Canadian Paediatric Society
2018 Sponsorship Opportunities
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 2018 CPS Sponsorship Opportunities document you will find various activities and projects that CPS is searching support for which include the CPS 2018 Annual Conference and professional and public education opportunities:

**2018 Annual Conference Sponsorship Opportunities**
Page 3 - 7

**Professional Education Sponsorship Opportunities**
Page 8
- Lifelong Learning in Paediatrics Courses
- On-line Continuing Medical Education (eCME)

**Reaching Paediatricians Sponsorship Opportunities**
Page 9
- CPS News
- CPS eNEWS

**Reaching Parents Sponsorship Opportunities**
Page 10 - 11
- Your Child’s Health: Front & Centre e-newsletter
- Caring for Kids Website

**Unrestricted Grant Support Opportunities**
Page 12
Each year, over 1000 delegates attend the Canadian Paediatric Society (CPS) Annual Conference, making it the largest accredited educational gathering of child and youth health professionals in Canada. The conference provides exceptional learning opportunities, always with emphasis on the latest research and practice developments in child and youth health. A wide range of accredited learning forums and topics are always well received by the paediatricians, residents, family physicians and allied health professionals in attendance.

“Once again, a strong and diverse program with many excellent talks.”

“It was a great conference program. Every year, I struggle with making choices as to which presentation to attend, because there are so many good ones running at the same time.”

“Well chosen, contemporary topics, presented by excellent speakers.”

Our annual conference is also a prime opportunity for conference delegates to network with their peers, mentors and sponsors. It is also an excellent opportunity for pharmaceutical, vaccine and health care 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 Opportunities:**

- **$50,000** - Platinum Sponsor
- **$40,000** - Gold Sponsor
- **$25,000** - Silver Sponsor
- **$10,000** - Bronze Sponsor
- **$3,500** - Recharge Station Sponsor

**Exclusive Sponsorship Opportunities:**

- **$25,000** - WIFI Sponsor (New additional benefit)
- **$15,000** - APP Sponsor (New additional benefit)
PLATINUM SPONSOR – $50,000 (4 available)

Platinum sponsorship of the CPS Annual Conference is the only level offering sponsors the opportunity to co-develop an accredited symposium and ensures the highest level of corporate visibility, recognition, networking and promotional advantage. 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 (10’ X 10’) in a prime location (NEW: Trade Show now 2 days)
- One complimentary full page advertisement in the electronic 2018 CPS Annual Conference Final Program
- Prominent recognition with your corporate logo displayed on conference signage and in the electronic 2018 CPS Annual Conference Final Program 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 2018 CPS Annual Conference”) for your own corporate promotion
- Recognition at the Opening Ceremonies
- **Complimentary** full registration for 4 representatives
- 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
- Invitation to meet one-on-one with CPS leadership and senior staff to discuss key child and youth health issues
- Corporate recognition in a 2018 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 on-line educational piece

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

Recognition Benefits:

- **Complimentary** double booth (10’ X 10’) in a prime location *(NEW: Trade Show now 2 days)*
- One *complimentary* ½ page advertisement in the electronic 2018 CPS Annual Conference Final Program
- Prominent recognition with your corporate logo displayed on conference signage and in the electronic 2018 CPS Annual Conference Final Program 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 2018 Canadian Paediatric Society Annual Conference”) for your own corporate promotion
- Recognition at the Opening Ceremonies
- **Complimentary** full registration for 3 representatives
- 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
- Invitation to meet one-on-one with CPS leadership and senior staff to discuss key child and youth health issues
- Corporate recognition in a 2018 edition of the CPS News

“Excellent Conference! Strong and diverse program with many excellent talks and many opportunities to meet with friends and colleagues.”

SILVER SPONSOR – $25,000

Recognition Benefits:

- **Complimentary** booth (10’ X 10’) *(NEW: Trade Show now 2 days)*
- Prominent recognition with your corporate logo displayed on conference signage and in the electronic 2018 CPS Annual Conference Final Program 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 2018 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 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 2018 edition of the CPS News
BRONZE SPONSOR – $10,000

Recognition Benefits:

- Complimentary booth (8’ X 10’) (NEW: Trade Show now 2 days)
- Prominent recognition with your corporate logo displayed on conference signage and in the electronic 2018 CPS Annual Conference Final Program 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 “Bronze Sponsor of the 2018 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 2018 edition of the CPS News

RECHARGE STATION SPONSOR – $3,500 (per station – 2 available)

Recognition Benefit:

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

“Excellent presentations! Very relevant to the practicing community paediatrician.”
CPS 2018 SPONSORSHIP OPPORTUNITIES

Exclusive Sponsorship Opportunities

WIFI SPONSOR – $25,000 (Exclusive)

The WIFI Sponsor provides the exclusive essential service of helping to deliver WIFI internet access to conference delegates. As the WIFI Sponsor you will receive continual corporate recognition as delegates log in on a daily basis where they will view your company logo.

Recognition Benefits:
- Your corporate logo will appear on the splash page of the WiFi login, on conference signage, in the electronic 2018 CPS Annual Conference Final Program and on the app and website (www.annualconference.cps.ca)
- Complimentary booth (10’ X 10’) (NEW: Trade Show now 2 days)
- Authorized use, for up to one year, of the CPS conference logo (with the title “APP Sponsor of the 2018 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 2018 edition of the CPS News

APP SPONSOR – $15,000 (Exclusive)

The mobile APP keeps delegates up to date on the Conference schedule. It is an excellent opportunity to showcase your organization as delegates download and continually refer to the APP throughout the conference to ensure they don’t miss out on any educational sessions. 75% of delegates downloaded the APP at the 2017 Annual Conference and we expect this to grow as CPS no longer provides an Annual Conference printed program.

Recognition Benefits:
- Your corporate logo on the APP’s home page
- Complimentary booth (8’ X 10’) (NEW: Trade Show now 2 days)
- Prominent recognition with your corporate logo displayed on conference signage and in the electronic 2018 CPS Annual Conference Final Program and on the app and website (www.annualconference.cps.ca)
- Authorized use of the CPS conference logo (with the title “APP Sponsor of the 2018 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 2018 edition of the CPS News

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 Courses (LLPS) allow paediatricians, family physicians, paediatric residents and health care professionals the opportunity to enhance their knowledge and diagnostic skills in a relaxed and focused environment. The courses, which attract an average of 100 - 125 participants concentrate on specific content areas. The daily plenaries and workshops allow for open discussion and hands-on learning, which enhances the popularity of these educational opportunities.

The 2018 LLP Courses are scheduled for:

**Winter 2018 LLP Course**  February 2-4, 2018  
Venue: Four Seasons Resort & Residences Whistler, Whistler, British Columbia  
Content Areas: Adolescent health, Child and youth maltreatment, Nephrology, Respirology

**Fall 2018 LLP Course**  October 19-21, 2018  
Venue: Fairmont Banff Springs, Banff, Alberta  
Content Areas: Genetics, Gastroenterology, Infectious diseases, Rheumatology

**LLP Co-developed Symposium Sponsor - $30,000**

LLP Co-developed Symposium Sponsors have the opportunity to co-develop an accredited symposium with the CPS. You can suggest topics, learning objectives and speakers to the CPS Continuing Education Committee in a therapeutic area of interest to you. The 90 minute symposiums, that are held over breakfast and lunch, are the perfect opportunity to support Canadian paediatricians, family physicians, paediatric residents and health care professionals as their further develop their knowledge and skills.

**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 2018 Annual Conference, with the CPS Board of Directors and senior staff in attendance

**LLP General - Table-Top Sponsor - $3,000**

**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

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

eCME courses are essential in helping health professionals expand their medical knowledge. Through the support of an unrestricted grant, eCME Sponsors allow CPS content experts and electronic instructional designers to develop a variety of on-line accredited courses. The courses will highlight various topics of child and youth health. They are free and remain live for one year which allows family physicians, paediatricians, subspecialists, nurses and pharmacists the opportunity to learn at their own pace.
CPS News Sponsor - $25,000 per year or $12,500 per issue
(2 issues per year - Spring 2018 – Fall 2018)

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. Approval of the advertisement is at the discretion of CPS.
- Invitation to the Sponsor Recognition Breakfast at the 2018 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 2018 – December 2018)

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 22% 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 are at the discretion of CPS.
- Sponsorship of a full year’s subscription will provide optimal exposure, keeping your company’s brand top of mind among CPS members throughout 2018.
- Full-year sponsor will receive an invitation to the Sponsor Recognition Breakfast at the 2018 Annual Conference, with the CPS Board of Directors and senior staff in attendance.
Your Child's Health: Front & Centre e-newsletter Sponsor - $25,000 per year or $5,000 per issue

(12 issues per year – January 2018 – December 2018)

More and more Canadian parents and caregivers are turning to Your Child's Health: Front & Centre e-newsletter for expert recommendations and child and youth health care tips. With information from Canadian paediatricians, this monthly, bilingual electronic newsletter is a popular resource! Each issue focuses on a particular theme, such as nutrition, immunization and summer safety and drives readers to the CPS Caring for Kids website (www.caringforkids.cps.ca) for more extensive information.

With nearly 5,000 subscribers, Your Child's Health: Front & Centre e-newsletter continues to grow. It is actively promoted on the Caring for Kids website homepage, via promotional materials in CPS members’ offices and through CPS social media streams on Facebook and Twitter where we reach over 20,000 followers.

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 are 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 2018.
- Full-year sponsor will receive an invitation to the Sponsor Recognition Breakfast at the 2018 Annual Conference, with the CPS Board of Directors and senior staff in attendance.

Caring for Kids Website Sponsor

4 million visits annually and growing!

Two Sponsorship Opportunities:

Caring for Kids Website Sponsor (Exclusive Opportunity)
Caring for Kids Website Section Sponsor - $30,000 (per section - per year)

The CPS Caring for Kids website continues to be the go-to resource for Canadian parents and caregivers seeking information on all aspects of child and youth health care and development. Readers have access to expert guidance and recommendations through more than 170 documents reviewed by paediatricians across Canada.

The website contains health care information under 8 different headings:

- Pregnancy & Babies
- Healthy Bodies
- Keeping Kids Safe
- Growing & Learning
- Illnesses & Infections
- Immunization
- Behaviour & Parenting
- Teen Health

The Caring for Kids website continues to grow in popularity. As an exclusive sponsor, your company has the unique opportunity to increase brand awareness to over 4 million visitors who refer to the website annually for trusted and reliable information on child and youth health.

Caring for Kids Website Sponsor Recognition Benefits:

- As the 12-month exclusive sponsor, your company is highlighted with a corporate or brand logo and a link, to your company’s homepage, on all 9 home pages of the Caring for Kids website (the home page and all 8 section index pages). Approval of the logo, placement of logo and link are 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 20,000 followers on Twitter and Facebook).
- Invitation to the Sponsor Recognition Breakfast at the 2018 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.
Caring for Kids Website Section Sponsor Recognition Benefits:

- Placement of your corporate or brand logo in the sponsored section of the Caring for Kids website for 12-months with the reference of “This section of Caring for Kids is supported with an unrestricted grant from (your company name).” Approval of the placement of logo and link are at the discretion of CPS.

- A link will be provided from the CPS website to your company's website. In addition, the Caring for Kids logo may be featured on your corporate website with a link back to the sponsored section.

- Your company can use the Caring for Kids logo in their consumer and physician brochures to direct consumers to the sponsored section of the website for a period of 12-months.

- Acknowledgement and thanks in Your Child’s Health: Front & Centre (CPS parent e-newsletter) sent to a list of more than 4500 subscribers.

- Acknowledgement and thanks on CPS social media channels (professional and public) to drive members and general public to the web page (more than 20,000 followers on Facebook and Twitter).

- Acknowledgement and thanks in a CPS e-newsletter sent to more than 3,300 CPS members, encouraging paediatricians to refer patients to this section of the site and share resources.
Your support of an unrestricted grant will allow the Canadian Paediatric Society to enhance its work in areas that CPS members have deemed a priority in improving the health and well-being of Canadian children and youth. Over the next 5 years, the CPS will focus on projects and initiatives that are outlined in the CPS Strategic Framework [www.cps.ca/en/about-apropos/strategic-framework](http://www.cps.ca/en/about-apropos/strategic-framework). The CPS will also continue to advocate for universal immunization programs and will continue to publish a biennial “report card” of how our country is succeeding or failing in various child and youth health and safety issues.

**The Canadian Paediatric Society’s top priorities for 2018 are:**

**Pursue health equity for First Nations, Inuit and Métis children and youth:**
- Facilitate the routine use of clinically relevant guidelines to care for Indigenous children and youth, ensuring that these guidelines reflect the unique nature of providing health care in remote communities
- Advocate for improvements to existing mechanisms for service coverage and delivery
- Enhance health professional education on Indigenous child and youth health
- Be an active participant in reconciliation with Indigenous communities

**Strengthen child and youth mental health and mental health care:**
- Increase the competency of child and youth health providers to promote mental wellness and to prevent, diagnose and treat mental health disorders in children and youth
- Advocate for expanded access to publicly funded treatment for children and youth, including psychology, school-based mental health and developmental services, and specialized inpatient and residential programs
- Support families with children and youth struggling with mental health issues
- Enhance the ability of health professionals to prevent and treat misuse of marijuana, alcohol and other substances

**Expand access to safe and effective medications and therapeutics:**
- Advocate for increased access to life-saving and life-sustaining medications, formulations, therapeutics, medical supplies and other essential health care services
- Advocate for a federal drug and medical device regulatory framework that meets or exceeds international best practices
- Guide and support appropriate “off-label” drug use for children and youth
- Promote child health research, with a focus on paediatric medications, therapeutics and clinical trials

**Advance the practice of social paediatrics:**
- Enhance the ability of paediatricians to screen for and respond to risk factors associated with the social determinants of health
- Advocate for appropriate medical care and continuity for children and youth in the child protection and foster care systems
- Advocate for safe homes, schools and communities, with a focus on protecting children and youth from threats associated with addictive substances, firearms, and other dangerous products and environments

**Protecting children and youth through better immunization programs:**
- Advocate for better immunization programs across the country
- Work with the Federal, Provincial and Territorial Ministers of Health towards the creation of an immunization schedule and a true national registry.

- Evaluate and chart how provincial/territorial and federal governments are using public policy to promote specific health and safety issues affecting children and youth.
- Focus on areas such as immunization programs, breastfeeding promotion, management of type 1 diabetes in schools and injury prevention.

**Recognition Benefits:**
- Opportunity to co-develop an accredited, educational symposium with CPS at the 2018 Annual Conference
- Recognition with your corporate logo displayed on the CPS website for one year. Placement of logo is at the discretion of CPS
- Invitation to the Sponsor Recognition Breakfast at the 2018 CPS 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
- Corporate recognition in a 2018 edition of the CPS News

---

**For more information about these 2018 sponsorship opportunities, please contact:**

**Marie Adele Davis**  
Executive Director, Canadian Paediatric Society  
Tel: 613-526-9397 ext. 226  
madavis@cps.ca

**Marlene Murray**  
Manager of Development  
Tel: 613-526-9397 ext. 227  
marlenem@cps.ca