

Critical Care Canada Forum

November 7-10, 2010 - Sheraton Centre Toronto



critical care
canada

F O R U M

leading science, leading practice

Vision – equip every health care practitioner with the tools necessary to provide the right care to critically ill patients, anytime, anywhere.

Mission – turn science into practice

Sponsorship & Exhibitor Opportunities

Internationally recognized, the Critical Care Canada Forum offers leading-edge science through a program designed to provide the most current and relevant information to the critical care community.

The CCCF is the primary critical care meeting in Canada for doctors, nurses, respiratory therapists, pharmacists and front-line staff to collaborate on shared knowledge across disciplines, departments and institutions. Renowned for an outstanding international faculty, the Forum provides the most current information on issues and research in critical care, delivering on our promise of leading science and leading practice.

Recognizing that care of the critically ill is not confined to Intensive Care Units, the CCCF covers a broad range of issues for all acute care health professionals. The faculty delivers important topics for those in ICUs, Emergency Rooms, Transport Medicine, Cardiac Care, Anesthesiology and all Acute Care areas throughout the health care system.

The Critical Care Canada Forum is where Canada's **intensivists put the latest science into practice**. In ten years, the Forum has become Canada's most significant gathering of healthcare professionals focused on issues in critical care medicine. The Forum provides a unique sense of community in a culture of sharing and learning.

The CCCF identifies, designs and implements specialized programs in partnership with sponsors, that take part in the pre-conference or main conference program plus select programs outside of the Forum. In this way, the CCCF provides exceptional value to sponsors, providing access and vital information throughout the year.

The Forum combines plenaries, lectures and small workshops, designed to promote dialogue, debate and healthy controversy. In addition to the scientific sessions, delegates have ample opportunity to interact with recognized international experts. The sessions are interspersed with networking opportunities and provide priority positioning for exhibitors with breaks and lunch in the exhibit hall.

Critical Care is a high-growth practice area with increasing recognition as an urgent, cross-disciplinary necessity. CCCF 2010 will work closely with its business partners to increase profile and relevance as leaders in this increasingly important discipline. No other event in Canada has so many decision-makers in one place at one time.

Sponsors can:

- Increase visibility, product awareness and corporate profile
- Interact and collaborate with influential Critical Care decision makers
- Promote products and services while supporting education in Critical Care

We look forward to your support and are committed to ensuring that the partnership achieves results.

For more information on Sponsor and Exhibitor opportunities, please contact:
Cass Bayley, CCCF Secretariat 888-527-3434 or 519-262-5050
Email: cass@criticalcarecanada.com
www.criticalcarecanada.com

Sponsorship Packages

The following provides a guideline of the sponsorship levels and benefits. The Forum is adept at tailoring each sponsorship to meet specific goals. All sponsorship activities are subject to availability and approval by CCCF. It is the sponsoring company's responsibility to ensure all sponsor related activities adhere to their interpretation of the Rx&D Guidelines where applicable.

Platinum Sponsor \$100,000

- Benefits:
- 20' x20' exhibit space in primary location
 - Exclusive sponsor of a plenary, unopposed session
 - Corporate presentation opportunity with a Breakfast or Lunch Symposium
 - Private "Talk with the Experts" session with your company and a select group of the Forum faculty
 - Logo included in all promotional materials with Platinum Sponsor recognition
 - Logo on the Critical Care Canada web site for one year with live link
 - Featured Sponsor on website for one month
 - Featured Sponsor in Forum electronic newsletter to full database of 3,000 critical care professionals
 - Opportunity to send electronic promotion of sponsored Symposium to CCCF database
 - Acknowledgement of Platinum sponsorship from podium and signage at Forum
 - Fifteen full conference registrations for staff or customers
 - Exclusive sponsorship of either; Residents' Day, an important educational event, or one of the other key functions
 - Exhibitor Listing in bold with Platinum recognition

Gold Sponsor \$60,000 plus

- Benefits:
- 20' x 20' exhibit space
 - Exclusive sponsorship of a plenary, unopposed session
 - Corporate presentation opportunity at either Breakfast Session or Lunch Symposium
 - 1 "Talk with the Experts" space in a joint session designed for sponsors
 - Logo included in all promotional materials with Gold Sponsor recognition
 - Logo on website for one year with live link
 - Acknowledgement of Gold sponsorship from the podium and signage at Forum
 - Ten full conference registrations for staff or customers
 - Exhibitor Listing in bold with Gold recognition

Silver Sponsor \$35,000

- Benefits:
- 10' x 10' exhibit space in primary location
 - Exclusive sponsorship of an afternoon session or specific track
 - Dedicated sponsor of one nutrition break in exhibit hall
 - Logo acknowledgement in all promotional materials with Silver Sponsor recognition
 - Logo acknowledgement on website for one year with live link
 - Acknowledgement of Silver sponsorship at Forum from the podium and signage
 - Four full conference registrations for staff or customers
 - Exhibitor Listing in bold with Silver recognition

Exhibit Opportunity

Exhibit Booth Cost: \$5,000 per 10' x10' space.

The Exhibit Hall is completely carpeted and each booth is provided with electrical outlet, draped table, 2 chairs.

The lunch and coffee breaks from Monday – Wednesday are all held in the Exhibit Hall.

All exhibitors receive a 25 word description in on-site program.

Additional Sponsorship Opportunities

If you are not included in one of the primary sponsor levels, there are a la carte options. Increase your presence at the Forum with options that include:

Lunch Sponsor	\$25,000
Afternoon Session	\$15,000
Refreshment Break	\$15,000
Audiovisual Sponsor	\$15,000
Internet Café	\$12,000

Full details and further options provided on request.