition in the 2017 edition of CPS News

CHARGING STATION SPONSOR – $3,500 (per station)

Charging stations are a must to ensure delegate’s electronic devices are fully charged and ready to go! Two charging stations will be set up in a high traffic area, at the Conference, to ease the worry of devices running out of battery, so delegates can continually access all conference details and materials.

Recognition Benefit:
- Prominent recognition, with your corporate logo, displayed at charging station

For more information and to secure your conference sponsorship, please contact:

Marlene Murray, Manager of Development, Canadian Paediatric Society
Tel: 613-526-9397 ext. 227  Email: marlenem@cps.ca
Lifelong Learning in Paediatrics Courses

Lifelong Learning in Paediatrics (LLP) courses are an opportunity to discuss key paediatric topics with child and youth health experts in a relaxed and focused environment. They are designed to help paediatric health care professionals enhance their knowledge and diagnostic skills. Attracting an average of 100-125 paediatricians, family physicians, paediatric residents and allied health professionals, they concentrate on specific content areas with daily plenaries and workshops. Participant satisfaction with all aspects of the course – from content to learning opportunities to location – has remained consistently high.

The 2017 LLP Courses are scheduled for:

Winter 2017 LLP Course   February 10-12, 2017
Venue: Fairmont Château Frontenac, Old Quebec City, Quebec
Content Areas: Acute care, Allergy/Immunology, Hematology, Infectious diseases

Fall 2017 LLP Course   November 3-5, 2017
Venue: Fairmont Château Montebello, Montebello, Quebec
Content Areas: Dermatology, Mental health, Neonatology, Sports medicine

LLP Co-developed Symposium Sponsor - $30,000

As an LLP Co-developed Symposium Sponsor, your company has the opportunity to co-develop, with the CPS, an accredited symposium for a targeted audience. You can suggest the topic, learning objectives and speakers for a co-developed symposium to the CPS Continuing Education Committee in a therapeutic area of interest to you. These 90 minute symposiums are held over breakfast or lunch.

Recognition Benefits:
- Coverage of all expenses: accreditation fees, speaker costs, meeting room rental, audio-visual service, catering and event promotion
- 2 complimentary course registrations
- A complimentary table-top display in a high-profile area
- Special recognition at the course welcome
- Corporate logo recognition on appropriate course material, signage and the course website
- Recognition of sponsorship on each corporate representative’s name badge
- Invitation to the Sponsor Recognition Breakfast at the 2017 Annual Conference, with the CPS Board of Directors and senior staff in attendance

LLP General Sponsor - $5,000

Your company will have the distinctive opportunity to increase corporate recognition by interacting with delegates and by taking advantage of the valuable networking and promotional benefits.

Recognition Benefits:
- 1 complimentary course registration
- A complimentary table-top display in a high-profile area
- Corporate logo recognition on the course website
- Recognition of sponsorship on your corporate representative’s name badge
- Special recognition at the course welcome
**Education Program for Immunization Competencies (EPIC) Course Sponsor - $10,000**

The Education Program for Immunization Competencies (EPIC) is a one-day course based on the guideline *Immunization Competencies for Health Professionals*, developed by the Public Health Agency of Canada and endorsed by all major health professional groups in Canada. The competencies reflect a national consensus on the education and training required by immunization providers. This course is open to residents from Canadian programs in paediatrics, community and family medicine, infectious disease specialists, internal medicine, gynecology as well as physicians, nurses and pharmacists. As an EPIC Course sponsor, you are recognized as a champion of disease prevention.

**Recognition Benefits:**
- 1 complimentary course registration
- A complimentary table-top display in a high-profile area
- Special recognition at the course welcome
- Recognition on all appropriate course material and signage
- Recognition on the course website
- Recognition of sponsorship on corporate representative’s name badge
- Invitation to the Sponsor Recognition Breakfast at the 2017 Annual Conference, with the CPS Board of Directors and senior staff in attendance

**Online Continuing Medical Education (eCME) Course Sponsor - starting from $60,000 (depending on format)**

As an eCME sponsor you will help update health professionals and expand their medical knowledge at their own pace. On-line courses offer a wide variety of topics on child and youth health reaching over 90,000 healthcare professionals such as family physicians, paediatricians, subspecialists, nurses, and pharmacists. The CPS online courses are developed through unrestricted education grants and created by CPS content experts and electronic instructional designers. They are free, convenient, accredited with sign in/out privileges, evidence-based and always up-to-date. They remain live for one year.
CPS News Sponsor - $25,000 per year or $12,500 per issue
(2 issues per year - Spring 2017 – Fall 2017)

CPS News is a printed newsletter, produced in English and French, and sent to more than 3,300 CPS members, including paediatricians, paediatric residents and allied health professionals. CPS News keeps members up-to-date on current child and youth health issues, while providing information on resources to use in practice settings, topics relating to CPS advocacy, and upcoming educational events.

Recognition Benefits:
- CPS News invites only one sponsor per issue and does not accept any other corporate advertising
- Placement of a one-page ad or other communications piece in the centre of the newsletter. The design, printing and production costs for this piece are the responsibility of the sponsor
- Invitation to the Sponsor Recognition Breakfast at the 2017 Annual Conference, with the CPS Board of Directors and senior staff in attendance

CPS eNews Sponsor - $25,000 per year or $5,000 per month
(12 issues per year - January 2017 – December 2017)

CPS eNews is a monthly, bilingual electronic newsletter sent by email to more than 3,300 CPS members, including paediatricians and allied health professionals. CPS eNews focuses on topics relevant to paediatricians and highlights CPS activities. It provides members with timely information on clinical issues, upcoming educational events, advocacy activities, and new statements and practice points. The member response rate to CPS eNews is high. At least 50% of members open and refer to their monthly electronic newsletter, compared with an average of about 26% across the not-for-profit health sector.

Recognition Benefits:
- CPS eNews allows only one sponsor per issue, recognized with a banner advertisement with link. Approval of advertisement, placement and link is at the discretion of CPS
- Sponsorship of a full year’s subscription will provide optimal exposure, keeping your company’s brand top of mind of CPS members throughout 2017
- Full year Sponsor will receive an invitation to the Sponsor Recognition Breakfast at the 2017 Annual Conference, with the CPS Board of Directors and senior staff in attendance
REACHING PARENTS

Your Child’s Health: Front & Centre e-newsletter Sponsor - $25,000 per year or $5,000 per issue
(12 issues per year – January 2017 – December 2017)

Your Child's Health: Front & Centre is a monthly, bilingual electronic newsletter that reaches nearly 5,000 parents and caregivers across Canada. It is designed to drive readers to the Caring for Kids website (www.caringforkids.cps.ca) for trusted information from Canada’s paediatricians, recommendations about child and youth health and seasonal tips. Each monthly issue will have a particular theme, including nutrition (March), immunization (April) and summer safety (June).

Subscriptions to Your Child's Health: Front & Centre e-newsletter grow daily. The e-newsletter is actively promoted on the Caring for Kids website homepage, via promotional materials in CPS members’ offices and through our social media streams on Facebook and Twitter, where we reach over 18,000 users.

Recognition Benefits:
- Your company will be the exclusive sponsor of Your Child’s Health Front & Centre, recognized with a banner advertisement with link. Approval of advertisement, placement and link is at the discretion of CPS
- Sponsorship of a full year will provide optimal exposure, raising brand awareness and keeping your company top of mind among Canadian parents and caregivers in 2017
- Full year Sponsor will receive an invitation to the Sponsor Recognition Breakfast at the 2017 Annual Conference, with the CPS Board of Directors and senior staff in attendance

Caring for Kids Website Sponsor (Exclusive Opportunity)

With more than 4 million visits annually, the Caring for Kids website is a popular destination for Canadian families!

The CPS Caring for Kids bilingual website (www.caringforkids.cps.ca / www.soinsdenosenfants.cps.ca) is a trusted resource for parents, with more than 160 documents under 8 main headings. Each section focuses on reliable, up-to-date expert information and advice that focuses on child and youth health and development:
- Pregnancy & Babies
- Healthy Bodies
- Keeping Kids Safe
- Growing & Learning
- Illnesses & Infections
- Behaviour & Parenting
- Teen Health
- Tips & Checklists

All information on the site has been developed with, reviewed and approved by paediatricians from across Canada. So parents can be sure they can trust Caring for Kids.

As the exclusive sponsor of the Caring for Kids website, your company has a unique opportunity to increase brand awareness among paediatricians, families, caregivers and others accessing up-to-date health information about child and youth health.

Recognition Benefits:
- As the 12 month exclusive sponsor, your company is highlighted with a corporate or brand logo and a hyperlink, to your company's homepage, on all 9 home pages of the Caring for Kids website (including the main home page and all of the 8 section home pages). Approval of the logo, placement of logo and link is at the discretion of CPS
- Acknowledgement and thanks on CPS social media channels (professional and public) helps drive CPS members and the public to your company's website (more than 18,000 followers on Twitter and Facebook)
- Invitation to the Sponsor Recognition Breakfast at the 2017 Annual Conference, with CPS Board of Directors and senior staff in attendance
- Invitation to meet one-on-one with CPS leadership and senior staff to discuss key child and youth health issues
An unrestricted grant allows CPS to expand and enhance its work in areas such as advocacy, public education, surveillance and research that are also vital to the health of children and youth. Through support of an unrestricted grant you will be working with CPS on projects that the CPS Board of Directors have deemed a priority.

CPS Advocacy Priorities for 2017:

**Protecting children and youth through better immunization programs:** CPS members continue to advocate for better immunization programs across the country. Working with the Ministry of Health and various levels of government, CPS is striving for the creation of a universal immunization program and true national registry to protect children and youth from vaccine preventable diseases.

**Status Report – Are We Doing Enough?:** This report [www.cps.ca/en/status-report](http://www.cps.ca/en/status-report) evaluates and charts how provincial/territorial and federal governments are using public policy to promote specific health and safety issues affecting children and youth. The report focuses on areas such as immunization programs, breastfeeding promotion, management of type 1 diabetes in schools and injury prevention. The status report is essential to policy makers as it highlights the health areas that are succeeding and/or need improvement.

**Children and Youth New to Canada:** In 2013 CPS launched the website [Caring for Kids New to Canada](www.kidsnewtocanada.ca) to provide evidence-based information to health professionals caring for immigrant and refugee children and youth. Today, over 250,000 Canadian health professionals have referred to this essential, electronic web resource to review up-to-date evidence-based information, practices and tools that focus on topics such as “signs and symptoms”, medical conditions and assessment.

**Type 1 Diabetes in Schools:** The CPS, the Canadian Pediatric Endocrine Group, and the Canadian Diabetes Association recommend that all provinces and territories establish a policy on the management of type 1 diabetes in schools to provide daily support to children living with this disease. They also recommend that schools ensure students have the day-to-day support they need to manage their disease. To facilitate the implementation of these recommendations, the CPS is launching [Diabetes at School](www.diabetesatschool.ca), a bilingual on-line educational resource with information and training for school staff, a template individual care plan, and many other resources. This is the first national resource to support students with type 1 diabetes.

**CPS Position Statements:** Position statements are at the core of CPS educational and advocacy efforts. Each statement is written and reviewed by expert CPS committees and Board of Directors, and provides guidance to Canadian health practitioners and policy makers on child and youth health issues. Statements are published in our peer-review journal, *Paediatrics & Child Health* (reaching 10,000 practicing physicians in Canada) and, when appropriate, are also shared with government.

**Recognition Benefits:**

- Recognition with your corporate logo displayed on the CPS website for one year. Placement of logo is at the discretion of CPS
- **Opportunity to co-develop an accredited, educational symposium with CPS at the 2017 CPS Annual Conference**
- Invitation to the Sponsor Recognition Breakfast at the 2017 CPS Annual Conference, with the CPS Board of Directors and senior staff in attendance
- Invitation to meet one-on-one with CPS leadership and senior staff to discuss key child and youth health issues
- Corporate recognition in a 2017 edition of the CPS News

For more information about these 2017 sponsorship opportunities, please contact:

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