



Sponsorship Prospectus



66th Annual Scientific Meeting

OUTREACH & DIVERSITY

May 30 – June 2, 2018

Kwanlin Dün Cultural Centre, Whitehorse, Yukon



Call for Sponsors

The Canadian Association of Physical Medicine & Rehabilitation (CAPM&R)

is inviting sponsors for the 66th Annual Scientific Meeting

“Outreach and Diversity”

CAPM&R's scientific meeting is the largest gathering of healthcare professionals, students and decision-makers, with a focus on physical medicine and rehabilitation, in Canada. PM&R physicians treat a wide variety of medical conditions affecting the brain, spinal cord, nerves, bones, joints, ligaments, muscles and tendons. Featuring high-profile keynote speakers, cutting-edge panels on current issues in physical medicine & rehabilitation, and a wealth of networking activities, the conference is the country's premier event for evidence-informed discussion and debate on health care. The 66th Annual Scientific Meeting will feature a multi-disciplinary scientific program, renowned guest speakers, an extensive two-day trade show and a great social program.

Benefits of Sponsorship

Conference sponsorship provides high-visibility support for evidence-informed health system improvement. All sponsors are acknowledged for their level of support on the CAPM&R website. This sponsor/exhibitor package provides you with numerous marketing opportunities. Whether you are interested in introducing a new service/product; increasing your number of contacts; or reinforcing your position as an industry leader, one of our options will help you find a marketing solution.

BUILD YOUR BRAND

To build your company's recognition in the PM&R community, choose high visibility events attracting leaders in the PM&R profession. These events include the CPRDF Fundraising Reception, CPRDF Golf Tournament, CAPM&R AGM, CAPM&R Awards Banquet.

SHOW INDUSTRY LEADERSHIP

Show your leadership by being associated with cutting-edge professional development sessions and technology. Sponsor a CME session or bring in your own speaker for an interactive session, co-developed session.

CONNECT WITH ATTENDEES

Looking to network with the attendees? Co-host a social event, such as the Welcome Reception, Fun Run or Yoga, a social evening; an interactive session or wine and cheese reception in order to engage in person with your target audience.

PROMOTE YOUR BRAND

To assist you in promoting your products to attendees, have a look at some of our promotional opportunities such as lanyards, delegate bags & gifts or choose opportunities to showcase your product on the conference app or with an insert in the delegate bags.



Pre-Conference Exposure include:

- Recognition in monthly CAPMR eblast newsletter
- Pre-conference microsites on conference web-page – informational/promotional material on what sponsors will present at the meeting
- Advance attendee list provided for pre- conference engagement
- Social media with conference and exhibitor updates
- Pre-conference eblast with sponsor information and schedule of events to all CAPMR members, not just conference attendees
- Logo on home page of conference website
- Logo in all email communications

At the Conference

- Corporate logo and map to exhibit booth on conference app along with a link to your corporate website
- Social Media with sponsor information/updates and contact information
- Bar-coded attendee nametags (name, location, and email contact)
- Sponsored seminars (breakfast)
- Special prize draw with ballot distribution to visitors at booth

Post-Conference Exposure and Feedback

- Post conference eblast to all attendees with sponsor information and highlights
- Sponsor microsites remain on conference website for 2 months post-conference
- Sponsors will be provided with all attendee feedback related to the exhibits
- Opportunity for CAPM&R to receive feedback and suggestions from the sponsors

About CAPM&R

The Canadian Association of Physical Medicine and Rehabilitation is a member service organization that represents Canadian physiatrists and promotes their pursuit of excellence in the field of physical medicine and rehabilitation. The CAPM&R was founded in 1952 and has over 400 members today. Since 2010, the Journal of Rehabilitation Medicine (JRM) has established a relationship with the CAPM&R. All abstracts presented at the CAPM&R Annual Scientific Meeting are published in JRM following the conference.

Why Exhibit?

You will have the opportunity to introduce your company's products and services to key decision makers and PM&R specialists, SCI doctors, neurologists, neurosurgeons, traumatologists, physical therapists, social workers, occupational therapists, orthopaedic surgeons, psychologists, sports therapists, urologists and nurses. The educational program will encourage these delegates to share knowledge and experience as they research the new innovations within their fields. These professionals want to make the most informed decision possible. Your company should be there to ensure our attendees have all the facts they require for decision making. Take advantage of this opportunity to strengthen existing relationships and establish new ones while exhibiting!

CO-DEVELOPED ACCREDITED LEARNING ACTIVITIES

for SECTION 1 and/or SECTION 3 Credits

We are very pleased to introduce CAPMR Co-Developed, Accredited Symposia and Workshops for our 2018 Conference. This opportunity is available only to Lead, Platinum and Gold Sponsors, in conjunction with the guidelines as outlined within each category.

All Co-developed Accredited Learning Activity sessions must also be preapproved by the Conference Organizing Committee. All Co-developed Accredited Learning Activities must be accredited by the CAPM&R and must comply with the accreditation guidelines and procedures of these organizations. All proposals must be submitted to info@capmr.ca and received by the Conference Secretariat no later than 12:00 (ET) on February 15, 2018 to be considered for the 2018 Annual Scientific Meeting.

By working closely with the Conference Organizing Committee, submitting necessary paperwork to the accrediting bodies, and complying with Royal College of Physicians and Surgeons of Canada (RCPSC) and Canadian Medical Association (CMA) guidelines, the

Co-developed Accredited Learning Activities will be accredited as part of the Conference program under Section 1 and/or Section 3 of the RCPSC's Maintenance of Certification (MOC) program.

The final number of Co-developed Accredited Learning Activity session slots will be determined and assigned (in order of receipt and full support payment) once the Conference Organizing Committee and the accrediting bodies have reviewed all proposals.

The accreditation fees for Co-developed Accredited Learning Activities are \$10,000 for an unopposed symposium or \$5,000 for a concurrent workshop in addition to the sponsorship-level fee.

Note: The Scientific Planning Committee will be the Program Planning Committee for all accredited programs. Industry cannot be involved in the program development nor can third party planners or communications companies.

Symposia

Exclusive to Lead, Platinum and Gold Sponsors – Conduct a CAPM&R Co-Developed, Accredited Symposium

\$10,000 accreditation fee for Co-developed Accredited Learning Activity (Symposium)

Possible Dates and Times:

- Tuesday, May 29: 1500 -1700
- Wednesday, May 30: 1300 -1430
- Sunday, June 2: 930 -1200

NB: Times may be subject to change

Symposium Guidelines:

- The symposium must be accredited and co-developed with CAPM&R following Royal College of Physicians and Surgeons of Canada Maintenance of Certification criteria and CAPM&R guidelines.
- Only 1 spot available per day.
- A dedicated meeting room is provided at no charge.
- All conference attendees are encouraged to attend.
- Basic audio-visual is supplied at no additional cost.

Additional Costs (not included as part of the sponsorship):

- The sponsor is responsible for all expenses related to the speakers (honoraria, travel and accommodation) per the CAPM&R accreditation guidelines and funding rules.
- The sponsor is responsible for all expenses related to food and beverage, which must be supplied by the host venue.
- The sponsor is responsible for all audio-visual labour and equipment above and beyond the basic equipment provided (1 each data projector, laptop, screen, lectern and mic are provided).
- Signage related to the symposium.

Workshop

Exclusive to Lead, Platinum and Gold Sponsors – Conduct a CAPM&R Co-Developed, Accredited Workshop (e.g. Meet the Experts)

\$5,000 accreditation fee for Co-developed Accredited Learning Activity (Workshop)

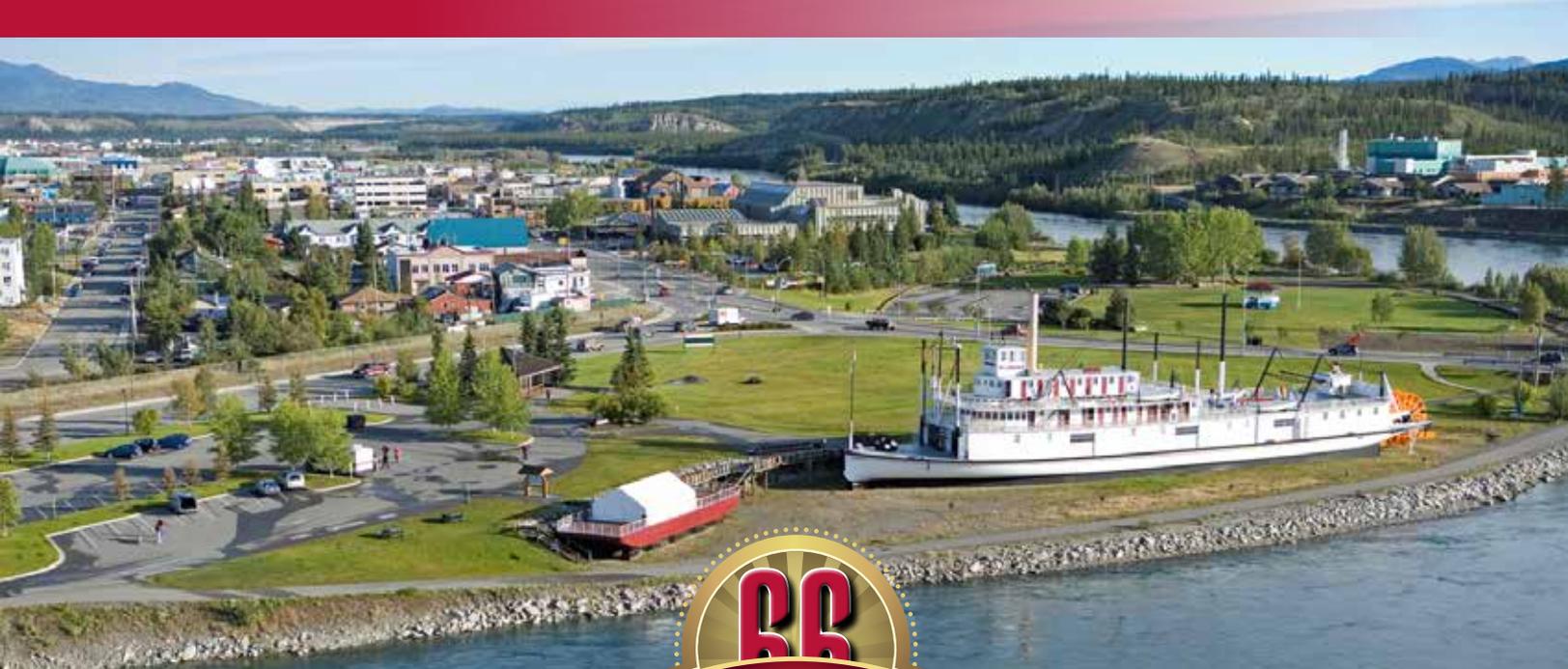
Possible Dates and Times are TBD

Workshop Guidelines:

- The workshop must be accredited and co-developed with CAPM&R following Royal College of Physicians and Surgeons of Canada Maintenance of Certification criteria and CAPM&R guidelines.
- Only three spots available, one per day, to run concurrently to other activities including the CAPM&R Annual General Meeting.
- A dedicated meeting room is provided at no charge.
- The maximum number of attendees permitted is 50. (Offered concurrently with other conference workshops.)
- Basic audio-visual is supplied at no additional cost.

Additional Costs (not included as part of the sponsorship):

- The sponsor is responsible for all expenses related to the speakers (honoraria, travel and accommodation) per the CAPM&R accreditation guidelines and funding rules.
- The sponsor is responsible for all expenses related to food and beverage, which must be supplied by the host venue.
- The sponsor is responsible for all audio-visual labour and equipment above and beyond the basic equipment provided (1 each data projector, laptop, screen, lectern and mic are provided).
- Signage related to the workshop.



Framework of Continuing Professional Development Activities

This table summarizes the learning sections under the new MOC framework. Activities submitted via MAINPORT are converted automatically into credits. Fellows and MOC Program participants are required to complete a minimum of 25 credits per cycle in each section of the MOC Program.

SECTIONS	CATEGORY	EXAMPLES	CREDIT RATING
SECTION 1: Group learning	<p>Accredited activities: Conferences, rounds, journal clubs or small-group activities that adhere to Royal College standards. Accredited group learning activities can occur face-to-face or web-based (online).</p>	<ul style="list-style-type: none"> • Accredited rounds, journal clubs, small groups • Accredited conferences 	1 credit per hour
	<p>Unaccredited activities: Rounds, journal clubs or small-group activities in the process of meeting the educational and ethical standards; rural or local conferences that have no industry sponsorship.</p>	<ul style="list-style-type: none"> • Unaccredited rounds, journal clubs, small groups • Unaccredited conferences without industry support 	0.5 credits per hour (maximum of 50 credits per cycle)
SECTION 3: Assessment	<p>Knowledge assessment: Programs accredited by Royal College CPD providers that provide data with feedback to individual physicians regarding their current knowledge base to enable the identification of needs and the development of future learning opportunities relevant to their practice.</p>	<ul style="list-style-type: none"> • Accredited self-assessment programs 	3 credits per hour
	<p>Performance assessment: Activities that provide data with feedback to individual physicians, groups or interprofessional health teams related to their personal or collective performance across a broad range of professional practice domains. Performance assessment activities can occur in a simulated or actual practice environment.</p>	<ul style="list-style-type: none"> • Simulation • Simulation • Chart audit and feedback • Multi-source feedback • Educational/administrative assessments 	3 credits per hour

LEVELS OF SUPPORT

Lead Sponsor \$30,000

Your Investment \$30,000 (plus accreditation fee for Co-developed Accredited Learning Activity, if applicable)

Lead Platinum Sponsors are recognized for their strong commitment to the success of the 2018 CAPM&R Annual Scientific Meeting through the highest degree of visibility and prominence at the Conference.

Lead Platinum Sponsors are entitled to the following benefits:

- First opportunity for exclusive sponsorship to host one of the following: Pre-Conference², CPRDF Fundraising Reception², CPRDF Golf Tournament², AGM², Awards Banquet², Welcome Reception², Fun Run, lunch, or refreshment break
- Recognition on the conference app as the lead sponsor of the conference
- Four (4) exhibitor tables with priority booth placement
- Eight (8) conference registrations⁴
- Four (4) CPRDF social event dinner tickets
- Recognition on CAPM&R website, mobile app, and signage (leading up to during and after the conference)
- One (1) e-blast¹ to pre-conference attendance list & full membership¹
- Option to host a breakfast seminar³
- Delegates list provided in advance of the conference

Platinum Sponsor \$15,000

Your Investment \$15,000 (plus accreditation fee for Co-developed Accredited Learning Activity, if applicable)

Platinum Sponsors are recognized as important contributors to the success of the 2018 CAPM&R Annual Scientific Meeting.

Platinum Sponsors are entitled to the following benefits:

- Selection from the remaining Co-developed Accredited Learning Activity session time slots for one (1) Co-developed Accredited Learning Activity Session after Lead-level Sponsors if Lead-level payment and session application is received by 12:00 (ET) on February 15. Payment of the additional accreditation fee is due upon acceptance of the application by the Conference Organizing Committee.
- Recognition as the title sponsor of one (1) lunch
- Second opportunity for exclusive sponsorship to host one of the following: Pre-Conference², CPRDF Fundraising Reception², CPRDF Golf Tournament², AGM², Awards Banquet², Welcome Reception², Fun Run, lunch, or refreshment break
- Two (2) exhibitor tables
- Four (4) conference registrations⁴
- Four (4) CPRDF social event dinner tickets
- Recognition on CAPM&R website, mobile app, and signage (leading up to during and after the conference)
- One (1) e-blast¹ to pre-conference attendance list & full membership¹
- Option to host a breakfast seminar³
- Delegates list provided in advance of the conference

Gold Sponsor \$10,000

- Selection from the remaining Co-developed Accredited Learning Activity session time slots for one (1) Co-developed Accredited Learning Activity Session after Lead-level & Platinum Level Sponsors
- Recognition as the title sponsor of one (1) of the following: Pre-Conference², CPRDF Fundraising Reception², CPRDF Golf Tournament², AGM², Awards Banquet², Welcome Reception², Fun Run, lunch, or refreshment break
- Two (2) exhibit tables
- Two (2) conference registrations⁴
- Two (2) CPRDF social event dinner tickets
- Recognition on CAPM&R website, mobile app, and signage (leading up to during and after the conference)
- One (1) e-blast¹ to pre-conference attendance list¹
- Option to host a breakfast seminar³
- Delegates list provided in advance of the conference

Silver Sponsor \$7,000

- Recognition as the title sponsor of one (1) refreshment break
- One (1) exhibit table
- Two (2) conference registrations⁴
- Recognition on CAPM&R website, mobile app, and signage (leading up to during and after the conference)

Bronze Sponsor \$5,000

- One (1) table display exhibit space
- Two (2) conference registrations⁴
- Recognition on CAPM&R website, mobile app, and signage

Table Display Only \$3,000

- One (1) table display exhibit space
- One (1) conference registration⁴
- Recognition on CAPM&R website, mobile app, and signage

Notes:

¹ e-blast will be sent to attendees via conference office.

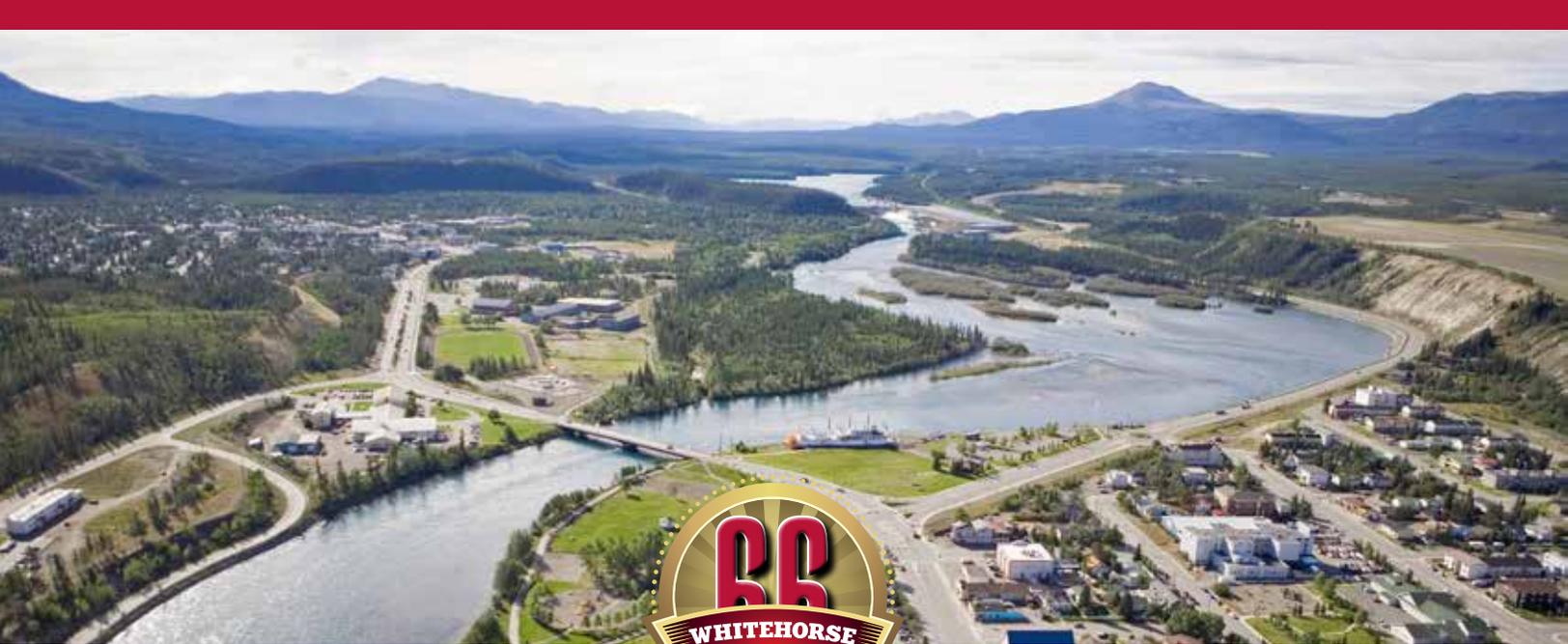
² One opportunity available. To be awarded on a first come first serve basis, catering arrangements through the conference office.

³ Breakfast Seminar – on Thursday or Friday morning. Room and audio-visual provided. CAPM&R to facilitate advertising and catering (catering costs extra).

⁴ Conference registration - does NOT include admission to breakfast seminar

Register Online:

www.planetReg.com/CAPMR2018Sponsorship



GENERAL INFORMATION FOR EXHIBITORS

Location:

Kwanlin Dün Cultural Centre
1171 Front Street, Whitehorse, Yukon Y1A 0G9

Move-in period:

- Wednesday May 30 from 1200 - 1700

Display times:

- Wednesday May 30: 1800 – 2000 (Welcome Reception in the Exhibit Hall)
- Thursday May 31, 0700-1730*
- Friday June 1, 0700-1300*
(*Unopposed exhibiting opportunities held during but not limited to breakfast, breaks & lunch)

Move-out period:

- Friday June 1 from 1330 - 1800

Security:

For security reasons, all personnel must be registered and wearing name tags in order to enter the exhibit area.

Access to the exhibit hall following closure must be pre-approved by the conference organizers.

Terms of Payment:

Full payment for each booth requested must accompany the Contract for Exhibit Space. Cheques should be payable to "CAPM&R".

Register Online:

www.planetReg.com/CAPMR2018Sponsorship

Complimentary Table Includes:

- One (1) exhibit table with two (2) chairs
- One (1) duplex electrical outlet
- Wifi

Space Assignment:

Booths will be allocated by sponsorship level together with a first-come, first-served basis. Payment must be received before booth location will be assigned.

Register Online:

www.planetReg.com/CAPMR2018Sponsorship

Other Services:

Display services, Drayage, Shipping, Customs Broker, Audio-Visual, Telecommunications, and Electrical/ Mechanical service details and order forms will be provided to exhibiting companies closer to the meeting dates. Exhibitors will have the opportunity to book accommodations at the special conference rate.

SUPPLEMENTAL OPPORTUNITIES

The following promotional opportunities are available only to sponsors at an additional cost.
Priority will be given based on sponsorship level.

Welcome Reception (Catering Cost Only; 1 available)

- Signage during welcome reception
- Recognition on mobile app

Breakfast Seminar (Catering Cost Only; 2 available)

- Signage during the breakfast seminar
- Room and AV provided for events

Lunch Sponsorship \$3,000 (2 available)

- Signage during lunch
- Opportunity to provide handout during lunch
- Recognition on mobile app

Break Sponsorship \$2,000 (2 available)

- Signage during break
- Opportunity to provide handout during break
- Recognition on mobile app

Delegate Bag Sponsor \$2,000 (1 available)

- Logo on the delegate bags for the attendees (Bags to be provided by sponsor)

Nametag Lanyard Sponsor \$2,000 (1 available)

- Logo on the nametag lanyards for the attendees (Lanyards to be provided by sponsor)

Delegate Gift Sponsor \$1,000 (1 available)

- Logo on the delegate gifts for the attendees (Gifts to be provided by sponsor)

Hotel Room Drop Sponsor \$1,000 (1 available)

- Promotional materials in the delegate rooms at the conference hotel. (Room drop costs to be assumed by the sponsor.)

Pens/Notepads \$500 (1 available each)

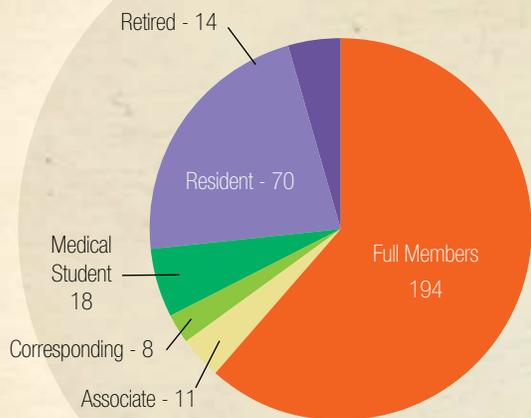
- Provide pens and notepads to be included in each delegate bag

Delegate Bag Insert \$500

- Provide an insert to be included in each delegate bag (must not exceed 8 1/2" x 11" and must be collated, folded or stapled as required for insertion)

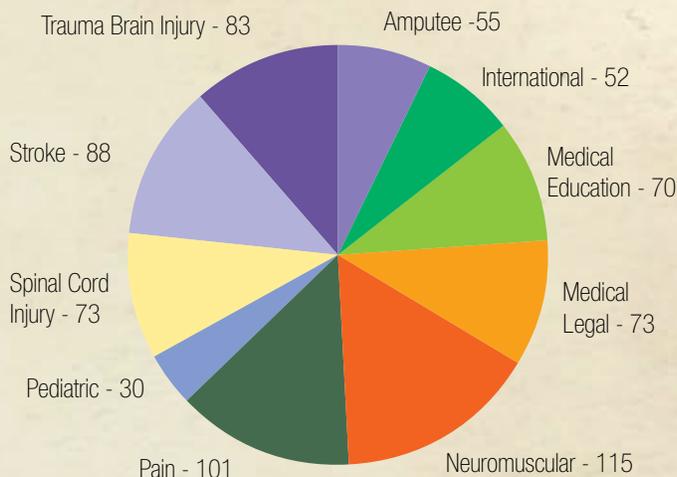
Supplemental Opportunities	Lead	Platinum	Gold	Silver	Bronze
Welcome Reception	★	★			
Co-Developed Accredited Learning Activity	★	★	★		
Breakfast Seminars	★	★	★		
Lunches	★	★	★		
Breaks	★	★	★		
Delegate Bags	★	★	★	★	
Nametag Lanyards	★	★	★	★	
Delegate Gifts	★	★	★	★	
Pens/Notepads	★	★	★	★	★
Hotel Room Drop	★	★	★	★	★
Delegate Bag Insert	★	★	★	★	★

CAPM&R MEMBERS



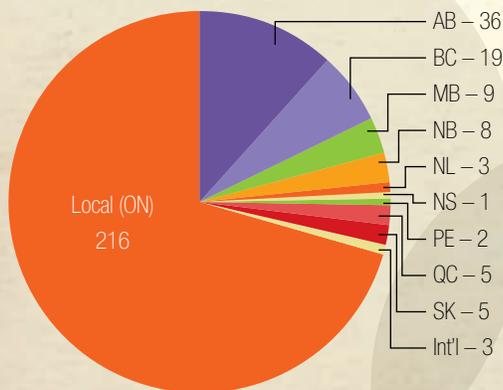
PROFESSIONAL DEMOGRAPHIC

CAPM&R membership identify in the following interest groups



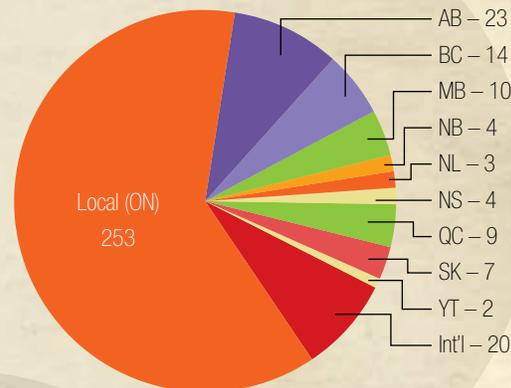
CAPM&R membership identify in the following interest groups

2016 LONDON ON

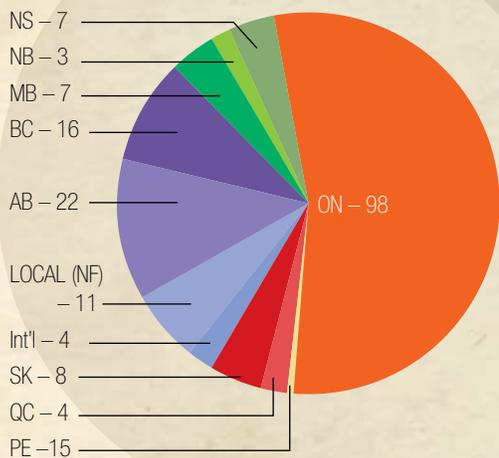


Geographic locations in conference attendance the past 4 years

2017 NIAGARA FALLS ON



2014 ST JOHN NF



2015 VANCOUVER BC

