Canadian Paediatric Society
2020 Sponsorship Opportunities
The Canadian Paediatric Society is a national association of over 3,600 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 2020 CPS Sponsorship Opportunities document you will find various activities and projects that CPS is searching support for which include the CPS 2020 Annual Conference and professional and public education opportunities:

2020 Annual Conference Sponsorship Opportunities

Professional Education Sponsorship Opportunities
- **NEW** – Pedagogy – Online Continuing Medical Education (eCME)  
  - Lifelong Learning in Paediatrics Courses

Reaching Paediatricians Sponsorship Opportunities
- CPS News
- CPS eNEWS

Reaching Parents Sponsorship Opportunities
- Caring for Kids Website

Unrestricted Grant Support Opportunities
With over 900 delegates in attendance, the Canadian Paediatric Society (CPS) conference is the largest, annual accredited educational gathering of child and youth health professionals in Canada. Paediatricians, residents, family physicians and allied health professionals who attend benefit from exceptional learning opportunities, that feature a wide range of forums and topics, always with emphasis on the latest research and developments in child and youth health.

“The CPS conference left me inspired and reminded again what a pivotal role we play in children’s health”

“The content of the conference addressed my knowledge gaps. I felt more confident about answering questions that my patients will have for me regarding the new updates in literature and guidelines.”

The CPS Annual Conference provides Sponsors with the opportunity to work with the CPS to support physician education as well as the chance to interact with their target audience on site.

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
- $5,000 - Mother’s Lounge (NEW - Exclusive to Consumer Product Companies)
- $3,500 - Recharge Station Sponsor

**Exclusive Sponsorship Opportunities:**

- $25,000 - WIFI Sponsor
- $15,000 - APP Sponsor
PLATINUM SPONSOR – $50,000

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, 75 minute, educational sessions 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 (at an additional cost of $25,000).

Recognition Benefits:

- **Complimentary double booth in a prime location and lead retrieval (Trade Show 2 days)**
- Prominent recognition with your corporate logo displayed on conference signage 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 2020 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 Event 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 2020 edition of the CPS News
- Recognition in Annual Conference daily electronic newsletter

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

Recognition Benefits:
- Complimentary double booth in a prime location and lead retrieval (Trade Show 2 days)
- Prominent recognition with your corporate logo displayed on conference signage 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 2020 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 Event 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 2020 edition of the CPS News

SILVER SPONSOR – $25,000

Recognition Benefits:
- Complimentary booth and lead retrieval (Trade Show 2 days)
- Prominent recognition with your corporate logo displayed on conference signage 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 2020 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 Event at the conference, with the CPS Board of Directors and senior staff in attendance.
- Corporate recognition in a 2020 edition of the CPS News

“Excellent forum for networking.”
BRONZE SPONSOR – $10,000

Recognition Benefits:
- Complimentary booth and lead retrieval (Trade Show 2 days)
- Prominent recognition with your corporate logo displayed on conference signage 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 2020 Canadian Paediatric Society Annual Conference”) for your own corporate promotion
- Recognition at the Opening Ceremonies
- Invitation to the Sponsor Recognition Event at the conference, with the CPS Board of Directors and senior staff in attendance.
- Corporate recognition in a 2020 edition of the CPS News

NEW MOTHER’S LOUNGE – $5,000 (Exclusive to Consumer Product Companies)

The CPS supports nursing mothers by providing a safe, secure and private Mother’s Lounge while they are attending the CPS Annual Conference with their children. The Mother’s Lounge is well stocked with breastfeeding necessities and boasts a relaxed, cozy and welcoming atmosphere, complete with dim lighting, cozy chairs and separate breast feeding stations.

Recognition Benefit:
- Opportunity to supply the CPS Mother’s Lounge with approved product
- Prominent recognition as a Friend of the CPS Sponsor with your corporate logo displayed on signage, on the APP and website (www.annualconference.cps.ca)
- Corporate recognition in a 2020 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

“Always a well thought out and orchestrated meeting.”
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. 76% of delegates downloaded the APP at the 2019 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 and lead retrieval (Trade Show 2 days)
- Authorised use, for up to one year, of the CPS conference logo (with the title “APP Sponsor of the 2020 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 Event at the conference with the CPS Board of Directors and senior staff in attendance.
- Corporate recognition in a 2020 edition of the CPS News

**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, and on the app and website ([www.annualconference.cps.ca](http://www.annualconference.cps.ca))
- Complimentary booth and lead retrieval (Trade Show 2 days)
- Authorised use, for up to one year, of the CPS conference logo (with the title “APP Sponsor of the 2020 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 Event at the conference with the CPS Board of Directors and senior staff in attendance.
- Corporate recognition in a 2020 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. 76% of delegates downloaded the APP at the 2019 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 and lead retrieval (Trade Show 2 days)
- Prominent recognition with your corporate logo displayed on conference signage and on the app and website ([www.annualconference.cps.ca](http://www.annualconference.cps.ca))
- Authorised use, for up to one year, of the CPS conference logo (with the title “APP Sponsor of the 2020 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 Event at the conference with the CPS Board of Directors and senior staff in attendance.
- Corporate recognition in a 2020 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
Pedagogy eCME Sponsorship – starting from $65,000 (depending on format)

eCME courses are an essential way to help health care providers to continue their professional development, while expanding their medical knowledge. To further assist with this, the CPS has designed and developed its own new online learning portal and medical education management system Pedagogy.

With this new system, learners can find accredited educational opportunities that suit their learning preferences, and access learning resources and tools that are robust, reliable and competency-based. Pedagogy online courses are free for CPS members and remain live for one year, which allows family physicians, paediatricians, subspecialists, nurses and pharmacists the opportunity to learn at their own pace.

Through the support of an education grant, Pedagogy eCME Sponsors allow CPS content experts and electronic instructional designers to develop a variety of online accredited courses that will highlight various topics focused on child and youth health. The courses will be current, evidence-based and balanced.

Recognition Benefits:

- Course remains online for 1 year
- Opportunity to renew course module(s) after 1 year
- Opportunity to reach:
  - 8000 family physicians
  - 5000 paediatricians and subspecialists (includes 3600 CPS members)
  - 800 paediatric residents
- Your company name displayed on the CPS website
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. Because they are intimate in size, LLPS offer sponsors a unique opportunity to build brand awareness by networking one-on-one with and promoting their products to a specialized, captive audience.

The 2020 LLP Courses are scheduled for:

**Winter 2020 LLP Course**  January 31-February 2, 2020  
Venue: Four Seasons Resort and Residences Whistler Hotel, Whistler, British Columbia  
Content areas: Adolescent health, endocrinology, hematology and orthopaedics

**Fall 2020 LLP course**  October 2-4, 2020  
Venue: The Algonquin Resort, St. Andrews by-the-Sea, New Brunswick  
Content area: Acute care, developmental paediatrics, neurology, and respirology

**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 75 minute symposiums, that are held over breakfast and/or 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:**
- Complimentary table-top display
- Complimentary full registration for 2 representatives
- Prominent recognition with your corporate logo displayed on LLP signage, website and daily plenary introduction slide
- Recognition of sponsorship on your corporate representative’s name badge
- Invitation to the Sponsor Recognition Event that is held during the CPS Annual Conference, with the CPS Board of Directors and senior staff in attendance
- Corporate recognition in a 2020 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 Continuing Professional Development Committee
- A phone meeting with representatives from the CPS and session speakers for planning purposes
- Special recognition at the course welcome and a verbal recognition by the chair at the symposium
- An opportunity to extend session learnings in an online educational piece
- An opportunity to get feedback from the course evaluation

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

**Recognition Benefits:**
- Complimentary course registration for 1 representative
- Complimentary table-top display
- Corporate logo recognition on LLP signage, website and daily plenary introduction slide
- Recognition of sponsorship on your corporate representative’s name badge
- Special recognition at the course welcome
REACHING PAEDIATRICIANS

CPS News Sponsor - $30,000 per year or $15,000 per issue
(2 issues per year - Spring 2020 – Fall 2020)

CPS News is a printed newsletter, produced in English and French, and sent to more than 3,600 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. Approval of the advertisement is at the discretion of CPS.
- Invitation to the Sponsor Recognition Event at the 2020 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 2020 – December 2020)

CPS eNews is a monthly, bilingual electronic newsletter sent by email to more than 3,600 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 2020.
- Full-year sponsor will receive an invitation to the Sponsor Recognition Event at the 2020 Annual Conference, with the CPS Board of Directors and senior staff in attendance.
REACHING PARENTS

**Caring for Kids Website Sponsor**  
6 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 176 documents and videos 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 6 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 23,000 followers on Twitter and Facebook)
- Invitation to the Sponsor Recognition Event at the 2020 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 on CPS social media channels (professional and public) to drive members and general public to the web page (more than 23,000 followers on Facebook and Twitter)
- Acknowledgement and thanks in a CPS e-newsletter sent to more than 3,600 CPS members, encouraging paediatricians to refer patients to this section of the site and share resources
- Corporate recognition in a 2020 edition of the CPS News
Your support with 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. From 2017 - 2022 the CPS has and will continue to focus on projects and initiatives that are outlined in the CPS Strategic Framework www.cps.ca/en/about-apropos/strategic-framework. Additionally, CPS will continue to advocate on key child and youth health issues as identified by CPS leadership.

The Canadian Paediatric Society’s top priorities for 2020 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

Nurture early childhood development:
- Educate clinicians about key concepts in social and emotional development
- Improve parent understanding of social and emotional development and what they can do to support it
- Promote supportive relationships as fundamental to healthy child development
- Promote the integration of the science of adverse childhood experiences into clinical practice
- Promote an integrated system for early child development services and programs that is evidence-based and universally-available

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.

Recognition Benefits:
- Opportunity to co-develop an accredited, educational symposium with CPS at the 2020 Annual Conference (at an additional cost of $25,000)
- 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 Event at the 2020 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 2020 edition of the CPS News

For more information about these 2020 sponsorship opportunities, please contact:

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