



the critical care canada forum
October 26 - 28, 2009



critical care
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F O R U M

Leading Science. Leading Practice.

www.criticalcarecanada.com



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sponsorship & exhibitor opportunities

Last year CCCF again, continued to grow and was highly successful – our largest gathering to date! Our CCCF brand continues to reflect our position as a leading national and international conference bringing together Canada’s Critical Care community, the world’s leading experts and a growing roster of international delegates.

Today, the CCCF is Canada’s largest, and most internationally recognized Critical Care conference attended by approximately 1,200 physicians, respiratory therapists, nurses, pharmacists and other health care professionals.

Renowned for its excellent international faculty and held at world-class Facilities in Toronto, the Forum provides the most up-to-date information on current issues and research in Critical Care, delivering on our promise of “Leading Science and Leading Practice”.

Recognizing that care of the critically ill is a true “team” effort and is not just confined to Intensive Care Units (e.g. Medical-Surgical ICUs, Coronary Care Units, Cardiovascular ICUs, Level 2 areas, etc.), the CCCF covers a broad range of issues, including relevant sessions for all Acute Care health professionals. In addition to ICUs, our faculty will discuss ongoing and emerging issues for those in Emergency Rooms, Transport Medicine, Cardiac Care, Anaesthesiology and all Acute Care areas throughout the health care system.

Towards our goal of extending knowledge in a range of areas related to the practice of critical care and understanding of disease, the CCCF scientific program for 2009 will again feature the latest and hottest topics of interest to Critical Care clinicians. Examples of topics expected to be covered in 2009 include:

- Antibiotic stewardship and resistance
- Infusions and Fluid Therapy
- New trials in Critical Care Medicine
- Glycaemic Control in the ICU
- Knowledge Translation for Critical Care
- Emerging issues in the ER
- System Design and Patient Flow
- Mechanical Ventilation
- Sepsis and Inflammation
- Hemodynamic Management
- Myocardial Ischemia
- ALI/ARDS
- Approaches to Thrombosis and Anticoagulation
- Controversies in Critical Care
- New trends in Fungal Infection
- Research Networks – Accounts from Around the Globe
- Diagnostic Imaging in Acute Care Environments

The format of this three-day Forum will combine plenary sessions, thematic sessions and smaller group workshops, all designed to promote dialogue, debate and healthy controversy. These sessions will be interspersed with opportunities for social interaction and networking.

In addition to the didactic sessions, delegates will have the opportunity to interact with recognized national and international leaders in Critical Care.



sponsorship opportunities

The Critical Care Canada Forum unites Critical Care leaders and intensivists, providing a platform to put leading science into practice. For physicians, nurses, ICU pharmacists and respiratory therapists, this symposium is an opportunity for significant teambuilding within Canada's Critical Care community.

Critical Care is a high-growth practice area with increasing recognition as an urgent, cross-disciplinary necessity. This year's Critical Care Canada Forum will continue to help its business partners build their reputations and importance as leaders in the science and practice of this increasingly important discipline.

CCCF is the event in Canada that puts you in touch with a large contingent of key decision makers in Critical Care, all in one place at the same time.

In support of the conference, the Organizing Committee is pleased to offer its business partners an opportunity to participate in the Forum through a number of Sponsorship Activities. As a sponsoring organization, you will:

- Increase your corporate leadership visibility and profile during the conference and via our website
- Interact and collaborate with influential Critical Care decision makers
- Promote your business while supporting education in Critical Care

Critical Care Canada Forum works with our partners to ensure we deliver on our promise of Leading Science and Leading Practice

Once again, this year each major sponsor will be included in our successful Passport program.

We are pleased to announce that the Conference will be held at the Sheraton Centre, 123 Queen Street West, Toronto.

Located in the financial and entertainment districts, the CAA/AAA Four Diamond Sheraton Centre Toronto is connected to PATH, a 16-mile underground network of shops and services. Shopping, theatre, world-class dining and Toronto's best attractions are literally steps away.

We look forward to your support and are committed to ensuring that the relationship is mutually beneficial.

Contact Dr. Tom Stewart CCCF Director of Advancement, or Michelle Lemme, Business Consultant by calling (647) 669-6911 or 1-888.527.3434. For more information about the Forum, please visit our web site at www.criticalcarecanada.com.



sponsorship packages

Our vision is to equip every health care practitioner in Canada to provide the right care to critically ill patients anytime, anywhere.

(Please note that all sponsorship activities are subject to availability.)

Platinum Sponsor \$100,000 (Cdn)

Platinum sponsorship is a special opportunity to take the leadership position in the Critical Care Canada Forum and extend your brand by partnering with us on our vision. This level of sponsorship is open for corporations who share our vision to meet the right patient, in the right place, at the right time in Critical Care and who wish to partner in a significant way with the Critical Care Canada Forum.

This sponsorship level can be tailored to meet your organization's unique needs. We will meet with you to discuss how the Forum can provide the greatest value to your company.

Included:

- 30x30 booth space
- Exclusive sponsor of a plenary, unopposed session
- Presentation opportunity at a Daybreak Session, Lunch Symposium or other educational program associated with the CCCF
- Private "Talk with the Experts" session designed specifically to meet your needs
- Exclusive sponsorship of Residents Day, an important educational event, or one of our social events
- Acknowledgement of sponsorship at Forum
- Fifteen full conference registrations for your company or important customers
- Company name included in all promotional material
- Brand Logo on the Critical Care Canada web site for one year
- Active link to your company site or that of your choice
- Up to 4 approved links on the website of our critical care virtual community

*It is the sponsoring company's responsibility to ensure all sponsor related activities adhere to their Interpretation of the Rx&D Guidelines where applicable.

sponsorship packages (continued)

Gold \$60,000 (Cdn)

Gold Level sponsorship guarantees that your company will enjoy a high level of visibility and recognition as leader in the profession and as a partner. This level of sponsorship can be tailored to meet your organization's unique needs.

Included:

- 20' x 20' booth space
- Sponsorship of a plenary session
- Presentation opportunity at either Daybreak Session or Lunch Symposium
- 4 "Talk with the Expert" spaces in a joint session designed for sponsors
- Acknowledgement of sponsorship at Forum
- Ten full conference registrations for your company or important customers
- Company name included in all promotional material
- Your company Logo on our website for one year
- Two approved links on the CCCF website in our critical care virtual community

*It is the sponsoring company's responsibility to ensure all sponsor related activities adhere to their interpretation of the Rx&D Guidelines where applicable.

Silver Sponsor \$25,000 (Cdn)

Silver Level sponsorship is an opportunity for all companies that provide products and services to the critical and acute care community to participate in this exciting conference. You will be recognized as a valued contributor to the Critical Care profession.

Included:

- 10' x 10' booth space
- Sponsorship of an afternoon session
- 2 "Talk with the Expert" spaces in a joint session designed for sponsors
- Acknowledgement of sponsorship at Forum
- Company name included in all promotional material
- Four full conference registrations for your company or important customers
- One approved link on the CCCF website in our critical care virtual community

*It is the sponsoring company's responsibility to ensure all sponsor related activities adhere to their interpretation of the Rx&D Guidelines where applicable.





exhibit opportunities

Exhibit Booth Cost: \$5,000 (Cdn) per 10x10 booth

For more information on Exhibitor opportunities, please visit our website at www.criticalcarecanada.com

Telephone: 1-519.263.5050

Fax: 1-519-263-2936

Email: info@criticalcarecanada.com



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additional promotional opportunities

There are several other creative sponsorship opportunities, (at various levels) which we can discuss. Some ideas include sponsorship of pre-conference programs, on-line accredited CME, web-ex forums, etc.

Please note these will be subject to approval by the scientific committee and availability.

Opportunities at www.criticalcarecanada.com

The Critical Care Canada Forum is now offering a year-long educational opportunity beyond its annual conference that will allow the Critical Care community to put the latest science into practice at www.criticalcarecanada.com.

The CCCF website will be an ongoing, source of important information for Critical Care professionals.

Sponsorship Opportunities in Support of the CCCF Online Community

This year, year-round financial sponsorship in support of this valuable online community is available. This opportunity is designed for those who are not already at the Platinum, Gold or Silver level, as involvement with the website is part of their existing package.

These levels are ideal for companies not at a sponsorship level who want to be more involved and raise their brand awareness on our site heading into the conference.

- Level 1 Sponsorship: \$3,000 will provide your company logo on the CCCF website, acknowledgement of your support and a link to your corporate website through to September 2009
- Level 2 Sponsorship: \$6,000 (will provide your company logo on the CCCF website, acknowledgement of your support, a link to your corporate website and a link to up to two additional approved sites through to September 2009*





contact us

To discuss your sponsorship please speak with Dr. Tom Stewart, CCCF Director of Advancement, or Michelle Lemme, Business Consultant regarding sponsorship opportunities:

Telephone: 647-669-6911

Fax: 1-519-263-2936

Email: info@criticalcarecanada.com

Website: www.criticalcarecanada.com



To confirm your Exhibit Space at the 2009 Critical Care Canada Forum please contact:

Critical Care Canada Forum

72923 Airport Line

P.O. Box 39

Henshall, ON

NOM 1X0

Email: info@criticalcarecanada.com

www.criticalcarecanada.com



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